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Nominations are open for VNLA Board Director and Chair of the Technology Committee

Please submit your nomination by July 31
to Candy Lindenzweig, 804-320-1317  Candy@greatbiggreenhouse.com

Technology Committee

- Provide guidance for association on Internet usage, social media and association management software
- Evaluate/review new software of interest to association members or other electronics, ergonomics, advanced technologies
- Directors are elected for 2-year terms and can be re-elected for a second 2-year term, or move into an officer position.
- The Board meets at MANTS the day before the show opens, March, June and October.
- Directors help staff the VNLA Booth at MANTS and assist with Field Day registration/events
- Great networking opportunity
## Officers

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

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

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

### Ex-Officio

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

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

## 1 YR Directors

### JOHN BARBIERI
Membership ‘08  
Riverbend Nursery  
5408 Meadow Chase Rd  
Middletown, VA 22645-6316  
804-363-6758 Fax: 804-639-5905  
john@riverbendnursery.com

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

### MARY WILLIAMS
Environmental Affairs’08  
Dover Nurseries  
111 Deer Keep  
Richmond, VA 23228-6164  
804-784-5175  
Fax: 804-784-5000  
okiemary@comcast.net

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

## 2 YR Directors

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

### STEVE GRIGG
- Education  
Grigg Design Inc ‘09  
8193 Euclid Ct A  
Manassas Park, VA 20111-4810  
703-368-7539  
Fax:703-368-2894  
sgrigg@gdiva.com

### ROBERT SAUNDERS
Technology ‘09  
Saunders Brothers Inc  
PO Box 597  
Piney River, VA 22964-0597  
804-277-8010  
Robert@saundersbrothers.com

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

### Beautiful Gardens™
Plant Introduction Program  

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

## Virginia Regional Associations

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

### Hampton Roads Nursery & Landscape Assoc  
Duckssey (757) 422-2117

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

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

### Southern VA Nursery & Landscape Assoc  
Jim Snyder  
540-763-3362

## Educational Advisors

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

### DR. BONNIE APPLETON
HRAREC  
1444 Diamond Springs Road  
VA Beach, VA 23455-3363  
757-363-3906  
Fax: 757-363-3950  
bapple@vt.edu
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VNLA Mission, Vision and Objectives for 2009

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

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

Objectives

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

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

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

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

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

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

Help Wanted

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President’s Message

I hope the spring has been good to everyone or at least as good as it can be with the current economy status and weather conditions. It seems as though we’ve been getting sufficient rainfall in our area and based on reports the same can be said for the rest of the state. This should help us with the upcoming “Dry Months”, as well as help fill up our water reservoirs for drinking and/or irrigating. Speaking of irrigating, Thanks to those that have sent in their responses regarding their water conservation ideas, irrigation modification ideas and some potential changes for the irrigation industry regarding the % of organic content present in the existing soils. These suggestions/ideas will prove to be helpful when we go to Washington, DC in July for our Legislative Conference.

Please continue to send in your comments so we know how to properly represent our membership. Other items of discussion will be Immigration, Employee Free Choice Act and the Green Infrastructure Panel.

I’d like to Thank the NVNLA for having me attend their latest meeting at NVCC. It was very interesting touring their Horticulture Program facility and learning more about the NVCC Horticulture Program, as well as seeing their newest state of the art greenhouse. It was also impressive to learn that they have 150 students enrolled for this semester. Some graduates of their program are successfully employed at: The Smithsonian Institute, U.S. Botanic Garden, U.S. National Arboretum, as well as other Nationwide and local nurseries, garden centers and installation companies. Mr. Robert Saunders of Saunders Bros. Nurseries was their guest speaker and he did an outstanding job with his presentation on Boxwood.

I also had the chance to speak with Mr. Bill Bland with L.C. Smith, Inc. He informed me that he and several others had created a “Hardscapes Committee” for the NVNLA area. Their proposed focus will be on: Education, Marketing (of NVNLA’s benefits to potential clients of its members), and Member Business Practices. He mentioned that one item of interest discussed was “How do you know how to Choose a Good Installer?”, which I think is a very good topic for discussion. They would appreciate any suggestions/comments you may have and he has provided the following contact info: billbland@lcsmithbrick.com or USPS to NVNLA, PO Box 2155, Centreville, VA 20122-8926.

