We're a member-owned lender providing custom tailored mortgages and loans for:

- Land Purchases
- Greenhouses
- Nursery Stock
- Operating Expenses
- Equipment

Financing that's as unique as your business.
You'll like what you see at Carolina Nurseries. You've known us for a quarter century for our quality and variety, but we just keep getting better at delivering innovations in plants and programs, giving you the edge for increased profit.

Our offering of hundreds of superior selections with dazzling eye-appeal and ease of care once planted is just what customers across the country ask for from their garden centers. For added value, we're founding member of the expanding Novalis® grower's network, bringing the exclusive plants and collections of Plants that Work® to the marketplace, backed by retail marketing and merchandising to boost your sales even more.

We tie it all together with Carolina Nurseries' sales and service, making sure you get plants on time, in prime selling condition. Check us out. We've never looked better and no one works harder to make you look better in the eyes of your customers.

Call 1-800-845-2065 or visit us at www.carolinanurseries.com.

Amanda Bass
abass@carolinanurseries.com
1-888-845-1989
Fax 1-843-482-1014
739 Gaillard Rd., Moncks Corner, SC 29461

Take a Closer Look
## OFFICERS

**President**  
DUANE SHUMAKER ‘06  
RSG Landscaping & Lawn Care  
PO Box 110  
Concord, VA 24538-0110  
434-993-2753  
Fax: 434-993-3489  
President@vnla.org

**Vice President**  
ED TANKARD  
– Legislative  
Tankard Nurseries ‘07  
PO Box 649  
Exmore VA 23350-0649  
800-552-2088x17  
Fax: 757-442-5372  
ed@tankardnurseries.com

**Secretary/Treasurer**  
MARK MASLOW  
Public Relations  
Southern Landscape Group  
PO Box 397  
Evington VA 24550-0397  
434-821-6004  
Fax: 434-821-2133  
mark@soscapes.com

### Ex-Officio

**Past President**  
CANDY LINDENZWEIG ‘05  
Public Relations  
Great Big Greenhouse & Nrsy  
2051 Huguenot Rd  
Richmond, VA 23235-4305  
804-320-1317  
Fax: 804-323-6247  
Candy@GreatBigGreenhouse.com

**Executive Director**  
JEFFREY B. MILLER  
Horticulture Management Associates LLC  
383 Coal Hollow Road  
Christianburg, VA 24073-6721  
1-800-476-0055  
Fax: 540-382-2716  
info@vnla.org

## 1 YR DIRECTORS

**JOHN BARBIERI**  
Membership ’08  
Riverbend Nursery  
5408 Meadow Chase Rd  
Midlothian, VA 23112-6316  
804-363-6758 Fax: 804-639-5905  
john@riverbendnursery.com

**MATT SHRECKHISE**  
– Communications ’08  
Shreckhise Nurseries  
PO Box 428  
Grottoes, VA 24441-0428  
540-249-5761 Fax: 540-249-5762  
Matthew@shreckhise.com

**MARY WILLIAMS**  
Environmental Affairs’08  
Dover Nurseries  
11 Deer Keep  
Richmond, VA 23228-6164  
804-784-5000  
okiemary@comcast.net

**DOUG HENSEL**  
Beautiful Gardens ’08  
Great Big Greenhouse & Nrsy  
2051 Huguenot Rd  
Richmond, VA 23235-4305  
804-320-1317  
Fax: 804-320-9580  
doug@greatbiggreenhouse.com

**MANTS’ DIRECTORS**

**DOUG HENSEL ’92**  
The Great Big Greenhouse & Nursery  
2051 Huguenot Rd  
Richmond, VA 23235-4305  
804-320-1317  
Fax: 804-323-6247

**JOHN LANCANTER ’02**  
Bennett’s Creek Nursery  
3613 Bridge Road  
Suffolk, VA 23435-1807  
757-483-1425  
Fax: 757-483-9058

## 2 YR DIRECTORS

**MATT SAWYER** – Research  
Bennett’s Creek Nursery ’07  
5635 Shoulders Hill Rd  
Suffolk, VA 23435-1807  
757-483-1425  
Fax: 757-483-9058  
Matt@bcnursery.com

**STEVE GRIGG** – Education  
Grigg Landscape Design ’09  
8193 Euclid Ct #A  
Manassas Park, VA 20111-4810  
703-368-7539 Fax: 703-368-2894  
grigg@gdiva.com

**ROBERT SAUNDERS**  
Technology ’09  
Saunders Brothers Inc  
PO Box 597  
Piney River, VA 23235-4305  
804-320-1317  
Fax: 804-320-9580  
Robert@saundersbrothers.com

**CHERYL LAJOIE**  
Certification ’09  
Lancaster Farms  
5800 Knotts Neck Rd  
Suffolk VA 23435-1353  
757-484-4421 Fax: 757-686-8637  
Cheryl@lancasterfarms.com

## Beautiful Gardens™

**Plant Introduction Program**  
**DR. RUMEN CONEV**  
BG Exec. Dir.  
VA Tech Dept of Horticulture  
Saunders Hall (0327)  
Blacksburg, VA 24061-0001  
(434) 566-6747  
Office: 540-231-6323  
Fax: (540-231-3083  
Conevr@vnla.org

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

## EDUCA TIONAL ADVISORS

**DR. ROGER HARRIS**  
VA Tech  
Interim Horticulture Dept Head  
Saunders Hall (0327)  
Blacksburg, VA 24061-0001  
540-231-4026  
Fax: 540-231-3083  
rharris@vt.edu

**DR. BONNIE APPLETON**  
HRAREC  
1444 Diamond Springs Road  
VA Beach, VA 23455-3363  
757-363-3906  
Fax: 757-363-3950  
bapple@vt.edu

## VIRGINIA REGIONAL ASSOCIATIONS

**Central Virginia Nursery & Landscape Association**  
Tom Thompson  
804-674-5703  
naturalartlandscapeing@yahoo.com

**Eastern Shore Nurserymen’s Association**  
Mike Graham  
757-442-7681

**Hampton Roads Nursery & Landscape Assoc**  
Wes Bray  
(757) 422-2117

**Northern Virginia Nursery & Landscape Assoc**  
Paul Eden  
(703) 327-5161 x299

**Piedmont Landscape Assoc**  
Tim Reese  
434-295-2159

**Shenandoah Valley Nursery & Greenhouse Assoc**  
Scott Josenhans  
434-801-1050

**Southwest VA Nursery & Landscape Assoc**  
Jim Snyder  
540-763-3362

**2009 VNLA Officer & Directors**  
**2009 VNLA Officers & Directors**
VNLA Mission,
Vision and Objectives for 2009

Mission Statement: To Enhance and promote Virginia’s nursery and landscape industry.
Vision: to become the leader and resource for the Virginia nursery and landscape industry.

Objectives
Educated, Available Skilled Labor Force - GOAL: VNLA will continue to promote programs that will education, train and provide an available skilled labor force.
Effective Communication and Advocacy GOAL: VNLA will effectively communication among staff, board, members, partners and the community.
Maximizing and Allocation Resources - GOAL: VNLA will secure increased funding from diverse sources and secure the necessary staff, board and committee members to run a dynamic organization.
Membership and Outreach - GOAL: Expand and communicate the value of membership
Stewardship - GOAL: VNLA will promote adoption of Best Management Practices.
Strategic Marketing - GOAL: VNLA will promote itself as the leader and resource of the green industry.

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

Current openings include: Account Managers, Project Supervisors, Foreman and Application Technicians. We are always looking for quality individuals for all positions.

We offer an excellent pay and Benefit Package which includes Health, Dental, Life and Disability Insurance, Paid Vacations, Paid Holidays and a Company Matching Retirement Plan.

For more information, please email HR@kdrounds.com or call 757-857-4277

Specializing in English Boxwood

C.W. REESON NURSERY

8263 Colonial Trail West
Spring Grove, Virginia 23881
(757) 866-8479

Do You Need extra CEU’s for your Re-Certification?
Volunteer to prepare the Quiz questions and answers for the next Quiz and get an extra CEU!
Contact the VNLA Office for details
1-800-476-0055
VCH@VNLA.ORG

Beautiful Gardens
Grow with confidence
President’s Message

First off, I’d like to CONGRATULATE Mr. Jeff Miller, VNLA Executive Director; for being awarded “Outstanding Alumnus for 2008 – 2009” for the Department of Horticulture at Virginia Polytechnic Institute & State University.

We are planning on attending the ANLA Legislative Conference in Washington D.C. on July 20-22 with discussions/briefings on Immigration, Water Issues, Employee Free Choice Act and the Green Infrastructure Panel. I welcome any questions or concerns that you would like for us to discuss with the members of the House and Senate.

I’d also like to THANK the Piedmont Landscape Association (PLA) and the Buckingham County High School FFA Club for having me attend their latest meetings. The PLA is involved in a couple of very interesting events. The first is staying in touch with McIntire Park and its possible transition into an amazing Botanical Garden. The second event is their volunteer day held at the Lewis & Clark Exploratory Center, where they were to perform landscape improvements in four different areas, as well as constructing timber steps to allow for safe and proper access to the site.

A quick note from our latest board meeting regarding our Goals for 2009, which are:

- Water Conservation / Awareness ~ Educating the Public
  - Creating a stronger bond with the local associations
  - Effectively working through this tough economic time

- If you have any questions/comments about these goals or would like to assist us in working towards them, please feel free to contact me.

I look forward to continuing to travel throughout the state and meeting with the local associations, as well as with any schools or businesses that would like to discuss what the VNLA is doing, and/or could be doing.

Also, please mark your calendar for our VNLA Annual Field Day on Wednesday, August 19, 2009 at Merrifield Garden Center.

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

Duane Shumaker, 2009 VNLA President, presents Candy Lin- denzweig, 2008 VNLA President, a past president’s plaque in recognition of her service to the VNLA at the Annual VNLA Breakfast Meeting in Baltimore, January 8.
Letter – Thank you Horticulture Garden

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

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

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

Sharron Quisenberry Dean

Letter - Virginia Agribusiness Thank You

On behalf of the members of the Virginia Agribusiness Council, thank you for your partnership with the Council to provide gifts to legislators during the 2009 General Assembly Session. On January 14, as part of the Council’s 2009 Agri-Celebration, 40 Council and industry members delivered gifts from the Council that highlighted our theme of “Virginia Agribusiness- Planting the Seeds for Economic Growth.” These gifts, which featured items from the soybean industry, Synagro, and Southern States, also contained clues to the weekly gifts that legislators received from Council member organizations.

Throughout the session, we have heard from legislators and aides that the items delivered to them from your industry have been a big hit. This has been an outstanding opportunity for our industry to highlight the variety of products that our agribusinesses produce, and a means to continue to educate our elected officials on the importance of our agribusiness industry to the Commonwealth.

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

Katie K. Frazier, Vice President-Public Affairs, Agribusiness Council

Virginia Agribusiness
Growing in Harmony With the Environment

HANOVER FARMS

Fine Ground Covers

Specializing in Liriope, Vinca, Ivy, Pachysandra and more...

13262 Spring Road • Rockville, VA 23146
(804) 749-4304 • FAX (804) 749-4350
www.hanoverfarms.com
News – Department of Horticulture Virginia Tech March 2009

[Editor’s Note: This will be a regular column from the VA Tech Horticulture Department to let you know what’s happening.]

Our teachers ruled at the recent Conference on Higher Education Pedagogy @VT! This conference focused on the scholarship of teaching and learning and showcased the best pedagogical research and practice in higher education today. What is pedagogy? “Pedagogy = techniques, strategies, and methodology applied to facilitate student learning, within and beyond the classroom.” The Horticulture Department presented 7 posters; over 10% of all posters were from Horticulture!

To view the abstracts, go to www.ceutonline.com/proposal/poster_s2009.cfm

Presentations included:

1) Use of extra-curricular activities to enhance instruction in landscape contracting curriculum. Robert McDuffie

2) Transforming Students from Aesthetic Consumers to Creators in Floral Design. Alan McDaniel

3) How does a Spanish class end up in the Horticulture Department? Barbara Kraft

4) The Hahn Horticulture Garden at Virginia Tech: celebrating 25 years of engaging students. Holly Scoggins

5) National Seed Science & Technology Distance Education Program. Greg Welbaum

6) Week long practicum course to teach landscape contracting skills. Alex Niemiera and Roger Harris

7) Greenroof practicum for VT and Canadian students. Greg Welbaum, Roger Harris, Alex Niemiera, and Susan Day

Mark McCann has stepped down as dean of extension for the college. Rick Rudd, department head in Ag Extension and Education (AEE) is interim dean. I’m not sure if we are looking for a new dean or not or if Rick is slated for the permanent job. Both Loke and Rick are very competent and I feel that the college is in good hands. So – we have an interim dean, interim extension dean, and interim teaching dean (Susan Sumner) now! Only one of the 3 associate deans (Craig Nessler, research dean) is in a permanent job!

The college is bracing for more budget cuts. We survived the last relatively intact, but the next one is going to hurt I’m afraid. As far as the department and the budget cuts, all open faculty positions (Nursery position at Hampton Roads AREC, fruit breeder at Blackstone AREC, Teaching position formally held by Jerry Williams, Rhizosphere biologist (= sustainable food production), and Permanent department head position) are still frozen. We currently have (besides me) 12 tenure-track faculty and 1 instructor in the Blacksburg campus. We have 2 in Winchester, 2 at Hampton Roads (1 is not tenure track), and 1 at the Eastern Shore AREC.

We are not going to the ALCA (now PLANET) student competition and field day in California this year due to budget constraints.

We are concerned about a drop in undergraduate student numbers (all Hort departments seem to be experiencing this). Robert McDuffie will be leading a recruitment effort for our landscape contracting program. We are taking a critical look at our curriculum, especially since the college is telling us that we cannot teach classes with fewer than 12-16 students in it. They want it to be way more than that. Two new classes for fall include an Agriculture Sustainability class taught by Brinkley Benson and a Spanish for the Green Industry II class taught by Barbara Kraft.

Faculty Updates

Dave Close and the Hanover Master Gardener Land Care Stewards were featured in a National Park Service newsletter as a “National Fire Plan Success Story”.


Rumen Conev reports that Beautiful Gardens was featured in TODAY’S GARDEN CENTER. The article covers Beautiful Gardens’ concept and presents the 2009 Plants of Distinction. Check it out: www.todaysgardencenter.com/news/varietycentral/?storyid=1545
Laurie Fox recently gave a presentation on plant selection for rain gardens and buffers at a Watershed Friendly workshop sponsored by the City of Virginia Beach. Laurie also reports that she recently received a grant from the City of Virginia Beach to install a sustainable landscape practices demonstration area at the entrance to the AREC’s new classroom.

Barry Flinn, Jerzy Nowak, Chuan-sheng Mei, Javed Iqbal, Eric Beers, Bingyu Zhao and Sukhwinder Aulakh are featured in the VT magazine “Outreach Now” in an article about the bioenergy research at the IALR in Danville. Javed and Aulakh were also featured in a spotlight titled “Behold the Artichoke!” The spotlight describes how the Jerusalem Artichoke is a good candidate for a biofuel plant.

Joyce Latimer participated in the annual National Floriculture Forum, a meeting of floriculture faculty, grad students and Extension Specialists from the US and Canada. This year’s meeting consisted of a two-day bus tour of sustainable greenhouse and nursery operations in southern half of Florida. It left lots of time for networking on the bus.

Robert McDuffie and Bonnie Appleton were featured in the recent issue of CALS magazine “Innovations”. Robert was featured for his receipt of the W.E. Wine Award for Teaching Excellence, and Bonnie was featured in a spotlight titled “Getting to the Root of the Matter”.

Robert McDuffie has an exhibit of 40 photos entitled, “Gardens of the World.” It’s at the Bower Center for the Arts in Bedford. The exhibit runs through the end of April.

Alex Niemiera recently made a presentation called “Recommendations for the New Urban Forest” at the Diversifying Your Treephiloiup – The New Urban Forest conference sponsored by Trees Virginia - the Virginia Urban Forest Council. Another presentation called “Landscape Plants with Sex Appeal” was made at the 2009 Professional Green Industry Management Conference.


Greg Welbaum is working on a USDA Sustainable Agriculture Research and Education (SARE) project with Leslie Blischalk (former Hort student, now with VT Extension) and Norma Wilson (grower) to commercially produce Goji Berry (Lycium chinensis) in Loudoun County.

Greg Welbaum has been invited to give a three day work shop on seed production in Kunming, China along with colleagues at The Ohio State University during the last week of June.

Over 40 acres of container shrubs, trees, and field production.

Make buying for your garden center easy this season with our wide selection of beautiful container trees and shrubs.

Dogwoods
Weeping Willows
Cherries
Rhododendrons
Nandinas
Crape Myrtles
Maples
Conifers
Azaleas
Hydrangeas
Magnolias
Hollies
Redbuds
Lilacs
Viburnums

GROWING TOP QUALITY
SHRUBS AND TREES SINCE 1972

www.turtlecreeknursery.com  password: tcn

Turtle Creek Nursery

PHONE: 1.800.762.7062  •  FAX: 704.663.4204
EMAIL: webmaster@turtlecreeknursery.com
12037 Mooresville Road  •  Davidson, NC  28036
Located 20 miles north of Charlotte
Tony Wolf has just published a book that he has been working on for over 5 years. This new book is called Wine Grape Production Guide for Eastern North America.

Tony is the editor and author/co-author of 10 of the 16 chapters. The book includes: 336 pages; 174 color photos; 40 line drawings; 42 tables of useful information; 45+ variety descriptions; a key to insect and mite pests; a key to fertilizer recommendations based on plant and soil tests; an extensive glossary and an extensive index. An Excel spreadsheet that drives the budget chapter is also available. This book is a “must have” for anyone interested in viticulture and it is essential for those wanting to produce wine grapes!

Bingyu Zhao reports that visiting scholar, Linkai Huang, recently joined his lab. Linkai is from Sichuan Agriculture University, and he will be with us for one year.

Bingyu Zhao is a Co-PI on a successful ICTAS grant led by Andy Pereira (VBI) for the project “Algal biodiesel production: breaking barriers via functional genomics”. The 3-year grant is for $99,745. Other Co-PI’s are Biswarup Mukhopadhyay and Zhiyou Wen.

In 2007, the National Science Foundation reported agricultural research and development dollars expended at Virginia Tech, which includes natural resources research spending as well, was approximately $92 million, an increase of close to $15 million over the 2006 figure.

“Our faculty are being recognized for their quality programs, which cross several disciplines across colleges and require the latest facilities and infrastructure for our researchers,” indicated J. Michael Kelly, dean of the College of Natural Resources. “We continuously strive to explore creative ways for supporting our faculty and their efforts across different colleges and programs within the university, which has become even more critical in recent years.”

The National Science Foundation defines agricultural science to include such disciplines as agricultural production, aquaculture, soil science, animal science, plant science, agronomy, forestry, fish and wildlife, wood and materials science, international agriculture, and many more.

Virginia Tech’s agricultural and natural resources research and development program accounted for 25 percent of the research spending at the university in 2007. With more than $366.9 million in research expenditures, Virginia Tech has the largest research program among Virginia universities.

The institutions ahead of Virginia Tech in the National Science Foundation rankings are the University of Florida; University of California, Davis; Purdue University; University of Georgia; and Mississippi State University. Virginia Tech moved past Michigan State University; Cornell University; Texas A & M University; and North Carolina State University in the rankings.

Nationally ranked among the top research institutions of its kind, the College of Agriculture and Life Sciences focuses on the science and business of living systems through learning, discovery, and engagement. The college’s comprehensive curriculum gives more than 2,500 undergraduate students in a dozen academic departments a balanced education that ranges from food and fiber production to economics to human health. Students learn from the world’s leading agricultural scientists, who bring the latest science and technology into the classroom.

The College of Natural Resources at Virginia Tech consistently ranks among the top three programs of its kind in the nation. Faculty members stress both the technical and human elements of natural resources and instill in students a sense of stewardship and land-use ethics. Areas of study include environmental resource management, fisheries and wildlife sciences, forestry, geospatial and environmental analysis, natural resource recreation, urban forestry, wood science and forest products, geography, and international development.

Contact Kerstin Roan at kroan@vt.edu or (540) 231-0447.

News - VA Tech Ranked Among Top Universities in Agricultural and Natural Resource Research

BLACKSBURG, Va., September 24, 2008 -- Virginia Tech’s rank for agricultural and natural resource research spending jumped four places to sixth in 2007, up from tenth in 2006, in the National Science Foundation’s (NSF) recently released nationwide ranking of programs.

“This consistent increase in agricultural and natural resource research spending over the past four years is testimony of the excellence of our dedicated faculty, students, and staff who are clearly the driver behind this success. Our faculty’s ability to secure extramural funding in spite of the highly competitive nature of federal and state grant funding and the hard budget times we are facing is remarkable,” said Sharron Quisenberry, dean of the College of Agriculture and Life Sciences. “This ranking shows that we are truly committed to providing state-of-the-art basic and applied research results to Virginians and the nation.”
News - James Orband receives Alumni Award for Excellence in Extension

James Orband of Yorktown, Va., unit coordinator and agriculture and natural resources Extension agent in the York County Office of Virginia Cooperative Extension, has received VA Tech's 2008 Alumni Award for Excellence in Extension. Sponsored by the Virginia Tech Alumni Association, the Alumni Award for Extension Excellence is presented annually to two Virginia Cooperative Extension staff members who have made outstanding contributions outside the classroom. One award is conferred an Extension specialist and one is given to an Extension agent. Each recipient is awarded a $2,000 cash prize.

Orband has served Extension for 32 years, 30 of which have been spent in York County, first as 4-H agent and later as the agricultural and natural resources agent specializing in environmental horticulture.

Orband was recognized for his efforts and support for the 4-H programs as well as his work with the Master Gardener program. His work with the Master Gardeners has supplied York County with a tremendous pool of trained, knowledgeable volunteers who have provided hundreds of thousands of hours of instruction, education, and program support. In 2007 alone, these master gardeners provided more than 13,000 hours of Extension horticulture programming, serving as an excellent multiplier effect of Extension outreach.

In 2000 Orband developed an award winning 4-H lawn mowing program. Partnering with master gardeners he

Developed curriculum to teach youth ages 10 to 18 mower safety, customer service, horticultural practices, and mowing business tips. Youth are introduced to business concepts and skills that prepare them to approach adults in the community in a positive, respectful manner to acquire business and to build positive youth-adult relationships.

Orband is well recognized for his expertise in horticulture locally, regionally, and statewide. For the past 11 years he has appeared monthly as the horticulture expert guest on a live gardening radio broadcast. "Jim is also an Advanced Virginia Certified Horticulturist."

Orband received his bachelor’s and master’s degrees in horticulture from Virginia Tech. He has received numerous state, regional, and national programming awards. He also received the Virginia Association of Agricultural Extension Agents Wall of Fame Award and is a member of the Virginia 4-H All-Stars.

