Member Profile:
Kipps Nursery

co-founder: John Farley, Sr
Beautiful Gardens
grow with confidence

Distinctive Plants For Your Landscape
2010 Selections

Corylopsis pauciflora, Buttercup Winterhazel
Dryopteris erythrosora 'Brilliance', Autumn Fern
Eucomis 'Sparkling Burgundy', Purple Pineapple Lily

Rudbeckia subtomentosa 'Heavy Eilers', Sweet Coneflower
Schizachyrium scoparium 'The Blues', Blue Bluestem
Yucca filamentosa 'Color Guard'

— 2009 Plants of Distinction —

Cercis chinensis 'Don Egolf' - Chinese Redbud
Helleborus x hybridus 'Fine Knot Strains' - Lenten Rose
Ilex 'Virginia' - Holly
Agapanthus 'Mammi', 'Midnight Blue' - Lily Of The Nile
Hydrangea quercifolia 'Snowflake' - Oakleaf Hydrangea
'Amij x 'Steeplechase' (PP) - Giant Western Arborvitae
Buxus x 'Green Velvet' - Boxwood
Stokesia laevis 'Peachie's Pick' - Stokes' Aster
Musa basjoo - Hardy Banana

Buxus sempervirens 'Dee Runk', American Boxwood

Cercis canadensis 'Hearts of Gold', Eastern Redbud

Virginia Plant Introduction Program
www.beautifulgardens.org
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Table of Contents

Ad - Bennett’s Creek Nursery ........................................ 25
Ad - Bennett’s Creek Nursery: Dale Saunders ................... 24
Ad - Bremo Trees .................................................. 76
Ad - Buds & Blooms Nursery ....................................... 41
Ad - Cam Too Camellia Nursery .................................... 13
Ad - Carolina Bark Products ........................................ 57
Ad - Carolina Nurseries ............................................. 75
Ad - Colonial Farm Credit ............................................ 76
Ad - Eastern Shore Nursery of Virginia ......................... 19
Ad - Erle D Anderson Lumber Products ......................... 11
Ad - Factoring Solutions ............................................ 51
Ad - Fairview Nursery ................................................ 37
Ad - Godson & Associates ......................................... 21
Ad - Gossett’s Landscape Nursery .................................. 39
Ad - Guthrie Nursery .................................................. 45
Ad - Hanover Farms ................................................... 7
Ad - Hardwood Mulch ............................................... 47
Ad - Hawksridge Farms ............................................. 67
Ad - JOCO Plants ..................................................... 53
Ad - Lancaster Farms ................................................ 50
Ad - Calley Farms and Nursery ................................... 33
Ad - Maryland Plants & Supplies .................................. 29
Ad - Mid-Atlantic Solutions ......................................... 63
Ad - OPH ............................................................... 43
Ad - Pender Nursery ................................................... 35
Ad - Plantsource N.C ................................................ 61
Ad - Plantworks Nursery ............................................ 57
Ad - Shrekhise Nurseries ........................................... 37
Ad - SiteLight Id ....................................................... 27
Ad - Tankard Nurseries ............................................. 31
Ad - Telamon Corporation .......................................... 59
Ad - Tree Source ..................................................... 55
Ad - Turtle Creek Nursery .......................................... 9
Ad - Virginia Turfgrass Council .................................. 60
Ad - Waynesboro Nurseries ........................................ 17
Ad - WDS ............................................................... 5
Ad - Willow Springs Tree Farms ................................... 56
Ad - Winfall Nurseries .............................................. 11
Events - ABC’s of Green Industry Communications ............ 38
Events – Calendar .................................................... 74
Events - GoGreen Festival .......................................... 54
Events - IPPS Southern Region Tour .............................. 66
Events - Tropical Paradise Garden Gala - VA Tech ......... 72
Legislation - ANLA Updates ....................................... 30
Legislation - Lighthouse Program Tools ......................... 62
Letter - CVNLA ......................................................... 7
Letter - Virginia Agribusiness Council ......................... 7
News - Alternative Workforce .................................... 28
News - Eastern Shore Nursery of VA Receives 2009 Ground Water Award ............................................... 18
News - Fertilizer Sales Decline On Farms and In General .................. 13
News - GardenPilot™ iPhone® App ............................. 28
News - Nor’easter Damages Overwinter Houses .............. 12
News - Park Seed/Jackson & Perkins Restructuring .......... 26
News - Seward Receives Award from Virginia Agribusiness Council .............................. 18
News - Shuler Named 2010 Distinguished Friend of VA Agribusiness .................. 17
News - VA Tech Extension .......................................... 26
News - VDACS New Commissioner Appointed ............... 16
News - Virginia Is Turning Green ................................ 8
News - 2007 Green Industry Survey Results .................... 11
News - Young Farmers Take Home National Honor ........... 12
Obituary - In Memoriam: Dr. John L. Creech .............. 30
Tips - 2010 Perennial Plant of the Year: *Baptisia australis* ........................................ 48
Tips - Getting Your Due ............................................. 40
Tips - Green Industry Communications ......................... 36
Tips - Green Industry Communications ......................... 38
Tips - iPhone TankMix Calculator ................................ 29
Tips - Listen Up! ...................................................... 39
Tips - People Solutions - Power of Networking .................. 68
Tips - Promote Your Business for FREE ......................... 34
Tips - Water Withdrawal Reporting Regulations ............... 64
Tips - Who Needs a Permit for a Surface Water Withdrawal in Virginia? .............. 56
Tips - Why should you be interested in a “SMART” irrigation controller? ............... 34
VNLA - Beautiful Garden Updates ............................... 22
VNLA - Beautiful Gardens Plant Breeders Workshop Draft Format ...................... 52
VNLA - Beautiful Gardens 2010 Plants of Distinction ............ 2
VNLA – Beautiful Gardens Site Report ............................ 53
VNLA - Board Meeting Minutes 3/3/10 .......................... 44
VNLA - Careers in Green Industry Website .................... 71
VNLA - Certification Quiz Article #48 ........................... 48
VNLA - Certified Horticulturist Signs .............................. 58
VNLA - Edgeworthia! .................................................. 21
VNLA - Grigg inducted to Alumni Hall of Fame .................. 10
VNLA - Member Profile: Kipps Nursery ......................... 23
VNLA - Member Support Needed ................................. 20
VNLA - Membership Discount Programs to Save You Money! ................. 7
VNLA - Minutes Beautiful Gardens Board Meeting .......... 47
VNLA - Newsletter Adverizing Rates/Specs .................... 73
VNLA - Photo Contest .............................................. 14
VNLA - Photo Contest Rules & Winner ......................... 15
VNLA - President’s Message ....................................... 6
VNLA - Source Guide for Mid-Atlantic Wetland Plants & Growers ............... 69
VNLA - VCH Seal Stampers ...................................... 8
VSLD - Tip: Designing with FRAGRANCE! ..................... 20

**Virginia Certified Horticulturist**

**VNLA 2010 Field Day & Summer Tour**
**HRAREC, Virginia Beach**
**September 8-9, 2010**

**Beautiful Gardens**
grow with confidence
**VNLA Mission, Vision and Objectives for 2010**

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

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

**Objectives**

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

-Effective Communication and Advocacy **GOAL:** VNLA will effectively 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.
So what are you really getting for your VNLA dues anyway? This is the question I fielded the other day from a young, successful, local landscape contractor. Besides this newsletter, you probably have a better return on your dues investment than you might realize. Although we exclaim the typical trade organization jargon to “enhance and promote Virginia’s nursery and landscape industry,” we bring our members a lot of real tangible action. We are your trade organization and I can say that we want you to be a satisfied member. I want to review for you some of our most recent actions on your behalf.

First, we host for you the largest industry trade show in the U.S. Others’ shows have declined or gone bust but MANTS continues to thrive and be a place where our members can affordably exhibit and buy. We have re-appointed the current directors, John Lancaster, Tom Saunders, and Doug Hensel for another year. Concurrently your VNLA Board is beginning discussions to insure there is a process in place to make sure these directors represent the industry and answer to you. With so many shows becoming obsolete, it is our response ability to make sure this show continues.

In March, the Board developed a policy statement by which we will look at legislative issues on the Chesapeake Bay. Since 2011 marks the year that all Bay states must have a Total Maximum Daily Load (TMDL) program in place, we know legislation to achieve the TMDL goals are in the future. In short, our policy states that we recognize the Bay as an environmental and economic asset that we are morally bound to protect. However, we expect that any future legislation will take into account real documented science and economics. This past year your legislative committee, headed by Steve Moore, saw a lot of bills that were put off until next year. We will be ready again next year to be a part of the follow-up discussions.

As many of you know we met with the Virginia Tech’s new Dean of Agriculture, Allen Grant. We hosted a luncheon and invited our board and many other industry members to share their ideas of how Virginia Tech could be more relevant to our industry. We now have an opening for a water quality position at the Painter research station. This will be an important hire given what we know about current environmental pressures. Moreover, we learned from him that extension will be part of his efforts and that we can be of help in that regard.

Finally, the Board decided to host our next Field Day at the Hampton Roads Experiment Station in Virginia Beach September 8th. There will be a host of different speakers on numerous topics of research, and for the landscape contract crowd, we will have an extraordinary opportunity to meet and hear the famous Dwight Hughes. As past ANLA president, author of the landscape industry’s best how-to books and accomplished speaker this is truly an association benefit too good for any of you to miss.

Sure, there are a lot of other things the Association does for you, but these were highlights of actions that we took during our last meeting. I trust that you approve and if not feel free to contact me or Jeff, our Executive Director, or any member of the Board. I want to hear from you no matter who you are. We are here to serve the industry.

Ed Tankard, VNLA President
**Letters - CVNLA**

The Central Virginia Nursery and Landscape Association would like to thank your organization for your support with the sponsorship with the refreshments for the 2010 Short Course held at Lewis Ginter Botanical Garden last week. We appreciate the donation and the time and effort you all put into your booth display.

We hope the publicity you received will prove beneficial to you all.

Your involvement in the 2010 Short Course helps make it another successful venture for us and in the long run, the money made from our Short Course will go toward a horticulture scholarship for some student at J. Sargeant Reynolds Community College.

Once again thank you!

*Terry Koci,
Executive Secretary CVNLA*

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**Letter – Virginia Agribusiness Council**

Many, many thanks for helping to ensure that our Annual Appreciation Banquet was a success.

Even in unfavorable economy, support and participation from our agribusiness industry held steady. This clearly demonstrates the value of this event and the importance of promoting a positive image of agribusiness. Once again, we have repeatedly heard from both our elected officials and industry representatives how enjoyable the evening was and how they look forward to next year.

We were pleased to also host over 100 elected officials including the Governor-elect and Attorney General. Your participation allows the Council to host these important guests and provide the opportunity for meaningful interaction with industry members. Building these relationships is beneficial as they make policy decisions affecting your business.

Thank you again for your support of the Virginia Agribusiness Council. We hope you will continue to be a part of our annual banquet in the future.

*Sincerely, Donna Pugh Johnson,
President*

---

**VNLA – Membership Discount Programs to Save You Money!**

**NIAP Partners**

(National Industry Affinity Program) Discount Programs

**PartnerShip**

Now VNLA members can save on all of your inbound and outbound packages and shipments to and from anywhere—around the corner, around the country, around the world—with...
world-class carriers, unbeatable customer service professionals, and great discounts to boot! These great savings come for no additional cost. It’s free to use the program. It’s free to enroll. No minimum shipping requirements, no obligations, no hassles. Discounts on UPS and Yelow are currently at 64% and FEDEX discounts are as high as 27%. www.PartnerShip.com

Live Asset Insurance
A revolutionary new insurance product has been created for the nursery, greenhouse and landscape industries. This program is extended to nursery, greenhouse, landscape and retail plants whether they are field or container grown, above ground or installed in the landscape. This insurance product covers acute weather occurrences such as hail, freezes and hurricanes and wind, as well as fire and other named perils. This program is available to all and can be sold through existing broker relationships, but VNLA members will receive a 10% discount on their premiums. www.liveassetinsurance.com

Lands’ End Business Outfitters
ANLA’s partnership with Lands’ End Business Outfitters offers VNLA members the chance to order classic, quality company uniforms and apparel. With their frequent savings offers, ordering with Lands’ End Business Outfitters will save you money (10% discount) and time in creating a professional look for VNLA business team.

Educational Programs
NewsBrief - ANLA’s newest online e-newsletter is now available to VNLA members. This weekly communication provides comprehensive news briefings of the top industry and business stories, as well as the latest postings on ANLA’s Industry Knowledge Center (also available to VNLA members).

Webinars - Each month, ANLA presents practical, useful, timely information and knowledge in the form of an online webinar. The ANLA Webinar Series is presented by industry experts, consultants and professionals and are free of charge.

- VNLA working in partnership with the American Nursery & Landscape Association (ANLA)

VNLA Members 10% Discount on Commercial Auto Policy
“Allstate is implementing decreases that range from approximately 22-37% on commercial auto policies in certain areas of Virginia. This decrease, coupled with the 10% discount that you will receive for being a member of VNLA could potentially save you a lot of money! Allstate can also assist you with insurance for your other lines of business, such as Worker’s Comp, GL, and your business location.

Please call Nicole Orriola at 202-368-4538 for further details!”

VNLA – VCH Seal Stampers
If you are a Virginia Certified Horticulturist and need a VCH seal stamp for your landscape plans, contact the VNLA office, we have a source for these stamps. 1-800-476-0055 info@vnla.org

News - Virginia Is Turning Green
Recycling pots and poly
Virginia is turning green. We all knew it would happen, but not for the obvious reasons. This time it’s not just a seasonal thing, its customer driven. Some of our customers are asking for areas in their gardens where they can place compost piles, grow vegetable gardens or harvest rainwater. Some are becoming interested in green roofs and green walls, even solar and wind power. Some are asking for native plant species. Most of them are starting to realize what we have known all along – you must take care of the Earth. Garden fads come and go. Styles change (except in Richmond, where the ideal landscape is still boxwoods, azaleas, dogwoods and ivy), the plant of the day changes (Stella-de-Oro has, thankfully, had its day) and now more of our customers are becoming aware of the environment. Fuel efficient cars, energy efficient appliances, environmentally friendly building methods, recycling – all of these things have become fashionable.

Well, our industry was green before everyone else jumped on the bandwagon. Dr. Joyce Latimer, Rick Baker and John Ignosh have been working on developing a plastic recycling program for agricultural plastics in Virginia. A few weeks ago I sat in on a meeting hosted by Dr. Latimer and Strange’s Garden Center, which was held at Strange’s site in Short Pump. At this meeting I learned that there is a company in Virginia – Son-
oco Recycling – that accepts waste plastic for shipping overseas. I learned that some of our members already take their waste plastic to Sonoco. I learned that there is no easy way to collect, process and move the volumes of plastic our industry produces. And I learned that the three people mentioned above (and others) have been working on this problem for a while.

I have gathered more information since then. Sonoco wants the plastic we take to them to be baled. It doesn’t have to be sorted – greenhouse film, black plastic pots of all plastic types, flats, seed trays – can all be baled together. They will drop a container at any site we require to pick up the plastic at no charge providing we have 40 bales of plastic each weighing around 800 pounds. In other words, they only want full containers. We need to load the container according to a strict set of rules (for security reasons photographs have to be taken of the inside of the container after each bale is loaded in order to prove that no contraband was included in the load). They will pick up the full container, ship it to China and we get three cents a pound. This price can change at any time due to changes in demand for this type of plastic or the market for this product could disappear all together.

The meeting at Strange’s was called to try to find a place where all the plastic from a region could be processed and stored until enough had been collected to ship. It was thought that garden centers would be the logical choice for this because they already have balers (the same machines that bale waste cardboard can be used to bale waste plastic). That idea turned out to be impractical for obvious reasons. Since the meeting the group has discovered a portable baling machine called a BigFoot Baler that can be moved from site to site, nursery to nursery, to bale the plastic for shipping. There are still many details to be considered not the least of which is actual member interest in this project. What do you think?

There is an alternative to recycling – don’t generate waste that needs to be recycled, or at least decrease the amount of waste generated. I’m a landscaper not a nurseryman, so I’m not very familiar with the type of products that the nursery industry has been introduced to recently. I’ve seen the biodegradable pots made of rice and corn, and peat pots have been around for years. I also suspect that there are reasons that I don’t see many of these pots used at the nurseries where I buy plants. I recently ran into a material called ETFE (ethylene tetraflouroethylene) that has some pretty exciting properties and applications. At some test sites where it has been used as a greenhouse film, it has had better than a 15 year lifespan. I don’t know the particulars yet, and maybe some of you have already
looked into this stuff, but if something lasts that long it has to cut down on recycling. So, what do you know about this product? Is anybody familiar with it? If so let me know.