Please continue to send any comments or questions and I look forward to meeting more of you as I travel around the state.

I met with the Beautiful Gardens Committee on May 27 to express some member concerns and misconceptions about the BG plant introduction program. As a result of this meeting, at the VNLA Board meeting on June 3, Dr. Rumen Conev, Doug Hensel and Rick Baker gave some background and updates on the program noting that the plant introduction process is a long-term project. The “Plants of Distinction” program, promoting under-utilized plants, is laying the marketing groundwork to be ready to market new introductions when they are released, starting with the triploid daylily in 2012 and the Jocelyn Couture-Nowak Lily in 2013.

The committee needs feedback from members, so please let them know about any concerns, suggestions or questions about this exciting program. (BG@BeautifulGardens.org).

Duane Shumaker, VNLA President

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Editor: Jeff Miller

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Key Trends for 2009

• Woes are limited and prices will most likely stay the same. Those few are coming into our state and it seems as though very few are taking their jobs due to the economy; although this won’t revive in any significant way until 2010.

• As the new VNLA President for 2009 I would like to discuss what the needs to be and recommendations on the upcoming “Dry Months”, as well as see our water reservoirs for drinking and/or irrigating. Speaking of irrigating, it was also impressive to learn that they have 150 students enrolled for this semester. Some graduates of their program are successfully employed at: The Smithsonian Institute, U.S. Botanic Garden, U.S. National Arboretum, as well as other Nationwide and local nurseries, garden centers and installation companies. Mr. Robert Saunders of Saunders Bros. Nurseries was their guest speaker and he did an outstanding job with his presentation on Boxwood.

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

VNLA Field Day 2009
Merrifield Garden Center
Wednesday, August 19, 2009

Summer Tour, Thursday, August 20

Behind the Scenes in the gardens at Mount Vernon and the River Farm
Obituary -
John E. Tankard, Jr.

(May 21, 1933 - April 7, 2009)

John Edmund Tankard Jr., husband of Anne Richardson Tankard, a resident of Woodlands Farm near Nassawadox, died suddenly at his home on Tuesday, April 7, 2009. Born on May 21, 1933 in Nassawadox, he was the son of the late John Edmund Tankard and the late Harriet Brandon Tankard. Educated in Northampton County schools and Randolph-Macon Military Academy, Johnny earned a horticulture degree from Long Island A&T in New York. After service in the U.S. Army in Germany, he joined his father and uncle at Tankard Nurseries in 1956.

Johnny enjoyed both his nursery and managing its daily activities. He was a partner at Tankard Nurseries for 53 years. He enjoyed his fellow nurserymen friends that he knew through the International Plant Propagator's Society and the Virginia Nurseryman's Association. He served as that Association's president in 1977, was awarded an Honorary membership in the VNLA in 2003 and was voted Nurseryman of the Year in 2007.

Research was another of Johnny’s passions, serving on the Board of Directors for the Hampton Roads Agriculture and Research Center for 35 years from 1976 until his death, as well as working every VNLA fund raiser auction to raise funds for the VNA Horticulture Research Foundation. You could always count on him being there to help load auction items, setup at the auction and monitor and record the bids during the live auction.

Nothing pleased Johnny more than exhibiting his company's plants at trade shows where he loved visiting with new and old customers. The success of the nursery was a life-long pursuit for Johnny, and the days he called in sick could be counted on one hand. Cultivating plants and customers was his passion. Johnny's love of the land and what it could produce with hard work and determination extended to his home and farms.

He was particularly proud of the old colonial home, Woodlands, he restored. The landscape he created and tended around it was part of his Spring ritual. Friends in his beloved Rotary Club will recall his consistent presence at meetings and his eagerness to tend the grill at the Little League picnic. He was a constant fixture at the side of the auctioneer at the Good Times Auction.

When he did relax, Johnny took great pleasure in reading spy novels, modern warfare histories, and farm publications. He always looked forward to the learning and fellowship of the Hamilton Bible school class at his church in Franktown.