By Lori Greiner
News – Miller Awarded Outstanding Alumnus for 2008-2009

On March 20th, 2009 Jeff Miller was awarded “Outstanding Alumnus for 2008-2009 for the Department of Horticulture at Virginia Tech. Jeff graduated from Virginia Tech in 1970 with a BS Degree in Horticulure. He was in the army reserves for 6 years and honorably discharged with a final rank of Staff Sergeant. He spent a summer working at Monrovia Nursery, and then he was later General Manager at Wilbur Greenhouses in Richmond, Virginia.

Jeff has had over 40 years experience in the nursery, greenhouse and landscape industry. From 1973 to 2000, he was president of Laurel Creek Nursery, which was closed in March 2000. Up through 1991, Jeff and his brother Greg had a wholesale operation growing evergreen and shade trees on approximately 500+ acres, selling to garden centers and landscape contractors from Virginia to New England. In 1991 the wholesale division was spun off as a separate operation, which continued working closely with the nursery.

In 2000, Jeff formed Horticulture Management Associates, LLC to provide association management and website hosting, design and maintenance for green industry associations and businesses. He had worked on a part-time basis as executive director of the Virginia Nursery & Landscape Association for 14 years and now full-time for 9 years. Over the years, Jeff has developed a good rapport with the leaders of the nursery industry in the mid-Atlantic region as well as with state officials in the government, staff at Virginia Tech, the Virginia Agribusiness Council, the Urban Forest Council, Native Plant Society, Department of Forestry, the American Nursery & Landscape Association the American Boxwood Society, and other state, regional and national associations. Jeff is also a past president of the VNLA in 1983 and was awarded the David E Laird Memorial award in 1983.

Jeff has designed, hosts and maintains the websites for the:
- American Boxwood Society (www.BoxwoodSociety.org)
- Virginia Urban Forest Council (www.TreesVirginia.org),
- Virginia Nursery & Landscape Association (www.vnla.org)
- Central Virginia Nursery & Landscape Association (www.cvnl.org)
- Several nursery businesses.

Edited by Sandy Miller

VNLA – Help Us Help You - Survey Results

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

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

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

Question #2: What management decisions have you made to make your business successful this year?

Summary: Scaling back discretionary spending and labor related reductions were by far the most common answers. Some are delaying purchases such as tractors and trucks, potting machines, and office equipment. Some businesses have hired fewer employees, cut back hours and are reviewing their company’s health and other benefits. Nurseries and garden centers are adding more variety to their plant material but less quantity and are keeping their prices competitive.

Question#3: What should the VNLA be doing to help you have a successful year?

Summary: We received great suggestions but the most frequent was in regards to our focus on advertising such as starting an ad campaign directed at the general public promoting the VCH program and the value of landscaping their property with qualified landscapers. Continued legislative communication and lobbying was also a common suggestion as well as continuing support of related industry lobbying associations such as the Virginia Agribusiness Council and the ANLA.

Thanks to all that were able to participate in this survey during our busiest season. We received some great ideas, useful tips and suggestions and I encourage you to go to www.VNLA.org to view the full results.

Provided by Matt Shreckhise,
VNLA Communications Chair,
matthew@shreckhise.com
Company Expands into Wisconsin and Minnesota Markets

Keller, VA: Rob Kozimor of Oshkosh, Wisconsin has been appointed sales representative for Eastern Shore Nursery of Virginia and its Hollybrook Orchards® brand of fruit trees, berries and nuts. Kozimor, with more than 27 years in the horticulture industry, will represent Eastern Shore Nursery in Illinois, Wisconsin and Minnesota, serving re-wholesalers and large garden centers and landscapers.

Established in 1966 and based in Keller, Va., Eastern Shore Nursery of Virginia is a wholesale nursery providing high quality, container-grown trees and shrubs to garden centers, re-wholesalers and landscapers from North Carolina to Illinois to Maine in zones 4 to 7. The company also sells more than 200 varieties of fruit trees, berries and nuts under its new Hollybrook Orchards brand. The appointment of Kozimor marks an expansion into Wisconsin and Minnesota by Eastern Shore Nursery and an opportunity for Kozimor to provide his customers with greater selection of overall product and to meet growing demand for fruit trees and plants.

“I was looking for a company with a broad variety of fruit trees and small fruit because my garden center customers really want them,” said Kozimor, who is president of RK Nursery Products, an independent brokerage serving firms in Pa., Ohio, Minn., Ore. and now Va. “The quality of Eastern Shore Nursery’s plant material and wide variety is what I was after. They also have a very large and unique selection of fruit trees, small fruits and exotics, along with cold-hardy product. The trend to grow and eat from your own backyard is on the upswing. Annuals, perennials and things you can eat are going to the big sellers.”
Go ahead .... shoot!

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

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

Details at: www.vnla.org/AboutVNLA/photography_contest.htm
1. The contest is open to any photographer (amateur and professional) except members of Board of Directors of VNLA and their families. Entries are limited to VNLA members and their staff.

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

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

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

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

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

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

"Win $50, submit your photos! Good Luck and Happy Photographing!"
Nick Covatta and Robin Rinaca are co-owners/operators of Eastern Shore Nursery of Virginia. "We were looking for an established representative to expand our market, especially for fruit trees and small plants in the upper Midwest region," Covatta said. "Rob has the experience, expertise, market knowledge and passion we were looking for. We are very pleased to have him on our team."

Kosimor holds a Bachelor of Science degree in Horticultural business from Illinois State University in Bloomington/Normal, Illinois. He has worked in the horticulture and nursery/garden center industry since 1982.


**News - Loke T. Kok Named Interim Dean VA Tech CALS**

BLACKSBURG, Va., February 10, 2009 -- Loke T. Kok of Blacksburg, professor and head of the Department of Entomology in the College of Agriculture and Life Sciences at Virginia Tech, has been named the college's interim dean effective March 1.

He replaces Dean Sharron Quisenberry who recently accepted the position of vice president for research and economic development at Iowa State. A national search for a permanent dean of the college will begin immediately.

"Loke is the ideal person to serve as the interim dean while we conduct a national search," said University Provost and Academic Vice President Mark McNamee. "As a senior faculty member who has a great reputation as an effective department head, he is well qualified to serve during this period of transition."

"I am greatly honored and humbled to be appointed interim dean of the College of Agriculture and Life Sciences," said Kok. “Though I am deeply sad to leave the Department of Entomology for this duration, at the same time I look forward to the opportunities and challenges of leading the college in the primary missions of research, teaching, and extension in accordance with Virginia Tech's strategic plan.”

A member of the Virginia Tech community since 1972, Kok has served as head of the Department of Entomology since 2004. His research and teaching focuses on biological control, with specific emphasis on the biological control of weeds and arthropod pests. He has written more than 180 peer reviewed articles, ten book chapters, and 12 Extension publications.

He has been a Fellow in the Entomological Society of America since 2005, and received the L.O. Howard Distinguished Achievement Award from the Entomological Society of America Eastern Branch in 2004. In 1997, he received the Gamma Sigma delta Distinguished Service to Agriculture Award.

Kok currently serves as president-elect of the Entomological Society of American Eastern Branch. From 1996 to 2003, he served on the editorial board of the Biological Control Journal. He also is a member of the Organization of Biological Control of Noxious Animals and Plants.

Kok holds a bachelor’s degree and master’s degree from the University of Malaysia, and a Ph.D. from the University of Wisconsin.

Contact Mark Owczarski at maowczar@vt.edu or (540) 231-5223.

**News - Recycle and Help Horticulture Programs**

In response to information we sent out about the plastic recycling survey, Jane Clardy, a Transition Teacher in the Post-Dispositional Program with the W.W. Moore, Jr. Detention Home Education Program in Danville wrote:

“I just wanted to mention that there are detention homes and school horticulture classes across the state that would gladly accept any usable plastics. Our school greenhouse and nursery survives off of the generosity of Master Gardeners and companies such as Lowes for our pots and trays. The current budget cuts in education has made this an even greater need. “

“I have attached the list of all horticulture programs that are part of the education programs in the juvenile detention homes in the state. My detention home contact was very excited that our programs might reap some benefits from these reusable pots, etc. Due to state cuts all state funded programs will feel the pinch.”

“I want to add that I was so pleased with the goodies I received from the VNLA yesterday. Honestly, this appears to be one of the most useful organizations I have ever joined.
Thank you so much for me it so affordable.”

“We have a utility friendly tree nursery with 32 varieties of around 2500 tree seedlings. We are selling our first trees this spring. They are planted in Celugro units, which is also a different approach to growing trees. Bonnie Appleton helped us get started with writing a grant and we have since written several to continue. She has come to Danville several times to assist us. Can you tell I am sooooo proud of what the kids have accomplished?”

Thanks for all of your assistance,
Jane B. Clardy
603 Colquhoun Street
Danville, Virginia 24541
Phone 434-799-5295, ext. 2240
Fax 434-773-8169
email jclardy@mail.dps.k12.va.us

So, if you have any good re-useable plastic containers or other surplus materials that would be useful to these programs, contact the facility near you from the list below.

**Juvenile Detention Homes with Horticulture Programs**

<table>
<thead>
<tr>
<th>Juvenile Detention Homes</th>
<th>Address</th>
<th>Phone</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Ridge Juvenile Detention</td>
<td>195 Peregory Lane, Charlottesville, VA 22903</td>
<td>434-951-9340, ext. 2240</td>
<td>Gil Lane</td>
</tr>
<tr>
<td>Chesapeake Juvenile Services</td>
<td>420 Albemarle Drive, Chesapeake, VA 23322</td>
<td>757-382-7688</td>
<td>Art Butler</td>
</tr>
<tr>
<td>Chesterfield Juvenile Detention</td>
<td>9700 Krause Road, Chesterfield, VA 23832</td>
<td>804-706-2160</td>
<td>Brad Peebles</td>
</tr>
<tr>
<td>James River Juvenile Detention</td>
<td>P.O. Box 880, Goochland, VA 23064</td>
<td>804-556-4214</td>
<td>Susan Eller</td>
</tr>
<tr>
<td>Lynchburg Juvenile Detention</td>
<td>1400 Florida Avenue, Lynchburg, VA 24501</td>
<td>434-455-7876</td>
<td>Tracy Lee</td>
</tr>
<tr>
<td>New River Juvenile Detention</td>
<td>650 Wades Lane, Christiansburg, VA 24073</td>
<td>540-381-0097</td>
<td></td>
</tr>
</tbody>
</table>

---

**Waynesboro Nurseries**

*Quality Plants - Extensive Selection*
Field and Container Grown Plant Material
Shade and Ornamental Trees, Conifers,
Evergreen and Flowering Shrubs, Perennials,
Ornamental Grasses, and Ground Covers

*Exceptional Service and Competitive Prices*

Contact us about our Specials and Availability

P O Box 987
Waynesboro VA 22980
1-800-868-8676
www.waynesboronurseries.com
March / April 2009 VNLA Newsletter

Contact: Nancy Landes
Newport News Juvenile Detention 350 25th Street
Newport News, VA 23607
Tel. 757-926-1647
Contact: Carol Baker

Norfolk Juvenile Detention 1260 Security Lane
Norfolk, VA 23502
Tel. 757-892-3310
Contact: Karen Perry

Rappahannock Juvenile Detention Home
275 Wyche Road
P.O. Box 1480
Stafford, VA 22555
Tel. 540-658-1481, ext. 126
Contact: Linda Savage

Merrimac Center 9300 Merrimac Trail
Williamsburg, VA 23185
Tel. 757-888-2529
Contact: Carol Tolbert

W. W. Moore, Jr. Juvenile Detention 603 Colquhoun Street
Danville, VA 24541
Tel. 434-799-5295, ext. 2240
Contact: Jane Clardy or Jackie Turner

VNLA – Member Highlight:
Boulevard Flower Gardens

[Editor’s Note: We are starting a new article series each newsletter featuring some of our VNLA members. Each newsletter we will give you a biography of a company and its owners, or an individual member. If you know of a member that you would like to see highlighted in the newsletter or you would like to be featured, give the VNLA office a call.]

Mark and Fran Landa
Boulevard Flower Gardens began as a friendly smile, some gardening advice, and a bundle of bare root pansies. In the early 1950’s, George Landa began construction on a redwood trim and glass greenhouse to provide the environment for the developing business. Maybelle Brockwell Landa furthered her love of the outdoors by growing plants and caring for stray pets. Maybelle’s son, Mark Landa (second generation) grew up in the greenhouse and learned to care for the various plants as a part of his daily life. George, Mark, and Maybelle’s business (fondly called “Landa’s”) became established as a source for house and garden plants that survived and flourished.

A few chickens escaped on passing trucks heading to market, and a new pet became a draw for city school children. Times were slower then. Gardening tips were shared, with a few gossip tidbits, while the cats were being petted and a flea or two picked off. At age 11, Mark began selling fresh cut Christmas trees and as a teenager also sold fresh produce in the summer months. Ingenuity and diversity soon became the driving force, hoping to even out the seasonal peaks and valleys in the garden industry.

Take Pride, Be Certified!

Virginia Certified Horticulturist

Mark was married to Francine Yount, in 1976, they incorporated the business and diversified into more gardening materials. Boulevard Flower Gardens incorporated in 1982, with the name shortened to Boulevard Flowers INC. Maybelle retired and her son Mark Landa took over the reins. Landscaping became a new area of growth for the company. Working with area businesses, interior plantscaping soon became another division.

Farm property was purchased in 1985 where Christmas trees were planted and the following year pumpkins and strawberries were planted for direct marketing. The first three production greenhouses were built to support the retail operation. Quickly becoming a full service florist, more space was needed and this department soon shifted to a separate building in April 2001. In 2005, with Mark’s supervision and the daily management of lead grower, Kenneth Narrow, Boulevard Flowers focused on signature crops of a thousand Boston Fern hanging baskets, 2,000 geraniums, 6,000 fall mums and 10,000 poinsettias. Late in 2004 the decision was made to move to the Ruffin Mill site, where the pick your own strawberry/pumpkin farm already existed, along with several production greenhouses. Combining the seasonal PYO market, the wholesale production and
This new Garden Center facility sits on a 6 acre tract and provides parking for more than 150 cars. With over 33,400 square feet under cover, the facility enables year round shopping comfort with state of the art climate controls.

Boulevard Flowers has enjoyed a long term business because of Fair service, lots of diversification, good employees & employee training which they feel is a must. “Events” for customers; customer appreciation picnic, wine tastings, “Ladies Night Out”, “Gardening with the Pros”, educational events with speakers and vendors have also been a success.

Boulevard Flowers Future Plans are ”opening a satellite location on our old location site for the spring season and will focus on bread and butter type material with lots of color to add additional sales We will also be promoting our primary location with the use of coupons and other promotional material.

Some awards that Boulevard flowers have received are:

- Top 100 Revolutionary Garden Center in US 2006, 2007, 2008 (Today’s Garden Center Magazine)
- Top Revolutionary Garden Center in Southeast Region 2007 (Today’s Garden Center Magazine)
- 2007 Business of the Year, Chesterfield Chamber of Commerce
- First Choice Business of the year 2008, Chesterfield Co. Economic Development
- Business of the Year 1999 Colonial Heights Chamber of Commerce

Mark attended Colonial Heights High School where he graduated in 1973 He attended Richard Bland College in Petersburg, Virginia He received an AA in Business. He later attended Virginia State University and in 1979 received a BS in Plant Science. Francine also attended Richard Bland College and received an AS in Business Management and later received a BS in Mass Communications form VCU

The Landa’s Business Philosophy: Remarkable Plants + World class customer service = gardening success

The best idea that they ever stole: “Ladies Night Out”, with wine tasting, chocolates, cheeses, massages, etc. Mark says that his favorite plant is the Double Knockout Rose. His
favorite color is purple. He dislikes people who neglect plant needs. His best habit is memory but his worst habit is procrastination. Mark loves hunting, fishing and trap and skeet shooting.

Mark feels that the upcoming trend is the “Vegetable Revolution; home vegetable gardens and raised beds. He feels that the best part of his workday is talking with satisfied customers and enthusiastic gardener’s about their plants and gardens. He feels that the hardest part of his workday is working with the many employees and their man emotions. Mark feels that when handling employees you need to take time to listen to employees. They are often happy to open up to concerns and hopefully offer some good solutions as well.

Boulevard Flowers biggest challenge has been moving the entire business 4 miles from it original location after being located at the original site for 50+ years.

The Biggest change in the Green Industry Mark feels ‘was the creation of the box stores selling plants, this was a really big challenge and still is. “You used to be able to grow a good crop of plants, sell them and prepare for the next season Employees were easy to find, no benefit packages to worry about. It was a love of growing plants and selling them. There is no longer “business as usual.” You can no longer just grow a few plants, sell them and survive. You have to do your homework the best you can and now market so the customer wants to buy they must feel good about what they’re doing. Mark feels that the Green Industry will still be strong but will have its challenges. A lot of our gardeners retired with the Boomer Generation and it is a lot harder to get young people involved in gardening. I believe this new demand for fresh vegetables and herbs is one of our best ways we have to involve the young generation. They want and are concerned where their food source is coming from and this just might be our “end” into that area! We will continue to see much more of our industry going green. We will have to continue to clean up our act with less chemical usage and better plastic recycling. Overall the Green Industry should be stable. The Big Players will have to adapt with new marketing ideas and be willing to change.

Many of the staff at Boulevard Flowers are Virginia Certified Horticulturist – a great advantage over their competition!

For more information about Boulevard Flowers, you can explore their website at: www.boulevardflowergardens.com or you can email mark directly at mark@boulevardflowergardens.com

News - The Wright Scoop Launches Book – A Writer on Writing

A WRITER ON WRITING – the building blocks of nonfiction writing

Nonfiction writing, described the “bread and butter” of the industry, is presently a globalized market, requiring you don’t simply sell your work but your self.

Through soliciting assignments, networking, and gaining credentials through education and experience, Sylvia Hoehns Wright has become a nation-wide recognized brand, ‘green’ writer. A former tech/business writer, Wright transitioned an avocation into an environmental vocation encouraging all to ‘go green’, move from eco-weak to eco-chic.
Sharing her scoop – who, what, when, where, why, how and benefits of contributing to a niche market, Wright provides tips and strategies for identifying a niche and its required publication format.

**CAREER HISTORY –**

A multi-sector writer and communications instructor, Wright provided speeches for the Annual Garden Writer’s Association Symposium held in Vancouver Canada, National League of American Pen Women’s conference held in Denver, and Green Industry short-course held in Virginia Beach. She publishes columns and features with the Richmond newspapers; Richmond the City, Fifty Plus, HouseTrends and GRA’s Work magazines and www.Richmond.com.

Specific to the Green Industry, she published columns with both Virginia and Washington (DC) gardener magazines, contributed feature articles to Green Profit magazine, and has contributed to The Designer, VA Green Industry Council and VA Nursery and Landscape Association newsletters. Presently, she serves as volunteer PR for the Virginia Green Industry Council’s Go Green project. In 2007, Wright’s participation in the DC Green Festival was highlighted by the Washington Post newspaper.

Wright taught adult education for the VA Community College communications department and presently provides workshops for her community, Henrico, Adult Education Programs, www.henrico.k12.va.us/adultedulatio n. She has also provided speeches/workshops for VCU Career Conversations, Bliley’s Women’s Forum, VA Housing Development Authority, Richmond Assoc. Information Technology Professionals, International Assoc. Business Communicators, and Richmond Society of Public Relations Professionals. The VA Housing Development Authority described Wright’s topic, Creating a Brand Name You, as “right on target with our objective of improving communication within our department.”

For details of Wright’s business, communication or environmental activities, see web site www.TheWrightScoop.com or contact Sylvia@TheWrightScoop.com or call 804-672-6007.

Move from eco-weak to eco-chic – ‘green’ life’s garden, one scoop at a time!
**News – State Fair Provides Opportunities to Showcase the Green Industry!**

This fall, the State Fair of Virginia is moving from their former location in Henrico County, now known as the Richmond Raceway Complex, to their new home at The Meadow Event Park in Caroline County, just past Kings Dominion.

**The Opportunity at The Meadow Event Park**

We as an industry have an opportunity to make The Meadow Event Park a greener site which is what Gwynn Hubbard, State Fair Horticulturist, has been trying to do with planter boxes at the former site for years. SFVA, the Fair’s not-for-profit parent company, is open to partnering with the Green Industry to accomplish this. The SFVA budget for landscaping this large, historic site is just not there. We have the goal of creating a more park-like setting than our former site.

Opportunities exist for Landscape Designers to provide a coordinated landscape plan for a specific building or area and receive on-site recognition seen by thousands of people each year to showcase on your portfolio.

There are also opportunities for growers to provide plant material and landscape contractors to install material on different sections of the site and receive signage and recognition by thousands of attendees.

Any of the walkway islands (or other areas if you prefer) that Beautiful Gardens would be interested in showcasing would be appreciated. There could also be an ongoing project with Beautiful Gardens adding new introductions to the designs as they become available.

There are some steep slopes, along the walkways going through the tunnels entering the grounds, that will be seen by everyone entering the fair. Fair guests could be given some good ideas as to how to make a high maintenance area into something much more pleasing and easier to maintain by use of examples in this area.

We hope to have larger planters with seasonal color for the front of the buildings, donations of larger planters for this purpose would be beneficial. We would also like to develop a rain garden area at the Americraft Pavilion and need a supplier of rain barrel planters and rain barrels.

If you are interested in promoting your business services and/or products, contact Gwynn Hubbard, Horticulturist for the State Fair of Virginia at (804) 539-6106 or ghubbard@statefairva.org

About SFVA:

SFVA is a not-for-profit 501(c)(3) organization not affiliated with state government. In a world where Virginia’s open land and traditions that shaped our culture are rapidly vanishing, SFVA’s goal is to keep cherished ideals and experiences alive in the Commonwealth.

**We like to say our passion is to “Cultivate Virginia.”**

To do this we are:

- Actively pursuing the opportunity to provide year long activities celebrating wholesome family values and activities in a fun, engaging and beautiful rural setting
- Contributing to strengthening Virginia’s youth through scholarships, competitions, school tours and events with a very special focus: helping youth participants foster and grow ideals that will last a lifetime, no matter what studies they choose to pursue or career they choose to follow
- Since the State Fair of Virginia has a heritage spanning over 150 years—nurturing the land and the
hard working values of people associated with the land—we are best-suited to protect the extremely important challenge of preserving our rural heritage in the 21st century while showcasing the best of contemporary Virginia.

What does SFVA do with its proceeds?

As a not-for-profit organization that must be self-sufficient, SFVA dedicates revenues to its overall mission of celebrating our Commonwealth’s rural heritage through our events and competitions. A significant portion is dedicated specifically to fund our scholarship and youth education programs. Since 1989, SFVA has awarded 2,050 scholarships and has dedicated over $1.7 million through the State Fair of Virginia Scholarship Program.

Thousands of schoolchildren and teachers utilize the State Fair event as ‘Virginia’s Largest Outdoor Classroom’ where students learn about Virginia’s history, technology, natural science, agriculture and animals in structured programs, many of which are designed to meet Virginia Standards of Learning.