Tom Thompson, VNLA Chair Environmental Affairs; E-mail naturalartlandscaping@yahoo.com or phone (804-674-5703)

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**VNLA – Grigg inducted to Alumni Hall of Fame**

Steve Grigg was recently inducted into the Distinguished Horticulture Department Alumni Hall of Fame

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**VA Tech CALS Dean Alan Grant presents Steve Grigg his award with Roger Harris and Alex Niemiera, VA Tech Department of Horticulture**

After receiving an Honorable Discharge from the United States Marine Corps in 1974, Steve Grigg, a Virginia native, went back to Virginia Tech to complete his studies and graduated in 1976 with a BS degree in Horticulture. His early career in the green industry ranged from landscape design and sales at a popular retail nursery in Northern Virginia to designing a tree and shrub care program for a large regional lawn care company. His goal, however, was to start his own landscaping company. Early in 1986 he achieved that goal and founded Grigg Design, Inc. a landscape design/build company. Over the following twenty-three years he has gone from designing and selling at night and installing the jobs himself during the day to managing one of the most recognized landscape design/build firms in the Northern Virginia area.

During those years Steve has been involved in many green industry groups and efforts. He is a Licensed Tree Expert, has been a past board member of the Landscape Contractors Association of Metropolitan Washington and a participant in a Virginia Nursery and Landscape Association 5 year Strategic Planning initiative. Steve is a member of the Virginia Tech Department of Horticulture Landscape Advisory Council and in 2007 was nominated by the Dean of the Virginia Tech College of Agriculture and Life Sciences to be a founding member of the Colleges' Leadership Council.

In addition, in 2009 Steve started a 2 year term on the Board of Directors of the Virginia Nursery and Landscape Association. He is the chair of the Education Committee. Steve is hoping his involvement here and with the Department of Horticulture and the Colleges' Leadership Council will give him a vehicle to start an initiative to educate the general public on the value of the agriculture and green industry in Virginia environmentally, as a science research among other things ways to reduce spending and power usage to heat and cool homes by strategic landscape planning and as a strong economic impact for the state. One of the goals of this education initiative is to make the Virginia Tech College of Agriculture and Life Sciences attractive to young people making decisions about colleges and careers.

Grigg Design has provided past summer employment for horticulture and landscape architecture student from Virginia Tech and provided an internship for a Department of Horticulture student for two years. Steve is also adamant about preparing students in the Horticulture field who want to have their own business for the realities of what you need to know beyond your field of study. To that end he is a frequent guest lecturer for the Virginia Tech Department of Horticulture with his focus on teaching some of the basics of starting and running a business in general but specifically as they relate to the landscape industry.

Over the years Steve has received numerous Keep Virginia Beautiful Landscape Excellence Awards for specific projects and designs citations and recognition for his involvement in city and school Arbor Day activities, landscape related donations to local area school fund raisers and fire department and a local area "Turn Off the Violence" program aimed at multi – racial and multi-national youth gathered together to plant annuals. He was also asked to speak to a group of Fairfax County Head Start teachers on how to introduce the values and rewards of horticulture and landscaping to young students.

Steve has also published an article in a state trade magazine and has been quoted in a national trade magazine as well as being a guest on a local cable television show explaining the process of developing creative landscape designs and projects.

Darren DeStefano was also recently inducted into the Distinguished Horticulture Department Alumni Hall of Fame in the recent graduate category. Darren graduated from VT with a BS in Horticulture in 2000. In 2001 he conducted research at Wageningen University in the Netherlands working on a project to reduce the incidence of seed-borne diseases. His work on the methodology and technology to coat seeds with aspirin has resulted in the development of the commercially venture. In 2004 Darren earned a MS degree from the University of Maryland in their Plant Science Department working on the bacterial leaf scorch disease of oaks. Darren works as an administrator with the General Services Administration and supervises all Horticultural activities for the federal buildings in Washington DC.

**Provided by Dr. Roger Harris, Interim Head, VA Tech Department of Horticulture**

**Edited by Sandy Miller**
News – Virginia’s 2007 Green Industry Survey Results

[Note these are the actual totals from the surveys that were returned to NASS. The Virginia Nursery and Landscape Association is contributing funding along with other green industry groups to have this information extrapolated out to the total economic impact to the Commonwealth of Virginia being done by the Virginia Tech Ag Econ Department, which will show a value much larger than the $1.2 billion listed here. There will also be more specific details for each green industry segment listed below in the complete report that will be provided by NASS as well as the total economic impact analysis that will be available later this year. This is just a general summary.]

The economic survey and statistical profile conducted by U.S. Department of Agriculture's National Agricultural Statistics Service (NASS), Virginia Field Office (VA FO) in 2007, provides an indication of the economic contribution of nursery and landscape activities. The survey is the second comprehensive study of the entire Green Industry.

Here are a few highlights from the statistical profile:

Gross receipts $1.20 billion in 2007 up 5 percent from 2002

* Plant sales and Wholesale/Re-wholesale Distribution accounted for 33%
* Landscape Installation (exclude hardscape) accounted for 18%
* Ground Maintenance accounted for 13%
* Landscape (maintenance only) accounted for 11%
* Landscape Installation (hardscape only) accounted for 8%
* Design or Architectural Services accounted for 4%
* Arboriculture and Christmas Trees accounted for 4%

* Other categories accounted for 9%

Woody plants topped product sales
* Woody plants 57%
* Annuals 20%
* Herbaceous Perennials 11%
* Other products (includes aquatic plants and Christmas trees) 9%
* Specialty Greenhouse Crops 3%
Total expenses $1.02 billion in 2007 up 10 percent from 2002
Virginia growers reported 27,460 production acres, and 20.9 million square feet of covered space.

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

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

We thank all those who participated and contributed to this very informative...
statistical and economic profile.
Find agricultural statistics for your county, State, and the Nation at
www.nass.usda.gov

Cooperating with Virginia Department of Agriculture and Consumer Services

Contact: Herman Ellison, Director;
National Agricultural Statistics Service
NASS Virginia Field Office, Richmond
(804) 771-2493
Ag Statistics Hotline: (800) 727-9540 •
www.nass.usda.gov

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News – Nor’easter
Damages Overwinter Houses

February 6, 2010 – Hermitage Farms Nursery, Franktown, on the Eastern Shore, reported that the National Weather Service reported sustained winds 40-50 with gusts up to upper 50’s to low 60’s from 2:45a.m. to 4:00 a.m. at the little airport in Melfa which is 10 + miles ‘as the crow flies’ up the road.

A neighbor of the nursery said the small airport very close to us in Birdsnest lost its wind measuring equipment around midnight Friday night and it clocked the time and wind speed at 59 mph. We had 40+ mph sustained winds from 9:45 Fri night to 7:30 Sat morning.

30 of the 74 houses lost plastic and I would say that at least 10 houses suffered structural damage.

Stuart Burnley, Hermitage Farms Nursery, hermfar@verizon.net

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News - Young Farmers
Take Home National Honor

[Editor’s Note: Scott Sink is working with the Virginia Green Industry Council to convert the 2007 NASS Green Industry Survey to the total economic impact of the green industry to the Commonwealth of Virginia.]

Scott and Mendy Sink of Blacksburg were named winners of this year’s American Farm Bureau Federation Young Farmer & Rancher Excellence in Agriculture Award.

The award recognizes young Farm Bureau members who do not derive the majority of their income from an agricultural operation but who actively contribute to and grow through their involvement in agriculture, leadership roles and participation in Farm Bureau.

The Sinks operate SES Agricultural Enterprises, which focuses on beef cattle, hay, agritourism and agricultural services. They also operate The Snow Barn, a concession service benefiting Virginia Tech, Radford University and the surrounding communities, and operate Hethwood Market, which sells fresh produce and other Virginia products.

The couple also are partners in Little River Produce which raises sweet corn, pumpkins and other seasonal items.

Mendy Sink is a property manager and .marketing director for an apartment community. Scott Sink is an instructor in Virginia Tech's Agriculture and Applied Economics Department. He also is president of the Franklin County Farm Bureau and immediate past chairman of the Virginia Farm Bureau Federation Young Farmers Committee.

As Excellence in Agriculture Award winners, they were given the keys to a 2010 Dodge Ram 1500 truck and received a paid registration to the 2010 AFBF YF&R Leadership Conference in February.

"We are definitely in shock right now," Scott Sink said after winning the award. "To me, this award recognizes Virginia Farm Bureau's Young Farmers Committee and all the young farmers in Virginia and their commitment to growing the program."

Mendy Sink added, "We couldn't have done it without all the people who have supported us."

VFBF Young Farmer Program winners from the 2009 state convention competed in AFBF Young Farmer & Rancher recognition programs during the convention.

Jennifer Belcher of Bland County, who won the 2009 VFBF Discussion Meet, made it into the Sweet 16, round of the AFBF Discussion Meet. Steve and Jordan Berryman of Surry County, winners of the 2009 VFBF Young Farmer Achievement Award, competed for the AFBF equivalent of that honor.

VFBF recognized for programs

Virginia Farm Bureau Federation received five of a possible five AFBF Awards of Excellence, which recognize state Farm Bureaus that excel in the areas of agriculture education and promotion; leadership development; member services; policy implementation; and public relations and information.

In addition, VFBF received an AFBF Residents Award for work in public relations and information. Virginia's was one of only 17 state Farm Bureaus that earned a President's Award.

- reprinted with permission from the “Virginia Farm Bureau News”, March 2010, Kathy Dixon and Sara Owens, Staff Writers/Photographers
News - Fertilizer Sales Decline On Farms and In General

State data for the 2008-2009 fiscal year indicates less fertilizer was sold for use on Virginia farms and in Virginia in general.

The Virginia Department of Agriculture and Consumer Services' Office of Product and Industry Standards reports that 692,033 tons of fertilizer products were reported sold between July 1, 2008, and June 30, 2009. That's 110,290 tons or 16 percent less than products sold between July 1, 2007 and June 30, 2008.

Farm use tonnage for 2008-2009 was 402,402 tons, 22 percent less than in the previous fiscal year. Non-farm use tonnage was 284,631, or 6 percent less than in the previous fiscal year.

The top 10 localities for fertilizer sales in 2008-2009 were King William County (42,493 tons), Caroline County (28,883 tons), Rockingham County (22,988 tons), Fairfax County (22,574 tons), Accomack County (22,164 tons), Essex County (21,095 tons), Southampton County (17,322 tons), Dinwiddie County (15,839 tons), the city of Suffolk (14,805 tons) and Sussex County (14,361 tons).

Rockingham and Southampton are among the 10 Virginia counties with the most farm acreage. Rockingham and Accomack are among the 10 Virginia counties with the most farm income.

- reprinted with permission from the “Virginia Farm Bureau News”, March 2010, Kathy Dixon and Sara Owens, Staff Writers/Photographers
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
Winner of the March/April 2010 Photo Contest

Water Lilly

Photo Winner: Dwyane Jones
Superintendent of Parks & Horticulture
Waynesboro, VA

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

VNLA Field Day and Summer Tour

September 8-9, 2010
Virginia Beach/Norfolk Area

Field Day, Wednesday, September 8: Hampton Roads Agriculture Research and Extension Center

Summer Tour, Thursday, September 9, Behind the Scenes tours of the Norfolk Botanical Garden and the Norfolk Zoo.

Mark your calendar now!

VNLA - Photo Contest Rules & Winner

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

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

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

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

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

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

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

Judging done by the VNLA Communication Committee. All decisions are final.
important position. I thank Matt for being the perfect individual to take on this important role in our state's future prosperity. I want an aggressive, experienced leader to head up the Virginia Department of Agriculture and Consumer Services. It is a crucial agency to help create jobs and more opportunities for our agricultural and forestry producers.

Matt Lohr remarked, "I'm deeply honored to be joining the McDonnell administration as Commissioner of the Department of Agriculture and Consumer Services. I have been passionate about agriculture my entire life and have enjoyed being an advocate for it, whether it's through my work on the family farm or from my seat in the House of Delegates. I look forward to continuing those efforts as Commissioner, and I'm very excited about working with Governor McDonnell and Secretary Haymore to support their efforts to promote agriculture, the state's leading industry."

About Matt Lohr
Matt Lohr is currently serving in his third term in the Virginia House of Delegates. Matt was first elected in November 2005 to represent the 26th District. His district includes the City of Harrisonburg and northern portions of Rockingham County. He serves on three House Committees: Agriculture, Chesapeake, and Natural Resources, Finance, and Counties, Cities, and Towns.

Matt Lohr is a life-long resident of Rockingham County. He was born and raised on a designated "Century Farm," meaning the land has been in his family for over 100 years. Matt graduated from Broadway High School where he was very active in the FFA organization. In 1990, Matt served as the state FFA president and in 1991 was national FFA vice president. During his years of service, he deferred college and traveled the country representing the 400,000 members nationwide.

After graduating from Virginia Tech in 1995 with a degree in agricultural education, he returned back to his roots. Matt, along with his wife Andrea, joined his family's farming operation and immediately got involved in serving his community. In 1996, his family won the Harrisonburg-Rockingham County Farm Stewardship Award.

Matt also spent two years teaching Agricultural Science in Shenandoah County and Andrea spent four years teaching Agricultural Science in Rockingham County. In May of 2005, Andrea graduated from JMU with a master's degree in school counseling.

Throughout the years, Matt has worked diligently to serve others and make his community a better place. He served as president of the Broadway-Timberville Ruritan Club, served as president of the Rockingham County Farm Bureau twice, chaired the Rockingham County Planning Commission, and most recently chaired the Rockingham County School Board. Matt and his family are also active members and leaders at Harrisonburg Baptist Church.

Matt and Andrea have two children: Caroline Belle, born in 2001 and Carson Jacob, who was born in 2005.

About the Virginia Department of Agriculture and Consumer Services
The Virginia Department of Agriculture and Consumer Services is responsible for over 60 laws and more than 70 regulations relating to consumer protection and the promotion of agriculture. It is part of the Agriculture and Forestry Secretariat and organized into four units, the Commissioner's Office, Division of Animal and Food Industry Services (AFIS), Division of Consumer Protection, and Division of Marketing.
Delegate James M. “Jim” Shuler has been named the Distinguished Friend of Virginia Agribusiness for 2010 by the Virginia Agribusiness Council. The award was presented January 14 at the Agribusiness Council’s Annual Appreciation Banquet at the Arthur Ashe Athletic Center in Richmond.

Dr. Shuler, a retired veterinarian, was first elected to the Virginia House of Delegates in 1993. He represents the 12th District which includes the City of Blacksburg and the Counties of Alleghany, Bath and Craig. He currently serves on the House Agriculture, Chesapeake & Natural Resources, Education, and Militia, Police & Public Safety Committees.

In presenting the award, Matt Faulconer, chairman of the board of the Council, said, “From the day he took his seat in Richmond, his rural roots and perspective as a farm boy and veterinarian have given him a unique and invaluable perspective on issues that impact farmers, foresters and agribusinesses. As one of our board members said of him, ‘Jim not only understands agricultural issues, he has been down every cow path in his district.’"

Faulconer noted that Dr. Shuler was born and raised on farm in Page County before earning a degree in animal husbandry at Virginia Tech and his DVM at the University of Georgia College of Veterinary Medicine. Before retiring from full-time practice in 1995, Dr. Shuler owned Companion Animal Clinic in Blacksburg for 25 years.

“As you would expect, our Council members consider Jim the ‘go to guy’ on animal health and livestock issues,” said Donna Pugh Johnson, Council president. “From protecting the rights of private property owners to repeal of the death tax to renewable energy and environmental practices, Jim’s voting record on issues of importance to the Council and its members has averaged an astounding 95 percent over the past five years.”

Since its inception in 1978, the Dis-
toungiished Friend of Agribusiness Award has been presented twenty-eight times to a Member of Congress, a State Legislator, Governor or other influential public official.

Nearly 1,000 persons including Virginia Governor-elect Bob McDonnell, members of the Virginia State Senate and House of Delegates, members of the Governor’s cabinet and other government officials joined Agribusiness Council members and industry representatives at the Agribusiness Appreciation Banquet. Attendees enjoyed “Virginia’s Finest” foods and beverages at this annual event.

Based in Richmond, the Virginia Agribusiness Council is a non-profit organization that represents agricultural and forest product producers, suppliers and marketers and commodity associations from throughout the Commonwealth. It’s mission to represent its members with a unified voice and help promote and sustain a thriving agribusiness in Virginia for future generations. For more information, please visit www.va-agribusiness.org.

Contact: Donna Pugh Johnson, 804-643-3555 (donna.agribusiness@att.net)

News - Seward Receives Award From Virginia Agribusiness Council

Roy E. Seward, a 42-year state employee, was recognized by the Virginia Agribusiness Council as their 2010 Special Recognition award recipient. Donna Pugh Johnson, Council President, presented Seward with his award during the March 25 meeting of the Board of Agriculture and Consumer Services, and was joined by Board of Agriculture and Consumer Services and agency staff in recognizing his history of dedicated service to the Commonwealth and the agribusiness industry.