Most important to Johnny was his family. He enjoyed entertaining his grandchildren at his farm or at Tankard's Beach. Other than his wife of 48 years, he is survived by two sons, John Edmund Tankard III and his wife Amy of Eastville and their children Jean and Michaux; Richard Blair Tankard and his wife Joie of Franktown and their children Grace, Harriet, Lawrence and Mary Blair, a brother David Brandon Tankard and his wife Suzanne of Wardtown.

Memorial donations may be made to Virginia Coast Reserve, P.O. Box 158 Nassawadox, VA. 23413, Franktown United Methodist Church Foundation, P.O. Box 130 Franktown, VA. 23354 or Broadwater Academy, P.O. Box 546 Exmore, VA. 23350.

From Holland Funeral Home

Dust from the flurry of activity surrounding finals and graduation has settled and Blacksburg has changed once again to a brief summertime life in ¼ time. Congratulations to our spring/summer graduates! Our most recent alumni and their immediate plans are below.

Many thanks to the Horticulture Club for their general maintenance and the planting of the Hostas in the beds around Saunders Hall.

Horticulture Club Report: The Horticulture Club has just wrapped up an outstanding year. We did several community service projects including, Adopt-A-Highway, a science night at Kipps Elementary school, and the Big Event. Our banquet was held April 22. The Big Lick Brass Band entertained us after a delightful dinner and faculty/staff roast. The plant sale was a big success this year due in part to the club members volunteering almost 800 hours during the week of the sale. I would like to thank all the faculty, staff, and students that made this year such a success.

Susan Day’s research on how urban trees aid stormwater management was recently the feature story in the College of Natural Resource’s spring newsletter. Check it out at: http://www.cnr.vt.edu/cnr_pdf/cnr%20newsletter%20spring%202009.pdf

Susan Day, Roger Harris, and Sarah Dickinson are part the team from six southeastern universities that received a Blue Ribbon Award from the American Society of Agricultural and Biological Engineers for their online Knowledge Center for Nursery Producers.

The Virginia Beach Master Gardener program was recently featured in a segment of this month’s edition of "Down Home Virginia" (#87), a program sponsored by the VA Farm Bureau that runs statewide on various public access stations. Check out the online video on the VA Farm Bureau site: www.vafb.com/video/pages/apr/mastergrdn.htm

Several of our graduate students recently participated in the local “Big Event”, a community service program. Linda Taylor reports that they were assigned to help a couple prepare a new vegetable garden. “The Happy Hort Grad Helpers included Rachel (captain), Juan, Julio (from VBI), Nan (Plant Molecular Sciences), Sarah D., Norma, and me. We would definitely do it again!”

Joyce Latimer, Bonnie Appleton and Laurie Fox along with other Hampton Roads AREC faculty, Chuan Hong, Pete Schultz and Jeff Derr conducted an Inservice Training on Diagnosis of Biotic and Abiotic Problems of Green Industry Crops for Horticulture Extension agents from around the state. Twelve agents participated in the 2-day training.

Joyce Latimer participated in the VAAEA Sustainable Ag Tour of Southwest Virginia. Along with about 20 Extension agents and other specialists, she visited K-VA-T Food Stores, Inc. Distribution Center (Food City); Indoor Farms, a commercial greenhouse; and the Stuart Land and Cattle Company which is one of the oldest farms in the U.S.; actually pre-dating the United States, it was established in 1774.

In order to complement the Potato Genome Sequencing Consortium strategy (based on the sequencing of a heterozygous diploid line) an international team with participants from Europe, the USA South America, Asia and Australasia have begun to sequence a Doubled Monoploid line developed by Richard Veilleux. Check it out: http://potatosequence.org/

Zhiwu Li, adjunct faculty member at the IALR in Danville, is the proud new father of a baby girl named Sunny. Congratulations Zhiwu and family!

Bingyu Zhao and Greg Welbaum were recently awarded a grant for from the Binational Agricultural Research and Development Fund (BARD) for $330,000 for their project “Control of Bacterial Fruit Blotch of Cucurbits using the Maize Non-Host Disease Resistance Gene RXO1”. This project is in collaboration with scientists from the University of Georgia and from Israel.