History of The Meadow

The Meadow is best known as the Thoroughbred Breeding Farm started by Richmond native Christopher Chenery. Created in 1810 when Charles Dabney Morris purchased 3,837 acres, formerly part of the

G A

Established 1992

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

Representing Finer Growers With Classic Service

Loadin’ The Truck

GOODSON AND ASSOCIATES
“We’ve got the plants for you!”
North Wales plantation, the property remained in the family until the early 20th century.

In 1936, Christopher Chenery, a descendent of the original owners, purchased the Meadow to begin a thoroughbred breeding operation. Chenery’s operation reached its pinnacle of success when Riva Ridge won the Kentucky Derby and the Belmont Stakes in 1972, and Secretariat won the Triple Crown in 1973.

Mr. Chenery died in 1973, and the property was sold in 1978. SFVA took possession in January 2004.

**About SFVA new facilities**

**SFVA Naming Rights Partners**

**Americraft (Americraft Pavilion):** Americraft is arguably the most trustworthy cookware company in America. With a passion for cooking, our mission is to encourage nutritional health, preserve the environment and to support the U.S. economy. Americraft’s waterless cooking technique allows food to be prepared and enjoyed at its best—without the need for oils and fats. Authentic and naturally delicious - this reverence for the integrity of the food is integral to living healthy lifestyles. For more information, visit www.AmericraftCookware.com.

**Southern States (Southern States Legends Stable):** Founded in 1923, Southern States now has more than 300,000 farmer members. As one of the nation’s largest agricultural cooperatives, the Richmond, VA-based firm provides a range of farm inputs, including fertilizer, seed, livestock feed and pet food, animal health supplies and petroleum products, as well as other items for the farm and home. The Cooperative serves its members and non-member customers through 1,100 retail outlets and had sales of $1.7 billion in its fiscal year ended June 30, 2007. For more information, visit www.southernstates.com.

**Union Bank & Trust (Union Bank & Trust Hall):** Founded in 1902, Union Bank & Trust is one of the oldest and most respected banks in the Commonwealth. It is committed to providing innovative financial solutions to customers and making relationships with customers as individual as possible. Its 38 branch locations extend throughout Springfield, Fredericksburg, Charlottesville and Richmond with continued growth on the horizon. From large companies with multiple financial needs and individuals looking for a simple checking account, Union Bank & Trust has the right products, the right people and the right attitude. Union Bank & Trust’s purpose is simple—“Helping People Find Financial Solutions.” For more information, visit www.unionbankandtrust.com.

**Virginia Farm Bureau (Farm Bureau Center):** A membership organization of more than 148,000 families, Virginia Farm Bureau works to make...
sure Virginians have a fresh and safe locally grown food supply - keeping our country self-sustaining rather than depending on foreign food. Beyond supporting the cause of food independence, our members enjoy advantages such as access to Farm Bureau Insurance. For more information, please visit www.vafb.com.

To see an overview of the master plan go to http://www.themeadoweventpark.com/masterplan/

If you are interested in promoting your business services and/or products, contact Gwynn Hubbard, Horticulturist for the State Fair of Virginia at (804) 539-6106 or ghubbard@statefairva.org

VNLA – Profile
John Barbieri, VNLA Board director, Membership Chair

John Barbieri is a director on the VNLA board and is Membership Committee Chair. He is originally from New Jersey. John and his wife, Sally, live in Midlothian, Virginia. They have been married for 23 years. They have two children, Ryann (22) and Lisa (18). Sally is a stay at home mom. John’s oldest daughter graduated from Longwood University last May and is in her first year as a 4th Grade teacher in Chesterfield County. John’s youngest daughter is in her first year of college at Virginia Commonwealth University.

John attended West Milford High School, in the West Milford, New Jersey. He graduated there in 1978 and attended College at the University of Maryland where he graduated with a BS in Ornamental Horticulture in 1983. When asked scholastic honors and activities, John says that he was “just thrilled I graduated”.

John worked in Garden Center Management for 15 years after graduating. He then worked for the quickly defunct ETERA where he moved to Virginia for one year. John then worked at DeVroomen Bulbs and Perennials briefly and then came to Riverbend Nursery.

MARYLAND PLANTS & SUPPLIES, INC.
Greenhouse-Nursery Supplies, Equipment and Plant Material
“Servicing the Commercial Grower.”

Nursery and Greenhouse Containers • Chemicals
Fertilizers • Heaters • Shade Cloth • Ground Cover
Commercial Growers Mix • Material Handling Equipment
Ventilation Equipment • Greenhouse Structures & Accessories
Irrigation Equipment • Tree Dollies & Carts
Cutlery • Protective Equipment • Plant Sleeves
Cell Pack, Plug, Prefinished & Finished Plant Material

Weekly deliveries to Maryland, Delaware and Virginia.
Pick-up at our warehouse or UPS shipment daily.

9103-G Yellow Brick Road, Baltimore, Maryland 21237
(410) 687-3885 Fax (410) 687-3903; Toll Free: (800) 248-2818

Servicing the greenhouse and nursery growers by exchanging business ideas, knowledge of products they carry; and working with industry in developing new technology.
John helps Maria Jara with plant selection at Riverbend Nursery in Riner

John currently works at Riverbend Nursery as Area Manager for Central and Eastern Virginia and Washington D.C. Riverbend Nursery is a wholesale grower of perennials, groundcovers, and grasses and other plants. He feels that their market niche is the “Big Tag” perennials and the “Stepables” program. He feels that a trend is to have lots of color in flowers and foliage for customers. His biggest challenge is having what his customer’s want, when they want it.

John feels that his business philosophy is a “Hands on” approach. The best part of John’s workday is being out with his customers and in their setting on a daily basis. The hardest part of his day is turning off work when he needs to. John has a common sense approach to situations and the best advice he ever got was to “Be honest”.

John’s favorite plant is the contorted filbert and his favorite color is purple/blue. Like a lot of us he dislikes weeding. He loves watching college basketball, playing with his plants and occasionally golf. John has a great sense of humor. Other employees of Riverbend say that “John Rocks”.

Quoting Jim Snyder, President of Riverbend Nursery, “John was our first Area Sales Manager, overseeing Central and Eastern Virginia, and Washington DC and has been an inspiration to all his peers. He is very well liked by all his customers offering not only his sales expertise but his knowledge from retail and landscape positions. He has some stolen phrases that he just loves to use such as ‘schlocky’, and ‘just a ways’ – ought to ask him about these some time. In addition to his work he has spent a lot of time with his kids and their sports activities.”

Big thanks to John for serving on the VNLA Board of Directors.

Edited by Sandy Miller

News – Master Gardeners to Inform Public about Emerald Ash Borer

Virginia Cooperative Extension Master Gardeners and other citizen volunteers mobilize to help inform the public about emerald ash borer

BLACKSBURG, Va., April 1, 2009 - Virginia Cooperative Extension Master Gardeners and other citizen volunteers will canvass Northern Virginia neighborhoods to help educate home and property owners about the emerald ash borer (EAB) - a destructive, green metallic beetle that has killed millions of ash trees in the eastern United States since 2002.

This program is part of a collaborative effort by the Virginia Cooperative Extension, the U.S. Forest Service, the Virginia Department of Agriculture and Consumer Services, the Virginia Department of Forestry, and the U.S. Department of Agriculture's Animal and Plant Health Inspection Service to monitor and manage the emerald ash borer. With funding support from the U.S. Forest Service, the volunteers will help to inform the public about EAB, mobilize citizens to identify EAB in their communities, and participate in efforts to manage the beetles' impact.

According to David Close, state Master Gardener coordinator, volunteers will work with local homeowner associations and attend home and garden shows to educate homeowners about EAB, including how to identify the pest and what to do if they think their trees are infested. "The more people we have looking for EAB, the better chances we have to contain and manage the pest and limit its spread to other trees."

Virginia Cooperative Extension is also collaborating with the Virginia Tech Department of Forestry to develop online educational materials for green industry workers. "Most of the urban forest is privately owned, so contractors are the ones who primarily care for those trees," said Eric Wiseman, assistant professor of urban forestry. "These workers are in the trenches and on the frontlines. Having them prepared to recognize EAB is extremely important."

Wiseman is also working on a project with the Virginia Department of Forestry to inventory ash trees in municipal rights-of-way. "One of the challenges of dealing with EAB is that we don't know how many urban ash trees there are and where they are located," said Wiseman. He hopes the tree inventory will help the volunteers target their efforts to the areas with the most ash trees.

Wiseman points out that the EAB's impact on a community is much more
than just aesthetics. The loss of a tree can have a significant economic impact, including the cost of tree removal and replacement as well as diminished ecosystem services such as energy conservation, air-pollution abatement, and storm-water mitigation. The U.S. Department of Agriculture estimates the cost of the pest to municipalities, property owners, nurseries, and the wood-products industry in the tens of millions of dollars.

Although the emerald ash borer was eradicated in Virginia in 2004, it was found again in Fairfax County in July 2008. The Department of Agriculture and Consumer Services quarantined Fairfax, Arlington, Fauquier, Loudon, and Prince William counties as well as the cities of Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park. The quarantine restricts the movement of ash nursery stock, green (untreated) lumber, and wood products - including firewood - from quarantined localities to nonquarantined areas.

For more information about the identification and management of EAB, citizens are encouraged to contact their local Virginia Cooperative Extension Office or visit the EAB informational website http://www.emeraldashborer.info/

Listen to Eric Day, manager of the Virginia Tech Insect Identification Laboratory, and Dave Close, Virginia Master Gardener coordinator, provide more information about the emerald ash borer. www.podcasts.vt.edu/emerald_ash_borer.mp3

Virginia Master Gardeners are volunteer educators who work within their communities to encourage and promote environmentally sound horticulture practices through sustainable landscape management education and training.

As an educational program of Virginia Cooperative Extension, Virginia Master Gardeners bring the resources of Virginia's land-grant universities, Virginia Tech and Virginia State University, to the people of the commonwealth.

Merrifield Garden Center

NEW Gainesville location

Wednesday, August 19, 2009

Mark your calendar now to attend and learn some of their secrets to success!

Thursday, August 20
Summer Tour, Northern VA
VNLA - VNLA Field Day
To Be Held at Merrifield
Garden Center’s New
Location in Gainesville

The 2009 VNLA Field Day will be held on Wednesday, August 19, at Merrifield Garden Center’s newest location in Gainesville, Virginia. This event will run from 9 a.m. to 5 p.m., with a cocktail reception to follow. The summer tour will be held the following day, August 20, with visits to some of the area’s most renowned gardens, including Mt. Vernon and the American Horticultural Society at River Farm. Be sure to take advantage of this opportunity to see not only beautiful gardens, but to freshen up on your history as well.

Merrifield’s 40-acre site is located at 6895 Wellington Road, at the corner of Wellington Road and Merrifield Garden Way, in Prince William County. Merrifield has two other stores, both of which are in neighboring Fairfax County. This will be the first time in a number of years that Field Day will be held in Northern Virginia.

The theme for this year’s event is “Meeting Nursery and Landscape Challenges in Today’s Environment.” Although Field Day will have something for everyone, there will be a particular focus on issues of importance to nursery and landscape professionals in today’s environment, including:

- Plants and concepts that make for innovative designs
- Manpower and pricing issues that can affect the bottom line
- An update on immigration reform and more

This year’s event will be a great day of food, fun, fellowship and learning, so everyone is encouraged to attend. There will be over 25 exhibitors on hand to showcase their products and services that can help your business grow, along with tours of Merrifield’s new garden center and soil recycling operation.

Like previous Field Days, there will be a plant ID contest and a silent auction, for a chance to win great prizes. The silent auction will be sponsored by the Northern Virginia Nursery and Landscape Association, and will benefit scholarship programs for the association.

In addition to hearing from the people at Merrifield Garden Center about their new facility and how they operate different aspects of their business, there will be a series of interesting and informative seminars throughout the day, including:

- Renowned perennial expert, author and lecturer Stephanie Cohen will give two talks – one on “Designing with Perennials,” and another on “Fallscaping.” Stephanie has taught herbaceous plants and perennial design at Temple University for over 20 years and has lectured coast to coast. She is a contributing editor for “Fine Gardening” magazine, the HGTV newsletter and a regional writer for the Blooms of Bressingham Plant Program. She has won numerous awards and her book “The Perennial Gardener’s Design Primer” was Storey Press’ best seller for 2005 and won the Garden Writer’s of America award for best overall book in 2005.
- Lynn Batdorf, the Curator of the National Boxwood Collection at the U.S. National Arboretum in Washington D.C., will give a talk on “Successfully Caring for Boxwoods in the Landscape.” Lynn has written three books on boxwoods and over 50 articles on a variety of boxwood topics. He has lectured on many boxwood topics to numerous national and international professional groups, and is a Life Member of both the American Boxwood Society and the European Boxwood and Topiary Society.
- David Watkins of Merrifield Garden Center will be giving an overview of Merrifield’s Landscaping Operations, with a question & answer session to follow. David has been with Merrifield Garden Center for 32 years and he will discuss how Merrifield manages their landscaping operation with up to 30 designers and 70 installation crews.
- We also hope to have a presentation by Congressman Gerry Connolly, from Virginia’s 11th Congressional District, discussing immigration and other legislative issues that are related to our industry. The congressman is not yet confirmed, but we are hopeful that his schedule will allow him to speak to us (along with a representative from the ANLA).
Now more than ever, Field Day is a great chance to learn from interesting speakers and network with growers, suppliers, landscape contractors, retailers and other types of businesses that our related to our industry. Whether it’s learning about new equipment, products and services, or talking with banking and insurance representatives about how they can help your business grow, you will find it all at Field Day.

The host hotel for this year’s events will be the Hampton Inn in Gainesville, which is approximately three miles from Merrifield Garden Center. The group rate for those attending Field Day is $119, which includes a continental breakfast and high-speed internet access. For reservations, please call 703-753-7500. The hotel sits in the Gateway Plaza, so there are many shops and restaurants within walking distance.


According to Bob Warhurst, President of Merrifield Garden Center, they have never been in a big hurry to add more locations, but just felt this was the right location for them to expand. “We just felt that Gainesville and the surrounding areas in Prince William County made sense for us,” says Warhurst. “And we really like this piece of property. We’re very excited to host this year’s Field Day and hope everyone has a great time.”

Merrifield plans to build the Gainesville location in phases. The first phase, which is now open, features a 37,000-square foot greenhouse and 11,000-sq. ft. store. The second phase will have a larger store with more display areas, a meeting room and a cafe. The greenhouse and store structure were manufactured in Belgium and shipped to Gainesville, where Belgian workers assembled it along with members of the Merrifield staff. The store is a wide span design with a solid roof, and the greenhouse features a retractable glass roof, glass siding and a radiant-heated concrete floor.
To house their annuals and perennials, Merrifield installed two Cravo structures with retractable roofs to protect plants from the elements. But these structures also keep customers happy. “As much as the plants like it, we really built it for the customers,” says Warhurst. “Even if it starts raining, customers can continue shopping where it’s nice and dry.” Merrifield already utilizes these Canadian-made structures at its location in Fairfax, and has been very happy with them.

The Gainesville location will be stocked with the same quality plants and products as Merrifield’s other two stores, but the size of the Gainesville facility will allow them to carry more plant material and offer other opportunities, such as hosting special events.

For example, shortly after opening, Merrifield teamed up with a local Italian restaurant to host a wine-tasting and Italian dinner at the new greenhouse. The event was a big success and sold out in a matter of days. Merrifield plans to hold more events in the future.

Just like its other two locations, Merrifield offers free gardening and landscaping seminars at Gainesville. While the current slate of classes is for retail customers, Merrifield plans to hold seminars and demonstrations at this facility for their wholesale customers. “They’re very important to us,” says Warhurst, “and we want to continue to offer them all the products and services they need to complete their projects.”

Merrifield Garden Center serves both retail and wholesale customers, and has a large design/build division. Their new Gainesville location features a large garden center and greenhouse, nursery, landscaping operations and a soil, brush and concrete recycling area.

“Having Field Day at a retail location will be a nice change of pace, and there will be plenty of activities that will interest all segments of our association,” said VNLA Vice President Ed Tankard. “Plus the Northern Virginia location should be a welcome destination with all the area has to offer.”

By Jeff Miller

VNLA – Beautiful Gardens Updates

The VNLA’s Beautiful Gardens™ Plant Introduction Program has been getting some great industry media coverage, thanks to the writing talents of Sylvia Wright. Below are links to some of the key coverage’s so far this year:

VA Nurserymen’s Foundation implements Plant Introduction Program
www.ballpublishing.com/GreenProfit/ViewArticle.aspx?articleid=16936


http://www.greenhousegrower.com/news/?storyid=1819

http://www.norfolkbotanicalgarden.org/gardens-horticulture/horticulture/beautiful-gardens-of-virginia


http://buylocalthinkglobal.com/article.cfm?newsid=2655

http://www.smithfieldgardens.com/events.php

Sylvia Wright www.TheWrightScoop.com 804-672-6007

Beautiful Gardens Marketing Update

A BG growers meeting was held March 11 at the Halifax Agriculture Marketing Center to introduce the Beautiful Gardens™ program to interested growers from ‘Southside’ Virginia. The BG background, organization, tissue culture propagation, liner production, greenhouse management and BG marketing were all reviewed. Attendees were encouraged to consider the possibilities of tissue culture plant grow out, liner production and/or the finishing of plants for final sale to an end user as part of their current operations. Additional meetings will be held in the future to maintain and expand interest in this important part of the Beautiful Gardens™ production plan.

(l) Doug Hensel, and Rick Baker setup the “Plants of Distinction” promotion display at The Great Big Greenhouse & Nursery

Rick Baker, Market Development Manager with VDACS, has been visiting retail garden centers across the state this spring on behalf of the BG marketing committee. Spring 2009 is our debut for the ’plants of distinction’ segment of the Beautiful Gardens™ program. A total of (9) plants will be featured for sale at (27) independent retail garden centers across the state. Rick has made an initial visit to each of these garden centers to supply them with promotional materials and fully explain our expectations for their participation. Rick is also taking a BG exhibit to participating garden center opening weekends and speaking at spring seminars.
In addition, we are making media contacts on a regular basis with the help of Sylvia Wright of Glen Allen, VA. VDACS, Farm Bureau and VCE/Master Gardeners are doing their part with articles for their newsletters and magazines. Doug Hensel, BG committee chair, recently did a piece for the Farm Bureau weekly television show on site at his Great Big Greenhouse. This phase of the Beautiful Gardens™ program has been very well received to date. We are optimistic for spring sales and the future of BG as we grow to the introduction of new plants over the next several years.

The new plants to be planted at the test sites this spring are the Ilex glabra selection from Mike Graham and Cestrum 'Orange Peel' to determine hardiness and possibility as an annual promotion.

The ‘Plants of Distinction’ for 2011 will be presented this fall.

Two new double Hellebore have been selected for 2012 and are now in tissue culture production and will be planted out for evaluation this year.

Provided by Rick Baker and Lisa Lipsey

**VNLA - VA Garden Centers Implement Plant Introduction Program – Beautiful Gardens™**

Richmond, VA… March 1, 2009 …

To strengthen Virginia’s quality and diversity of ornamental plants, the Virginia Nurserymen’s Association Horticulture Research Foundation Inc. have initiated its own plant introduction program, Beautiful Gardens™. For 2009, Beautiful Gardens™ offer ‘Plants of Distinction’. Details of plants and distribution sites are available at web site, www.beautifulgardens.org ‘promotion plants 2009’ option and ‘growers/retailers’ option.

**Beautiful Gardens™ Retail Sites –**

One of 26 state-wide participating retail sites, Doug Hensel president of Great Big Greenhouse & Nursery www.greatbiggreenhouse.com, located in Richmond says, “We are proud to be selected by the Beautiful Gardens™ program to participate as a retail garden center. Beautiful Gardens™ offer retailers a unique opportunity, to participate in a program that is specific for plants proven successful throughout the state of Virginia. In addition, being founded by the Virginia Nursery and Landscape Association and Virginia Tech, this program gives the public assurance that selected plants have proven success. In the near future, new plants will be
offered and only participating retail garden centers will offer these plants. This distribution edge is a huge incentive for a Garden Center to become involved with Beautiful Gardens™, now. ‘Plants of Distinction’ are not new but were determined by Beautiful Gardens™ to be underutilized in the landscape. This program is a great way to enable public appreciation for the value of chosen plants.”

“Beautiful Gardens™ plant introduction program has been taking shape since 2003,” says Rick Baker, Market Development Manager for the VA Dept. of Agriculture & Consumer Services (VDA&CS). “A group of interested and proactive individuals from many segments of the Industry came together and formed an organization that would introduce new plants to the market and expand production opportunities for Virginia growers.”

“Beautiful Gardens™ is providing,” says Hensel, “a strong marketing campaign that exposes these plants to the general public. Participating garden centers will have plants on display and use display kits provided by Beautiful Gardens™. Through the implementation of this marketing campaign, all participating garden centers should experience increased sales for the identified underutilized plants. I have participated in many plant branding programs, but nothing gives me more pleasure than to support a program like this one, specific to the state of Virginia.”

For details of Hensel’s involvement, contact him at (804) 320-1317 or doug@greatbiggreenhouse.com and Baker, contact (301) 275-2077 or Rick.Baker@vdacs.virginia.gov.

**Beautiful Gardens™ Difference –**

While many plant introduction programs tempt the gardening public’s need to acquire the latest and greatest plants, Beautiful Gardens™ focus is ‘Plants of Distinction’, plants tested across varied climactic zones of the state of Virginia. Resulting in the fact that Independent Garden Center partners and their customers have confidence in the success of a Beautiful Gardens™ selection.

With some funding from the Virginia Tobacco Indemnification and Community Revitalization Commission (VTICRC), Beautiful Gardens™ is a project designed to develop new and promote underused varieties of ornamental plants that adapt well to a wide range of planting zones.

“After we applied for the VTICRC grant,” says Virginia nurseryman Fred Duis of Duis Nursery located in Bedford, “the grant was used to fund the initial stages of the Beautiful Gardens™ program. Then, through other sources, we gained additional grants that fund the establishment of 1-acre test sites in Glade Spring, Bedford, Halifax County and Blacksburg. Further grant resources helped us expand our test sites to other regions of the state such as Norfolk Botanical Garden and allowed us to hire Dr. Rumen Conev as our Executive Director and Lisa Lipsey as a technician with responsibilities that include the gathering of data from the test sites.”

By creating a production and marketing infrastructure and research-based technical and educational information, Beautiful Gardens™ expects to boost ornamental horticulture production and sales across the state of Virginia. One specific goal is to provide alternative crop choices in the tobacco regions of south-side Virginia. For details of Beautiful Gardens™ and VTICRC affiliation, see web site www.beautifulgardens.org ‘news’ option.