Seward is currently the Director of the Office of Policy, Planning, and Research at the Virginia Department of Agriculture and Consumer Services (VDACS), a role he has held since 1996. After growing up on a hog and peanut farm in Surry County, Seward pursued a degree from the University of Virginia, joined the Virginia Air National Guard, and then sought employment at VDACS. He began his career at the agency in 1968, when soon after graduating from college he accepted a job to "inform the public about all things agriculture."

After a seven year stint at the Virginia Soil and Water Conservation Commission, Seward returned to VDACS in 1977, joining the staff of then-VDACS Commissioner Mason Carbaugh as executive assistant a year later. In 1992, he moved from the Commissioner's staff to the Department of Policy, Planning, and Research, where in his position he has provided legislative and regulatory information to the Department for the past 18 years. In addition to the other duties of his job, Seward was elected Secretary of the Board of Agriculture and Consumer Services in 1988, a post he currently holds. During his 35 years of employment at VDACS, Seward has worked during the administrations of twelve governors and soon, six Commissioners of Agriculture and Consumer Services. Council President Donna Pugh Johnson remarked during her presentation, "We are happy to recognize Roy E. Seward today for his outstanding service at a place that is so central to his service. Many of you, like myself, turn to Roy as a source of knowledge, expertise, and a valuable historical perspective on a frequent basis." She went on to comment, "His commitment to the Commonwealth, to VDACS, and to the industry of agriculture is clear, as is the stamp he has made upon this agency. It is my pleasure to present Roy E. Seward with our 2010 Special Recognition Award."

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

Contact: Katie K. Frazier, (804) 643-3555, (katie.agribusinessatt.net)

News – Eastern Shore Nursery of VA Receives 2009 Ground Water Award

Keller, VA: Because of outstanding work in practicing water conservation, water pollution prevention and educational outreach, Eastern Shore Nursery of Virginia and its co-owner, Robin Rinaca, have won the 2009 Ground Water Award from the Virginia Eastern Shore Regional Ground Water Commission.

The award is presented to individuals and groups on the Eastern Shore of Virginia who employ water conservation techniques, practice recharge area and aquifer protection and preservation, employ recycling and reuse techniques for stormwater and wastewater, prevent pollution and also serve as public educators who
Regularly perform community outreach.

Eastern Shore Nursery of Virginia was established in 1966 in Keller, Virginia and is owned and operated by husband and wife team Robin Rinaca and Nick Covatta, along with partner Mark Hopkins. The wholesale nursery grows more than 400 varieties of trees and shrubs for garden centers, re-wholesalers and landscapers from North Carolina to Illinois to Maine. The award was presented on Jan. 19, 2010.

“Ms. Rinaca and Eastern Shore Nursery have distinguished themselves in all focal areas required of this award,” said Curtis Smith, regional planner for the Accomack-Northampton Planning District Commission. “The nursery initiated container production as early as 1982 as part of an overall policy of water conservation and pollution prevention.”

The company has made a decades-long voluntary commitment to improving environmental practices. In the process, land areas were re-engineered employing state-of-the-art water conservation, recycling, and pollution prevention practices. Eastern Shore Nursery is among the first nurseries in the state to develop a Nutrient Management Plan to insure they do not have excess fertilizer that could pollute the Chesapeake Bay. Rinaca has also been very dedicated to industry, education and community outreach activities.

“Ms. Rinaca has served as President and a Board member of the Eastern Shore Nurserymen’s Association, President of the Virginia Landscape and Nursery Association and currently is a member of the Virginia Pesticide Board,” Smith said. “She has also served on the Board of Governors of the American Nursery and Landscape Association. The nursery

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Who Cares That We’ve Kept Our Name Growing For Over 45 Years?

Maybe you should care. Chances are, you can think of many businesses that have come and gone over the past four decades. We’ve been here through it all—putting down strong roots and branching out to provide our customers with quality plants year after year. And cultivating the expertise that can help your bottom line grow today and tomorrow.

Call Eastern Shore Nursery of Virginia and order plants from a company with a long history of excellence.

Keller, Virginia • 1-800-323-3008 • www.esnursery.com
has assisted and taught children about conservation, nursery and agriculture at 12 Farm Tour Days in Accomack County. Approximately 600 to 700 children, teachers and chaperones attend the event each year. She and the company are more than deserving of this award.”

For more information, or to interview Robin Rinaca, Nick Covatta or staff at the Accomack-Northampton Planning District Commission, contact Scott McCaskey at Goldman & Associates Public Relations at 757-625-2518 or at: scott@goldmanandassociates.com.

Established in 1966 and based in Keller, Va., Eastern Shore Nursery of Virginia is a wholesale nursery providing high quality, container-grown trees and shrubs to garden centers, re-wholesalers and landscapers from North Carolina to Illinois to Maine. The company sells more than 200 varieties of fruit trees, berries and nuts under its Hollybrook Orchards® brand.


Edy’s Ice Cream and the Fruit Tree Planting Foundation are greening up America by teaming up to plant 25 fruit tree orchards across the United States. The Nimmo Community Garden in Virginia Beach, VA has been chosen as one of the candidates to receive a fruit tree orchard. On March, 15, 2010, America will vote on the most deserving locations in the U.S. to receive this green gift of one of our most precious resources, trees! Together we are making America green again for our children, grandchildren and future generations to come.

The Nimmo Community Garden was created in 2009 by a group of devoted volunteers and serves the community by donating our harvest to feed the hungry in Hampton Roads, VA. We provide education, therapy, fellowship and discipleship through service learning at the garden. Please help us to green up Virginia and provide fruit for generations to come. Visit www.communitystakeroot.com starting on March 15, 2010 and vote for Nimmo Community Garden everyday. Thanks for your vote in Virginia Beach, VA

Additional info on the garden is on page 30 of the Jul/Aug 2009 VNLA Newsletter

- Audrey Hodges, Daisyhead, Daisyhead@cox.net

Okay, we all have the request for low maintenance, colorful landscapes that will accentuate our outdoor spaces. The next time this request crosses your client’s lips, ask them how they feel about fragrance in their gardens? Don’t just quest to find that balance of low maintenance shrubs and trees that will provide around the calendar color, add another sense (or ‘Scents!’) to your designs.

There are many different plants that can touch the hearts and souls of your clients and make you a ‘stand out’ designer. Find the areas in their landscape where there will be time for pause. It could be the entry, patio, outside a bedroom window, or even along a woodland path. These are the spots to add something that will inspire a stop to ‘smell the roses’. In reality, though, there’s a lot going on with that simple act. From your nose to various parts of your brain, complicated neural messages travel. They are triggering memories you might otherwise not recall. This is just one form of magic a garden may bring us. And who doesn’t need a bit of magic, especially nowadays?
A few suggestions for fragrance throughout the season: Viburnum, Daphne, Daffodils, Lilac, Peony, Rosemary, Lavender, Select Hostas and Daylilies, Fall Blooming Camellias, Gardenia, Sarcococca, Clethra, Osmanthus, and Roses.

There are actually many more fragrant plants to choose from than I can mention in this short tip, so if you have a special situation and need a suggestion for something fragrant—please send an email and I would be delighted to suggest a plant that will perform!

eve@creativelandscapedesign.com

Article By: Eve Willis, is the owner of Eve’s Creative Landscape Design, LLC. Eve is a Certified Landscape Designer and a Certified Horticulturist. Eve’s Creative Landscape Design, LLC is the exclusive Landscape Designer for the Great Big Greenhouse and Nursery. Please visit www.creativelandscapedesign.com

Edgeworthia chrysantha - "Paper-bush" is the common name - is a deciduous suckering shrub, native to China. It usually maxes out around 4’ to 5’ tall and as wide. The large, matte bluish-green leaves resemble those of Magnolia virginia in shape and are also a bit silvery on the underside. But that’s not what we’re here for…
Furry, silvery flower clusters dangle like earrings from the cinnamon stems throughout the winter, getting larger by the month.

Then by March, they open up, all golden and waxy, emitting a light, sweet fragrance on sun-warmed days.

Blooms at Pine Knot a few Springs ago...(photo: H. Scoggins)

Edgeworthia is ideal for deciduous woodland gardens. Hellebore specialists Dick and Judith Tyler of Pine Knot Farms (Clarksville, Virginia), situate theirs among drifts of spring bulbs and, of course, Hellebores. It's a soul-stirring sight in March. Maintenance is minimal. Their naturally-branching architecture is nice and they bloom on old wood (the buds form in the fall). They do sucker a bit (you can see them in the center of the first photo) but those sprouts can easily be trimmed out. If you’re interested in propagating a few, terminal cuttings of the suckers actually root the easiest, according to plantsman extraordinaire Paul James of Boones Mill.

I believe the hardiness of Edgeworthia may be underestimated, especially if you go to a little effort to select the right microclimate. Dr. Dirr lists it as Zone 7 to 8(9). Having enjoyed them in more southerly climes such as Georgia and during my doctoral work at NC State, Raleigh, Zone 7b, I found Edgeworthia was little-known by most gardeners here in the New River Valley (solid Zone 6, allegedly 6a). We ordered some in for our Garden and Hort Club’s 2006 plant sale held in late April – despite my pleading and mark-downs, they didn’t generate much interest from shoppers as they were out of flower. We planted the left-overs in a fairly protected position on the North side of our garden pavilion, and they’re thriving. Snow was heaped up around the base throughout January and February and we’ve gotten well into the single digits complete with howling winds a few times. Despite this rotten winter, they look better than ever and are just opening as I write this (March 19). Sunshine on a stick!

Dr. Holly L. Scoggins Associate Professor and Director, Hahn Horticulture Garden at Virginia Tech

Edgeworthia at the Beautiful Gardens test site at the Claytor Nature Study Center in Bedford on March 23

VNLA – Beautiful Garden Updates

Spring 2010 is upon us. Out of all that snow, that slowed down the start of the retail season, has come green grass and a hoped-for renewed demand and interest in yards, gardens and our Beautiful Gardens Plants of Distinction for 2010.

Initial visits to the participating garden centers for 2010 were made in late February and early March. Beautiful Gardens marketing staff, me, is now contacting and visiting each garden center with point of sale marketing materials that include: the 2010 poster; banners; brochures; 6”x 8” weather-proof ‘BG identification cards’ and BG stickers for the pots. Each garden center is asked to place information about their participation in Beautiful Gardens on their web site and in their newsletters. They are also asked to put up a display of Beautiful Garden plants in a high traffic area of the garden center. I will participate in a number of garden center ‘open houses’ as we progress through the spring with a Beautiful Gardens exhibit or presentation. This has proven to be a very effective method of getting the consumers interested in our program and plants.

Participating growers have been provided with a list of participating garden centers (VA only for now) and each garden center buyer has a list of participating growers. Each must be or become a member of VNLA.

We have dropped the tags for 2010 and gone to a generic sticker for the pots. This sticker is provided at no cost to growers and the garden centers for placing on the pots of Beautiful Gardens Plants of Distinction. Contact Rick Baker at rick.baker@vdacs.virginia.gov if you do not have or need more stickers or POS materials.

I will be revisiting all the garden centers during the spring to keep them informed, enthusiastic and selling Beautiful Gardens plants.

From Rick Baker
Clarence Kipps is co-founder of Kipps Nursery located in Elkwood, Virginia. Their nursery is a wholesale nursery. The nursery was founded in 2003 when Clarence met John Farley, Sr. and offered him an opportunity to manage his farm in Elkwood, Virginia. It was with his background in the nursery and landscape industry that we evolved from farming to becoming a grower. With John as the co-founder in 2003, the hay, corn and oat fields were replaced with row after row of trees. In 2009 with fields of trees growing, John’s son, Johnny joined the team. John’s background in the green industry was primarily focused on irrigation design and landscape architecture prior to his coming on board.

The nursery is now comprised of 2 farms, over 700 acres of managed land. John Sr. manages all of the Nursery operation, while Johnny manages sales and marketing. Clarence says that their market niche is Large Caliber B&B trees and he believes in growing quality plants.

Clarence was originally a practicing lawyer at Miller and Chevalier. He had practiced law there from 1953 till 2003 when he retired. While practicing law, Clarence was Chair of the Federal Circuit Bar Association, Chair of the Federal Circuit Court Advisory council and Chair of the Us Court of Federal Claims Advisory Council. He was also co-author of the book “Living with Tina” (Truth in Negotiations Act).

Clarence attended Falls Church High School where he graduated in 1946. After High School, he attended American University where he received a Bachelor degree in 1951. He then attended George Washington University and completed his law degree.

Clarence’s favorite plant is the ‘Forest Pansy’ Redbud. His favorite color is purple. He loves to go hunting and fishing and also to play golf. He says that both his best habit and worst habit is that he is a Workaholic. The favorite part of his day is having his first cup of coffee while looking out over the nursery. Clarence’s hardest part of the day is deciding when to “call it a day.”

A favorite quote for Clarence is “Every hour before noon is worth two after.” His helpful hint when handling employees is to be “patient during a crisis.” Clarence feels that you should put just as much in not more effort into marketing than production when you are starting a business. Kipps nursery joined the VNLA because “it was an organization that could provide us with up to date news and changes in the industry.”

Edited by Sandy Miller.
welcomes to their sales team,

DALE SAUNDERS

Richard “Dale” Saunders was born in Portsmouth, VA (we won’t mention when) and currently resides in Virginia Beach, VA. He is married to Katherine Saunders and has four children: Ashley & Dustin, 28; Emily, 25; and Kaelan, 11.

Dale’s first job as an early teen was working for his uncle, Junie Lancaster, at Coleman Nursery. After high school and a tour in the Naval Reserve, Dale returned to the industry and has worked for over forty years in almost every facet of the business helping to build a large regional nursery in Virginia. Working in sales, Dale has built a customer base that covers many nurseries, garden centers, landscapers, and distribution yards in the mid-atlantic and northeast.

Joining the team at Bennett’s Creek Nursery is like a homecoming for Dale. He is back working at a business started by his Uncle Junie. Dale’s experience in the Green Industry brings a vast knowledge of sales and service to the Bennett’s Creek Nursery team. We welcome Dale to our team and look forward to welcoming his customers as well.
Our plants are featured based on the characteristics for which they are most appreciated. You will find the main feature of each plant listed on the top right corner of its tag.

**Little Richard Abelia**

*Abelia x grandiflora ‘Little Richard’*

Compact evergreen shrub with white bell shaped flowers on arching branches in summer.

**Bloom Time:** Summer to Fall  
**Height:** 3-4’h  
**Zone:** 6  
**Spread:** 3-4’w

Our plants are featured based on the characteristics for which they are most appreciated. You will find the main feature of each plant listed on the top right corner of its tag.

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News - Park Seed/Jackson & Perkins Restructuring

On Friday, April 2, 2010, the Geo. W. Park Seed Company, Inc. Park Seed Wholesale Company, and the Jackson & Perkins Company voluntarily filed to reorganize under Chapter 11 of the Bankruptcy Code in U.S. Bankruptcy Court in the District of South Carolina. Customers should not be affected by the filing. Park Seed/J&Ps Greenwood, SC, business office, Garden Center, Call Center, and websites are open and functioning normally. Shipping and receiving areas are continuing their daily operations, delivering products to gardeners around the country as their hardiness zones open for the Spring.

According to a company spokesperson, the horticulture industry is challenging and highly seasonal in the best of times. As the general economic situation declined starting in 2008, demand for luxury, non-essential purchases dropped sharply. All of our brands experienced significant decreases in sales for core products, including roses, perennials, and garden-inspired gifts. This created cash-flow issues that worsened with each passing season. Despite deep cost-cutting and numerous attempts to execute supplier payment programs on our own, we simply could not meet our short- and long-term operating cash requirements. Seeking court protection and restructuring is clearly our best option for returning to a position where we can focus on delighting our customers and resuming sound relationships with our supply chain partners.

The companies are currently functioning as a debtor in possession, under the leadership of a court-appointed Trustee. The companies have 120 days following the filing to prepare a plan that contains a new capital structure for the company and that treats all creditors equitably. The Park Seed Company/Jackson and Perkins management team is confident that this experience will ultimately strengthen the business and lead to long-term success.

The Geo. W. Park Seed Company, Inc. (ParkSeed.com) has been providing innovative, top-quality gardening products to generations of American gardeners since 1868.

Founded in 1872, Jackson & Perkins is America’s premier name in roses and garden-inspired gifts (JacksonPerkins.com).

Park Seed Wholesale has everything needed to run a small to medium-sized greenhouse, nursery, or growing operation. Since 1870, Park Seed Wholesale (ParkSeedWholesale.com) has been known for delivering world-class products with down home, friendly service.

Contact: Claire F. Kuhl
Park Seed Company, 1 Parkton Avenue
Greenwood, SC 29647-0001
864.941.4207 ckuhl@parkseed.com

News – VA Tech Extension

Leadership Change in Virginia Cooperative Extension

As Dr. Rick Rudd’s term as interim director and associate dean of Virginia Cooperative Extension (VCE) draws to a close, he will resume leadership as head of the Department of Agricultural and Extension Education (AEE) on April 10 when Dr. Howard Ladewig’s term as interim head of AEE ends. During the past year, Rick initiated the strategic planning effort for VCE and mapped out the strategy for collecting statewide input from stakeholders and Virginians to ensure we receive broad feedback. Rick has expertly guided the process to its current critical juncture of feedback evaluation, and I have asked him to complete the development of the strategic plan for Extension. I am grateful to Rick for the outstanding leadership he has provided to VCE over the past year and particularly to the Extension strategic planning effort. I am also grateful to Dr. Howard Ladewig for his leadership while serving this past year as the interim head of the Department of Agricultural and Extension Education.