As a means to support the transition of farm crops from tobacco production, a Tobacco Farmers Workshop: Greenhouse Management School was held at the Institute for Advanced Learning and Research located in Danville, Virginia. Details of 2009 events are available at www.beautifulgardens.org ‘events’ option.

**Beautiful Gardens™ Program -**

Partnering with the Virginia Nursery and Landscape Association (VNLA); Departments of Horticulture at Virginia Polytechnic Institute & State University (VA Tech); the Institute for Sustainable and Renewable Resources (ISRR) at the Institute for Advanced Learning and Research (IALR) Danville, VA; Virginia Master Gardeners Association (VMGA); Virginia Cooperative Extension (VCE); Norfolk Botanical Garden (NBG); Virginia Department of Agriculture and Consumer Services (VDACS); Claytor Nature Study Center at Lynchburg College; and Virginia Tobacco Indemnification and Community Revitalization Commission (VTICRC), the Beautiful Gardens™ program has focused its 2009 effort toward its first group of ‘Plants of Distinction’ – plants recognized for their Mid-Atlantic sustainability. Details of the Beautiful Gardens™ program are available at web site http://www.cpe.vt.edu/outreachnow/presentations/VCE-ON-Beautiful.pdf.

**Beautiful Gardens™ Plants of Distinction –**

To initiate the 2009 program, Beautiful Gardens™ is promoting the following underutilized plants with stable performance in USDA hardiness/AHS heat zones 6a/2 to 8a/7, and excellent ornamental display:
In the spring of 2009, the VNLA's Beautiful Gardens® Plant Introduction Program will begin promotion of “Plants of Merit”. These are plants that are relatively unknown and/or underutilized that could help solve problems or enhance the end consumer's landscape. These plants are being grown by the following VNLA members, so contact them to order your “Plants of Merit” for 2009.

If you are a grower of BG plants, and do not see your name here please let us know and your nursery will be added to the list.

Contact Rick Baker at 301-275-2077, rick.baker@vdacs.virginia.gov for promotional posters, banners and brochures.

- Bennett's Creek Nursery – Mike Twiford – mike@bcnursery.com 1-800-343-4611
- Colesville Nursery – Butch Gaddy – butchgaddy@comcast.net 804-798-5472
- David's Nursery – David Tankard – davidsnursery@verizon.net 757-442-7000
- Duis Nursery – Fred Duis – fred@duisnursery.com 540-586-0693
- Eastern Shore Nursery of VA – Robin Rinaca – esn@esnursery.com 1-800-323-3008
- Horton Nursery – Hoyt March – hmarch@vt.edu 757-816-0383
- Ingleside Plantation Nurseries – Fletch Flemer – fletchf@inglesidenurseries.com 804-224-7111
- Mobjack Nurseries – John Lee Machen – lisas@mobjack.com 1-800-729-6625
- Riverbend Nursery – Jim Snyder – jim@riverbend.com 1-800-638-3362
- Sandy's Plants – Mitzi – mitzi@sandysplants.com 804-746-7092
- Saunders Bros – Tom Saunders – tom@saundersbrothers.com 434-277-5455
- Shreckhise Nurseries – Danny, Matt – nursery@shreckhise.com 1-800-628-5871
- Tankard's Nurseries – Ed Tankard – ed@tankardnursery.com 1-800-552-2088
- The Ivy Farm – Richard Davis – jenniferr@esva.net 1-888-786-4096
- Waynesboro Nurseries – Kirk Quillen – kquil-len@waynesboronurseries.com 1-800-868-8676

List of Growers by Plant, for 2009 Plants of Merit

- Cercis chinensis ‘Don Egolf’ Chinese Redbud
- Helleborus x hybridus ‘Pine Knot Strains’ Lenten Rose
- Hydrangea quercifolia ‘Snowflake’ Oakleaf Hydrangea
- Agapanthus x ‘Monmid’ Midnight Blue® Lily Of The Nile
- Buxus x ‘Green Velvet’ Boxwood
- Stokesia laevis ‘Peachie’s Pick’ Stokes’ Aster
- Ilex x ‘Virginia’ Holly
- Musa basjoo Hardy Banana
- Thuja x ‘Steeplechase’ (PP) Arborvitae
About Beautiful Gardens™ –

“The pace of plant development, plant evaluation, and possible introduction is agonizingly slow,” says Duis, “Using classical breeding techniques, years elapse between the initial cross, seed germination, seedling development, testing, and replicating a market ready plant so that adequate numbers exist for sale. Consequently, we are trying to expedite the search for new plants in several ways. Still, the idea of plant breeding and introduction is fascinating to nurserymen. Many of us are tethered to our properties because of the almost daily care that our product demands. Consequently, our ability to physically travel the world looking for the new and unusual is curtailed. By participating in plant breeding, we can stay at home and have a glimpse into the unknown. Each seed that sprouts is an opportunity to peek around the bend, to peer over the next ridge: new territory, new adventures and new plants. And, who knows, one of those seedlings may be just the plant that every gardener must have.” For further detail of Fred Duis involvement, contact him at Duis Nursery’s phone number 540-382-0943 or email duisnursery@worldnet.att.net.

In 2010, additional plants are scheduled for release. Beautiful Gardens™ is presently soliciting nominations for its 2011 distribution. For details of ‘how to’ nominate a plant, see www.beautifulgardens.org ‘nominate a plant’ option. Or, to nominate a plant, contact Rumen V. Conev, Ph.D., Executive Director Beautiful Gardens™ Plant Introduction Program at 540-231-6323 or ConevR@vt.edu or Lisa Lipsey, Program Coordinator at 540-231-6961 or llipsey@vt.edu

For further details of the Beautiful Gardens™ program, see web site www.BeautifulGardens.org or contact the Virginia Nurserymen’s Association Horticulture Research Foundation Inc., 383 Coal Hollow Rd, Christiansburg, VA 24073-6721, at 540-382-0943 or info@beautifulgardens.org.

VNLA – Beautiful Gardens Participating Independent Garden Centers

Spring 2009

In the spring of 2009, the VNLA’s Beautiful Gardens™ Plant Introduction Program will begin promotion of "Plants of Distinction". These are plants that are relatively unknown and/or underutilized that could help solve problems or enhance the end consumers landscape. These plants are being marketed by these retailers.

If you are a retailer of BG plants, and do not see your name here, please let us know and your nursery/garden center will be added to the list. Contact Rick Baker at 301-275-2077, rick.baker@vdacs.virginia.gov for promotional posters, banners and brochures.

Participating Virginia Garden Centers – 2009

Tidewater Area
Atlantic Garden Center – Virginia Beach, VA www.atlanticgardencenter.com
Four Seasons Nursery – Virginia Beach, VA www.fourseasons nursery.biz
McDonald Nurseries (3 locations) – Hampton, VA www.mcdonaldgardencenter.com
Countryside Gardens – Hampton, VA www.countrysidegardens.biz

Richmond Area
The Great Big Greenhouse – Richmond, VA www.greatbiggreenhouse.com
Strange’s Garden Center – Richmond, VA www.stranges.com

Northern Virginia
Burke Nursery & Garden Center – Burke, VA www.burkenursery.com
Merrifield Garden Centers (3 locations) – Merrifield, VA www.merrifieldgardencenter.com
Campbell & Ferrara – Alexandria, VA www.campbellferrara.com
Betty’s Azalea Ranch – Fairfax, VA www.bettysazalearanch.com

Central Virginia
Ivy Nursery – Charlottesville, VA www.ivynursery.com
Snow’s Garden Center – Charlottesville, VA www.snowknows.com
Waynesboro Landscape & Garden Center – Waynesboro, VA www.waynesborogardens.com
Village Garden and Landscape – Fishersville, VA www.village.com
Fort Valley Nursery – Woodstock, VA www.fortvalleynursery.com

Southwest Virginia
Lacie’s In The Valley – Blacksburg, VA www.laciesinthevalley.com
Townside Gardens & Landscape – Roanoke, VA www.townsidegardens.com
Moneta Farm Service – Moneta, VA www.monetafarm service.com
Diamond Hill Garden Service – Moneta, VA www.diamondhill generalstore.net
Village Garden Center – Appomattox, VA www.villagegarden.com
Richmond, Va. - The Virginia Agribusiness Council is celebrating their successful advocacy in support of the legislative goals of its membership in the 2009 Virginia General Assembly. The legislature acted favorably on many of the Council’s most critical issues including:

- Agriculture Animal Policies
  Common sense decisions regarding animal regulations, including animal care standards (animal welfare) and animal health

- Environmental Stewardship
  Support and funding for Ag BMP Cost-Share programs

- Energy
  Policies to encourage alternative energy generation from agribusinesses

“The Council was unified in conveying to legislators the impacts of some key policy issues to our industry, including funding support for Agricultural Best Management Practices, alternative energy generation, and reasonable agriculture animal policies,” noted Council Board chairman Jim Saunders of Saunders Brothers in Piney River. “I’m very pleased to report that the Council’s efforts to represent agribusinesses across the Commonwealth were met with successful results during this General Assembly session.”

**Agriculture Animal Policies**
Legislative proposals that would have negatively harmed Virginia agricultural animal producers were defeated before making it to the floor of either the House or Senate for a vote. “The VVMA was pleased to work with the Council and appreciates their vigilance on animal welfare legislation that could have had a negative impact on the livestock industry,” commented Dr. Tom Massie, of Rose Hill Veterinary Practice in Washington Va. and current President of the Virginia Veterinary Medical Association.

During a time of fiscal constraint, the legislature lent their support to an industry funded study by the Va. Md. Regional College of Veterinary Medicine to assess a critical shortage of large animal veterinarians across the state. Dr. Massie added, “We were glad to be a part of the effort to secure a legislative study on the shortage of large animal veterinarians. This problem is not only critical to our profession, but to every sector of agricultural animal production.”

---

**Shade & Flowering Trees**
B&B and Containers

**Guthrie Nursery, Inc**
1825 Crews Shop Rd
Lynchburg, VA 24504
**Telephone:** 434-993-0797
**FAX:** 434-993-3489
**Email:** info@guthrienurseryinc.com
**Web Site:** www.guthrienurseryinc.com

Guthrie Nursery has trees available anytime of the year.
No need to summer dig.

- 10 to 45 gal. Containers
- 75 and 125 gal. Boxes
- B&B Trees

---

**Carolina Bark Products**
P.O. Box 395
Seaboard, NC 27876

**Phone:** (252) 589-1324
**Fax:** (252) 589-1642

- Suppliers of bulk aged pine bark fines.
- Custom mixes available containing lime, sand and/or minors.
- Fast, dependable service
  **Memberships:**
  - North Carolina Association of Nurserymen
  - Virginia Nursery & Landscape Association
Environmental Stewardship
Through working with the “Partnership for Water Quality”, the Council was successful in maintaining level funding of agricultural best management practices of $20 million for FY 2010, furthering the public-private partnership between the agricultural industry and the Commonwealth. Council member Charles Horn, a poultry and dairy producer in Augusta County noted, “The Virginia Agribusiness Council is to be commended for their timeless hours spent on helping farmers to become better stewards of the soil and for their diligence in helping achieving funds for the BMP Cost-Share programs.” Horn went on to comment, “The BMP Programs will enable farmers to continue improving conservation practices on their farm, such as fencing cattle out of streams, animal waste storage facilities, alternative watering systems and cover crops and more.”

Energy
As legislators turned their attention toward energy issues during the session, the Council continued to advocate for streamlined processes to encourage alternative energy generation from agribusinesses. “With an unprecedented amount of legislation related to energy and the environment introduced during the Session, it was critically important that the Council provided leadership on proposals aimed at encouraging on-farm electric generation. The Council was able to work with agribusinesses and the electric cooperatives to identify solutions that will continue to encourage the development of these alternative energy sources and build positive relationships with legislators interested in these goals,” commented Matt Faulconer of Rappahannock Electric Cooperative and Council Vice Chairman.

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

Legislation - Damaging Clauses Stripped from Economic Stimulus Bill

Prior to Signature by President Obama

Washington, D.C.—Over the past several weeks, the American Nursery and Landscape Association (ANLA) carefully watched the development of the Economic Stimulus Bill, signed into law today by President Barack Obama. Two potentially damaging clauses, which ANLA’s lobbyists closely monitored and opposed, were not included in the final legislation. According to ANLA’s Vice-President of Government Relations, Craig Regelbrugge, “often, when such massive legislation is hastily assembled, the law of unintended consequences plays out over and over. Fortunately, in the final stimulus package, the green industry dodged at least two bullets that could have maimed or killed our members.”

The first of these was a Republican-led effort to condition any stimulus benefit (a contract or tax relief, for instance) on an employer being enrolled in the E-Verify mandatory electronic verification system. ANLA and other business allies saw a requirement to force use of a system that has flaws and is not ready for “prime time” as “burdening employers and undermining the very purpose of the stimulus package.”

On another front, as the Senate debated its version, Republican Tom Coburn offered an amendment that specifically precluded spending of infrastructure dollars for several purposes, including “highway beautification.” “Many long-timers in the industry remember what an economic engine the highway planting efforts, championed by Lady Bird Johnson, were in their day;” states Regelbrugge. “Nowadays, the reasons for such plantings go way beyond ‘beautification’ to issues like urban cooling, filtering runoff, and sequestering carbon.” While the Coburn amendment passed in the Senate, it was stripped from the final product approved by Congress and signed by President Obama.

One positive inclusion in the economic stimulus bill is a technical fix that removes a legal obstacle to the implementation of key 2007 Farm Bill provisions. Funding for specialty crop provisions in the Farm Bill strengthening USDA cooperative programs to prevent the introduction of harmful plant pests, to better assess foreign pest threats, and to rapidly detect and respond to new invasions, had been blocked by a legal opinion issued by the outgoing Bush Administration. Language is now in place fixing the problem and allowing funds to flow to these important programs.

ANLA, a Washington, DC-based trade association, represents green industry business professionals seeking market leadership through advocacy with our nation’s government, a community of industry innovators and experts, and unique, profitability-focused programming, products and services. Through the Lighthouse Program, a partnership with green industry state and regional associations, ANLA represents more than 22,000 businesses before Congress and to the White House.
News ANLA.org
Launches Milestone Industry Resource

Washington, D.C.— The American Nursery & Landscape Association (ANLA) has launched a new website at www.ANLA.org. According to ANLA President, Greg Schaan, Imperial Nurseries (CT), “This website represents a two-year milestone in an effort to increase our ability to provide our members with the knowledge and tools they need to strengthen and grow their businesses. As technology, time and generational change diversify the way our members wish to network, learn and gain knowledge from ANLA, we knew that we needed to broaden the availability of ANLA’s resources beyond our traditional base of face to face meetings.”

The new ANLA.org has changed in several significant ways:

- Easier navigation: The site has been restructured making it easier to find more information about ANLA’s sustainability efforts, or breaking legislative and regulatory news about immigration reform and green infrastructure funding.
- Business profiles: The ANLA network represents one of the most significant sources of value for members. The new site features detailed member profiles under the “I am ANLA” banner. According to Retail Division President, Dan Mulhall, Mulhall’s Nursery (NE), “In an industry often focused on only one or two zip codes, sharing with other ANLA members helps me look beyond my backyard to the success and best practices of top companies around the country.”
- The Knowledge Center: The new ANLA Knowledge Center collects many years of newsletter articles, business forms and member experience in one searchable place. The future home of audio, video and “print” files capturing Management Clinic sessions, webinars, and ideas shared by members on ANLA Connect and ANLA’s signature tours, the Knowledge Center makes ANLA’s unique resources accessible, on demand, for the entire nursery and landscape industry.

As an industry resource, much of the knowledge available on ANLA.org is available to everyone. However, to gain full access to 100% of the content requires membership in ANLA. Amanda Flynn, ANLA’s director of member services, notes, “Our members will need to create a new user name and password the first time they visit the new site – even if they had created one for our previous website. We promise the little extra effort will be well worth their time.” Contact Amanda Flynn at aflynn@anla.org, or 202/789-2900 for more information about membership or the new website.

For additional information contact: Jonathan Bardzik, Director of Marketing and Industry Relations 202-789-2900

New - ANLA Attends White House Town Meeting

Washington, D.C.— The American Nursery & Landscape Association (ANLA) was invited to participate in today’s historic town hall with President Barak Obama. Member Gary Blondell represented ANLA at this meeting in the East Room of the White House. According to Gary, “It was an exciting opportunity to be actively involved in ANLA’s legislative efforts. I don’t have to look any farther then the nurseries whose plants are critical to my business’ success, to recognize that these issues directly impact my bottom line.”

During the meeting, President Obama addressed questions that were submitted over the internet in addition to several questions asked from audience members. Mr. Blondell was briefed before hand on ANLA’s current efforts to shift recognition for the value of plants beyond solely ornamental appeal to the environmental services they deliver, such as energy savings and carbon sequestration. “Gaining recognition that plants deliver ecosystems services, measureable in hard dollars just like energy star appliances, represents the next frontier in increasing both the sales and profitability of plants and the managed landscape,” stated Corey Connors, ANLA’s Director of Government Relations.

Jonathan Bardzik, Director of Marketing and Industry Relations 202-789-2900

Take Pride, Be Certified!
News - Nadler Addresses Immigration Reform Conservative Political Action Conference

Scheduled to Open 2009 ANLA Legislative Conference

Washington, D.C.— Richard Nadler addressed the need for Republicans to support comprehensive immigration reform during the 36th annual Conservative Political Action Conference (CPAC), held recently in Washington, DC. President of the conservative think tank, America’s Majority, Nadler is a well-known conservative policy analyst, opinion journalist, political strategist, and commentator on issues ranging from immigration and border policy to school choice to African American and Hispanic voter outreach and education. He opened his comments saying, “If we conservatives continue to insist on the mass removal of illegals, either by roundups or by starving them into self-deportation, our losses in the Latino community will persist and intensify.”

Addressing the costs of the conservative, “enforcement-only” agenda, Nadler reviewed the significant gains that Democrats made in wooing the Hispanic population during the 2008 national election, erasing President Bush’s substantial gains just four years earlier. Citing the increasing size of the Hispanic voter block, he warned about current losses in New York, New Jersey, Illinois, and California, Florida, Nevada, Colorado, and New Mexico and future losses in Arizona and Texas. Nadler stated, “We all enjoy happy talk about the natural affinity between Republicans and Latinos. But…it is increasingly irrelevant… as long as the prospect of mass deportation remains in our playbook. The linked prospects of ICE raids, persecuted clergy, ruptured families, and mass profiling spook the legal, working-class Latino.”

Nadler warned of the added threat to the American economy posed by eliminating or reducing American access to an immigrant workforce. “You can hypothetically deport 9 million Mexicans from America,” Nadler stated, “but you’ll have less luck eliminating the Mexicans in Mexico, the Argentines in Argentina, and the Chinese in China. Rural export enterprises -- agriculture, horticulture, forestry, fishing, ranching -- can, and will, go elsewhere.” He added that the white collar jobs created by those industries would follow the export of production to other countries.

At the 2009 ANLA Legislative Conference, held July 20-22 in Washington, DC, Richard Nadler will address immigration and many other issues as he looks at future prospects for the Republican Party. In the aftermath of the historic 2008 elections, he will explore whether the Republican Party
and the conservative movement in America headed for extinction, long-term minority status, or a period of reflection and renewal. He will offer thought-provoking insights into the 2008 elections, whether we are in for a long-term political realignment, and how GOP positions on contemporary issues like immigration reform will influence conservatives’ quest to regain political traction.

For additional information contact: Jonathan Bardzik, Director of Marketing and Industry Relations 202-789-2900

HRI Horticultural Research Institute

News - John Brailsford, Jr. assumes Presidency of Horticultural Research Institute

Washington, D.C.— John F. Brailsford, Jr., of Orangeburg, SC, assumed the presidency of the Horticultural Research Institute (HRI) on January 27, 2009. Mr. Brailsford is the president of Shady Grove Plantation and Nursery Inc., which was established by John F. Brailsford, Sr. in 1939. “HRI is in the midst of repositioning itself as driving, not just funding, the research agenda of the green industry. This is critical, strategic work and I am honored to have the opportunity to steward this process,” says Mr. Brailsford of his presidency.

Mr. Brailsford is a recognized leader and member of the green industry. He serves on the HRI Board of Trustees and Executive Committee. He has also served on the Board of Directors and as president of the South Carolina Nursery and Landscape Association (SCNLA) in 1996. Shady Grove Plantation and Nursery Inc. has been a member of the American Nursery & Landscape Association (ANLA) since 1948 and an HRI member since 1997. Mr. Brailsford served as ANLA lieutenant governor and governor, representing South Carolina, from 1997 through 2003.

Mr. Brailsford was the recipient of the “South Carolina Nursery Professional of the Year” Award in 2001. In 2006, he was invited to become a member of the South Carolina Nursery and Landscape Association (SCNLA) “Fellows”. He was recognized in 2007 for “Outstanding Contribution to the Nursery & Landscape Industry” by SCNLA.

Mr. Brailsford graduated from Orangeburg High School in 1966. He graduated from The Citadel, Charleston, SC in 1970 with a Bachelor of Science degree in business administration. While at The Citadel, he was a member of the Bond volunteers and The Summerall Guards. He was a distinguished military student and was commissioned as a second lieutenant in the US Army. He went on active duty in October 1970. He separated from active duty in July 1975 with a rank of captain and returned to Shady Grove. He pursed a Masters Degree in business administration at the University of South Carolina on the GI Bill.

He is a member of the First Presbyterian Church, Orangeburg, Agricultural Society of South Carolina, International Plant Propagators Society, Sons of Confederate Veterans and the Palmetto Agri Business Council (West Columbia, SC).

Mr. Brailsford resides in Orangeburg with his wife Janet, who is in charge of liner procurement and advertising at Shady Grove. Their son John (Jeb) F. Brailsford, III, is the nursery and sales manager of Shady Grove. Jeb and his wife Rebekah have a daughter Elizabeth Allen. Their daughter, Sarah Coggins and son-in-law Matt reside in Orangeburg with their daughter, Sarah Francis.

Shady Grove is recognized for its extensive inventory of specimen plants ranging in size from 2 to 20 inch caliper. Shady Grove has supplied the landscape profession quality finished material for premier projects from Las Vegas to Long Island.

HRI was established in 1962 as the research arm of ANLA. HRI’s mission is to direct, fund, promote and communicate horticultural research, which increases the quality and value of ornamental plants, improves the productivity and profitability of the nursery and landscape industry, and protects and enhances the environment. HRI is an IRS-recognized 501(c) (3) tax-exempt research and educational foundation.

ANLA, a Washington, DC-based trade association, represents green industry business professionals seeking market leadership through advocacy with our nation’s government, a community of industry innovators and experts, and unique, profitability-focused programming, products and services. Through the Lighthouse Program, a partnership with green industry state and regional associations, ANLA represents more than 22,000 businesses before Congress and to the White House.