Effective April 10, I will assume leadership of VCE until a permanent replacement for the Extension Director position is found. In the transition period, I will work with Extension leadership on aligning responsibilities.

Transition for VCE

I am sharing more information on the milestones that lie ahead for the organization and to address some operational matters. These steps are laying the basis for Extension’s future and, once in place, strongly position the organization to sustained excellence in the future.

National Searches for Leadership Positions

I will initiate a national search for the associate dean and director of Virginia Cooperative Extension soon and anticipate that the position will be filled by the end of the calendar year. The search for the associate director for agriculture and natural resources (ANR) is well underway, and Dr. Brian Calhoun, who chairs the ANR state program leader search, has informed me that three candidates are slated for in-person interviews starting the week of March 29. The finalists will give presentations to our VCE community and stakeholders at a Blacksburg and Petersburg location.

Strategic Planning

Dr. Rick Rudd will continue to provide leadership for the VCE strategic planning effort. The strategic plan for Extension is critical to VCE and the college as a whole, as it sets the direction for how Extension will continue to address Virginians’ needs through its community-based educa-
tional programs in the future. I look forward to the strategic plan for VCE by late summer.

Restructuring
I have charged the VCE leadership team to provide a white paper outlining options and restructuring plans they have considered. Once I have received the white paper, I will appoint a task force representative of our Extension system. The task force will provide an objective perspective of the options proposed, shape the restructuring plan, and will provide a vetting process with key external stakeholders. Once vetted, the task force will finalize our restructuring plan for implementation. I expect the final plan to be completed by late summer.

Meetings and Reporting Lines
We are ensuring that day-to-day operations and programming as well as broader strategic issues for VCE continue to be addressed on an ongoing basis through open lines of communication.

The associate directors will be meeting on a weekly basis to address VCE programmatic and operational needs. Additionally, we will ensure that the coordination of our central efforts with the field remains strong. To this end, Dr. Ray Ali will resume his regular meetings with the district directors to coordinate operations. Associate and district directors will also continue to meet on a monthly basis as the VCE leadership team has done in the past. I will be aware of all meeting agendas and join meetings as necessary and as my schedule permits.

The current leadership structure and reporting lines remain intact and strong within VCE. For our colleagues in the field, please continue to work with your district directors on any pertinent issues that arise and are beyond your scope of influence. Specialists will continue to work through their respective AREC or department leadership lines.

I understand the difficulty that change and uncertainty bring about for all of us. Nevertheless, I am asking you to continue your excellent work, as each and every one of you positively impacts communities and citizens across the state on a daily basis. We will prevail through the current challenges, and I will continue to keep you abreast of any new developments.

Alan Grant; Dean, College of Agriculture and Life Sciences; Director, Virginia Cooperative Extension

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News - Alternative Workforce

A group of proud and valuable members of the workforce exists within our community. The individuals in this group are always on time for work, exceed the expectations for quality service and genuinely enjoy the opportunity to be part of a team. The group is called an Enclave. Each Enclave consists of a staff member, who is provided by the Colonial Services Board, and four or more individuals with disabilities.

The Enclave is part of a unique relationship. The first priority in this relationship is to help people with disabilities create full and meaningful lives of their own choosing. Jobs in the community are matched with the individual’s skills, and then his or her work performance is evaluated and then recognized for their outstanding contributions.

The relationship begins with a need. Through the grounds maintenance contract that Cooke’s Gardens has with Sentara Williamsburg Regional Medical Center, the need was to provide daily policing of trash on Sentara’s campus. Cooke’s Gardens called on Colonial Services Board to join the team. CSB staff evaluated the details of the work and matched the skill sets of eight individuals. Four individuals provide the daily service and rotate with additional individuals for flexible scheduling.

The U.S. Equal Employment Opportunity Commission reports an estimated 2.5 million people in the United States have an intellectual disability—approximately 1% of the United States population. Estimates also indicate that only 31% of individuals with intellectual disabilities are employed, although many more want to work.

Cooke’s Gardens believes that empowering people with intellectual disabilities enriches their own lives through our landscaping services. This relationship results in a Win, Win, Win all around. A win for these individuals to be more independent by having a paying job and being included with the community, a win for Sentara to be a proud partner in the relationship to receive quality service and a win for Cooke’s Gardens to have a dependable alternative workforce.

Employment for individuals with intellectual disabilities can also be for a single individual as well. Cooke’s Gardens has employed one individual at the garden center for watering and caring for nursery stock.

The Colonial Services Board has excellent resources to help determine if your workplace can provide employment for individuals with intellectual disabilities. Contact the Colonial Services Board at 757-229-4119 or Charlie Martino at Cooke’s Gardens 757-220-0099

Charlie Martino 757-342-5572
charlie@cookesgardens.com

News - GardenPilot™ iPhone® App

Sprouts ‘Branded Plant Collections’ and Offers Free Download of Veggies + Herbs

GardenPilot™, powered by 10-20 Media, Inc., announces the inclusion of ‘Branded Plant Collections’ in its new iPhone app version 2.0 release. Also available on the App Store is the new Veggies and Herbs app called GardenPilot™ Lite.

Woodbine, MD, March 16, 2010 -- The GardenPilot™ iPhone app, powered by 10-20 Media, Inc., announces the release of version 2.0 that now includes ‘Branded Plant Collections’ and also announces the new Veggies and Herbs app called GardenPilot™ Lite.

This release features branded plant collections such as Proven Winners, Hort Couture, Plants That Work, All America Selection Winners, Knock Out Roses, Southern Living Collection, Easy Elegance Rose Collection, Gardener’s Confidence Collection, Anthony Tesselaar Collection, Tropi-
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Tips – iPhone TankMix Calculator

For those of you who have an iPhone (or a "clone" that will run iTunes applications), this may be of interest: http://itunes.apple.com/us/app/tankmix/id348144450?mt=8

DuPont Crop Protection has a free "app" available via iTunes that will allow you to calculate:

• product/tank,
• product/area,
• water (finished spray volume)/area, and
• %v/%v.

You can set the units you want; most common ones are available (and others may be "in the works").

DuPont calls it a "TankMix Calculator" -- but it doesn’t give tank mix information or directions. It does, however, using label directions, calculate how much of one product to
mix/use for you.
(I don't have a "fancy" phone...but someone who does -- Mike Elliot/VDACS Office of Pesticide Services -- showed me this "app"; I had enough time to "play with" it to see that it's quite handy!)

There's a link to the iTunes store on the DuPont CP home page:

http://www2.dupont.com/Production_Agriculture/en_US/cpp_us.html
That link takes you to a factsheet and a link to the iTunes store. You can find the app by searching for "Crop Protection".*

(*The factsheet on DuPont CP homepage says you can find the app by searching for the word(s) Crop Protection, DuPont, or Agriculture. However, the only key words that worked for me were "Crop Protection". DuPont = 0 hits, and Agriculture = a zillion, most not anything close to what I wanted!)

VT Pesticide Programs Home Page:
http://www.vtpp.ext.vt.edu/
Department of Entomology Home Page:
http://www.ento.vt.edu/
Virginia Cooperative Extension Home Page:
http://www.ext.vt.edu/

Patricia A. Hipkins, Assistant Coordinator / Senior Research Associate Virginia Tech Pesticide Programs, 302 Agnew Hall / Mail Code 0409, Virginia Tech, Blacksburg, VA 24061, Telephone: (540) 231-6543, phipkins@vt.edu

Obituary – In Memoriam:
Dr. John L. Creech

Originator of the Lagerstroemia fauriei series crape myrtles

Director of the U.S. National Arboretum from 1973 to 1980, Dr. John L. Creech, 89, died in Columbus, North Carolina, on August 7, 2009. Born in Woonsocket, RI, Dr. Creech graduated from the University of Rhode Island with a B.S. in Horticulture in 1941 before enlisting in the U.S. Army. During WWII, he earned a Silver Star for valor.
Captured in North Africa, he became a POW from 1943 until the war's end. With seeds and plants from the Red Cross, Dr. Creech raised vegetables in the prison camp's greenhouse to supplement the 1,500 POW's meager rations. This service earned him the Bronze Star.

After the war, he earned a master's degree in horticulture from the University of Massachusetts and a doctorate in botany from the University of Maryland.

Before becoming Arboretum director, as head of the USDA Plant Exploration office, Dr. Creech traveled to Asia and Eastern Europe bringing back ornamental species. Seeds of a rare crape myrtle, Lagerstroemia fauriei, led to the development of the crape myrtle cultivar 'Natchez.'

As Director of the National Arboretum, Dr. Creech oversaw the development of the National Herb Garden. Through personal associations, he solicited a Bicentennial gift of 52 bonsai, the nucleus of the bonsai collection, from the Nippon Bonsai Association.

After retirement, Dr. Creech volunteered at the North Carolina Arboretum and served as interim director and a member of the Board of Directors. Dr. Creech was the recipient of the prestigious American Horticultural Society Professional Award (1972) and the AHS Liberty Hyde Bailey Award (1989).

reprinted from the ARBOR FRIENDS, a publication of the Friends of the National Arboretum, Winter 2010; www.fona.org

Legislation – ANLA Updates

The recent signing into law of health care reform legislation has brought fresh attention to Washington, DC and the national reverberations of actions taken on Capitol Hill. ANLA’s legislative team continues to have a busy year pursuing new opportunities for government support of tree planting programs, reacting to a new threat to the entire industry’s supply of bark and mulch posed by a government subsidy program, and ongoing efforts to secure a stable workforce for our industry through immigration reform.

ANLA has posted four videos from ANLA executive vice-president, Bob Dolibois, and our legislative team of Craig Regelbrugge and Corey Connors, offering perspective on Health Care Reform, BCAP subsidies, Immigration Reform and the SBA’s National Tree Planting Program. Free site registration is required. Check out the updates at http://www.anla.org/knowledgecenter/collections/index.cfm?Collection_ID=54&episode_id=105

Jonathan Bardzik, Director of Marketing and Industry Relations, American Nursery & Landscape Association

American Nursery & Landscape Association
Tree Planting Bill Support Grows

Reps. Walt Minnick (D-ID), Barney Frank (D-MA), Mike McIntyre (D-NC), Mario Diaz-Balart (R-FL) and Gene Green (D-TX) are the latest members of Congress to sign on as co-sponsors of H.R.4509, the Small Business Environmental Stewardship Assistance Act. H.R.4509 would reauthorize the Small Business Administration's (SBA) National Tree Planting Program at $50 million annually between fiscal years 2011 and 2015, providing matching grant funds to plant trees around retail storefronts, rental housing units and in other public areas. Between 1991 and 1994, over 18,000 green industry firms were hired to plant more than 23 million urban and rural trees as a result of this program, which was allowed to expire when the economy improved.

Senate Majority Leader Harry Reid has signaled that the Senate Banking, Finance, and Small Business Committees are currently drafting a small business jobs creation bill for consideration in the next couple of months. ANLA is working with Senate industry champions in an effort to have the provisions of H.R. 4509 incorporated into a broader package.

Oregon, California Sue South Carolina over Quarantine Rules

On March 8, the California Association of Nurseries and Garden Centers (CANGC) and the Oregon Association of Nurseries (OAN) filed a suit in U.S. District Court in Columbia, South Carolina, seeking to overturn a South Carolina state regulation that has impeded certified plant shipments from those states to South Carolina. The case concerns rules that were imposed by South Carolina in association with the federally quarantined pathogen Phytophthora ramorum. USDA's Animal & Plant Health Inspection Service (APHIS) maintains strict requirements for inspection, diagnostic testing, and certification for P. ramorum host and associated host plants moving in interstate commerce from regulated areas, which include the states of California, Oregon and Washington.

In 2009, the South Carolina Assembly passed legislation prohibiting shipments from those states unless they comply with additional inspection, documentation and advance notice requirements which overstep the federal rules. The suit alleges that the South Carolina requirements are preempted by federal law, and the facts of the case are similar to those of a 2004 case pitting CANGC against Kentucky state plant regulators. In that case, a federal judge provided injunctive relief to CANGC, the remedy now being sought in the South Carolina case.

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In the case of a federally regulated plant pest like Phytophthora ramorum, the federal Plant Protection Act allows a state to take measures that are consistent with, but do not exceed, the federal requirements. While sometimes controversial, federal preemption helps to ensure a clear and level marketplace playing field and contributes to orderly interstate marketing of nursery and greenhouse stock. For these reasons, the American Nursery and Landscape Association fought successfully to preserve federal preemption language when Congress passed the Plant Protection Act in 2000.

In the current case, ANLA worked for several months with federal and state regulators, as well as CANGC and OAN, in an effort to broker a compromise that would avoid the cost and disruption of a court battle. Unfortunately, those efforts failed, in part because South Carolina's legislature gave the state's plant regulatory officials a very precise directive with little room for important regulatory discretion. Now, the matter will be decided by a federal judge.

**Congress Still Trying To Press Forward On Health Reform**

With two different versions of health care reform passed through each chamber of Congress in 2009, finding a compromise on legislation has proven to be difficult. The White House has stepped in, offering its own compromise language that might be considered prior to the November midterm elections. The approach is similar but not identical to the more moderate Senate-passed package.

The President's approach on an employer mandate reflects the Senate-passed bill. It provides a "mitigator" to the employer responsibility policy for employers with 50 or more workers by subtracting out the first 30 workers from the payment calculation. The President's proposal would also increase to $2,000 the applicable payment amount for firms with more than 50 employees that do not offer coverage. In addition, the President's proposal eliminates the assessment for workers in a waiting period, but maintains the Senate's 90-day limit on the length of any waiting period beginning in 2014.

The fate of this compromise bill remains uncertain. A February 25 "bipartisan summit" failed to achieve much. Sen. Scott Brown's victory in Massachusetts gave the Republicans a 41st vote, allowing them to filibuster any Democratic proposals. There is growing consensus that any health care package would be considered through the budget reconciliation process which requires only a simple majority of 51 votes. Use of the reconciliation process would have the effect of limiting the scope of the bill, as every provision that spent money would theoretically have to have some kind of revenue offset in order to balance the proposed budget. This could mean an increase in taxes related to the expansion of health care coverage in order to achieve a more robust proposal.

**H-2A Rules-Bad to Worse**

Julius Caesar was warned to "beware the Ides of March," and so too should users of the H-2A temporary and seasonal worker program, who are bracing for new Labor Department rule set to take effect March 15. The rules reverse efforts by the Bush Administration to streamline and simplify the process for using the program, and will increase recruiting, transportation, wage, and other costs. ANLA is participating in a thorough legal review of the rule, and has prepared a very brief summary that can be viewed at www.ANLA.org under Government Relations.

**E-Verify Flaws Spotlighted Even As Amendments Threaten**

Even as a group of Republican Senators threaten to offer amendments on upcoming jobs and spending bills to expand and mandate the E-Verify program, an independent study has highlighted the program's biggest weakness: its failure to detect over half the illegal or unauthorized workers checked against it. Westat, a private research firm that evaluated the program for the Homeland Security department, essentially found that E-Verify correctly clears legal workers 93 percent of the time. However, the online system now used by some employers voluntarily, and mandated for many federal contractors and by some states, wrongly clears 54 percent of unauthorized workers, the evaluation found.

While few in the green industry are currently using E-Verify, ANLA has received numerous anecdotal reports of identity fraud evading the system. The Westat findings should prompt some soul-searching by those clamoring to mandate its use for all employers. Senator Chuck Schumer, who is working to develop a comprehensive immigration proposal, seized on the findings as validation for his position that E-Verify is not up to the task at hand.

**Independent Contractors in the Crosshairs**

Still reeling from the roadblocks that have been erected on the Employee Free Choice Act (card check) and other priorities, labor unions are pushing to make independent contractors the next target of the administration and Congress. And already, the Internal Revenue Service has started to ramp up enforcement of worker classification rules.

The IRS will soon send to randomly selected small businesses the first two thousand letters of an eventual total of six thousand over the next three years. This random evaluation, called the National Research Program, seeks to determine whether businesses are properly classifying individuals as employees or independent contractors. Every business that receives a letter will be put through an audit. In addition to the classification issue the
examiners will also be looking at executive and officer compensation and whether fringe benefits are being properly reported as taxable or non-taxable income.

The threat of legislative action on this issue is high. As a Senator, President Obama championed a bill that was similar to H.R.3408 and S.2882. Though unlikely to advance on their own, these provisions are prime suspects for inclusion in a "jobs" bill. The construction industry is divided on this issue, as heavily unionized construction groups have endorsed legislation and are also very active on the state level. This means that opposition to these bills is not unified.