For more information contact: Teresa Jodon, Endowment Program Administrator, Jonathan Bardzik, ANLA Director of Marketing and Industry Relations

Do You Need extra CEU’s for your Re-Certification? Volunteer to prepare the Quiz questions and answers for the next Quiz and get an extra CEU!

Contact the VNLA Office for details 1-800-476-0055 VCH@VNLA.ORG
Welcome to the new HRI website! We appreciate your interest in HRI.

We invite you to take a look around, and explore HRI. Our goal is to make this website a portal between the green industry and research community. News, access to HRI publications and increased research dissemination are the key elements to the new site. The website will continually be evolving to increase awareness of HRI activities and to promote the need for quality research that targets green industry priorities. So check back to the site often.

We have provided under our main tabs informative information for each topic along with subcategories. For example, under the Research tab, you’ll find information on HRI’s funded research through our competitive grants program. The Emerging Issues & Technology tab provides information on the priority research taking place. This is where you’ll find the latest news about HRI’s biodegradable plant container project.

The website will be updated regularly to increase awareness of HRI and the need for quality research that targets important green industry needs.

HRI selected The Design Works, Inc. a Woodbine, Maryland-based firm to design and host the new website. The Design Works specializes in providing green industry member firms innovative full service web, graphic design, video production, marketing, and general public relation services.

For additional information contact: Teresa Jordon, Endowment Program Administrator, Jonathan Bardzik, ANLA Director of Marketing and Industry Relations

News - Garden Centers of America™ Announces New ‘President’s Roundtable’

Garden Centers of America™ announces the creation of The President’s Roundtable, a new business alliance partnership. This program is an opportunity for member companies to establish a ‘business alliance partnership’ with Garden Centers of America™ and receive elite recognition for their support of the independent garden center channel.

Membership in the President’s Roundtable is reserved for those companies that market, distribute and/or provide their products or services primarily to independent garden centers. ‘The President’s Roundtable’ members will enjoy numerous benefits and receive special acknowledgement during the year at GCA events for their support of GCA.

“We are excited to offer this new program to our members,” says Charles Hall, Executive Vice President of Garden Centers of America™. “This is a great opportunity for GCA to recognize garden center suppliers that distribute primarily independent retail businesses. In today’s ‘Big Box’ marketplace, we are very pleased to be able to recognize those suppliers supporting the independent garden center.”
Good roots grow healthy plants, just as good highway routes ensure on-time delivery. The Triad area of North Carolina has both.

Our long days and cool nights provide excellent growing conditions. And our Nurserymen are some of the best in the country, so you can be sure our plants are hearty and healthy to withstand Mother Nature’s elements.

And our central location and good route systems ensure on-time delivery everytime.

So, if you want to grow healthy profits with healthy plants, follow the good routes to the Triad region of North Carolina. Growing healthy profits is what we’re all about.

**PIEDMONT TRIAD NURSERYMEN**

Banner Place Nursery
2129 Banner Whitehead Rd.
Sofia, NC 27350
336-861-1400

Gilmore Plant & Bulb Co., Inc.
9154 Old 421 Road
Julian, NC 27283
1-800-543-7537

Hickory Hill Nursery
812 Neely Road
Asheboro, NC 27203
1-800-942-1313

Beeson Rhododendron Nursery
1540 Steed Rd.
Randleman, NC 27317
336-431-6212

Gossett’s Landscape Nursery, Inc.
7801 Climard Farms Rd.
High Point, NC 27265
336-454-2548

Monterey Nursery
1985 Mt. Hope Church Rd.
McLeansville, NC 27301
336-697-9942

Buds & Blooms Nursery
7501 U.S. Hwy 29 North
Brown Summit, NC 27214
1-800-772-2837

Greensboro Shrub Nursery
4514 Burlington Rd.
Greensboro, NC 27405
336-621-6579

Piedmont Carolina
1867 Sandy Ridge Rd.
Colfax, NC 27235
336-993-4114

Cam Too Camellia Nursery
805 Oakbury Ct.
Greensboro, NC 27455
336-643-3727

Green Thumb Nursery & Tree
P.O. Box 140
Ether, NC 27247
1-800-752-6869

Bryan Wagoner’s Tree Farm
9948 Kerrs Chapel Rd.
Gibsonville, NC 27249
336-585-0052
Benefits of Roundtable membership include license to use ‘GCA Business Alliance Partner’ logo on products, point of purchase materials and in the company’s marketing and advertising; special networking opportunities with GCA members and recognition at all Garden Center of America™ sponsored events.

For more information, please contact Shanan Molnar, Vice President of Operations, Garden Centers of America™ at 888-648-6463 or e-mail smolnar@asginfo.net.

---

**News - Shorts**

**Connecticut's Ag. Commissioner Says No to B&B on Preserved Farmland**

In late Feb., Philip Prelli, Connecticut ag. commissioner, testified against nursery B&B production on farmland preserved by the state, according to Bob Heffernan, executive secretary of the Connecticut Nursery & Landscape Association. Prelli was speaking to the state legislature's environment committee on HB 5002, which would allow the state's green industry to participate in the farmland preservation program. Prelli said a Connecticut Dept. of Agriculture study found B&B “removes topsoil at the rate of 1/2 to 1 inch per year. This activity does not promote sustainable agriculture, because most of the state has a topsoil horizon of less than 6 inches.” Obviously, this does not bode well for the green industry's ability to obtain permits for expansion and land use. Greenhouses and nurseries in other New England states are actively participating in preservation programs. In Maine, 36% of green industry land is preserved; 40% in Mass.; 36% in N. H.; 21% in R. I.; and 19% in Vt.

---

**Walters Gardens Launches Consumer Web Sites**

Walters Gardens in Zeeland, Mich., is reaching out to consumers with two new Web sites focused on perennial gardening. Designed for gardeners from beginner to master, www.PerennialResource.com has been completely rebuilt and re-launched with loads of new content and an enormous encyclopedia of more than 1,500 varieties of perennials. The encyclopedia is searchable by botanical or common name and more than 40 plant characteristics. The site also contains an all-new Design & Grow segment: 6 steps to designing, creating and maintaining your own perennial garden. The companion site, www.GrowDesignerPlants.com, is dedicated to The Designer Collection of hostas and daylilies from Walters Gardens. It's equipped with slick photos and growing guides. Each site also allows users to find a retail source for the plants they see online.

---

**Nonresidential Construction Expected To Decline Through 2010**

American Institute of Architects is reporting that the downturn in the economy will have a major impact of nonresidential construction into 2010. AIA chief economist Kermit Baker reports construction activity will decline 11% this year and an additional 5% in 2010. He said all major commercial sectors will be affected with declines expected to total between 25-35% for offices, retail facilities and hotels. Industrial activity, which includes manufacturing and distribution facilities, will decline 20% during this period. Kemp projects that the institutional facilities will fare better with a 2-year decline of 7% and less than 5% for health-care facilities.

From NMPro e-newsletter, contact krodda@gie.net

---

**Costa Farms looks to attract younger shoppers**

Costa Nursery Farms in Goulds, Fla., is using YouTube and MySpace to attract new and younger consumers. Charlie Acevedo, the company's Vice President of sales and marketing, told the Miami Herald that Costa is putting a lot of thought into how to make consumers feel they can afford plants and that they are getting a lot for their money. Costa's “O2 for You” campaign promotes how certain plants can remove indoor air pollutants making them ideal for college dorm rooms and hospitals. Costa is offering consumers a convenient way to grow their own food crops including herbs, tomatoes and strawberries with window sill planters. The paper reports that Costa has started a new venture with Taiwanese orchid company United Orchids to ship prefinished miniature phalaenopsis orchids to Florida where Costa finishes them in 8-10 weeks. The paper reports that Costa is renting land to the Taiwanese company, which has erected a 4-acre greenhouse to handle thousands of orchids.

---

**Non-Native Plants Become Invasives through Naturalization**

Naturalization rates of non-native hort. plants increase the longer a plant is grown and sold. A new USDA-Ag. Research Service study has found the plants that are mainstays of horticulture carry a lot of risk. These plants, including most edible and landscape plants, are the main source of invasive plants that harm natural environments. ARS scientists analyzed a unique set of data from the detailed sales catalogs of an early Fla. nursery to detect naturalization patterns of hort. plants in the state. Unlike previous studies on the invasiveness of hort. plants, the research team found that the number of years a plant is sold has profound influence on naturalization and invasion. 70% of plants sold in Florida for 30 years or longer have naturalized, indicating that length of time sold is the most important factor contributing to naturalization. Non-native plants will continue to naturalize and invade as long as they are sold. The researchers recommended that risk assessments be developed for screening non-native hort. plants to identify non-invasive forms and less-invasive alternatives.
375 Acre Growing Facility
4 Landscape Distribution Centers
Expanded Plant Selection
Dependable Service
Exceptional Plants

www.bcnursery.com
CTS, or "computer wrist", so named because many people who work long hours at a computer develop this RMI, is being called the "in" injury or disorder of the '90s. RMI is number one in workman's compensation claims, common among animal groomers, assembly line workers, athletes, butchers, carpenters, cashiers, hairdressers, knitters and weavers, jackhammer operators, mechanics, musicians, secretaries, typists, waiters and others who hold their wrists, arms and/or shoulders in odd positions, or who frequently perform the same tasks continuously for long periods of time.

Although systematic study has suggested that CTS is work-related, no clear "dose-response curve" has been found between the amount or severity of work and the incidence or severity of the syndrome. As yet no one can tell us the amount of spraying, raking or weed eating that may be required to cause CTS.

If you suffer from any of the symptoms I have mentioned - pain, numbness, "pins-and-needles" - see a doctor for a correct diagnosis. Don't wait until the damage that is occurring to nerves and muscles is beyond repair. Most general practitioners can combine the history of your symptoms with a series of physical hand and wrist tests (carpal compression test, flick test, Phalen's test, Tinel's test) to determine the probability that you have CTS or another RMI. They may also have you undergo an electromyography (EMG) to determine the extent of nerve damage, which in my case revealed only moderate nerve damage in both of my wrists.

Whether or not you suffer from CTS or one of the other RMI's that grounds maintenance tasks might cause - muscle damage, tendinitis, trigger finger - there are simple precautions or preventative measures you can take. Here are also changes you can make in your work routines and tasks that will minimize the possibility that you will develop one of the RMI's.

First, be sure your body is "warmed up" for work. Do stretching exercises prior to work. Begin a regular exercise program with light weights to strengthen your ligaments and tendons. (A good reference for sample exercises is Carpal Tunnel Syndrome by Kate Montgomery, Sports Touch Publishing, available from Green Thumb Consultants, PO Box 5980, Virginia Beach, VA 23455-5980.)

Second, follow the old adage that "variety is the spice of life". Vary the tasks you perform. Limit how long you repeat a particular motion, or hold a particular body part in an unnatural or "unneutral" position. Avoid prolonged lifting, or use of a tool (such as a weed eater, powered hedge shear or chain saw) that vibrates.

Avoid bending, kneeling or stooping to pull weeds or plant annuals for more than a total of two hours per day. Trade tasks with coworkers to not only reduce monotony or boredom, but also to give your body time to rest, recuperate or repair from the grounds maintenance task you've been performing.

Third, use ergonomically designed tools. Instead of forcing your hands, wrists and other body parts to conform to tool design in order to use them, ergonomically designed tools have been reconfigured to fit our bodies.
Plantsource N.C. is a plant locator service provided by The Central North Carolina Nursery Association Marketing Group. Fax your want list to Plantsource N.C. Your list will then go out to all CNCNA Marketing Group Members for quotations.
their angle of blade-to-handle attachment has usually been altered, and their handles will often have different diameters, contouring, composition and surface coverings to reduce hand fatigue and discomfort. Some ergonomically designed pruning tools also can be used in either the right or the left hand, allowing you to switch pruning hands if you can learn to be ambidextrous.

Ergonomically designed hand tools likewise are generally lighter in weight. Most have handles that are easier to grip, offer places for the thumb to rest, and/or have finger contouring. Some are even designed to keep your wrist in the all important neutral position. One new set from England that I really like has the handle you grasp to use the tool attached at close to a 90 degree angle, making them much easier to use even for someone suffering from arthritis.

Many of the ergonomically designed hand tools also have handle extensions that allow you to alternate from a squat position or position on your knees, to a standing position. This can help to not only reposition your hands, wrists and arms, but also give relief to your legs and back. Ergonomically designed shovels and rakes with regular full-length handles are also becoming available.

When using your tools, whether ergonomically designed or not, learn to reposition your hands on your tools into less stressful positions. Don't allow your thumb to extend straight down a tool handle or shaft unless it has a specifically designed thumb rest. Wrap your thumb as well as the rest of your fingers around the tool's handle.

Even if you use ergonomically designed tools, be sure that you don't put other parts of your body in unnatural positions. If you're down on your hands and knees planting or cultivating, don't support yourself by hyperextending your non-tool hand, flattening your palm against the ground. Change your body position to avoid compromising the position of your hand, arm, leg or back.

Fourth, use supports for the parts of your body that have or may develop RMI's. Depending upon the tasks you perform, include your wrists, forearms and/or elbows. Select supports that are comfortable to wear, but that allow you the wrist or arm mobility, and finger dexterity, you need.

My experiences with wrist supports have been that the ones with metal stays are very uncomfortable. Though my doctor had said to wear the supports on my wrists every night when I go to bed, the discomfort they caused often led me to tear them off and throw them aside part way through the night. I've found far superior supports to wear that don't cause me discomfort, support my wrists well, and give my fingers plenty of mobility.

Fifth, if you have or develop CTS or another RMI, be aware that there are nondrug and nonsurgical alternatives to try for managing your symptoms. I've taken the anti-inflammatory drugs and had the painful cortisone shots in my wrists, both unfortunately providing only minimal, temporary relief.

When faced with the prospect of undergoing surgery for relief of my CTS, which generally involves having the carpal tunnel ligament transected or cut to release the pressure on the median nerve, I began to research alternatives. Although the surgery can now be performed endoscopically, requiring much smaller incisions (cuts) and resulting in less pain and down (lost work) time, the failure rate for carpal tunnel surgery is generally 15 to 20 percent, and I just didn't like the idea of having my wrists cut open.

For me a wrist wrap whose heat source can be activated anytime, anywhere (no electricity, boiling water or microwave needed) has helped to both reduce the incidence of nightly numb hands, and give relief when I'm in the field working if my wrists get sore or my hands go numb. I've also learned massages and acupressure points that help relieve my symptoms.

Last, don't just alter your grounds maintenance tasks and tools. Examine all of the manual things you do. How do you hold a hammer when you pound a picture hook into the wall? How do you flick your wrist when you cast your line while fishing? How do you grasp the handle of a broom when you sweep the floor?

I've changed the handle bars on my 10 speed bike to help keep my wrists in the neutral position. I wear my braces when I fish, kayak and sail to again keep my wrists better aligned. Even very consciously force myself to stop crossing my arms across my chest because when I do, I tend to tuck my arms inward, hyperflexing my wrists. Little things, but they all help protect these vulnerable body parts.

One last note. With the number of women now employed in grounds maintenance, and other horticultural fields, attention to rest, task alternation and ergonomic tool use is especially important because women are three times more likely to suffer from CTS than men. Men may suffer from other RMI's more frequently, particularly where more upper body strength is needed to perform a task.
Sometimes the Best Way to Grow a Difficult Plant is to Give it a Few Pinches.

At Buds & Blooms we only hand pinch our Rhododendrons. Then we use just the right combination of TLC to grow & deliver stronger, healthier and more beautiful plants. They arrive at your door in perfect shape, with informative color picture tags ready to go from our trucks to your shelves. Call us today and see how better grown plants from Buds & Blooms will help grow your sales!

Bloom After Bloom, Year After Year.

1-800-772-2837 budbloom@bellsouth.net
Brown Summit, NC
No one really needs to suffer, however. We need to be more aware of our "horticultural health", and to commit ourselves to making what amount to relatively simple changes in our work, home and play habits and tools.

**Summary of Characteristics of Ergonomic Tools**

- Tools that are appropriate for your body size (height, hand size, etc.). Some tools have adjustable length handles, or come in more than one size (especially pruners). Tools of the right height allow you to stay upright and more relaxed, straining the back and joints less.

- Tools that conform to your body’s shape. Tools may have bent handles, shafts that better position your hands, or grips molded for individual fingers and/or indentations or “cradles” for thumbs (many rakes, shovels, hedge shears).

- Tools that are lighter weight. Tools made of plastic, aluminum or composite materials rather than of steel or wood because heavy tools put more strain on the body. Many of these tools are just as durable as their heavier counterparts, so longevity isn’t sacrificed.

- Tools with balanced weight. Many hedge shears are end (blade) heavy and pull the body forward or over, placing strain on the wrists, forearms and shoulders.

- Tools with larger handles and shafts. Hands strain less to grasp a larger, rather than grip a smaller, handle.

- Tools with handles attached at an 80 to 90 degree angle. Angled handles help keep the wrist in neutral, the “at rest” or best position vs. being bent forward, backward or sideways.

- Tools with softer handles. Tool handles made of plastic or rubber vs. wood or metal, or that are covered with a rubber or foam padding, cause less hand strain and hand slipping.

- Short-shafted tools with D-handles on top. Wrist stays more neutral than bending around to grip a long shaft.

- Tools with arm cuffs that attach to the handles. As above, cuffs help to keep the wrists in the neutral position.

- Tools (especially pruners) that allow you to be ambidextrous (right or left handed). Try to shift back and forth from one hand to the other, but only if you can do so without harming yourself.

- Tools with moveable parts. Tools should change or rotate for the task, not the body.

- Tools that absorb or minimize shock or vibrations. Bumpers on hedge shears have long helped prevent arm fatigue when shearing.

- Tools that require less force or energy to use (ratchet pruners, hose nozzles with on/off switches vs. gripping on).

**Making existing tools more ergonomic**

- Put rubber, foam or plastic padding on handles. One plastic material can even be heated, then grasped while warm, to mold or contour the plastic to your exact hand and finger size and shape.

- Attach extension handles to small hand tools (trowels, hand rakes) to allow you to stand up while performing the same task.

- Attach a fulcrum or pivot point to spread height or stress out.

**Other ergonomic suggestions**

- Institute a one or twice-daily exercise or warm up period for everyone. Many nurseries, landscape maintenance firms and tree care companies have fewer worker injuries and better performance as a result. In addition, rest for 5 minutes at least every hour to let the body “heal”.

- Change work stations - potting benches, trailer heights, etc. - to match the height of workers, or make the height adjustable.

- Make vehicles more ergonomic. Add steps, seat swiveling and leveling systems, back rests or high-backed seats, noise and vibration suppression, etc.

- Use mechanical, electrical and battery-powered equipment or alternatives. Electronic and battery-powered pruning shears and sprayers, pot grip handles (few things are worse than the way we pinch our fingers in order to pick multiple pots up per hand), tractor attachments for lifting tree balls, conveyor belts, etc., all can replace human labor. Whenever possible, automate a task.

By Dr Bonnie Appleton, HRAREC, Virginia Beach VA, bapple@vt.edu

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

Nursery Supply Headquarters

- Burlap Squares ✓ Sisal Twines & Ropes
- Wire Baskets ✓ Cardboard Tree Guards
- Burlap Rolls ✓ Tagging Tapes
- Burlap Liners ✓ Hog Ring Pliers & Staples
- Truck Tarps ✓ Jute Mesh Erosion Control Matting
- Pinning Nails ✓ Ground Cover Materials
- Flat Wire Baskets ✓ Crimping Tools
- Poly Twines ✓ Digging Spades
- Sod Staples ✓ Landscaping Rakes

Griffith Bag Company

510 Waterman Drive • Harrisonburg, VA 22802

800-433-2615
fax: 540-433-2616
www.GriffithBag.com
**VNLA – Certification Quiz #42**

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

1. Ergonomically designed tools are:
   A. Heavier tools
   B. Reconfigured tools to fit you body
   C. Tools to help with more restful positions for hand wrists or other body parts when performing work
   D. All of the above
   E. A and C only

2. RMI is:
   A. Relatable Muscle Impact
   B. Range of Motion Inertia
   C. Repetitive Motion Injury

3. RMI is #5 in Workman’s Compensation Claims.
   A. True
   B. False

4. CTD is also referred to as Cumulative Trauma Disorder.
   A. True
   B. False

5. Stretching and “warming up” before work will help as a good preventative from injury and strain.
   A. True
   B. False

6. Men are three times more likely to suffer CTS.
   A. True
   B. False

7. When down on your hands and knees planting or cultivating;
   A. change your body position to avoid compromising your hand arm, leg or back
   B. Don’t support yourself by hyper extending your non-tool hand,
   C. Both A and B

8. Supports for the parts of your body that have or develop RMI do not really help.
   A. True
   B. False

9. Tools that are the right height for your body size allow you to stay upright and more relaxed.
   A. True
   B. False

10. Tools that are made of plastic or rubber cause more hand strain and hand slipping.
    A. True
    B. False

---

**Hardwood Mulch Corporation**

15610 James River Drive
Disputanta, Virginia 23842

**Premium Quality Shredded Hardwood Bark Mulch**
Colorized Shredded Hardwood Bark Mulch
Certified Playground Material
Wood Chips sawdust

Serving The Nursery Industry & Professional Landscaper Since 1975
Fast Dependable Service & Quality Products
1-800-458-0093
You’ve spent considerable resources getting your employees certified. Reap the full benefits by letting the public know!

The VNLA has developed this 24” X 36” color banner as a flexible promotional tool. Graphic is printed on either high quality exterior grade banner material or high quality exterior grade rigid board. Both are printed with UV resistant inks for many years of exterior use.

Order yours today!

Call 1-800-476-0055

Flexible: $49.50 + t&s
Rigid: $59.50 t&s
News – Shorts

Number of Illegal Immigrants Continues To Decline

Homeland Security Dept. has announced that the number of illegal immigrants entering the U.S. has declined for the 1st time in 4 years. The economic downturn is cited as the major reason for the drop in illegals. USA Today reports that as of Jan. 2008, there are 11.6 million illegals in the country, which is down from 11.8 million in 2007. There were about 5 million illegal immigrants residing in the U.S. in Oct. 1996. Rising unemployment has resulted in fewer illegals trying to enter the U.S., as well as HSA's improved enforcement of stopping people from entering the country, reports the newspaper. Since 2000, Mexicans have driven the increase in illegal immigration and now account for 61% of illegal residents in the U.S. Nevada has the highest proportion of illegal immigrants of any state, accounting for 11% of its population. Illegals make up 9% of Arizona's population.

Consumers Still Buying Green In Down Economy

Four out of five people say they are still purchasing green products and services even during the economic downturn. A study commissioned by Green Seal and EnviroMedia Social Marketing sought peoples' opinions and behaviors related to products that claim to be environmentally friendly. Half of the 1,000 people surveyed said they buy as many green products now as before the economic downturn, 19% are buying more products and 14% are buying fewer green products. A product's reputation was the biggest factor for 21% of consumers when making their purchase decisions followed by word-of-mouth (19%), brand loyalty (15%) and advertising (9%). About 33% of the respondents said they didn’t know how to determine if product claims were true. The most common ways consumers verify green product claims are by reading the package (24%) and research, including online and studies (17%).

From Weekly e-newsletter GMPro Green Mail, Editor, David Kuack, dkuack@gie.net

Recycler Converts Ag Plastic into Crude Oil

Agri-Plas Inc. in Brooks, Ore., is converting unwanted agricultural plastics into crude oil and shipping it to a refinery for commercial processing. Agri-Plas accepts many types of plastics, including nursery pots and trays, ground cover, seed sacks, plastic binder twine, triple-rinced pesticide containers and greenhouse film. The company recently delivered its 1st full tanker (8,200 gallons) of oil to a refinery in Tacoma, Wash., which translates to a final delivery of 196 barrels of oil. Agri-Plas is planning to expand its operations within the next several months. Within the next year, Agri-Plas hopes to create up to 58 new green-collar jobs at its headquarters. Learn more at Project: Green Industry.

Plants Inspire New Types of Solar Cells

Researchers have found a way to mimic photosynthesis and parlay it into new solar-cell technology, ScienceDaily reported. Scientists have developed a new range of photovoltaic devices that use the light-harvesting process found in plants to deliver unprecedented amounts of electrical current from light. “These are early days, but the possibilities for the application of this technology for environmentally-friendly energy production are very exciting,” said research team leader Pavlos Lagoudakis.

Who’s Buying Green in a Down Economy?

Brandweek ran an article recently about a new report on green consumption. According to the findings in “Sustainability: CPG Marketing in a Green World,” sales of green products are up 4.1 percent, driven mostly by price increases, as unit sales per category dropped 6.6 percent in 2008. It’s not dichard eco-enthusiasts who are doing the bulk of the buying. “Eco-centrists,” also known as “green extremes” in the report, held steady in their support of sustainable products. More middle-of-the-road consumers, known in the report as “respectful stewards” and “proud traditionalists,” increased their spending on green products by 15.5 and 8.4 percent, respectively. Read more on our blog, Project: Green Industry.

How Companies are Growing a Green Corporation

Embracing eco-friendly business practices doesn’t require entrepreneurs to become “tree-hugging hippies,” GreenBiz.com reported. Nor do companies have to take on a “principles before profit” mentality. Progressing through four levels, or “Shades of Green,” will get businesses on a sustainable track.

Vegetable Garden Will Take Root on White House Lawn

Last week, First Lady Michelle Obama hosted a groundbreaking for a White House kitchen garden on the South Lawn, the Washington Post reported. The White House will use organic seedlings, as well as organic fertilizers and organic insect repellents. The garden will be near the tennis courts and be visible to passersby on the street. The whole Obama family will be involved in tending the garden, White House spokeswoman Katie McCormick Lelyveld said.

From Project Green Industry e-newsletter Sarah Martinez smartinez@gie.net
Encore Azalea Posts New Care Video

Gardeners can get care instructions for Encore azaleas from a new video posted online. The new care video features Robert E. “Buddy” Lee, the inventor of Encore Azaleas and a well-known plant breeder. Lee offers his advice and techniques on soil amendment, planting, mulching, watering, and pruning. The video can be viewed and downloaded at www.EncoreAzalea.com/carevideo or by clicking the Care Video banner on the home page. The video is also available as a free Podcast on iTunes.

Conspicuous Consumption Loses Some Cachet

Flaunting wealth through fancy baubles and bling has lost some of its appeal, according to reports in the consumer media. Extravagance has its limits, The New York Times reported. Even the super-wealthy are scaling back in their own ways. Marketing Daily reported that most consumers are “trading up, down and over.” Consumers at all income levels are looking to find goods and services at prices they can afford. Trading up may take the form of buying affordable luxuries, such as a premium chocolate treat, while trading down might mean enjoying local attractions rather than traveling for vacation.

From Weekly newsletter Weekly Dirt, Editor Yale Youngblood, yyoungblood@gie.net

Need Extra CEU’s???
Write an Article for the Newsletter! Earn 1 CEU!
Contact: 800-476-0055
Email: info@vnla.org

News - Buck It Up For Our Military Families

In a nutshell, Buck It Up For Our Military Families is a part of Project EverGreen’s GreenCare for Troops Program which provides free lawn and landscape services for military families where the major breadwinner is serving overseas.

"Buck it Up" is a national program launched in March and concluding with a week of thanks to our military families May 10-16. Project Ever-Green is enhancing the GreenCare for Troops Program and raising money for three main reasons:

To begin a scholarship program for military family members planning for a career in the horticultural field;

Provide some expenses money as appropriate to volunteers for special circumstances;

Buck It Up For Our Military Families

In a nutshell, Buck It Up For Our Military Families is a part of Project EverGreen’s GreenCare for Troops Program which provides free lawn and landscape services for military families where the major breadwinner is serving overseas.

"Buck it Up" is a national program launched in March and concluding with a week of thanks to our military families May 10-16. Project Ever-Green is enhancing the GreenCare for Troops Program and raising money for three main reasons:

To begin a scholarship program for military family members planning for a career in the horticultural field;

Provide some expenses money as appropriate to volunteers for special circumstances;

News - Buck It Up For Our Military Families

In a nutshell, Buck It Up For Our Military Families is a part of Project EverGreen’s GreenCare for Troops Program which provides free lawn and landscape services for military families where the major breadwinner is serving overseas.

"Buck it Up" is a national program launched in March and concluding with a week of thanks to our military families May 10-16. Project Ever-Green is enhancing the GreenCare for Troops Program and raising money for three main reasons:

To begin a scholarship program for military family members planning for a career in the horticultural field;

Provide some expenses money as appropriate to volunteers for special circumstances;

News - Buck It Up For Our Military Families

In a nutshell, Buck It Up For Our Military Families is a part of Project EverGreen’s GreenCare for Troops Program which provides free lawn and landscape services for military families where the major breadwinner is serving overseas.

"Buck it Up" is a national program launched in March and concluding with a week of thanks to our military families May 10-16. Project Ever-Green is enhancing the GreenCare for Troops Program and raising money for three main reasons:

To begin a scholarship program for military family members planning for a career in the horticultural field;

Provide some expenses money as appropriate to volunteers for special circumstances;
And add to Project EverGreen infrastructure by getting additional help to support GreenCare for Troops. Today, one person manages 7,500 families and 2,200 volunteers.

Buck it Up is a chance to give thanks to our military families and gives consumers from urban to suburban to rural areas a chance to give $1 (or $5 or $10) to Project EverGreen’s GreenCare for Troops program. Project EverGreen created the following tools to help you get the word out to your members and customers and engage them in the program:

Online Buck it Up video which can be viewed on YouTube and www.projectevergreen.com/newsroom/GCFT-Buck-it-up.html.

Project EverGreen urgently needs your help to get not only your members and customers involved, but your employees, friends, families--anyone who can "buck it up" and make a difference in a military family's life.

Katherine Brandenburg, Public Relations Counsel, Swanson Russell, 402.437.0147, katherinb@swansonrussell.com

---

**Tips - Understanding Product Labels Reviewing Labels Improves Product Performance**

It happens all the time. Someone buys a new herbicide, fungicide or insecticide, skims through the product label and files it away until it’s time to use the product. When that time comes, he or she flips to the portion of the label that shows the recommended rates. No big deal, right? Beyond the date of purchase, most people don’t spend a lot of time reading product labels. Familiarizing yourself with a label when you buy the product is a good idea, but so is re-reading the label before putting the product to use. Doing so can save a lot of time, money and hassle. Most people using fungicides, herbicides and insecticides only ask themselves, “What product do I need to control the weed, insect or disease that’s causing me a problem and what rate do I need to use?” Rate information is essential, but product labels provide a lot of other important information. Here are five key things to look for on product labels:

1. **Tank Mixing**

Most labels have a tank mixing section, which includes what you can and cannot tank mix with a particular product. Using several products in one application is a common practice in the industry. It’s vital to read the tank mixing section because some products shouldn’t be used together. Ignoring tank mixing guidelines can cause problems like clogged application equipment and reduced efficacy. Perhaps just as important is mixing order, which is also detailed on product labels. The basic rule of thumb is that dry materials need to be mixed first, followed by liquids. But rather than assuming this is always the case, it’s recommended that users follow the label closely when mixing products.

2. **Special Statements**

Products often have special statements on the label to help users utilize the product correctly. For instance, many products include statements about what the outside temperature should be when a product is used. If the label says not to apply the product if it’s warmer than 85 degrees outside, and you do it, it could cause damage to the plant. Other common special statements refer to drying time. Applying a product prior to a rainfall when the product label states that six hours of drying time is necessary is a pretty expensive mistake.

3. **Group Numbers**

The front page of many product labels includes a group number, which helps users avoid resistance issues with fungicides, herbicides and insecticides. Products are grouped based on how they work (mode of action) and users are encouraged to vary group numbers of products in an effort to better manage resistance. For example, if after using a fungicide in Group 1 you have concerns about resistance; use a product with a different group number in the next application.

4. **Agricultural use requirements**

The agricultural and non-agricultural use requirements on product labels are important for users and vary depending on product use. A greenhouse or nursery employee, for instance, may use the same product as a golf course superintendent or lawn care employee, but has to abide by a completely different set of rules with regard to protective equipment and re-entry interval.

5. **General restrictions and limitations**

An often overlooked element of product labels is the “general restrictions and limitations” section, which is also known as “do not” statements. A “do not” statement is a strong declaration that needs to be followed.
For example, a product might have “Do not apply in greenhouses” on the label because the product is volatile and could move through the air to plants, causing foliar damage. Read the “do not” statements carefully and be sure to brush up on them if it’s been a while since you last used a product.

**General suggestions**

Though it’s unnecessary to continually read and re-read the label for a product that you use several times a year, it’s a good idea to take some time now and again to re-familiarize yourself with product labels. Labels change periodically, so it makes sense to review commonly used product labels about once a year. The best place to obtain current labels is www.cdms.net. The 10-15 minute investment of reading a label can save a lot of time and hassle compared to the fallout of misusing a product.

*By Kyle Miller, Senior Technical Specialist with BASF Turf & Ornamentals*

---

**Tips - "Safety Makes Sense" Online Video Series**

The "Safety Makes Sense" online video series makes safety education available wherever there is Internet access www.ugaurbanag.com/safety. Business managers and owners can easily use these videos as 'rainy day' or 'any day' training.

The five videos in the series are presented in both English and Spanish and cover important topics such as:

- lawnmower and equipment safety
- poisonous plants and animals
- appropriate clothing
- sun protection, heat stress and heat stroke
- repetitive motion injury
- communication with supervisors.

- All videos have been approved by OSHA and were professionally produced.

"We are very pleased to present the "Safety Makes Sense" online video series," commented Dr. Gil Landry, Director of the UGA Center for Urban Agriculture. "These videos allow you to bring up-to-date safety training to your employees at no cost and with a minimum of preplanning. The web technology gives you full control over your employees' learning experience."

In addition to the training videos the site also has links to English and Spanish versions of the manual "Safety for Hispanic Landscape Workers". This book is an invaluable resource. Much of the material is presented in easy-to-understand picture format. This makes learning easy, regardless of the students' language skills or literacy level.

The site also contains links to resources that will help trainers com-
municate with a Hispanic workforce. "This site pulls together the efforts of many people working to improve Hispanic education in the landscape industry," according to Dr. Alfredo Martinez-Espinoza, UGA plant pathologist. "At www.ugaurbanag.com/safety you can find plant disease and horticultural resources in both Spanish and English."

Willie Chance, Houston County ANR Agent sums it up, "Trainers, business owners and workers will all find something they can use at www.ugaurbanag.com/safety. Visit the site to see the ways these resources can help you!"

An Outreach of the UGA Center for Urban Agriculture - www.gaurbanag.org
Ellen Bauske, Program Coordinator, UGA Center for Urban Agriculture

Virginia Nursery & Landscape Association Inc
2009 Spring Board Meeting Minutes
at Virginia Department of Forestry Building, Charlottesville
Wednesday, March 4, 2009

10:10 a.m. The Meeting was Called to Order by Duane Shumaker, President, with the following people present: Ed Tankard, Mark Maslow, Matt Shreckhise, Mary Williams, John Barbieri, Matt Sawyer, Steve Grigg, Jeff Miller and guests: Tim Reese, Piedmont Landscape Association; Wes Bray, Hampton Roads Nursery & Landscape Association; and Scott Creery, Virginia Society of Landscape Designers.

SunTrust Investment Advisors, Tammie Yarter and Oscarlyn Elder, reviewed the status of the VNLA SunTrust Investment accounts at 11:30 a.m. SunTrust fees are 1.5% of assets under management and are allocated to all accounts proportionately.

- A motion was made for the Rainy Day Fund, Account # 7040401, to move 15% from Cash to Fixed Income, seconded and passed. (SunTrust Note: This will result in a change of objective to Primarily Income. IPS attached for the change. Also, please make a note on the 7040401 IPS comments section that cash is acceptable up to 30%.)
- For the CW Bryant Scholarship Fund, Account 704785, a motion was made to move more of the funds to Equities, up to 50% over a period of time, starting the 2nd quarter 2009 as incrementally over the quarter, as a more balanced fund, seconded, and passed.

Secretary's Report - Mark Maslow moved to accept minutes of the January 6, 2009 Board meeting in Baltimore, seconded and passed.

Treasurer's Report – Mark Maslow reviewed the Year-to-Date Financial Reports which had been sent earlier to the board. Robert McDuffie had requested to use the $1,000 budget for the PLANET Career Days for Hort Department’s Spring Field Trip since they were not going to the PLANET event in California this year. The consensus was to approve this change.

Cash reserve history – Jeff presented the following table showing the growth in the VNLA cash assets from 1982 to this year, which has gone from $32,416 to $1,123,466.

There was a discussion of the need for more transparency, more details, and more explanation at meetings and in reports. Duane Shumaker proposed that a larger Finance Committee be setup to include the Budget Committee and several non-board members for budget preparations as well as starting a policy list of why decisions are made.

Duane Shumaker suggested the idea to sponsor a golf tournament to raise funds for Wright Endowment rather than committing to a fixed budget expense. Members could support this fund-raiser at a level they felt was appropriate.

Regional Association Reports

HRNLA – Wes Bray, President, reported that they were finishing a Certification Review Class with 22 people. He noted that the class mix has changed with over half of the class now...
being over 50 years old. He noted that thanks goes to Cheryl Lajoie for coordinating the review class. They are also planning a pesticide training class. Their goal is to promote professionalism in the industry through training classes. This generates income for the association, which they were able to award $3,500 in scholarships this year. They have started a membership drive and are posting information in retail centers, and are trying to get committee chairs to be training replacements. Their membership is approximately 230, with 30 complimentary members in education. Their main meeting focus is networking and less lectures.  

PLA – Tim Reese, President, reported that the PLA had their annual seminar on February 14 with five speakers and an attendance of 185, 30 less than last year. Their 100 members have monthly meetings and they also do an annual community project. 

VGIC – Lin Diacont, President, is setting up the displays for the Virginia Green Industry Council, Beautiful Gardens and the Virginia Certified Horticulturist at the Landscape Supply Shows in Richmond and Blacksburg. The VGIC goals are to increase active membership and unifying the green industry on common goals and issues. He thanked the VNLA for being very supportive with finances and leadership over the years. Lin is trying to visit groups that are members and potential member associations to explain the need to work together on common issues and concerns. He also helps spread info for the different associations at others meetings. One issue is that most people don’t want another association, but we need groups to work together. The VGIC is not looking to take over any groups, only to serve as an umbrella group. He thanked the VNLA for including VGIC dues on VNLA dues invoice and he is working with other groups to do the same. He commended the
VNLA for their support of Virginia Agribusiness Council Banquet which showcases the industry to legislators and other Ag groups, as well as at Maymont Flower Show, Landscape Supply shows, and the CVNLA short course at LGBG. The VGIC is trying to coordinate an industry leaders meeting at a scheduled winter meeting; working on raising funds for Economic Impact Analysis; working with State Fair on garden competitions; working on website; and working with the General Assembly. The VGIC is also looking for sponsorships, members and partnerships with other groups like the Farm Bureau.

VSLD – Scott Creery, President, reported on the VSLD activities and participation in the Maymont Flower and Garden Show to promote the industry and landscape designers. He noted that they had worked out a successful agreement with the Landscape Architects on their bill in the General Assembly to change from a “practice” status to a “licensed” status. He offered to request that the VSLD board to help sponsor the professional guide for the VNLA’s Summer Tour at Mount Vernon.

MANTS – Doug Hensel – absent (see attached report)

Executive Director Report

VT Hort Department is attached to the minutes that were received after the initial reports were sent out.

Live Asset Insurance and Partnership - Jeff Miller presented information from the ANLA on a new industry affinity program. Details are attached to these minutes. It was the consensus of the board to proceed with getting the program setup and offered as a membership benefit to the VNLA members.

Detention Homes – noted that a new member Jane Crady, with the W.W. Moore Education Program, Home Education, who is working with Bonnie Appleton’s Utility Tree Project, is interested in the Beautiful Gardens program. They are working to train individuals and develop an interest in the green industry. With budget cuts and in interest in recycling, they are...
looking for donations of used containers and product that they can recycle and use in their training program. A list of centers will be listed in the VNLA Newsletter for members to help centers in their area that have a horticulture training program.

Committee Reports:

Certification – Cheryl Lajoie (absent) - update is attached.

Membership – John Barbieri gave a membership update (see attached report). The VNLA office will be mailing a dues reminder next week to members about the March 31 dues deadline and will offer to work with members who need to extend their payments over a period of time.

Public Relations

Arbor Day - Mark Maslow reported that he is coordinating with Tony Griffith on a tree to plant at the Arbor Day Ceremony on April 24 at the Capitol. Ed Tankard will try and encourage the Governor to attend this year since he has declared this as the “Year of the Environment”.

Field Day – Mark proposed that the committee structure proposal in his report become part of the VNLA Policy. It was the consensus of the board to do this. Ingleside Plantation Nurseries was originally scheduled to host the VNLA Field Day in 2011, but is willing to move to 2010 if the current potential host declines for 2010.

Education – Steve Grigg (see attached report)

Summer Tour and Education Program plans for 2009 – Steve reported that the educational programs will be incorporated into the VNLA Field Day. The Summer Tour will be to Mount Vernon and the River Farm. Gunston Hall will not be included due to time constraints. The tour will be limited to the first 100 people pre-registering.

Legislation – Ed Tankard discussed the need for the VNLA to be in the mix on a state water group, but the entry fee is in the $5,000 range. He and Duane will be attending the 20th Annual Environment Virginia Symposium in Lexington on March 31-April 2.

He also noted that it would be good if the VNLA database had members linked to their state and congressional representatives. This information is available on the VNLA website in the ANLA Lighthouse legislative connection on an individual basis and is also an optional module in the JL System association management software.

VDACS – Weights & Measures privatization in the 2010 Commonwealth Budget – Jeff noted that this issue was listed in the Virginia Agriculture Business Council’s weekly legislative report. Could this be a precedent to nursery inspections?

Environmental Affairs – Mary Williams

Invasive Plants – Mary presented a request from the Department of Conservation and Natural Resources for the VNLA to help update their brochures, which the VNLA helped fund in the early 1990’s. She will find out more details and possibly use some of the committee’s budget allocation to help fund these updates. She noted that Tom Thompson, current CVNLA President, is coming on her committee to help with invasive plant issues.

Plastics Recycling program - Duane Shumaker noted that he had attended a meeting at MANTS, hosted by the ANLA, on the current status of plastic recycling. He has been corresponding with Sara Hartwell, EPA, one of the speakers, who is willing to come to a VNLA board meeting to discuss this more. He requested possible questions to submit to her before the next board meeting and invite her to the June meeting.

Communications – Matt Shreckhise requested input on the PDF Newsletter format that is now on the VNLA website. He noted that it is not as user-friendly as potentially from commercial providers such as Wisconsin, Inc, which could also provide addition income for links from advertiser’s ads directly to their websites. It was the consensus to access the member response to the static PDF format on the website. Jeff will see if a counter can be put on the page to record member access.

Research – Matt Sawyer – no report

Beautiful Gardens™ Plant Introduction Program: update – Doug Hensel (see attached report)

Executive Committee and Strategic Plan Review - Duane Shumaker

Board Evaluations forms were distributed and Duane requested that board members complete them and fax back to the VNLA Office by 5 pm Friday, March 13.

There was a discussion on what the VNLA can be doing to help members in these economic troublesome times. One suggestion was to get information to the media on the value of landscaping, which Jeff will be doing in conjunction with the news releases that he is doing with the Virginia Green Industry Council.

Another suggestion is for the VNLA to become more active with the regional associations. Duane is planning on attending at least one of each of the regional meetings. The goal is to firm up partnerships with the regional grounds, and invite them to participate in the June 3 meeting in Charlottesville. He noted that networking is very important for everyone.

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

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

What are member’s problems? How are we going to help them become more successful?
Resource Development Committee and Governance Committee – Candy Lindenzweig (absent) Duane presented information from Candy on the 1st and 2nd Vice President positions:

Please refer to the Addendum to the Minutes, January 8, 2008.

The rotation to the position of president would be a three year commitment as it is now with the rotation as follows:

- 2nd Vice President
- 1st Vice President
- President

Secretary/Treasurer – chairs the finance committee but is no longer part of the rotation. Therefore, may be chair of finance for longer than one year.

Finance committee

- Comprised of 5 - 7 active members of the VNLA
- Appointed by the Board for multiple year terms

- Responsibilities to include;
- Long term financial goals
- Annual budget
- One member of the finance committee would serve on the Board as Secretary/Treasurer
- Committee would meet at scheduled times throughout the year, independent of the board

Old Business:
- VNLA Positions Statements – Candy Lindenzweig (absent)
- New Business: Strategic Plan Updates – no action

4:40 p.m. Adjourn

Upcoming Events

Next VNLA Summer Board Meeting: June 3, 2009, Department of Forestry Building, Charlottesville

Merrifield Garden Center

NEW Gainesville location

Wednesday, August 19, 2009

Mark your calendar now to attend and learn some of their secrets to success!

Thursday, August 20
Summer Tour, Northern VA

John Deere Landscapes is the nation’s leading supplier of wholesale irrigation, landscape lighting, nursery and landscape supplies. With 500 locations, professional contractors rely on our national selection and buying power. Our full staff of knowledgeable professionals can help you get the products you need, when you need them.

- Irrigation & Landscape Lighting
- Seed & Fertilizers
- Hardscape Materials
- Nursery Stock

We also offer additional services through our industry-leading Partners Program and Business Solutions. Stop by your local branch to learn more!

- Marketing materials through the Partners Print Portal
- Homeowner financing through John Deere Credit
- Up to 23% savings on Sprint/Nextel phones and services
- Save on supplies from OfficeMax
- Get a three-year Plant Protection Plan
- And much more!