Spray and Dust Drift Rule Proposed

The comment period on EPA's spray and dust drift proposal closed on March 5. The proposal would require pesticide product labels to be amended to direct users not to apply the products in a manner that could result in spray or dust drift that could cause harm to workers, people, pets, property, aquatic life, wildlife, or wildlife habitat. These proposed label changes, which would essentially establish a zero drift standard, could potentially create worrisome liability for nursery growers. EPA is also asking for comments on an October 13 petition filed by Earthjustice and Farmworker Justice calling for EPA to adopt no treatment buffer zones and other restrictions to protect children from drift in their homes, schools and other areas where children congregate.

Farm Bill Hearings Planned

House Agriculture Chairman Collin Peterson is floating the idea that the 2012 farm bill might be passed a year early as part of a budget reconciliation measure, especially if Congress is forced to take tough actions to curb the deficit and make unpopular decisions on spending. To prepare, Peterson plans to hold three hearings in Washington in late March and early April and field hearings in July. Peterson wants to avoid holding hearings between August and the November elections because he wants them to be bipartisan. If the farm bill is not passed as part of a reconciliation process, Peterson plans to proceed with writing the bill early in 2011, and to complete it before the 2008 farm bill expires on Sept. 30, 2012.

Great Lakes Restoration Initiative Announced

EPA recently announced a plan to address the most urgent threats facing the Great Lakes and that sets out goals, objectives, and key actions for the next five years to help restore the lakes. The plan identifies goals, objectives, measurable ecological targets, and specific actions for each of the five areas. These include:

- cleaning up toxic substances and
- combating invasive species;
- protecting high priority watersheds and reducing runoff from urban, suburban, and agricultural sources;
- restoring wetlands, including habitat and wildlife protection; and,
- implementing accountability measures, outreach, and strategic partnerships.

The action plan describes how the initiative will be executed from 2010 through 2014 and will be used by federal agencies in the development of a federal budget for Great Lakes restoration in fiscal years 2011 and beyond. The primary means for developing and implementing the action plan is the Great Lakes Interagency Task Force, chaired by EPA. The task force, through the efforts of the Regional Working Group, coordinates federal Great Lakes efforts, including some 140 federal programs that address Great Lakes issues. It includes 11 of the agency and Cabinet organizations that manage those programs: EPA; the departments of Agriculture, Health and Human Services, Homeland Security, Housing and Urban Development, Interior, State, and Transportation; the Department of the Army; and the Council on Environmental Quality. Additional information on the Great Lakes Restoration Initiative Action Plan is available at http://greatlakesrestoration.us.

Growing Encouraged to Sign up for Virginia Grown

Free Marketing!

All VNLA who have a Garden Center, Pick-Your-Own, Farmer’s Market, Produce Stand, etc are encouraged to "sign-up" to be listed on the VDACS Virginia Grown Website.

You may access the form on the VDACS website and click "forms" (VG Participation Form 2010.pdf) or go to www.virginiagrown.com

Tips – Why should you be interested in a “SMART” irrigation controller?

Well, did you know that on average, more than 50% of the water used by households is for the maintenance of landscapes and lawns? You can reduce your outdoor water use, maintain a healthy and attractive landscape – and save money every month on your water bill by converting from a conventional to a “SMART” controller.

Let’s first define what makes a controller “smart” and how it differs from a conventional controller. A conventional controller is really just a timer that turns water on and off according to a pre-programmed schedule, regardless of the weather conditions. If you want to change the operating schedule of the controller, you have to enter new program information. Many times the original schedule that is entered into the controller when the system is started up in the spring is never changed. This "set it and forget it" approach is inherently inefficient. A conventional controller will only operate the last schedule that it received. It will not adjust as the weather changes.

A “smart” irrigation controller will monitor and use information about environmental conditions for a specific location and landscape, information such as soil moisture, rain, wind, evaporation rates, plant transpiration rates and more, to determine when to water and when not to. A “smart” controller will track along with the changes in the weather as well as the specific requirements of your landscape. It will maximize water use efficiency, often producing water savings of 30% or more. In addition to the money and water saved, your lawn and landscape will thank you.

According to landscape professionals, over watering is the most common problem in home landscapes. As much as 70 to 80% of all plant problems are related to incorrect watering. How do you know what “smart” controller product to select? There are several important steps to take when deciding which “smart” controller is right for you. First, conduct a sprinkler system inspection. A “smart” controller will work properly only when the entire sprinkler system is operating optimally. It is essential to conduct a full sprinkler system inspection, or audit, prior to installing a new “smart” controller. This audit will identify any and all issues such as leaks, malfunctioning hardware,
water pressure, site coverage, and uniformity that are impacting the effectiveness of your entire system. When you correct these problems, your “smart” controller will be able to deliver the specific amount of water required by your landscape.

Next, select an irrigation professional (preferably a Certified Landscape Irrigation Auditor – C.L.I.A.) who is capable of recommending the “smart” controller product that works best for your particular situation, and understands how to gather and input all of the information that will allow the controller to make accurate adjustments. Proper installation and programming with complete and accurate information is critical to the performance of any “smart” controller product.

Finally, after the controller is installed and operational for a short period, usually between two and six weeks, at least one monitoring visit should be carried out in order to make further adjustments to the program as needed. The purpose of the visit(s) should be to adjust the run times of each station to a point where the stress threshold of that particular zone can be determined. Every landscape is unique, and will require this type of fine tuning.

Once the proper amount of water is determined for your particular landscape and weather conditions, it is important to deliver this water in a way that insures it all gets to the root zone. With our clay soils, multiple irrigation cycles are usually required to prevent runoff. Make sure you “smart” controller is taking all of the system and environmental information (i.e. precipitation rate, distribution uniformity, landscape coefficient, soil type, & root zone depth) into account or have your irrigation professional write an auditor base schedule which determines the number of irrigation days per period, total run time per day, run time per cycle, and cycles per day.

In summary, you should be interested in a “SMART” irrigation controller because it represents a significant increase over conventional controller technology. When installed and programmed properly, these controllers can produce substantial water savings. Utilize an irrigation professional who is well versed in this technology to insure that you select the best product for your needs and maximize the benefits you receive from this selection. While “smart” controllers are not a panacea for the inherent inefficiencies found in many landscape irrigation systems today, they can play a major role in the ongoing effort to utilize water more efficiently. Let’s all work together to help conserve our most precious natural resource!

Written by: Scott Duncan, C.L.I.A.; Irrigation Management Solutions, LLC: www.imsllcusa.com

Tips - Green Industry Communications

By Sylvia Hoehns Wright, Communications Specialist

Create industry presence

In last month’s column, which was posted on American Farm Publications’ Web site, the value of press packet content in relation to its ability to create effective media coverage was discussed. This month I’m shifting the focus to a personal level, your ability to enable industry presence.

Recently, I attended an industry meeting in which the group’s executive director lamented a lack of media as well as public-at-large recognition of the industry as a viable contributing business sector; specifically, the fact that the “green movement” appears to leave behind “original green” living. Later, the topic was expanded through a discussion with the group’s president.

When no other factor could be blamed, an excuse — people hesitant to contact media because they were burned in the past — was stated. Realistically, you lack presence when little or no effort is made to acquire it or market the industry as a viable contributing sector.

A number of years ago, a person whom I consider to be an educational industry visionary, Dr. Leonard O. Morrow, retired botanist and horticulturist, solicited my involvement in the development of a for-credit industry communications course. Since his request, I’ve expanded my research. Morrow said, “As a former educator, I’ve observed as Wright emphasizes, an image – brand — must be relevant, avoid loss of market share through attrition, while placing emphasis on eco, greening, aspects of the product or service provided.”

Neither my effort nor other professional efforts appear to prevent the industry from being perceived as lagging behind in its public-at-large value. As my colleague Chris Beytes, editor and publisher of GrowerTalks and Green Profit magazines, said, “The green industry does so much good for our communities and our world ... we should be shouting that to the rooftops. But we hide our light under a bushel. Why? Mostly because too many growers and retailers simply don’t know how to go about promoting their businesses, or don’t know how important it is. They’re plant people, not marketers. Some lack even the most basic of marketing tools: a logo, business cards, letterhead, a Web site.... And in today’s competitive business environment, that’s unacceptable.”

The farther I’ve ventured into the world of living green, the more I, too, recognize its value; and at the same time, failure to acquire adequate public-at-large visibility. So, combining communications skills with green advocacy, I strive to assist others with enabling their voice, presence.

In March 2009, I compiled my research with survey interviews and personal experience to publish a book, The ABCs of Green Industry...
Communications: assess, brand & communicate, [http://www.lulu.com/content/6083320](http://www.lulu.com/content/6083320). The book’s workbook style enables readers to acquire knowledge of the basic who, what, when, where, why, how and benefits of contributing to niche markets as well as required communication formats.

For central Virginians, using my book as a text, I’ve launched a two-credit college course. HRT 295 - the ABC’s of Green Industry Communications is available on Wednesdays, May 26 through July 28 at the J. Sargeant Reynolds Community College Parham Road Campus. The course is open to anyone interested in “growing green (profit/planet)” their market share. For more information, visit www.reynolds.edu.

Other educational opportunities include attending or sponsoring a regional industry workshop. For example, in June, I’m traveling to Florida to participate in the International Floriculture Expo as a speaker on the topic, Create a Brand Name, You!

Tony Avent, owner of Plant Delights Nursery located in Raleigh, N.C., said, “Unfortunately, the most misunderstood and overlooked component of business success is communication, a form of communication that establishes a brand of product, you.” The industry flounders in its effort to enable presence.

Presently, to my knowledge, my book remains the only communications book specific to the industry. When I “Googled” green industry communications courses, I could not identify another available course. While my workshop, which is based on the results of industry survey research, offers strategies for creating presence, most event sessions focus on a “lament for the lack of presence.” What is the answer? Accept accountability. For example, I volunteer communication skills to help enable the visibility of Virginia GoGreen projects, the Virginia Green Industry Council and Beautiful Gardens. As an eco-advocate of living green, green building and green living, I offer industry speeches/workshops, contribute articles and columns, and provide adult education programs.

So, my question to you is, “What are you doing to enable public-at-large industry awareness, presence?” Are you an industry participant who as my colleague Chris Beytes says, “doesn’t know how to go about promoting your business, or don’t know how important it is?” Or, are you communicating a well-established niche message that says “I am a viable participant, making a valuable contribution. I belong!”?

To share comment, ideas or strategies related to this subject or other communication topics, contact me at Sylvia@TheWrightScoop.com. Together, let’s create a series of column topics that are helpful to the industry.
Events - ABC’s of Green Industry Communications

For central Virginians, the 2-credit course is available on Wednesdays May 26 through July 28 as course number HRT 295 - the ABC’s of Green Industry Communications, meeting for 2 hours 50 minutes from 5:30-8:20 p.m. and held at the J. Sargeant Reynolds Community College (JSRCC) Parham Road Campus - Burnette Hall Staff Rm 230 www.reynolds.edu . Sylvia Wright www.TheWrightScoop.com 804-672-6007, Move from eco-weak to eco-chic – ‘green’ life’s garden, one scoop at a time!

Sylvia Hoehns Wright, author of The ABCs of Green Industry Communications: assess, brand & communicate, volunteers as PR for Virginia GoGreen projects and Beautiful Gardens. For details, see www.TheWrightScoop.com or contact Wright at (804)672-6007.

Tips - Green Industry Communications

Creating Media/Consumer Messages

In last month’s column, I preached the merits of enabling effective media relationships. So, considering how fundamental these relationships are to professional success, let’s continue with an illustration.

Aware of a pending event, the MAC/Maymont Home & Garden Show, www.MacEvents.com, I attended as a horticulture media representative. After receiving a complimentary ticket, I walked through the door and was handed the event program which became the key element of my event press kit.

I walked the event, using the program as a guideline. Visiting with vendor participants, I added to my press kit product or service handouts, some containing excellent detail and, unfortunately, some extremely inadequate. In general, vendor handouts should at least contain the basic who, what, when, where, why and how of a product or services; provide contact information; and, specifically, highlight niche messages.

Establish Industry Message

Examples of well-established niche messages are:

* Virginia Green Industry Council’s ‘be a champion for the environment’, www.virginiaigreen.org
* Tom Leonard’s ‘not the largest but the freshest produce market’, www.TomLeonards.com and

Ideally, such messages attract the attention of an intended audience, reflect an expected consumer relationship, and create communication that initially attracts and then, retains customers. For, the goal is to create “one consistent presence,” that not only enables a competitive edge but makes your product/service visible as the only choice to consumers.

To attain “one consistent presence,” all formats of communication are first properly placed and then repeated in the format of a media campaign: the message, design, color palette, name and logo.

Create Event Display Messages

As I walked the event, I did recognize and relate to some of the displays because of prior exposure to published media components. I was attracted to others by their event display content.

In the ‘Green Zone’, I am attracted to the James River Green Builder Council’s display. Providing combination of Industry Trade Show materials that consist of membership as well as educational handouts, the booth acts as a center-piece for its surrounding ‘Green Zone’ materials specific vendor displays.

I walked through more general home and garden sections and encountered The Natural Woodworking Co. In addition to handouts that explain the company’s commitment to eco-sustainability, product craftsmanship speaks volumes related to available quality and sustainability. Next, a vendor display that “jumps out and grabs” my attention is Richmond Rockscapes. The combination of natural with sculptured rock effectively blends with marketing material handouts.

A fun logo, a green goat, pulls my attention to a space filled with eco-friendly rain barrels. Wearing the logo on their shirts, vendor reps for a newly implemented business, Green Goat Barrels, create effective advertisement in their booth as well as when they mingle in the crowd.

Still, I can not help but admit prejudice for a specific event section, landscape garden displays. I am greeted by a jaw-dropping display garden titled “Glorious Morning Garden.” Designed by Sam Harris Designs LLC, a romantic but brilliant spring color landscape is reminiscent of European country gardens. Other display gardens illustrated the sensory – touch, smell, sight, hear or taste - affect of landscape design. Although each display is unique in its own right, it is a smaller space that causes me to pause, to reminisce.

A garden entitled “Welcome to The Shire,” designed by Tom Thompson and installed by his colleagues the Central Virginia Nursery and Landscape association, is a show stopper. It causes grandparents to pause and reminisce of a rural childhood, parents to envision such a space in their urban yard and children to wish for a similar play area. Combining aesthetic design principles with eco-friendly trends, Thompson in child-size scale entices all to believe the magic of gardening is alive.
Related to your consumer and/or event message, are you communicat-
ing a well-established niche message that says “I am a viable participant, making a valuable contribution? I belong!”? Are you creating a pres-
ence that not only enables a competitive edge but makes your prod-
uct/service visible as the only choice to consumers? To share comments, ideas or strategies related to this sub-
ject or other communication topics, contact me at
 Sylvia@TheWrightScoop.com . To-
gether, let’s create a series of column
topics that are helpful to the industry.

**By Sylvia Hoehns Wright Communications Specialist.** For details, see
www.TheWrightScoop.com or contact Wright at (804)672-6007.

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**Tips - Listen Up!**

**Do we really LISTEN?** Do we really
HEAR what people are saying? Are there any methods, tricks, ideas, tips or techniques to make us be better
listeners? We at Telephone Doctor believe there are.

Taken from our newly released DVD on listening skills, below are some ideas to help those who are having
problem being a good listener. In truth, some of us aren't good listeners. What do some people do that others don't in
order to be a good listener? If you're going to ask great questions, then you need to listen to the answers you're
going to get.

Let me ask you. What do you think the difference is between listening and hearing? Don't we all listen?
Don't we all hear people talk? First, let's explain the difference. Hearing is
physical and listening is mental.

---

It's pretty simple. Take a TV com-
mercial. We normally hear it, but do
we always listen to it? Probably not. Especially if it's about something we're not particularly interested in for
ourselves or even others.

There were plenty of holiday com-
mercials that I "heard" on TV, but I
didn't really listen to them, because
they didn't interest me. Getting the
picture?

**Take the Super Bowl ads.** We talk
about them before they're even on
TV. How many can you remember
now? My guess is you'll recall those
that were of 'interest' to you. You
listened to them. We all 'heard' them.
We watched them. But again, how
many did we really listen to?

**Ok, heads up.** Here are six easy steps
to becoming a better listener. There
are more, for sure, but starting with
these will help you a lot.

---

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Decide to be a better listener. That's like an attitude. You can really decide to be a good listener. It's a decision. Will everything be of interest or value to you? Maybe not, but not listening might be dangerous. So make a mental decision to listen better to those you talk with, especially if you have asked them a question and they answer. You need to LISTEN to them.

Welcome the customer on the phone or in person; in business or at a social event. We need to make the person feel welcomed. That in turn helps make you a much better listener. Be obviously friendly when you're talking with a customer. And it's got to be sincere. Most folks can tell when you're not. So bring a welcoming phrase to the table and use it to make the customer feel as though he's a long lost friend!

Concentrate. This is not the time for multi-tasking. And today, we can all turn to the left or right and catch someone texting and probably having an in-person conversation as well. One of these things will be in trouble. We simply cannot do two things well at once. Your concentration must be on the customer, again, in person or on the phone. Do nothing else but listen.

Keep an open mind. Why do we need to do this? I'll tell you why. There are some of us who think we know what the other person is going to say before they say it and so we interrupt or interject our comments before the customer can answer. That's not keeping an open mind. That's interrupting. Some of the time we're right and we do know what the person will say. But it's important to put your teeth in your tongue and not interrupt. By keeping an open mind you'll gain more information as well.

Give verbal feedback. Talking with someone and not acknowledging what they're talking about is very frustrating for them; especially on the phone, because we don't even have body language to check out. So a few "I see," "That's good," "OK," "Interesting," and a few words and phrases like that help the person feel as though you're listening and listening well. In person, you have the ability to nod and smile and they can see your expressions. However, on the phone, we need verbal feedback. And be careful we're not saying the same word over and over. Like OK, OK, OK. That's boring to both of you.

Take notes as you talk. And yes, even in person. That's perfectly acceptable! Taking notes and letting the person know you are doing it is a sign of great interest. I do it all the time when I'm on the phone. I tell the client, "I'm taking notes so we can refer to them later and so I don't forget what you're saying." No one has ever said, "Don't do that." Most say, "Good, that's super!" Taking notes so you can refer back is a big compliment. Don't forget to do it.

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

Tips - Getting Your Due

We've written about a lot of topics in this newsletter through the years. You've read about things like weddings and running marathons and building relationships and personal growth. We've taken a positive spin on inspiring employees and children, learning to laugh and relax and work smarter, leadership, change, anger, attitude ... you name it, we have probably talked about it in one way or another. One subject, however, that I don't think we have ever touched on is understanding and managing our financials. Whether you are managing a business or a family budget, how you look at financials is a critical part of success and the way we see the future.

I may have shared this statement in passing before, but it recently hit me again as I wondered, "Are you paying attention to your financials?" When I asked a young business man this question, years ago, he replied, "Only when they're good." I have chuckled about this response several times but have also realized how all of us can easily get into that trap. I started thinking about how all of you reading this newsletter might be feeling about your financials and what you are doing to be actively engaged in managing them. It really doesn't matter if you have a 10 billion dollar business or a 1 million dollar business or a lemonade stand. There is no getting around the question ... what are you doing and watching around your personal and business finances?

A couple things have happened recently that have taken me down this path far enough to want to write about it this week. Two weeks ago we had a wonderful webinar for A Better Way community featuring Steve Russell from Eradico Services/Weed Man focusing on understanding your financials and working with your banker. Steve talked about strengthening your balance sheet and doing the things that make you have a stronger balance sheet, focusing on the things that make you stronger financially. I won't go into the details here, but if you would like to view and listen to the webinar it is included here as a gift to our readers. You can click on this link, give it a minute or two for the visual part to load, and learn more. Thanks, Steve and Eradico Services/Weed Man, for the great info!

Where else can you be looking besides the balance sheet? Well, along with the great webinar I also had the privilege to look at our receivables this week ... OH MY! Being in business for over 20 years, this has not been something I've had to do very many times. We have been fortunate, as I hope you have, to work with great clients that simply pay on time. So it's interesting when you look at a list like this and see 45 days, 60 days, over 90 days ... I'm guessing you have scratched your head too in recent months and thought, "Who changed the rules?" We might think,
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Bloom After Bloom, Year After Year.
times have changed and money is tight but really, has anything changed when it comes to good business? I've decided the rules are the same and am actually energized to realize every part of business today just takes more of our attention and creativity to get the great results we've known in the past. That's okay and it will make us better and our businesses better in the process. Just as we positively approach sales and production and customer service, we can be inspired by the opportunity to creatively manage the financials to reap the rewards of that work.

Know the numbers, meet with your team to communicate where your collective energy can make a difference and then stay financially fit. I'm up for the challenge; are you?

Jim Paluch

Friendly and Firm

The discussion above made me think of a situation I was in years ago as a young landscape architect selling for Yardmaster in Cleveland, Ohio. I had a large residential account where the client decided he was in no hurry to pay. Maybe you have had this kind of client as well at one time or another. I decided to go and personally pick up a check from Mr. So-n-So and made an appointment to stop by. On the way there, my assistant called to say Mr. So-n-So called and said he was not going to be home. "Well," I told her, "let's pretend like we haven't talked and I'm going to make the visit anyway."

I got there and knocked once, I knocked twice, and on the third try, he finally opened the door. Sheepishly he said, "I called your office and said I wouldn't be here." "Oh, sorry, Mr. So-n-So. I was in a meeting right up until the time I left." (which I was) "I am sure glad I caught you." For the next 25 minutes, I stood in his kitchen and watched this grown man search for his checkbook, which he swore his wife must have taken with her. I firmly held on to the back of a chair and smiled as I watched. At one point when he was actually lifting a placemat on the table to look there, he accused me of smirking and doubting that he was actually looking for the checkbook. I assured him that I was in no hurry and glad to be patient while he looked. The man for whom we had just installed over $50,000 in landscaping somehow remembered to look in the kitchen desk where the checkbook was found. He wrote the check, we walked his landscape again and parted as friends. Friendly and firm, I left with the money my company had earned. I suspect everyone has been in a position where friendly and firm resulted in results, and figuratively holding on to the back of a chair with a smile gave us the positive advantage to do so.

Play by the Rules

Just as you have every right to expect to be paid for the work you've done or product you've delivered, it is equally important to play by the rules on the other side of the board. What if everybody that reads this newsletter just made a commitment to pay their bills in a timely manner? Pay them; it's not optional. You agreed to buy something, so pay for it. If something isn't right, discuss it and work with whatever issue you have, but don't decide to change the rules. How much more effective could we all be as individuals if we stop trying to kid ourselves or someone else that the checkbook is under the placemat.

Success is about keeping commitments and being accountable to others. It really is no great revelation that we all need to pay our bills, all of them, on time, all of the time. Long ago people were thrown in jail for not paying their bills. In more recent times our parents just didn't buy anything if they couldn't pay for it. As Steve Russell reminded us in the webinar, cash always has been and will be king, and the rules don't change in the middle of the game. Due in 30, due in 45 ... it's one of the simplest concepts in business. It's time to do business with those who don't make a profit, because they can't give the best service."

"I am indeed rich, since my income is superior to my expense, and my expense is equal to my wishes." - Edward Gibbon

"It's not your salary that makes you rich, it's your spending habits." - Charles A. Jaffe

"I don't want to do business with those who don't make a profit, because they can't give the best service." - Lee Bristol

"Some people use one half their ingenuity to get into debt, and the other half to avoid paying it." - George D. Prentice

"The creditor hath a better memory than the debtor." - James Howell

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VNLA – Board Meeting Minutes 3/3/10

Virginia Nursery & Landscape Association Inc
2010 Spring Board Meeting
at Department of Forestry Building
Charlottesville, VA
Wednesday, March 3, 2010 10 am–4 pm

10:08 a.m. Meeting Call to Order – Ed Tankard, President called the meeting to order with the following present: Mark Maslow, Steve Grigg, Duane Shumaker, Matt Shreckhise, Cheryl Lajoie, John Barbieri, Sonya Westervelt, Steve Moore, Tom Thompson, Roger Harris, Lorene Blackwood, Diane Roselius, and Jeff Miller (absent: Matt Sawyer, Doug Hensel)

Guest Introductions – Lorene Blackwood, VGIC President and Diane Roselius, VSLD President.

Secretary’s Report - previous meeting Minutes approval for January 5, Steve Grigg made a motion to accept the minutes as emailed, seconded and passed.

Treasurer Report – Steve Grigg asked if there were any questions on the Year-to-Date Financial Reports that had been emailed prior to the meeting. It was requested that a monthly report by payee transaction detail be sent to the executive committee. A request from Ag In the Classroom to increase funding will be tabled until the Fall Budget meeting.

Action Items
1. Chesapeake Bay - legislation and our response and position was discussed as it relates to fertilizer application, with no phosphorous, on non-ag land as a concern of landscape contractors and garden centers. The consensus was that the VNLA would be opposed to the current legislation as written.

2. The Bay needs improvement and we want to help to clean the bay. We want science-based decisions and procedures to be practical and economically feasible. A water specialist has been approved for hire at the Painter AREC who should be instrumental in working on these issues.

3. MANTS Directors – policy and future directors’ selection process was discussed. It was the consensus of the board that the VNLA should work on a draft a rotational policy for a 6-year term in concert with the current VNLA MANTS representatives. A letter will be sent to MANTS re-appointing the VNLA current representatives per the current MANTS Bylaws process. Duane will discuss working out a selection/rotation process with the current MANTS directors.

4. Horticultural survey. Jeff reported that the NASS survey is still under review. Herman Ellison, State Statistician still needs to send the results to D.C. for one or two more reviews before final release. Scott Sink in the Virginia Tech Department of Ag Econ is ready to begin work on extrapolating this raw data into a total economic impact analysis. The VGIC is still working to get the Virginia Turfgrass Council and several other groups to help fund the analysis.

5. VA Tech positions we have asked for and where we stand with them now:
   a. 21 positions have bee requested over the next 3 years.

b. Lisa Lipsey extension position is still unknown.

c. Issue with Extension cuts discussion, should be dept/agency decisions, not specific programs by the General Assembly.

6. Discussion of our relationship to VA Turfgrass Council and VGIC
   a. Lorene gave a brief overview of the history of the VGIC since 1988. Purpose to promote the green industry to the consumer and be the umbrella for the green industry and a unified voice for the industry.

b. Ed reported that he had discussed this with Tom Tracy, executive director of the VTC and they want to speak for themselves and consumers are not part of their makeup.

7. SNA status – The board was emailed a copy of a report from Doug Phillips who had attended the SNA meeting at the Gulf States Trade Show in Mobile, AL in January. The consensus of the VNLA board was that we don’t know if financial contribution is appropriate now, and would like more info on future SNA plans.

8. Montana requiring out of state nurseries to register in MT. VDACS is considering requiring MT nurseries to register in Virginia, since they are not honoring reciprocity between states. The consensus was that VDACS should continue reciprocity with other states and that this is a bad position on the part of Montana legislature.

9. Mission H2O – Ed reported that this group had been keeping ahead of water issues in the general assembly this year and had representatives on a technical advisory committee.
10. **Biomass and bark concerns** was discussed from information that was sent out earlier. Timber and bark production is being subsidized by the government to convert it to a biomass fuel for alternative fuels, which will have a dramatic impact on soil mix and mulch availability and increased costs for the green industry.

11. **Trees Virginia representative from VNLA**, Ed reported that Pam Shuler, Nonesuch Nursery had agreed to attend their next meeting to see if this was a position that she could allocate time to serve. Jeff reported on a conference call hosted by Eric Wiseman and Susan Day, VA Tech Departments of Forestry and Horticulture proposal to work with the DMV to develop a specialty license plant to support Urban Forestry and the green industry in Virginia. The goal is to establish an $600,000 plus endowment to fund internal and external activities that advance landscape trees and urban forestry. The consensus of the board was to support this initiative.

12. **State-wide Beach Vitex Quarantine pending** – Jeff reported that Larry Nichols had contacted the VNLA about expanding the quarantine on this plant statewide. The consensus of the board was that this was an appropriate measure.

13. **VNLA Benefits for landscape members** - Mark Maslow proposed that the VNLA establish a Landscape Awards Program and to build on the prior Keep Virginia Beautiful Landscape Awards and similar programs in other states and by PLANET. Mark, John Barbieri and Diane Roselius will work on developing a proposal.

14. **What are members’ problems?**

How are we going to help them become more successful?

- a. Promotion of plant benefits for members to general public
- b. Providing news releases to papers, garden writers
- c. Providing “page” for members to use on their website explaining why have VCH
- d. Steve Grigg, Sonya Westervelt, and Matt Shreckhise work on website tied into VirginiaGardening.com with increased marketing and search engine optimization.
- e. Dues renewal form – add a check-off for companies to indicate if they would like for their individual employees to receive VNLA E-News updates.

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15. What can the VNLA do to work more closely with the regional groups?
   
a. Add regional memberships in VNLA database to collect dues for regional groups

Regional Association Reports

- **HRNLA** – Cheryl Lajoie – noted that they were maintaining membership. The VCH class size is down - there are not any new people at companies nor any people transitioning between companies. They are trying to promote partnerships with different groups.

- **NVNLA** – (no report)

- **PLA** – (see attached report from Tim Reese)

- **SVNGA** – Matt Shreckhise noted that their winter meeting/seminar was cancelled due to the snow. He is the new SVNGA President.

- **CVNLA** – Tom Thompson reported that they had 2 days of short course, but the pesticide training was postponed at LGBG due to snow. They had a display at the Maymont Flower & Garden Show. Their Treasurer, Harry Johnson, passed away.

- **MANTS** – Doug Hensel (absent, written report)

- **VGIC** – Lorene Blackwood noted that the VNLA was one of the original organizers of the VGIC in 1988 and thanked the VNLA for their leadership and support over the years. The VGIC continues to work with other green industry associations to work on common goals and issues to leverage each others inputs for maximum results that couldn’t be achieved working independently.

- **VSLD** – Diane Roselius, President, announced that their summer tour would be in July in Raleigh area. Their 2011 winter meeting will be at Norfolk Botanical Garden.

- **VA Tech Horticulture Dept** – Roger Harris reported that Holly Scoggins is teaching combined greenhouse and nursery production class. They are adding more marketing, strengthening the landscape contracting program and that an entrepreneurship minor is now required. Student numbers are steady, moral is good.

**Executive Director Report - Jeff (written report)**

**Committee Reports:**

**Beautiful Gardens®** – Rick Baker reported that stickers will be available this year, through grant funds, to garden centers, as well as banners and posters. He will be helping setting up BG displays and doing seminars throughout the spring. He will be visiting independent VNLA garden center members 3-5 times during the spring. As new introductions come, Beautiful Gardens will be broadening the scope of promotions and will continue to expand the plants of distinction.

**Breeder**’s workshops - the first will be held at the Master Gardener Conference at Virginia Tech in June. Rick Baker is applying for specialty crop grants for the breeder workshops.

**IALR** is propagating azaleas for testing.

**Demo greenhouse at JSRCC** has received grant funding for improvements as well as for training and propagation.

- **Research** – Matt Sawyer (absent)

**Research Reception/Auction Update** – Jeff Miller reported that the Auction was successful with ticket sales only down less than 9%, but the net income was down about a third, but the net income was still over $10,000 to go into the permanent Research Endowment Fund.

- **Technology** – Sonya Westervelt (written Report)

- **Old Business:**
  
  - VNLA Positions Statements
  - Duane Shumaker - tabled
  - Invasive Plants, Fertilizer, Water issues

- **New Business:**
  
  Strategic Plan Updates – no changes

3:45 p.m. Adjourn

Respectively submitted,
Jeff Miller, Exec. Dir.
Minutes Beautiful Gardens®
Board Meeting

Tuesday, March 23, 2010, 10:00 to 4:00
Claytor Nature Study Center
1844 Woods Road
Bedford, VA 24523

10:10 Call to Order, by Doug Hensel, Beautiful Gardens Chair with the following people present: Fred Duis, Jeff Miller, Karen Kelly, Rick Baker, Butch Gaddy, Lisa Lipsey and Greg Eaton.

Doug made a brief introduction and review of the monthly executive committee conference calls, which have been very helpful with keeping everyone up to speed and keeping the priorities of the program moving forward.

Update on test sites, evaluation sites update, new plant material, plant promotional list for 2011 & 2012, etc. – Lisa Lipsey gave an update on these items and a complete summary of her report is attached. She noted that there was a good contingent of Master Gardeners to help at each site and that all the sites were in very good shape. She will be going to the former test site at Glade Springs to remove plants that can be relocated to other sites, and to salvage shade cloth and irrigation supplies that can be used at other sites.

Marketing & Promotional Committee – Rick Baker reviewed the Specialty Crop Grant application for the Breeder Workshops, which will be officially through Virginia Tech and he will coordinate the application process with Alex Niemiera.

He is visiting garden centers now with POP material and helping with display setup and labeling. Of the 25 participating garden centers, about half are very active in the program and they are using Rick for educational programs, but it’s slow getting BG info into their Newsletter or onto their websites. There are posters, banners, yard cards and BG pot stickers available for use by the garden centers to promote the BG Plants of Distinction. It was suggested that draft content be made available for garden centers to use in their Newsletters and/or websites promoting Beautiful Gardens Plants of Distinction.
Baptisia australis

2010 Perennial Plant of the Year™

**Light**
Plants thrive in full sun. Plants grown in partial shade may require staking.

**Soil**
This North American native is easily grown in well-drained soil and is drought tolerant after establishment.

**Uses**
This spring flowering shrub-like perennial may be used to fill the back of the border or in the wild garden.

**Unique Qualities**
The combination of flower and leaf color is dramatic in the early blooming season. Flowers are followed by inflated seed pods that are useful for dried flower arrangements.