For a location near you, visit us online at www.JohnDeereLandscapes.com or contact your local branch at 800-347-4272.
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 Whitely or any of the MÁS staff today at 1-434-263-4300 and find out how good help just got a whole lot easier to find.

MÁS Makes it Easy.

Mid-Atlantic Solutions, Inc.
Telephone 434.263.4300
P.O. Box 507 • 650 Front Street • Lovingston, VA 22949
www.maslabor.com • solutions@maslabor.com
Certification
Cheryl had a previous commitment for another meeting on Watershed-Friendly Landscape Workshop, but will be providing a report on it later. I (Jeff) have talked to Cheryl about:
• Updating the current VCH Exam and the Advanced Exam
• Updating some of the chapters (the HRNLA review class is making notes on needed changes)
• Future testing online
• VCH manual online
• VNLA Office handling registration for all regional Certification Review Classes

Jeff Miller

Certification Report
Organizers have proceeded with testing and review classes as scheduled. Evaluating programs in progress and updating program outlines.
I have not yet received certification materials, (hopefully in the immediate future) to renew contacts and update goals.

Increasing committee members – welcome back Beth Scott.

Regional
Again, proceeding as scheduled. I can update you on HRNLA review classes, which are partially complete. The class had the opportunity to participate in a rose pruning exercise at Norfolk Botanical Garden, followed by a tour of the facilities, and plant id walk. HRNLA members were invited along with review class members. The review class is also invited to the upcoming HRNLA meeting this week. The three members passing the Advanced VCH test will be honored at the meeting.

Cheryl Lajoie, Certification Chair

Membership Committee
• Pre-paid dues at the beginning of 2008 were $5,055 and were $10,645 for 2009, which is interesting.
• 284 members have paid dues out of 669 42%
• $27,118 renewals as of 2/25/09 off 17% same time last year
• $31,565 renewals as of 2/25/08
• $3328 new members as of 2/25/09 off 32% same time last year
• $4875 new members as of 2/25/08

John Barbieri

Resource Development and Governance Committee
Nothing to report
Candy Lindenzweig

Public Relations Committee
PR Committee will be assisting the new Field Day Committee with preparations leading up to Field Day. The Field Day Committee has been “officially” established as the following and this should be precedent for future years:
• Vice-President - Chair
• Field Day Host
• Public Relations Committee Chairman
• Education Committee Chairman
• President

We had a very productive meeting in Gainesville with Kevin Warhurst. Please be sure to see the attached notes from that meeting.
We are currently working on setting up the Arbor Day event we typically have at the capitol. I have contacted Tony Griffin and am currently waiting to hear back on the tree size, type, etc. I will then solicit some folks for donations.

Candy Lindenzweig

2009 VNLA Field Day Draft Schedule
Location: Merrifield Garden Center
Gainesville Location
6895 Wellington Road,
Gainesville, Virginia
Time: Field Day: 9 a.m. – 5 p.m.
Wednesday, August 19
Reception on site: 5 p.m. – 6: 30 p.m.
Lunch: If it’s okay with the caterer, lunch will be served between the hours of 11:00 a.m. and 1:30 p.m. This will hopefully make for shorter lines and allow attendees some flexibility in attending seminars and other events at specific times.

Seminars:
10:00 - 10:15 a.m.: Opening comments - welcome to Merrifield Garden Center, with an overview of the company and the new site - Bob Warhurst and Kevin Warhurst, introduced by Duane Shumaker of RSG Landscaping, VNLA President
10:30 - 11:30 a.m.: Stephanie Cohen, Perennial Expert, Lecturer and Author, introduced by Ed Tankard of Tankard Nurseries, VNLA Vice President, and Sponsor of this Seminar
12:30 - 1:30 p.m.: David Watkins, Landscape Operations, Merrifield Garden Center, introduced by Kevin Warhurst, Merrifield Garden Center
2:15 - 3:15 p.m.: Stephanie Cohen, Perennial Expert, Lecturer and Author, sponsored by Tankard Nurseries, introduced by Mark Maslow, Southern Landscape Group, VNLA Public Relations
3:30 - 4:30 p.m.: Lynn Batdorf, Boxwood Curator, U.S. National Arboretum, introduced by Lesley Sewell, Waynesboro Nurseries, VNLA Education Committee
4:30 - 5 p.m.: U.S. Representative Gerry Connolly (if available), or other elected official if possible to discuss legislative issues that are of importance to our industry, introduced by Kevin Warhurst, Merrifield Garden Center

5 p.m. – Reception on site, presented by the Northern Virginia Nursery and Landscape Association

Tours:
Guided tours of the nursery, covering areas such as the new store and greenhouse (Deforche structures), the annual and perennial sections (Cravo structures), tree and shrub sections, soil and brush recycling and other areas. The tour will be lead by a Merrifield Garden Center staff member, with people in each department able to talk about that section and answer questions. These tours will start at the following times:
11:00 a.m., 1:30 p.m., 3:00 p.m.

Exhibitors:
9 a.m. – 5 p.m.: A number of exhibitors will be on hand throughout the day in the Exhibitor Tent to showcase their products and services and answer any questions that attendees might have. Exhibitors will be available from 9 a.m. to 5 p.m., so please make time to visit these vendors and see how they can help your business grow.

Silent Auction:
9 a.m. – 5 p.m. (inside the store), presented by the Northern Virginia Nursery and Landscape Association (NVNLA)

Plant ID Contest:
11 a.m. – 3 p.m. (outside), with winners from each of the following categories:
• Grower
• Landscape Contractor
• Retail Garden Center / Other

Other Possible Activities:
• Horse shoes

Mark Maslow
Legislation Committee

There has been little going on that has been an issue for the legislative committee. John Watkins’ landscape architect bill looks like it will pass; the Pollard’s invasive species bill will also pass without being burdensome to our industry. Conservation tax credits survived another year with bipartisan support. And in Washington the story has been about the Global Financial crisis, not immigration. There really is not much else to mention there.

We did pass out violets to the legislature with help from Doug Hensel of Great Big Greenhouse, Steve Moore of Hortica, Hunter Burger of Burger Landscape and me. Duane, Steve and I attended the Virginia Agribusiness Council dinner at the beginning of the session.

I/we have not been sitting on our laurels. But there has been no drama this year.

As we go forward I believe it would be effective for us to know who represents each of our members in the Virginia Legislature. I think it will also be important to reach out the Ag committees of both houses during the off season. Tom Tracy from the Turf Council and I are going to work on that in the summer.

Ed Tankard

Environmental Affairs Committee

Invasive Species Advisory Committee

The 2009 General Assembly adopted amendments to the Code of Virginia’s Senate Bill # 1211 which states that the Secretary of The Department of Agriculture and Consumer Services is to “coordinate the development of strategic actions put forth by the Commonwealth, individual state and federal agencies, private businesses, and landowners related to invasive species prevention”. These actions will include the development of a state invasive species management plan. The purpose of the plan is multi-facet addressing rising costs, improving coordination of state and federal agencies, and educating the public. This bill constitutes the continuation of the Invasive Species Council.

The next Advisory Committee will be meeting later in March.

Kevin Heffernan, the Natural Heritage Stewardship Biologist for DCR and on the Advisory Committee is asking the VNLA to upgrade the native plant lists.

Increasing the Industry’s Sustainability by Recycling Plastics

A. Last November, 2008, Gregg Robertson with The Pennsylvania Landscape and Nursery Association (PLNA) had obtained a list of companies that would be interested in receiving nursery plastic products for recycling. At that time both the nursery industry and the recycling companies expressed an interest in establishing collection centers. But due to the increase in gas prices and the economic situation that has developed, the truckers and companies are no longer interested or able to accept our plastics. The VNLA’s name is being kept in the PLNA’s file for future notice when recycling will take place again.

B. VA Tech’s Horticulture Dept. and Virginia Cooperative Extension has expressed concern about the need for developing recycling programs for plastic pots, nursery trays, and plastic films used at nurseries and greenhouses and homeowners. A voluntary survey has been sent to the VNLA to inquire about its interests in participating in a recycling program in Virginia...

C. John Ignosh, Biological Systems Engineering with Virginia Cooperative Extension in North Western part of the state, wants to increase the percentage of plastics that are recycled in greenhouse, nursery and consumer levels. He has produced a voluntary survey inquiring about businesses being interested in participating in recycle programs.

D. Jane Clardy, a Transition teacher with the W. W. Moore, Jr. Detention Home Education Program in Danville, has expressed a need for usable plastics in both the state detention homes and the public school system that carry horticulture classes. She has supplied us with a list of juvenile detention homes with horticulture programs for us to contact. (See attached)

Mary Williams, Chair

Education Committee

1) Interim Dean Selected for College Of Agriculture. And Life Sciences VA Tech

After participating at the Farm Bureau in Richmond talking with 3 candidates, none were selected. The Provost then appointed Dr. Loke Lok, Head of the Entomology Dept to be the Interim Dean. A National/International search is to be conducted for a permanent Dean. The search is to be started as soon as possible. No dates have been set to my knowledge to have the position filled.

2) Shoosmith Scholarship letter was mailed out with a Feb 2nd date on the letter.

3) The Summer Tour agenda was discussed at the Field Day meeting at Merrifield Garden Center. It was decided to do a tour of Mt Vernon; the River Farm (American Horticultural Society) and Gunston Hall. Hopefully these sites will be confirmed by the March 4th Board meeting.

4) Committee Web Pages on VNLA Page---no contact info or Chairs are listed. Suggest this be updated/done.
Order Online 24 Hours a Day:
WWW.PENDERNURSERY.COM
Weekly deliveries to North Carolina, South Carolina, Virginia, and Maryland

GARNER, NC (919) 772-7255
DISCOVER DIVERSITY
Licensed Grower of Encore Azalea®

Contact our knowledgeable sales staff for assistance.
1.800.942.1648 • FAX 919.773.0904 • EMAIL sales@pendernursery.com
PO Box 155, Garner, NC 27529
5) Review of Scholarship Web Page and Links.
This needs to be done and review if a brochure should be reprinted and the web page “pumped up”. There is no direct link mentioned on the Va Tech web page to either scholarship listed on the VNLA web page.

6) Recycling of Plastic Pots Survey and Link.
A survey is being done by Extension about recycling plastic pots. Jeff sent email out on Feb. 13th. This is an opportunity to show how the industry works to protect the environment.

7) Field Day info to students / teachers – high school, college, community colleges.
It was discussed at the Field Day Committee meeting that a bigger effort should be put out to contact schools at all levels to promote the industry event. Being at a facility like Merrifield Gainesville would be an opportunity to showcase the industry to students considering careers.

Submitted by Steve Grigg/ Grigg Design, Inc VNLA Education Chair

Communications Committee Report

Online Newsletter
Since our last meeting a link to a .pdf version of our Newsletter has been sent to the Board for their review.
- The purpose of sending the link is to generate discussion on whether or not to move to a more user friendly online version of the Newsletter available for all members or a .pdf version available to all members. Below is a summary of income and costs associated with the Newsletter and estimate of an online user friendly version.

Business Profile
The results from our Newsletter survey conducted in December 2008 gave us quite a bit of feedback. A common theme was that many members suggested that we do more business profiles of VNLA members. One company will be randomly chosen and featured in the Newsletter. Any and all suggestions regarding this are welcome.

Matt Shreckhise, Communication Chair

Research Committee
- nothing to report

Matt Sawyer, Research Chair

MANTS REPORT
MANTS board meeting was held on February 17. The trade show is being considered a success. Some of the statistics are:
- 972 companies exhibit in over 1500 booths (full and still have approximately 200 companies on the wait list).
- 75% exhibit applications have been returned for 2010. No indication of anyone not coming back. Time –especially this spring –will tell and could change.
- 10,600 paid registrants (down 13% to last year)

<p>| Newsletter Income |
|-------------------|-------|----------|
| Based on ad billings, the Newsletter should generate about $82,000.00 in income and about $72,000.00 in expenses this year. This does not include Jeff's labor. |</p>
<table>
<thead>
<tr>
<th>$/issue</th>
<th>Issues</th>
<th>Total income/costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>The average income was $14,242 per issue for the last 6 issues, not counting this year's Nov/Dec 14,242 6 85,452</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The average printing cost was $10,841 per issue 10,841 6 -65,046</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mailing and other expenses averages $940 per issue. 940 6 -5,640</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Income/year 14,766</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Quote for Electronic Newsletter |
| EZ-Flip magazine 85 pages 6 / yr. | $425/issue |

<p>| Other States that offer their Newsletters online |</p>
<table>
<thead>
<tr>
<th>States</th>
<th>Frequency</th>
<th>Kept Current</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hawaii</td>
<td>Quarterly</td>
<td>No</td>
</tr>
<tr>
<td>Illinois</td>
<td>Monthly</td>
<td>Yes</td>
</tr>
<tr>
<td>Maine</td>
<td>Quarterly</td>
<td>Yes</td>
</tr>
<tr>
<td>Maryland</td>
<td>Bimonthly</td>
<td>No</td>
</tr>
<tr>
<td>Mississippi</td>
<td>Quarterly</td>
<td>Yes</td>
</tr>
<tr>
<td>Oregon</td>
<td>Monthly</td>
<td>Yes</td>
</tr>
<tr>
<td>Texas</td>
<td>Monthly</td>
<td>Yes</td>
</tr>
<tr>
<td>Utah</td>
<td>?</td>
<td>No</td>
</tr>
<tr>
<td>West Virginia</td>
<td>Bimonthly</td>
<td>Yes</td>
</tr>
</tbody>
</table>
• Pre-registration down 3% to last year (71% last year, 68% this year).
• The mood on the show floor was very positive and upbeat.
• 41 companies provided 45 sponsorships for a total of $19,075 (16% decline to last year).
• Move In / Move Out – smooth, no major issues.
• 5300 total room nights used by MANTS (down 5% from last year).

2010 show represents the 40th anniversary of MANTS. The Board is planning a small reception the first night for past & current MANTS board members & guest (approximately 60).

Election of New Officers:
President – Ralph Quinn, Maryland
Vice-President – Tom Saunders, Virginia
Secretary – Norman Cole, West Virginia
Treasurer – Jan Carter, Maryland
Doug Hensel, VNLA MANTS Representative

Beautiful Gardens Report
Beautiful Gardens™ board meeting was held February 18 at J. Sargeant Reynolds Community College. 14 board members were in attendance. Beautiful Gardens will be in retail this spring for the first time. POP kits have been distributed. Articles on Beautiful Gardens are beginning to appear in various nursery magazines. A grower workshop has been scheduled for Monday, March 2 in Halifax. The purpose of this workshop is to talk about the BG program to potential liner growers.


Rumen Conev stated that one of his responsibilities is to bring money to the program. He is applying for a USDA Specialty Crop with Beautiful Gardens. He will be looking at the potential of developing peaches for ornamental use and will be working with Amy Wright in Alabama on breeding Kalmia latifolia for the Southern US. Rumen talked to David Creech at Mast Arboretum (Texas), which has a significant woody ornamental collection and does plant collection trips. Rumen discussed the planned hybridizing workshops which he needs time to prepare. He will do a presentation at the Master Gardener College in June, but won’t have time to start presenting the workshops until this fall or next spring.

One missing link in the plant production process for Beautiful Gardens is not having a greenhouse (preferably a tobacco growing greenhouse in the tobacco region) to take tissue culture plants to the liner stage.

Doug Hensel, Chair

Technology Committee
I may be a little hasty in making some observations. Due to some recent health issues, I have not finalized a recommendation on the software.

An inventory of software, hardware and ownership of these has been taken. A more careful look at the necessity of new software will hopefully be reported at the next meeting.

The necessity of the software appears to be linked to the value that the association sees in keeping up with the recertification credits. The certification committee will likely need to be involved in the process. The likely question will become what is the value of the organization to keep up with certification credits.

Robert Saunders, Chair

VA Tech Department of Horticulture
1) Sharron Quisenberry has left and Loke Kok (goes by “Lock”), department head in Entomology is interim dean of the college. An international search for dean has begun and we hope to fill the position by the end of the year.
2) Mark McCann has stepped down as dean of extension for the college. Rick Rudd, department head in Ag Extension and Education (AEE) is interim dean. I’m not sure if we are looking for a new dean or not or if Rick is slated for the permanent job. Both Loke and Rick are very competent and I feel that the college is in good hands. So – we have an interim dean, interim extension dean, and interim teaching dean (Susan Sumner) now! Only one of the 3 associate deans (Craig Nessler, research dean) is in a permanent job!
3) The college is bracing for more budget cuts. We survived the last relatively intact, but the next one is going to hurt I’m afraid. As far as the department and the budget cuts, all open faculty positions (Nursery position at Hampton Roads AREC, fruit breeder at Blackstone AREC, Teaching position formally held by Jerry Williams, Rhizosphere biologist (= sustainable food production), and Permanent department head position ) are still frozen. We currently have (besides me) 12 tenure-track faculty and 1 instructor in the Blacksburg campus. We have 2 in Winchester, 2 at Hampton Roads (1 is not tenure track), and 1 at the Eastern Shore AREC.
4) We are not going to the ALCA (now PLANET) student competition and field day in California this year due to budget constraints.
QUALITY GROWERS Specializing in Magnolias and Evergreens
15-200 Gallon Containers
Largest Containers in North Carolina
We are concerned about a drop in undergraduate student numbers (all Hort departments seem to be experiencing this). Robert McDuffie will be leading a recruitment effort for our landscape contracting program. We are taking a critical look at our curriculum, especially since the college is telling us that we cannot teach classes with fewer than 12-16 students in it. They want it to be way more than that. Two new classes for fall include an Agriculture Sustainability class taught by Brinkley Benson and a Spanish for the Green Industry II class taught by Barbara Kraft.

Dr. Roger Harris
Interim Department Head

Executive Director
Report for January 2009

Ongoing projects:

VNLA Board Meeting
- Board meeting and minutes and financial reports prep and email to board

VNLA Membership Meeting
- Prep agenda, proposed budget to Kinko’s for copies, distribute at meeting and sponsor signs on each table
- Prep minutes

Beautiful Gardens
- Website upgrades, additions
- Two BG meeting during MANTS

Virginia Turfgrass Conference and Trade Show
- Attended trade show, setup VNLA and BG displays and staff exhibits January 25-28
- Coordinated Roundtable lunch meeting with VGIC and MAHSC on Water Issues with Scott Kudlas, Director, Office of Surface and Ground Water Supply Planning at DEQ, and Lin Diacont, VGIC President

Mid-Atlantic Horticulture Short Course
- Attend MAHSC, setup VNLA and BG displays and staff exhibits January 25-28
- Coordinated Roundtable lunch meeting with VGIC and MAHSC on Water Issues with Scott Kudlas, Director, Office of Surface and Ground Water Supply Planning at DEQ, and Lin Diacont, VGIC President

Ongoing activities

Legislation
- Review legislative issues from the ANLA, PLANET and VA Agribusiness Council and forward to the board and/or members as appropriate
- Help coordinate VNLA’s distribution of African Violet baskets to legislators, print enclosure cards for baskets and send to Great Big Greenhouse and Nursery

Certification
- Responded to many calls and emails on confusion of regional groups and the certification program.
- Processed test applications for the regional tests and Tidewater class registrations

- Shipped certification manuals to 27 companies/individuals, some ordering multiple copies and 3 Horticopia A-Z CDs, and processed 27 re-certification applications
- Graded 4 Advanced VCH Exams

Membership
- Processed 33 new members and sent new member packets

Newsletter
- Ongoing article solicitation and prep for future newsletters
- Start layout for Jan/Feb issue
- Photo Contest entries to Board

Website
- Ongoing updates to information, Certification classes/test info/forms and general content and layout, Newsletter photo contest updates

Jeff Miller, Exec Dir

Joe Wilkerson, Southside Nurseries, Alton, VA, a tree liner grower, was recently featured on the cover of the Virginia Farm Bureau News.
30 Nurseries in Johnston and the surrounding counties make up the Johnston County Nursery Marketing Association. The Association includes over 1500 acres of field grown plants, 500 acres of container grown plants and 100 acres of pot-n-pot from propagation trays to 125 gallons.

When you need to locate quality plants, directly from growers with minimal effort, use JCNMA's PLANT FAX™! You automatically will be contacting 30 nurseries to quickly find the one that can supply what you need.

**FAX YOUR PLANT NEEDS TODAY! 919-233-0424**

**or TOLL FREE 1-866-404-5533**

**Johnston County Nursery Marketing Association Members**

Adcock's Nursery  
Bunn Tree Farm  
Carroll's Plant Center  
Casey Nursery  
Cedar Creek Nursery  
Char-Lynn Plant Center  
Currin's Nursery  
Fair View Nursery  
Fowler's Nursery  
Franklin Brothers Nursery & Greenhouse  
Green Biz Nursery & Landscaping  
Hinnant's Nursery & Landscaping  
Jericho Farms  
McLamb Nursery  
Montague's Nursery  
Old Courthouse Nursery  
 Panther Creek Nursery  
Pender Nursery  
Pleasant Grove Nursery  
Powell's Nursery  
Rhodes Nursery  
Sampson Nursery  
Smith's Nursery  
Stephenson's Nursery  
Swift Creek Nursery  
Tarheel Native Trees  
The Tree Source  
Willow Oak Nursery  
Wood's Plant Farm  
Worthington Farms
Join us as we make Virginia even greener

VIRGINIA TURFGRASS COUNCIL

- We represent the turf and landscape industry
- We provide education tailored to your needs
- We provide networking opportunities with your peers, industry professionals and manufacturers

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

Join
by mail • by phone • by web

For More Information: VIRGINIA TURFGRASS COUNCIL
PO Box 5989, Virginia Beach, VA 23471 • (757) 464-1004 • www.vaturf.org • E-Mail: VATurf@verizon.net
Debbie Dillion grew up in Dewitt, Arkansas. Her love of plants started early as her family farmed rice and soybean and many other crops. She worked the fields with her 2 sisters and brother pulling weeds, marking territory for the planes to spray the crops and driving at 8 behind the equipment on gravel roads so the crew would have a lift back home! For you garden center owners, she even has sales experience selling their harvest at the fruit stand!

She earned a BS in Landscape Design and Urban Horticulture from the University of Arkansas and recently, she received her Masters in Horticulture from Virginia Tech.

Most of you know Debbie as the Virginia Cooperative Extension-Loudoun County Urban Horticulturist. She also worked in the Fairfax Extension office and the Albemarle Extension office. She is also a Virginia Certified Horticulturist and VNLA member.

As part of Debbie’s drive for partnerships and collaborative work, she is deeply involved in the work of the Executive Board of our Northern Virginia Nursery and Landscape Association. Education is her biggest contribution. You have seen her at all NVNLA membership meetings, our Green Industry Seminars and the Summer Field Days. At each of these events, she not only sets up an educational display but also our NVNLA display. She is the Chair of the NVNLA Scholarship committee, and the liaison to VA Tech and the NOVA Community College Campus in Loudoun County.