**Hardiness**
USDA zones 3-9
Baptisia australis is the Perennial Plant Association’s 2010 Perennial Plant of the Year™. Baptisia, pronounced bap-TEEZ-ee-uh aw-STRAH- lis, carries the common names blue false indigo, wild indigo, and baptisia. Less commonly occurring names are indigo weed, rattleweed, and rattlebrush. This Eastern United States native is member of the Fabaceae family (formerly Leguminosae). The name of the genus, Baptisia, is derived from the Ancient Greek word, bapto, meaning to dip (dye) or immerse, while the specific epithet, australis, is Latin for southern.

Blue false indigo grows three to four feet tall and three to four feet wide in an upright habit. This exceptional perennial grows across a wide range of zones and is one of the most adaptable native species. Often, when first planted, baptisia has only several stems and appears sparse. However, the clump goes from a slow start to really flourishing within three years, when it reaches full size. Because Baptisia clumps expand to a diameter of approximately four feet with a shrub-like habit, these dimensions should be considered when plants are placed in the landscape. It grows best in full sun, but can survive partial shade. If the plant is grown in shade, staking may be in order to prevent flopping. It is drought tolerant, once established. It should be noted that this perennial has a tap root and should be placed in a permanent location. Some clumps are 20 years old and have not been divided. This low-maintenance quality is another attractive feature.

Newly emerging shoots produce violet-blue, lupine-like flowers in erect 10- to 12-inch racemes atop flower stems extending well above the foliage mound of clover-like, trifoliate, bluish-green leaves. The spring flowers are present for three to four weeks. The flowers give way to inflated seed pods which turn charcoal black when ripe, which flower arrangers consider to be ornamental. The dried seeds in the pods rattle in the autumn breezes, creating a nice sound effect. In earlier times the pods were popularly used by children as rattles. The common name, blue false indigo, refers to the use of this perennial by early Americans as a dye, albeit an inferior one, similar to the true indigo (genus Indigofera of the West Indies).

Baptisia australis is an excellent plant to anchor the back of the border. It is also valuable for cottage gardens, native plant gardens, and native area of prairies and meadows. It is best as a specimen or planted in small groups. Blue false indigo can be used with bulbs and other spring flowering perennials to make interesting combinations. Various Heuchera selections can create a skirt with leaf colors either echoing or contrasting the flower color. The purple blue range of Amsonia selections also make nice neighbors. Baptisia is a true American beauty that attracts a number of butterfly species to the garden.

Baptisia australis Selected as the 2010 Perennial Plant of the Year™

There are no serious insect or disease problems. Taller plants may need support, particularly when grown in partial shade. A desirable attribute of blue false indigo is that it is seldom damaged by deer browsing. Baptisia is listed as containing several alkaloids having a bitter taste making the plant unpalatable to browsing.

Baptisia australis is seed propagated. Like many other legumes, it has a hard seed coat. Seeds must be scarified when germination occurs in an artificial setting. Seedlings may be transplanted when small; however, dividing large clumps is not advisable due to the tap root structure of this perennial.

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**VNLA Field Day and Summer Tour**

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Summer Tour will feature behind the scenes tours of the Norfolk Zoo and the Norfolk Botanical Garden and Bay water challenges.

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The video of Richard Nunnally’s Home Grown program on Beautiful Gardens that was filmed mostly at the Bedford site featuring interviews with Greg Eaton and Neal Beasley will be put on the Beautiful Gardens website. The VNLA Field Day Summer Tour will include Norfolk Botanical Garden and the Beautiful Gardens test site.

Greg Eaton suggested that the committee seek ‘testimonials’ from garden center managers who are participants in the BG program with a photo of the person and/or the garden center display. The consensus was that we should follow through on this suggestion. He also suggested hosting a BG receptions at garden events around the state (VNLA Field Day, VT Garden Gala, HRAREC Field Day, VGIC events, regional meetings, etc) to serve as an outreach to those attending with information on the BG program and plants on display.

Administration & Finance Committee - Jeff, Fred, & Rick – Jeff reported that he had gotten a response back from Tim Pfohl at the Tobacco Commission and they were looking into the missing reimbursement request. He had also been sent a copy of the revised Business Plan and Summary as well as the revised Budget for the balance of the current grant. Jeff has another reimbursement request to submit this month. Lisa’s proposed extension position in the Horticulture Department at Virginia Tech is still pending until probably late April.

Breeder Workshop update – Lisa gave a review of the first workshop that is planned for the Master Gardener College at Virginia Tech in June 2010. This will be a half-day program and will be coordinated with Dave Close, Dr. Alex Niemiera and Suzanne Piovano, who runs Dr. Richard Veilleux's lab in the Horticulture Department. There was a discussion on promotion and pricing of Breeder Workshops and Lisa distributed an outline of the June workshop. The Master Gardeners are the current target audience. Other workshops will be open to nurserymen and others interested in plant breeding will be scheduled around the state, probably as one-day workshops and will be a revenue source for the program.

Propagation & Distribution Committee – There was a discussion on plant selections and number of plants to promote each year. Butch Gaddy will contact several more people to work on the plant selection committee and help chair the committee to keep the search and flow for new plant possibilities for testing and introduction flowing.

IALR and JSRCC propagation update - Barry Flinn & David Seward – (absent) Barry had emailed on Monday that he had just looked at a draft contract for the azaleas (with remaining plants to follow), and will...
hopefully have something to the VNLA shortly to look regarding the commercial production. It was decided to promote 'White Spider' and 'Koromo-shikibu' at the same time - for 2013. This means that we would need some plants this year, continuing into the following years. 

David Seward is in the process of setting up the demo greenhouse for demonstrations and training on taking tissue culture propagules and growing them to liner stage.

It was the consensus of the committee that IALR should increase azalea production of selected varieties.

Being no other business the meeting was adjourned at 1:30 p.m. to tour the evaluation test site at the Claytor Nature Study Center, hosted by Greg Eaton who is director of the center.

Respectively submitted, Jeff Miller, VNLA Exec Dir.

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**VNLA – Beautiful Gardens Plant Breeders Workshop Draft Format**

**Purpose of the Workshop**

**Plant Selection**
- Natural
  - Chance mutations discovered by observation
  - Plant discoveries in the wild; travel to foreign lands
- Artificial
  - Traditional pollen to stigma approach; hybridization
  - Genetic engineering; the laboratory

**Fundamentals of Plant Reproduction**
- Kinds of Reproduction
  - Asexual
  - Sexual
- Parts of the Flower
- Types of Flowers
  - Perfect
  - Imperfect
  - Composite
- Flower Arrangement
- Pollination and Fertilization
- Heredity (Mendelian genetics)

**General Breeding Techniques**
- Equipment
- When to Breed
- Selection of Parents
- Pre-pollination Steps
- Pollination Steps
- Post-pollination Steps
- Observing the Outcome
  - Record Keeping

**Plant Traits of Universal Merit**

**Breeding Experiments**
- Discussion of Corn, Squash, etc
- Hands-on with plants blooming at time of workshop

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© Daylily
© Azalea
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**Glossary of Terms**

**Further Reading/References**

**Purpose of Workshop**

The purpose of the workshop is to provide you with the basic knowledge necessary to successfully select and improve desired traits of ornamental plants. There are relatively simple techniques that you can use to produce new varieties or strains of plants. Our hope is that you will become excited about plant breeding, experiment with some of your favorite plants, and if you find a plant with outstanding characteristics, then you will have the BG program to help with testing, evaluation and promotion.

“Hobbyist plant breeders – whether medical doctors, teachers, lawyers, or businesspeople – with little or no professional training in botany, horticulture, or plant genetics, are still able to make significant contributions to the improvement of ornamentals because of the vast array of plants and the seemingly endless combinations among them.” (Callaway and Callaway; pg14)

**Breeding Ornamental Plants** edited by Dorothy J. Callaway and M. Brett Callaway; 2000; Timber Press

**Plants for the Future: A Gardener's Wishbook** by Jerome Malitz

**Flower Breeding and Genetics: Issues, Challenges and Opportunities for the 21st Century** edited by Neil O. Anderson

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*Provided by Lisa Lipsey*
VNLA - BG Site Report

March 22, 2010

Norfolk
Norfolk Botanical Garden
Don Brown – Master Gardener & employee of NBG
Approximately 10-12 Master Gardeners

Bedford
Claytor Nature Study Center, Lynchburg College
Carolyn Detraz – Master Gardener Coordinator
12 Master Gardeners – 7 returning from last year and 5 new recruits

South Boston
Paul C Edmunds Park
Bill McCaleb
About 15-20 dedicated Master Gardeners

Blacksburg

Urban Horticulture Center, VT
Lisa Lipsey, Velva Groover and John James
No Master Gardeners

New Plant Material to be Planted 2010

Natives:
Eryngium yuccifolium
Gillenia trifoliata
Porteranthus ‘Pink Profusion’
Spiranthes cernua v odorata
Solidago flexicaulis
Clematis viorna
Piptochaetium avenaceum (Stipa avenacea)

Others:
Hamamelis vernalis ‘Quasimodo’
Ilex x Fosteri – orange berried
Berberis x stenophylla ‘Corallinia Compacta’
Indigofera amblyantha
Agave ovatifolia
Punica granatum

Sedum nokoense
I will also plant numerous Bud Gregory lilies at UHC
Bill Smith has given us about 120 new magnolia crosses; these plants may remain in containers for another year and are in addition to approximately 120 already planted.

Plants to Be Removed from Trials

Adina rubella
Hakonechloa ‘All Gold’
Quercus aliena
Carex ‘Evergold’
Cephalotaxus ‘Duke’s Garden’
Acer ‘Jamestown’
Taxus densiformus
Acer ‘October Glory’
Viburnum prunifolium
Ilex ‘Nellie Stevens’
Viburnum plicatum
Alstromeria – both varieties

- provided by Lisa Lipsey

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**Events – GoGreen Festival**

**Virginia GoGreen Garden Festival**

Saturday, September 11, 2010
9 AM – 4 PM
Science Museum of Virginia
Garner Pavilion
2500 West Broad Street, Richmond

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- Ask the Experts about yard and garden design
- Tour the Science Museum energy and sustainable garden displays
- Hear & See Andre Viette’s “In The Garden” radio show – live!
- GoGreen activities for the kids
- Seminars & displays about “living green”
- Live Music by local groups
- Food by Strawberry Street Café and others
- Door Prizes and Raffles
- Crafts
- Small Farmers Market

Free Parking at the Science Museum of Virginia
$3.00 Admission – Children 12 and under are free

The Virginia Green Industry Council is committed to environmental stewardship through public and industry education that will help keep Virginia green and growing. Come join us for a day of easy fun for you and the whole family.

**Sponsored by the Virginia Green Industry Council**

**Guidelines for Participation**

The Virginia Green Industry Council will sponsor their 5th annual Virginia GoGreen Garden Festival on Saturday, September 11, 2010 at the Science Museum of Virginia. We invite you and or your organization to participate in this activity that will feature plants, products and activities that support and promote the Virginia horticulture industry and environmental responsibility.

**Sponsors**

Sponsorship levels include: Gold - $1,000; Silver - $500; Bronze - $250

Gold = (1) exhibit space, listing in Festival program and signage, listing in all pre-Festival advertising.

Silver = (1) exhibit space, listing in Festival program and signage, sponsorship of a Festival activity or event.

Bronze = (1) exhibit space, listing in Festival program and signage.

Contact Rick Baker at 804-786-3951 for more information.

**Exhibit Requirements**

**Exhibit Space** = 10’ x 15’

**Fee** = $100 to all those selling a product, service or food. There is no charge for non-profits (but we do request a donation).

There is limited electricity and water available. Tables and chairs at no cost to you.

You will be required to provide us with a copy of your liability insurance.

The Science Museum does charge a 5% of gross sales fee to all exhibitors selling products.
**Tips - Who Needs a Permit for a Surface Water Withdrawal in Virginia?**

The Virginia Water Protection (VWP) Permit Program Regulation (9VAC25-210) requires permits for certain surface water withdrawals and certain other activities related to the withdrawal (i.e., excavation, fill, etc.). While the following surface water withdrawals do not require a VWP Permit, a VWP permit maybe required for the installation of the water withdrawal infrastructure:

- Any surface water withdrawal in existence on July 1, 1989. However, a permit may be required to increase the withdrawal.

- Surface water withdrawals initiated between July 1, 1989 and July 25, 2007 that did not require a VWP permit at the time because a § 401 certificate was not needed.

- Agricultural surface water withdrawals from nontidal waters that total less than one million gallons in a single month.

- Surface water withdrawals from nontidal waters for all purposes other than agriculture that total less than 10,000 gallons per day.

- Surface water withdrawals from tidal waters for nonconsumptive uses.

- Agricultural surface water withdrawals from tidal waters that total less than 60 million gallons in a single month.

- Surface water withdrawals from tidal waters for all other consumptive purposes that total less than two million gallons per day.

- Surface water withdrawals for firefighting or for the training activities related to firefighting, such as dry hydrants and emergency surface water withdrawals.

- Surface water withdrawals placed into portable containers by persons owning property on, or holding easements to, riparian lands.

- Surface water withdrawals for the purposes of hydrostatic pressure testing of water tight containers, pipelines, and vessels.

- Surface water withdrawals for normal single family home residential gardening, lawn, and landscape maintenance.

- Surface water withdrawals that are located on a property, such that the withdrawal returns to the stream of origin; not more than half of the instantaneous flow is diverted; not more than 1,000 feet of stream channel separate the withdrawal point from the return point; and both banks of the affected stream segment are located within that property boundary.

- Surface water withdrawals from quarry pits, such that the withdrawal does not alter the physical, biological, or chemical properties of surface waters connected to the quarry pit.

- Surface water withdrawals from a privately owned agriculture pond, emergency water storage facility, or other water retention facility, provided that such pond or facility is not placed in the bed of a perennial or intermittent stream or wetland. Surface water withdrawals from such facilities constructed in beds of ephemeral streams are excluded from permit requirements.

**When in doubt please contact Virginia DEQ:**

_Brenda Winn, Water Division, 804-698-4516, Brenda.Linn@deq.virginia.gov_  
_Jason Ericson, Water Division, 804-698-4180, Jason.Ericson@deq.virginia.gov_
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The EPA requires that employers take steps to protect two groups of agricultural employees: workers and pesticide handlers. Workers who are involved in the following activities need pesticide safety training: weeding, watering, planting, harvesting related to the production of the plants on farms, forests, vineyards, nurseries and greenhouses. The EPA requires that Worker Protection Standard training be provided in the worker’s native language and within one to five days of employment depending upon the type of work performed.

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

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Legislation - Lighthouse Program Tools

Where to learn about federal actions that could affect your business

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

Where To Begin

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

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

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

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

How Do I Look Up My Elected Leaders?

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

Alerts: Only Have A Minute?

The Lighthouse Program Makes It Easy.

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

How Can I Quadruple the Voice of My Business?

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

What if I Am An ANLA Member, Too?

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

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

1. Go to the state association webpage www.vnla.org/legislation and follow the links to the Legislative Action page;
2. Click on Issues and Legislation, then click on Legislative Alerts.
3. View the posted Alerts, and select the appropriate issue.
   • 4. Enter your zip code for a sample letter. Personalize it, then print and fax, or send as an email.
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The Virginia Water Withdrawal Regulation (9 VAC 25-200-10, et seq.) requires reporting for any withdrawal whose daily average withdrawal exceeds 10,000 gallons per day, with the exception of crop irrigation.

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

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

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

Why reporting your water withdrawal is important:

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

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

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

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

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

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

Data pertaining to the type, size and frequency of water withdrawals is used by the state in evaluating the value and importance of water resources in the Commonwealth. This evaluation is critical to sustaining programs created to protect water resources for all beneficial uses. Historic information available in our databases is utilized by staff tasked with managing water resources. Our interests are the same – sustainable use of water resources for the benefit of all citizens in the Commonwealth.
VDEQ’s Water Supply Planning Program: statewide staff coverage
Baptisia australis

Article is on page 48-49

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

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

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

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

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

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

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

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

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

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

10. Seed pods were used by children in earlier times for:
    A. rattles
    B. whips

11. Baptisia was used by early Americans as a food source
    A. food source
    B. a dye
Hawksridge Farms, Inc.

4243 S NC Hwy 127
Hickory, NC 28602

(800)874-4216
(828)294-2081
Fax (828)294-4299

Growers and Marketers of
Unique Plants and
New Cultivars
60 Acres of Wholesale
Container Plants

- Conifers
- Flowering Shrubs
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- West Coast Specimens
- Perennials
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Visit our website at:
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Current Inventory
Plant Pictures
Plant Descriptions
And lots more info...
It's Not What You Know

Everyone has heard the age old adage, “It’s not what you know; it’s who you know.”