Debbie is a major asset to our Association and an amazing colleague. Her outstanding contribution and dedication to the Industry is a valuable asset to our Association and fellow Horticulturists. She is truly deserving of our NVNLA’s most prestigious recognition, The Byron Wates’ Award.

It is my honor on behalf of the late Byron Wates, Sr., Byron, Jr., Amy Wates Ordonez and the entire NVNLA Membership to present this Award to you.

Congratulations Debbie!

Written by: Adria Bordas & Stewart Bunn

**Tips - Telephone Doctor**

**Finds Direct Link between low consumer confidence and poor customer service**

**Service Mentality**

Ever wonder why certain people are so effective at satisfying customers? It’s because they possess the Service Mentality. Educate your staff about the Service Mentality by ordering the best-selling 22 minute DVD-based training course which illustrates these seven traits.

For years the Telephone Doctor saying has been: "We will pay more for better service." And today, during these ‘challenging' times, it means even more.

**FACT:** There is a direct correlation between consumer confidence and how you treat your customers.

True story. Picture this: We're in the St Louis airport. Some stores have already closed. Vacant areas abound. We're hungry; there are a few restaurants available to us. None are terribly crowded.

We sit down in a bar/grill - hungry, thirsty and tired - although not necessarily in that order. It's not 'that' busy. The waitress finally came after a 10-minute wait. And that was after we got up and asked the hostess if our table came with a waitress. (She didn't catch the humor.)

Finally. With water and menu she walks up to the table. "Take your order?" "Yes," we say. "Diet Dr. Pepper please." And I start to continue. She interrupts. "We don't have Dr. Pepper." "OK," I say. "What do you have?" "Diet Pepsi," she explains. "Ok, then. I'll have a Diet Pepsi." I continue, "And a grilled chicken sandwich please, on whole wheat bread." "We don't have whole wheat bread," she says in the same tone as the Dr. Pepper line. "Ok. Let me double check the menu." Quickly I tell her, "How about the burger, no bun and no chips." She asks: "How do you want that cooked?" "Medium rare please," I say. And in all seriousness she says to me, "We only cook them well done." (I didn't have the heart to say, "Then why the heck did you ask me?")

Normally we'd laugh our way through this type of situation, but neither Dick, my husband, or I felt like we wanted to spend any more time or money in this bar/grill which we have now named 'The NO Restaurant.' Our eyes locked. We knew exactly what we were going to do. Yes, we went elsewhere.

Since I wrote this article, several other situations have happened to make me spend my money elsewhere. What about you?
**VNLA - Congratulations to these New Virginia Certified Horticulturist!**

<table>
<thead>
<tr>
<th>FirstName</th>
<th>LastName</th>
<th>Company</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>David</td>
<td>Bennett</td>
<td>Southern Landscape Group</td>
<td>Forest</td>
</tr>
<tr>
<td>Aaron</td>
<td>Billings</td>
<td>Chapel Valley Landscaping</td>
<td>Richmond</td>
</tr>
<tr>
<td>Suzanne</td>
<td>Bouchard</td>
<td>Premier Nursery &amp; Garden Center</td>
<td>Dale City</td>
</tr>
<tr>
<td>Allen</td>
<td>Brookman</td>
<td>JW Townsend</td>
<td>Quinque</td>
</tr>
<tr>
<td>Shawne</td>
<td>Bryant</td>
<td>Associate - Bryant</td>
<td>Suffolk</td>
</tr>
<tr>
<td>Holly</td>
<td>Chichester</td>
<td>JW Townsend</td>
<td>Charlottesville</td>
</tr>
<tr>
<td>Timothy</td>
<td>Colbird</td>
<td>Southern Landscape Group</td>
<td>Altavista</td>
</tr>
<tr>
<td>Janet</td>
<td>Cornell</td>
<td>Associate - Cornell</td>
<td>Smithfield</td>
</tr>
<tr>
<td>Christopher</td>
<td>Day</td>
<td>Associate - Day</td>
<td>Rockville</td>
</tr>
<tr>
<td>Jason</td>
<td>Dengler</td>
<td>Wildwood Landscape LLC</td>
<td>Purcellville</td>
</tr>
<tr>
<td>Thomas</td>
<td>Disisto</td>
<td>Green Collar Lawns &amp; Landscapes</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>Tammy</td>
<td>Edwards</td>
<td>Windsor Hardware</td>
<td>Windsor</td>
</tr>
<tr>
<td>Jessica</td>
<td>Frakes</td>
<td>Merrifield Garden Center</td>
<td>Alexandria</td>
</tr>
<tr>
<td>Nancy</td>
<td>Franklin</td>
<td>Bennetts Creek Nursery</td>
<td>Suffolk</td>
</tr>
<tr>
<td>Zsolt</td>
<td>Frecska</td>
<td>The Landscape Division of Art &amp; Sign</td>
<td>Fredericksburg</td>
</tr>
<tr>
<td>Peter</td>
<td>Girardi</td>
<td>Associate - Girardi</td>
<td>Richmond</td>
</tr>
<tr>
<td>Jessica</td>
<td>Gonzalez</td>
<td>Lancaster Farms</td>
<td>Suffolk</td>
</tr>
<tr>
<td>Polly</td>
<td>Graham</td>
<td>Wildwood Landscape</td>
<td>Bluemont</td>
</tr>
<tr>
<td>Mark</td>
<td>Griffith</td>
<td>Student - Griffith</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>Richard</td>
<td>Henock</td>
<td>Basnight Land &amp; Lawn</td>
<td>Chesapeake</td>
</tr>
<tr>
<td>Avery</td>
<td>Hertzler</td>
<td>J.R. Landscaping</td>
<td>Moseley</td>
</tr>
<tr>
<td>Graham</td>
<td>Howe</td>
<td>JW Townsend</td>
<td>Charlottesville</td>
</tr>
<tr>
<td>Robin</td>
<td>Jones</td>
<td>University of Mary Washington</td>
<td>Partlow</td>
</tr>
<tr>
<td>Terri</td>
<td>Jones</td>
<td>Windsor Hardware</td>
<td>Windsor</td>
</tr>
<tr>
<td>Adam</td>
<td>Kerr</td>
<td>Rappahannock Landscape &amp; Nursery LLC</td>
<td>Amissville</td>
</tr>
<tr>
<td>Robert</td>
<td>Lewis</td>
<td>Basnight Land &amp; Lawn</td>
<td>Chesapeake</td>
</tr>
<tr>
<td>Philo</td>
<td>Liedquist-Scott</td>
<td>Merrifield Garden Center</td>
<td>McLean</td>
</tr>
<tr>
<td>Carl</td>
<td>Lingerfelt</td>
<td>Tilley's Landscaping Inc</td>
<td>Richmond</td>
</tr>
<tr>
<td>William</td>
<td>Lowe</td>
<td>Merrifield Garden Center</td>
<td>Manassas</td>
</tr>
<tr>
<td>Tammie</td>
<td>Matthews</td>
<td>Windsor Hardware</td>
<td>Windsor</td>
</tr>
<tr>
<td>Melissa</td>
<td>McElhenny Fife</td>
<td>Merrifield Garden Center</td>
<td>Alexandria</td>
</tr>
<tr>
<td>Theresa</td>
<td>McGinnis</td>
<td>Merrifield Garden Center</td>
<td>Herndon</td>
</tr>
<tr>
<td>Eric</td>
<td>Mearse</td>
<td>TruGreen Landcare</td>
<td>Manassas</td>
</tr>
<tr>
<td>Ann</td>
<td>Meisoll</td>
<td>Strange's Garden Center</td>
<td>Richmond</td>
</tr>
<tr>
<td>Claire</td>
<td>Minor</td>
<td>Four Seasons Nursery</td>
<td>Chesapeake</td>
</tr>
<tr>
<td>Timothy</td>
<td>Minor</td>
<td>Four Seasons Nursery</td>
<td>Chesapeake</td>
</tr>
<tr>
<td>Patti</td>
<td>Moore</td>
<td>Associate - Moore</td>
<td>Yorktown</td>
</tr>
<tr>
<td>Kenneth</td>
<td>Narrow</td>
<td>Boulevard Flower Garden</td>
<td>Charles City</td>
</tr>
<tr>
<td>Ray</td>
<td>Odom</td>
<td>Associate - Odom</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>James</td>
<td>O'Rourke</td>
<td>Merrifield Garden Center</td>
<td>Fairfax</td>
</tr>
<tr>
<td>Emily</td>
<td>Orr</td>
<td>Glen Allen Nursery</td>
<td>Richmond</td>
</tr>
<tr>
<td>Erinn</td>
<td>Otterson</td>
<td>Basnight Land &amp; Lawn</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>Cindy</td>
<td>Peaseley</td>
<td>Cindy Peaseley Designs</td>
<td>Richmond</td>
</tr>
<tr>
<td>Shawn</td>
<td>Peck</td>
<td>Tilley's Landscaping &amp; Lawn Maintenance</td>
<td>Richmond</td>
</tr>
<tr>
<td>Stephanie</td>
<td>Phillips</td>
<td>McDonald Garden Center</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>James</td>
<td>Putrino</td>
<td>West of the River Landscaping</td>
<td>Rockville</td>
</tr>
<tr>
<td>Nathan</td>
<td>Roither</td>
<td>The Great Big Greenhouse &amp; Nrsy</td>
<td>Richmond</td>
</tr>
<tr>
<td>Kay</td>
<td>Stephenson</td>
<td>Windsor Hardware</td>
<td>Windsor</td>
</tr>
<tr>
<td>Jack</td>
<td>Stirewalt</td>
<td>Waynesboro Garden Center</td>
<td>Waynesboro</td>
</tr>
<tr>
<td>Mark</td>
<td>Sudduth</td>
<td>Wildwood Landscape LLC</td>
<td>Beleton</td>
</tr>
<tr>
<td>David</td>
<td>Tate</td>
<td>Associate - Tate</td>
<td>Richmond</td>
</tr>
<tr>
<td>Debbie</td>
<td>Tatum</td>
<td>LanCrafters Inc</td>
<td>Ashland</td>
</tr>
<tr>
<td>Michael</td>
<td>Tenenbaum</td>
<td>Virginia Green Lawn Care</td>
<td>Richmond</td>
</tr>
<tr>
<td>Greg</td>
<td>Thompson</td>
<td>Basnight Land &amp; Lawn</td>
<td>Virginia Beach</td>
</tr>
<tr>
<td>Katherine</td>
<td>Traylor</td>
<td>Strange's Garden Center</td>
<td>Bon Air</td>
</tr>
<tr>
<td>Wendell</td>
<td>Welder</td>
<td>Boulevard Flowers</td>
<td>Richmond</td>
</tr>
<tr>
<td>Edward</td>
<td>Yates</td>
<td>JW Townsend</td>
<td>Charlottesville</td>
</tr>
</tbody>
</table>
SPANK THEM WITH YOUR WALLET, we say. It's a better retaliation than getting angry and yelling.

I can pretty well guarantee you there had been no customer service training in that bar/grill. No alternatives were suggested. No apologies were made. And we felt as though the waitress was glad to see us leave. One less table to handle.

There is a definite correlation between CONSUMER CONFIDENCE and customer service training. No doubt about it. When we feel secure, helped, wanted, needed and appreciated, that is where we spend our money. Think Nordstrom. Disney. Your 5-star restaurants. These and many other companies place high value on customer service training.

FACT: When a consumer walks into a location or calls on the phone, they are looking for CONFIDENCE from the person they're talking with at that time. That confidence comes from product and customer service training.

• Increasing CONSUMER CONFIDENCE will help the economy.
• Increasing CONSUMER CONFIDENCE will help businesses both large and small.
• Increasing CONSUMER CONFIDENCE will help the employee.
• Increasing CONSUMER CONFIDENCE is a benefit the business gives the consumer.

What are you doing to increase CONSUMER CONFIDENCE in your customers?

"BE NICE" is NOT customer service training. Everyone thinks they're nice. And we know everyone isn't nice. Customer service training is tangible. Explainable. Useful. Understandable. Actionable.

BE NICE is something your mother might tell you when you're 5 years old. It's NOT customer service training. Some folks, sadly, don't know how to "BE NICE." If they did, everyone would be nice. And as said before, we know everyone isn't nice.

Here are five simple, helpful tips based on Telephone Doctor's Customer Service Training. Simple, yet effective techniques that will increase CONSUMER CONFIDENCE and help this economy.

• Offer alternatives. Out-of-stock? Don't have what I need? Don't let me walk. Offer some alternatives. Give me choices. Keep me interested. Don't let me go. It's so easy just to hang up or walk out and go somewhere else. Give me a reason to stay with you.

• Smile and be friendly. Yeah, if there was ever a time to do that, it's now. And for those of you who don't feel like smiling - do it anyway! Watch what happens. As for being friendly, that's more than just "can I help you?" It's saying something proactive. Something easy. Something simple. Maybe just a "Good to have you here today" or "Nice to talk with you." Or even that great phrase, "Thank you for your business."

• Be a double checker. Most salespeople know NO is not forever. It gives a whole other meaning to consumer confidence when I'm told, "The last time I checked we were out of the widgets, but let me double check, just in case I missed them or new ones came in." Double-checking is a great confidence builder! Immediate 'NO's' are deflators.

• Ask questions. We don't need to answer a question as soon as it's asked. We can ask one to gain more information. The more information you have, the easier it becomes to increase CONSUMER CONFIDENCE. Determine the needs of your customer before trying to 'sell' them. Besides, asking questions shows you're interested and that in itself can increase CONSUMER CONFIDENCE.

• Do something different. Did you write a thank you note? Did you call to see how your customer is doing? Did you personally thank them for their business, or even coming to your location, even if there was no purchase?

There is a mass of gray average out there. Those are the people who do nothing to increase CONSUMER CONFIDENCE. Decide for yourself, and for your business, if you want to be in that mass of gray average or if you'd like to RAISE THE BAR and be an Island of Excellence in an Ocean of Mediocrity. The more we can increase CONSUMER CONFIDENCE the better off we will be!

Are you doing your part?

By Nancy Friedman, The Telephone Doctor 314.291.1012 email donna@telephonedoctor.com

Merrifield Garden Center

NEW Gainesville location

Wednesday, August 19, 2009

Mark your calendar now to attend and learn some of their secrets to success!

Thursday, August 20

Summer Tour, Northern VA
Guthrie Nursery Inc.
“Quality Available Year Round”

Providing a wide variety of shade and ornamental trees available all seasons in containers and b&b

1825 Crews Shop Road
Lynchburg, VA 24504

Phone: (434) 993-0797
Fax: (434) 993-3489
www.guthrienurseryinc.com

Maryland Plants & Supplies, Inc.
‘Servicing the Commercial Grower’

Conley’s Greenhouse incorporates into their structure the same principle found in industrial “I” beams. Rollformed compo-
nents offer superior strength to improve structural integrity and an excellent value compared to conventional round pipe or square tube.

All Houses in Stock for Immediate Delivery or Pickup.

20’ X 95’ Coldframe - 5
purlins, 10’ height and 5’
bow spacing delivered for $950.00*. 16’ X 95’ Coldframe - 3
purlins, 7’6” height and 5’
bow spacing delivered for $735.00*. 30’ GothicArch also in stock. Call for details. *Frame only.

7110 Golden Ring Rd., Ste. 102
Baltimore, Maryland 21221
1-800-248-2818
Donate a single dollar (or $5 or $10) to Buck It Up for Military Families and help support our GreenCare for Troops initiative. Your contribution will not only allow us to continue providing much-needed free lawn and landscape care for families whose primary breadwinner is serving overseas—we will also be able to create scholarships to help their children further their education. Join us in our mission to ‘serve them while they serve us’ and donate at www.ProjectEverGreen.com by May 16, National Armed Forces Day.
Hawksridge Farms Inc.

Call For Price List

- Conifers
- Flowering Shrubs
- Specializing in Hydrangeas
- Growers and Marketers of Unique Plants and New Cultivars
- 60 Acres of Wholesale Container Plants
- Perennials
- Ornamental Grasses
- Flowering Trees
- Vines

Highway 197 South • Hickory, North Carolina 28603
828/294-2081 • 800/674-4216 • FAX • 828/294-4299 • 828/294-2963
Legislation - Lighthouse Program Tools

Where to learn about federal actions that could affect your business

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

Where To Begin

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

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

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

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

How Do I Look Up My Elected Leaders?

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

Alerts: Only Have A Minute?

The Lighthouse Program Makes It Easy.

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

How Can I Quadruple the Voice of My Business?

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

What if I Am An ANLA Member, Too?

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

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

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

THE LAND LOVERS

Find a field you’ll love.

A new website to raise awareness of green industry careers

The website features:

• **Top 5 myths** surrounding green industry careers
• **Job postings**
• **Links to higher education**
• **Information** for parents and educators
• **Links to green industry associations**
• **Video testimonials** from industry professionals
• **Career path highlights** (duties, education & pay) for:
  Arboriculture, Garden Center, Gardening Services, Irrigation, Landscape Design, Landscape Installation, Landscape Management & Lawn Care, Nursery & Greenhouse Production

*Helping recruit the next generation of green industry professionals!*
## Advertising in the VNLA Newsletter

<table>
<thead>
<tr>
<th>Size</th>
<th>Member Rates</th>
<th>Non-Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B&amp;W</td>
<td>4-Color</td>
</tr>
<tr>
<td>1/6 page (2.25&quot; x 4.75&quot;)</td>
<td>$55</td>
<td>(1/2 col. Vertical)</td>
</tr>
<tr>
<td>1/3 page (2.25&quot; x 9.75&quot;)</td>
<td>$75</td>
<td>(1 col. Vertical)</td>
</tr>
<tr>
<td>1/4 page (3.5&quot; x 4.75&quot;)</td>
<td>$80</td>
<td></td>
</tr>
<tr>
<td>1/2 page (4.75&quot; x 7.5&quot;)</td>
<td>$130</td>
<td>(Horizontal) $565</td>
</tr>
<tr>
<td>1/2 page (3.5&quot; x 9.75&quot;)</td>
<td>$185</td>
<td>(Vertical) $665</td>
</tr>
<tr>
<td>2/3 page (4.75&quot; x 9.75&quot;)</td>
<td>$205</td>
<td>(2 col. Vertical)</td>
</tr>
<tr>
<td>full page (7.5&quot; x 9.75&quot;)</td>
<td>$235</td>
<td>$795</td>
</tr>
<tr>
<td>Business Card (2&quot; x 3.5&quot;)</td>
<td>$40</td>
<td></td>
</tr>
<tr>
<td>Insert</td>
<td>8”x10.75” single sheet</td>
<td>$ Call for quote</td>
</tr>
</tbody>
</table>

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

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

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

The above rates are for camera-ready ads.

Any additional typesetting, at the VNLA Office will be at $50.00 per hour with a minimum of $20.00.

Any additional work that needs to be done by the printer will be at cost plus 15%.

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

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

Mac or PC files in Adobe PDF, Illustrator, PhotoShop, Add all fonts and all linked images

Final trim = 8.5" x 11"; Bleed = .125" on each edge; Live area = Full bleeds are OK.

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

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

**CLASSIFIED ADS:**

- **Members** - $1.00 per line, minimum 5 lines
- **Non-members** - $3.00 per line, minimum 5 lines

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

For Additional Information, Call, Fax or Email:

**Virginia Nursery & Landscape Association**

383 Coal Hollow Road, Christiansburg, VA 24073-6721
800-476-0055 or 540-382-0943 ---- Fax: 540-382-2716
Email: info@vnla.org web: www.vnla.org
May 20, 2009, "Basic "VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)" at: Monroe Technology Center, Leesburg, (10 am- 2 pm) 1-800-476-0055, VCH@vnla.org www.vnla.org/certification.htm

June 15-18, 2009, ANLA RETAIL ROADSHOW – Mid-Atlantic Region
Contact: www.anla.org


June 17, 2009, "Basic "VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA) at Lancaster Farms' Conference Room, Suffolk (6-9 pm) 800-476-0055, VCH@vnla.org www.vnla.org/certification.htm

June 17, 2009, RICHMOND PROFESSIONAL GROUNDS MAINTENANCE Topic: Fire-wise Landscaping Contact: info@shippandwilson.com

June 18-20, 2009, SOUTHEAST GREENHOUSE CONFERENCE, Greenville, SC 614-487-1117, sgcts@ofa.org www.sgcts.org

June 23, 2009, PESTICIDE RECERTIFICATION, sponsored by the Virginia Turfgrass Council, Charlottesville/Staunton, VA www.vaturf.org vaturf@thevtc.org 757-464-1004

June 24-28, 2009, PLANET LEADERSHIP CONFERENCE Skamania Lodge, Stevenson, WA Contact: 800-395-2522, info@landcarenetwork.org www.LandcareNetwork.org

July 12-14, 2009, PLANET LEGISLATIVE DAY ON THE HILL/RENEWAL & REMEMBRANCE, Washington, DC Contact: 800-395-2522, info@landcarenetwork.org www.LandcareNetwork.org

July 19-24, 2009, PERENNIAL PLANT ASSOCIATION SYMPOSIUM & TRADE SHOW, St Louis, MO, St Louis Union Station Marriott Contact: 614-771-8431 www.perennialplant.org ppa@perennialplant.org


July 20-22, 2009, ANLA LEGISLATIVE CONFERENCE, Washington, DC Contact: www.anla.org


July 28-30, 2009, PANTS Trade Show Greater Philadelphia Expo Center at Oaks, near Valley Forge 717.238.1673 www.plna.org info@PANTSshow.com

August 19, 2009, VNLA FIELD DAY 9 am - 4 pm Location: Merrifield Garden Center, Gainesville, VA www.vnla.org 800-476-0055 FieldDay@vnla.org

August 20, 2009, VNLA SUMMER TOUR, Behind the Scenes of George Washington’s gardens at Mount Vernon and the River Farm gardens – home of the American Horticultural Society


September 11, 2009, "Advanced" VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA) at: TBA, Richmond (1:00-5:00 pm) 1-800-476-0055, VCH@vnla.org www.vnla.org/certification.htm

September 16, 2009, RICHMOND PROFESSIONAL GROUNDS MAINTENANCE Topic: Bare-root planting info@shippandwilson.com

September 19-20, 2009, SOUTHEASTERN REGION OF THE AMERICAN CONIFER SOCIETY Richmond, VA Contact: dridenhour7@gmail.com

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

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


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

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

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

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

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

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

Contact your Carolina Nurseries representative,

Amanda Bass
abass@carolinanurseries.com
1-888-845-1989
Fax 1-843-482-1014

739 Gaillard Rd., Moncks Corner, SC 29461

A Licensed Grower of NOVALIS®
www.novalis.com
We’re a member-owned lender providing custom tailored mortgages and loans for:

- Land Purchases
- Greenhouses
- Nursery Stock
- Operating Expenses
- Equipment

Financing that’s as unique as your business.

Farm Credit Country Mortgages
800-919-FARM
www.thefarmcredit.com

Bremo Trees
Phone: 434-842-8733
Fax: 434-842-3823
Bremo Bluff, VA