Although this statement is often presented with negative undertones, alluding to the fact that the person did not earn the success themselves, it rings of truth: no one reaches high levels of success without the help of others. Harvey Mackay wrote the following statement in his book, Dig Your Well Before You’re Thirsty, “If I had to name a single characteristic shared by all truly successful people I’ve met over a lifetime, I’d say it is the ability to create and nurture a network of contacts.” Learning to utilize the expertise, connections and friendly assistance of others has been a key factor in reaching goals throughout recorded history. The weaknesses of any individual can be strengthened by a group of comrades.

Nobody Said It Is Easy

You've just completed a hectic day complete with piles of paperwork, interoffice conflicts, a heated phone conversation with a client, and whatever junk food you could grab for lunch. There is nothing you would enjoy more than a quiet, relaxing evening at home, and you're headed in the opposite direction to invest a few hours with a professional organization and reap the benefits of a "power networking" session. Yes, it's true, regardless of the benefits of mingling with people, making contacts and putting yourself in the right place at the right time, it is sometimes the last thing you would choose to do.

For a privileged few, meeting people is a fun, natural, easygoing process. For most of us, however, stepping into a room full of people that we've never met and striking up several intelligent, interesting conversations is at best a challenge and sometimes just plain work.

When I was designing and selling landscape services years ago, much of my success came from the relationships formed in network settings. I not only developed incredible business leads, but I also became friends with individuals I'm still in contact with today.

I remember many evenings standing next to the shrimp bowl trying to gather enough courage to approach a developer I was dying to do business with, while contemplating the drawing I had yet to do when I arrived at home that night. There was something in me, however, that knew the effort made in meeting and enjoying people was going to be the secret to my success. So the fear remained, but I inched away from the shrimp, put on a confident smile and began talking to people.

Years later, as I began speaking to groups around the country, I found myself in more "networking" situations than ever. After one such gathering with my wife by my side, we both collapsed in the car and took a deep breath before driving home.

"I know that's easy for you," she said with a sigh, "but I'm exhausted!"

"What makes you think it's easy for me?" I laughed. "That's work!"

"Well, you make it look so easy and fun I thought it just came naturally," she concluded.

As I told her that night and we remind each other of even today, networking takes enthusiasm, energy, and effort, and even if you don't make a life-changing connection, you'll usually learn something about people or yourself in each experience.

If you enjoy the challenge you will reap the benefits of networking.

- Jim Paluch

Networking Steps You Can Take

Appreciate yourself. You have one chance to make a first impression, so be aware of your appearance. Remember, when you feel good about the way you look, confidence and poise will follow.

Sincerely appreciate people. The greatest single factor in determining your success in networking is your sincere appreciation of the other people in the room. If you are looking for the good in others and approaching every conversation with interest and care, you'll be amazed at the people you'll meet.

Truly listen. Ask open-ended questions that will encourage the other person to talk, and then carefully listen and retain the information. Be alert to recognize likes, dislikes, areas of interest, details about their family, etc., which will give you more to talk about now and in your follow-up conversations.

Follow up and keep in touch. The most important step in developing a working network of names to continually draw from is the follow up. Even after you've developed a friendship or a working relationship, it's important to send a note or make a quick call every two or three months.

Challenge yourself . . . join at least one professional organization and attend their regular meetings. Be selective in your choice and be sure you are gathering with a group connected with your industry.

Become dedicated to one committee within an organization. Remember, you can meet people and help your community through civic groups, school-related groups, or other worthwhile charitable organizations.

Role Play . . . take the fear out of networking by role playing possible scenarios in your team meetings or with a friend.
Order Form

Date: ___/___/___

Contact Name: ____________________________________________

Company: __________________________________________________

Address: ____________________________________________________

City: __________________ St: _____ Zip: ________-

Phone: ______-____-______ Fax: ______-____-______

Email: __________________@________________

[ ] Members $17.95 (includes shipping & sales tax)

[ ] Non-Members $22.95 (includes shipping & sales tax)

Enclosed is check # ___________ for $_____.95

Credit Card #:___________________________________________

Exp.Date: ____/____ Signature: _____________________________
Determine Objectives... evaluate your personal or company objectives: Is it for personal growth, company image, public relations with current clients, lead generation and future business or community service? This awareness going in will help you accomplish your objectives.

For one week, be aware of open-ended and close-ended questions. Practice asking questions that promote conversations as opposed to those that can be answered in one or two words. Use what you learn as you approach networking.

Mom: "How was your day?"
Son: "OK."
replaced by:
Mom: "Tell me about your science test."
Son: "It was tough. There were six essays and I only finished five of them."

Joe: "How was your vacation?"
Mary: "Oh, it was great, thanks."
replaced by:
Joe: "What were your impressions of the Grand Canyon?"
Mary: "I'll tell you, it was the most breathtaking sight I've ever experienced. We planned to spend a few hours there and ended up taking two days to hike to the bottom."

**DOs and DON'Ts of Networking Quotes**

"No matter how smart you are, no matter how talented, you can't do it alone." - Harvey Mackay

"There are two quick ways to disaster: taking nobody's advice and taking everybody's advice." - John Maxwell

"He that won't be counseled can't be helped." - Benjamin Franklin

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**Dos & Don’ts of Networking**

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
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<tbody>
<tr>
<td>Do remember networking isn’t selling – it’s building relationships that are mutually beneficial.</td>
<td>Don’t be late to a meeting – get there early.</td>
</tr>
<tr>
<td>Do understand personality styles – treat people the way they want to be treated.</td>
<td>Don’t sit by someone you know – sit by strangers.</td>
</tr>
<tr>
<td>Do begin every conversation with a question – listen and learn from what you hear.</td>
<td>Don’t sit by an aisle, empty seat or in the back row – surround yourself with people.</td>
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<tr>
<td>Do carry business cards – e sure you always have enough.</td>
<td>Don’t do all the talking – the best conversationalists say the least.</td>
</tr>
<tr>
<td>Do write on the back of any card you receive where you met and what you want to remember</td>
<td>Don’t use inappropriate humor.</td>
</tr>
<tr>
<td>Do realize that networking improves with practice</td>
<td>Don’t become comfortable and monopolize one person’s evening – after 5 to 10 minutes, move on.</td>
</tr>
</tbody>
</table>

Contributed by Phillip J. Stella
www.theLandLovers.org

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!**
The 6th Annual
Garden Gala
Tropical Paradise
at the Hahn Horticulture Garden
at Virginia Tech
Saturday, June 12, 2010
5:30 p.m. to 9:00 p.m.

We’re bringing the islands to Blacksburg for one fabulous evening! Enjoy:
- Delightful food and drinks
- Silent auction of fantastic plants, art, etc.
- Entertainment by the PanJammers
- Rain or shine, the party’s on!

Tickets: $50 each
To order: call (540) 231-5970, visit www.hort.vt.edu/hhg for order form, or e-mail gala@vt.edu

Make an impact as a GALA SPONSOR! (complimentary tickets provided)
call Holly at 540-231-5783

Net proceeds benefit the Hahn Horticulture Garden’s operations and expansion!
### 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>
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<tr>
<td>1/6 page (2.25&quot; x 4.75&quot;)</td>
<td>$55 (1/2 col. Vertical)</td>
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<tr>
<td>1/3 page (2.25&quot; x 9.75&quot;)</td>
<td>$75 (1 col. Vertical)</td>
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<tr>
<td>1/4 page (3.5&quot; x 4.75&quot;)</td>
<td>$80</td>
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<tr>
<td>1/2 page (4.75&quot; x 7.5&quot;)</td>
<td>$130 (Horizontal)</td>
<td>$565</td>
</tr>
<tr>
<td>1/2 page (3.5&quot; x 9.75&quot;)</td>
<td>$185 (Vertical)</td>
<td>$665</td>
</tr>
<tr>
<td>2/3 page (4.75&quot; x 9.75&quot;)</td>
<td>$205 (2 col. Vertical)</td>
<td>$795</td>
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<tr>
<td>full page (7.5&quot; x 9.75&quot;)</td>
<td>$235</td>
<td>$795</td>
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</tbody>
</table>

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

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

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

**Premium locations:** inside front cover, inside back cover - Add 10% to above rates

and 2/3 page on back cover - Add 25% to above rates

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

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

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

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

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

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

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

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

**CLASSIFIED ADS:**

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

<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>
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</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 [www.vnla.org](http://www.vnla.org)
**Upcoming Events**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 7-9, 2010</td>
<td>MID- ATLANTIC CHAPTER OF THE AMERICAN RHODODENDRON SOCIETY Spring Meeting, Charlottesville, VA</td>
<td>Contact: 703-360-7456, <a href="mailto:cpdhide@aol.com">cpdhide@aol.com</a></td>
</tr>
<tr>
<td>May 14-17, 2010</td>
<td>AMERICAN RHODODENDRON SOCIETY Annual Meeting, Long Island, NY</td>
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<tr>
<td>May 18-20, 2010</td>
<td>IRRIGATION ASSOCIATION LEGISLATIVE CONFERENCE, Washington, DC</td>
<td>Contact: <a href="http://www.igation.org/legislativeconference">www.igation.org/legislativeconference</a></td>
</tr>
<tr>
<td>May 20, 2010</td>
<td>&quot;Basic Virginia Certified Horticulturist Exam (VNLA) at: Monroe Technology Center, Leesburg, Contact: VNLA 1-800-476-0055</td>
<td></td>
</tr>
<tr>
<td>June 2, 2010</td>
<td>INVESTING IN GREEN INFRASTRUCTURE - Green Roofs, at the Ronald Reagan Conference Center, Washington, DC Contact: 416-971-44949 x 229 <a href="mailto:jsprouth@greenroofs.org">jsprouth@greenroofs.org</a></td>
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<tr>
<td>June 9, 2010</td>
<td>VIRGINIA GREEN INDUSTRY COUNCIL MEETING (VGIC) Location and Time TBA, Contact: 540-382-0943, <a href="mailto:info@virginiagreen.org">info@virginiagreen.org</a></td>
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<tr>
<td>June 10, 2010</td>
<td>SUSTAINABLE LANDSCAPE RENOVATION &amp; BARE ROOTING AT PLANTING TIME by Dr. Bonnie Appleton for the Rockbridge Area Master Gardeners Association; Lexington, VA Contact: 757-971-3810, <a href="mailto:esm306@yahoo.com">esm306@yahoo.com</a></td>
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<tr>
<td>June 12, 2010</td>
<td>VNLA SUMMER BOARD MEETING, VA Tech, Blacksburg, <a href="mailto:info@vnla.org">info@vnla.org</a> 800-476-0055</td>
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<tr>
<td>June 12, 2010</td>
<td>HAHN HORTICULTURE GARDEN GALA, VA Tech, Blacksburg, 5:30-9 pm Tickets/info: 540-231-5970, hort.vt.edu/hhg <a href="mailto:gala@vt.edu">gala@vt.edu</a></td>
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<tr>
<td>June 15-17, 2010</td>
<td>NATIONAL LAWN &amp; GARDEN SHOW, Colorado Springs, CO; 888-316-0226, <a href="http://www.nlgseshow.com">www.nlgseshow.com</a></td>
<td></td>
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<tr>
<td>June 16, 2010</td>
<td>&quot;Basic &quot;Virginia Certified Horticulturist Exam (VNLA) at: Lancaster Farms, Suffolk Contact: VNLA 1-800-476-0055</td>
<td></td>
</tr>
<tr>
<td>June 22, 2010</td>
<td>VIRGINIA TURFGRASS COUNCIL FIELD DAY, Virginia Beach, <a href="http://www.vaturf.org/5715.htm">www.vaturf.org/5715.htm</a></td>
<td></td>
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<tr>
<td>June 27-30, 2010</td>
<td>GARDEN CENTERS OF AMERICA’S SUMMER TOUR, Orlando, FL Contact: 888-648-6463 <a href="http://www.gardencentersofamerica.org">www.gardencentersofamerica.org</a></td>
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<tr>
<td>July 10-13, 2010</td>
<td>OFA SHORT COURSE &amp; ANLA ANNUAL MEETING, Great Columbus Convention Center Columbus, OH <a href="http://ofa.org">http://ofa.org</a> , <a href="http://www.anlla.org">www.anlla.org</a></td>
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<tr>
<td>July 18-20, 2010</td>
<td>PLANET LEGISLATIVE DAY ON THE HILL and RENEWAL &amp; REMBERANCE Arlington, VA Contact: 800-395-2522 <a href="mailto:info@landcarenetwork.org">info@landcarenetwork.org</a></td>
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<tr>
<td>July 18-24, 2010</td>
<td>PERENNIAL PLANT SYMPOSIUM &amp; TRADE SHOW, Portland, OR 614-771-8431, <a href="mailto:ppa@perennialplant.org">ppa@perennialplant.org</a> <a href="http://www.perennialplant.org">www.perennialplant.org</a></td>
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<tr>
<td>August 3-5, 2010</td>
<td>PANTS, Greater Philadelphia Expo Center, Oaks, PA 800-898-3411 <a href="http://www.plna.com">www.plna.com</a></td>
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<tr>
<td>August 11, 2010</td>
<td>VIRGINIA GREEN INDUSTRY COUNCIL MEETING (VGIC), Massey Cancer Center, Richmond, VA Time TBA Contact: 540-382-0943, <a href="mailto:info@VirginiaGreen.org">info@VirginiaGreen.org</a></td>
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<tr>
<td>August 16-19, 2010</td>
<td>INDEPENDENT GARDEN CENTERS (IGC), Navy Pier, Chicago 888-376-4784, <a href="http://www.JGshow.com">www.JGshow.com</a></td>
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<tr>
<td>August 26-28, 2010</td>
<td>VIRGINIA CHRISTMAST TREE GROWERS ASSOCIATION Annual Meeting &amp; Trade Show, Best Western Hotel, Waynesboro, VA Contact: <a href="mailto:secretary@Virginia-Christmastes.org">secretary@Virginia-Christmastes.org</a> 540-543-8284</td>
<td></td>
</tr>
<tr>
<td>September 8-9, 2010</td>
<td>VNLA ANNUAL FIELD DAY &amp; SUMMER TOUR, HRARECS, Virginia Beach, Contact: 800-476-0055 <a href="http://www.vnla.org/fieldday.htm">www.vnla.org/fieldday.htm</a></td>
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<tr>
<td>September 10, 2010</td>
<td>VNLA ADVANCED VIRGINIA CERTIFIED HORTICULTURIST EXAM, Richmond, VA 1-5 p.m. Pre-register by August 27 Contact: <a href="mailto:vch@vnla.org">vch@vnla.org</a> 1-800-476-0055</td>
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<tr>
<td>September 11, 2010</td>
<td>GOGREEN VIRGINIA GARDEN FESTIVAL, at the Science Museum of Virginia, Richmond, VA, Consumer Education Event; Exhibitors contact: Rick Baker, (301) 275-2077, <a href="mailto:rick.baker@vdacs.virginia.gov">rick.baker@vdacs.virginia.gov</a></td>
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<tr>
<td>October 27-30</td>
<td>GREEN INDUSTRY CONFERENCE (GIC) Kentucky Expo Center, Louisville, KY, 800-395-2522 <a href="mailto:info@landcarentwork.org">info@landcarentwork.org</a></td>
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</table>

For a Current Listing of VIRGINIA CERTIFIED HORTICULTURIST review classes and test dates, go to vnla.org/certification.htm
Phlox Candy Store™
A Sweet Offer in 2010

Chosen as the best new introduction for 2010 at the NMPro New Plant Pavilion at this year’s ANLA Management Clinic, the new Phlox Candy Store™ Series is a treat gardeners will gobble up this spring and summer.

As part of the Novalis® grower network, Carolina Nurseries offers this series of four varieties exclusively to independent retailers and landscapers in 2010.

Candy Store™ is the best mildew resistant Phlox to date and offers months of delicious color and fragrance to the summer garden.

For more information on the new Candy Store™ Series and our wide selection of premium perennials, shrubs, and trees, contact your Carolina Nurseries representative.

Unique Varieties for 2010
Check with David Wraith for These and Other Great Offerings

David Wraith
1-888-845-1969 Fax 1-843-482-1014
dwraith@carolinanurseries.com
739 Gaillard Rd., Moncks Corner, SC 29461
1-800-845-2065 www.carolinanurseries.com

A Licensed Grower of
NOVALIS®
Plants that Work
www.novalis.com

Phlox Candy Store™ Grape Lollipop (background)
One of four Novalis® Candy Store™ Exclusives - the best mildew-resistance of any Phlox to date

Mahonia ‘Soft Carees’
Novalis® Exclusive
Introduction for 2010 - unique, slender foliage - evergreen shrub

Hydrangea White Diamonds™
Smaller in stature and more manageable than most hydrangeas - only from Novalis® - many more to choose from

Double & Pink Double
‘Knock Out® ‘Frose
This revolutionary landscape shrub roses introduced by Novalis®

Variegated Japanese
Aralia ‘Variegata’
The new variegated Fatsia-bold edition for the shade garden and containers