- provided by Roger Harris, Interim Head of the Virginia Tech Horticulture Department
**VNLA Collaborates with Virginia Tech**

The VNLA has maintained a tree canopy database for nearly a decade. The purpose of the database is to provide horticulturalists, landscape designers, urban foresters, and city planners with information on the typical canopy dimensions of common landscape trees at functional maturity. This information is valuable for planning and designing urban landscapes. In particular, the data provide guidance on proper species size selection and appropriate tree planting densities. In recent years, urban foresters have increasingly relied on the database for managing tree canopy coverage, which is a prominent issue in urban sustainability.

The database was originally developed by Virginia Tech horticulture professor, Dr. Bonnie Appleton, and her colleagues at the Hampton Roads Agricultural Research and Extension Center. In 2009, Virginia Tech urban forestry professor, Dr. Eric Wiseman, and his colleagues in the Department of Forest Resources and Environmental Conservation expanded the database and added new features to its website (www.cnr.vt.edu/urbanforestry/predictions/canopy.cfm). The project was made possible by a grant from the Virginia Nurserymen's Horticultural Research Foundation.

The website contains information on over 200 tree species and cultivars. For each tree, the expected canopy spread and coverage at 10 and 20 years after transplanting are listed. The webpage database is sortable by either botanical name or tree size, which enables users to quickly locate a particular tree or browse for species that possess particular canopy dimensions. In addition, the botanical name of each tree in the database is hyperlinked to an online factsheet, published by University of Florida and U.S. Forest Service, which provides information on the tree’s ecology, use, and management. The database can also be downloaded in Microsoft® Excel or Adobe® PDF format from the website.

In constructing the database, the researchers focused on information sources from the Mid-Atlantic region or USDA Hardiness Zones 5–7. Most of the values presented in the database are based on anecdotal observa-
tions published in a wide range of horticultural texts, bulletins, journals, and websites. Some values are based on actual tree growth trials. A key consideration in developing the database was finding independent information sources that reflected true urban landscape growing conditions. Still, any particular tree could deviate significantly from the values presented in the database because the mid-Atlantic region has a wide range of physiography, climate, and land use. Therefore, website users are urged to exercise caution when referencing the database. Ongoing research at Virginia Tech is seeking to understand how confined growing spaces (sidewalk cutouts and parking lot islands) affect tree growth rates. It is hoped that the database might be further refined in the future to depict canopy dimensions of trees growing in specific landscape configurations.

Eric Wiseman Department of Forest Resources & Environmental Conservation

VNLA – Tree Canopy in the Code of Virginia

§ 15.2-961. Replacement of trees during development process in certain localities.
E. The ordinance may designate tree species that cannot be planted to meet minimum tree canopy requirements due to tendencies of such species to (i) negatively impact native plant communities, (ii) cause damage to nearby structures and infrastructure, or (iii) possess inherent physiological traits that cause such trees to structurally fail. All trees to be planted shall meet the specifications of the American Association of Landscape Architects. The planting of trees shall be done in accordance with either the standardized landscape specifications jointly adopted by the Virginia Nurserymen's Association, the Virginia Society of Landscape Designers and the Virginia Chapter of the American Society of Landscape Architects, or the road and bridge specifications of the Virginia Department of Transportation.

News - Tree Ordinance Database in Virginia

Welcome to the Virginia Tree Ordinance Database (VTOD), http://www.cnr.vt.edu/vtod/, a repository of municipal ordinances in Virginia that regulate the use, management, and conservation of trees in urbanized areas. The purpose of this website is to provide citizens, professionals, and elected officials with information they can use to craft tree ordinances for their communities. The website is not a tutorial or instruction manual for writing ordinances. Rather, it provides examples of common tree ordinance terminology and content, which has been excerpted from ordinances of select municipalities across Virginia.

VTOD is a pilot project that is a collaboration between Virginia Tech Department...
of Forestry and the Virginia Urban Forest Council. It is a work in progress. To date, only about a dozen municipalities have been catalogued for the database. More will be added in the future.

VTOD has six features all available on the main search page:

* **Glossary of common tree ordinance terms.** Select a term from the drop-down menu, press submit, and its definition appears below the menu. Definitions have been excerpted from municipal ordinances, and the name of the source municipality is provided with the definition. For some terms, definitions from multiple municipalities are provided. Sometimes these definitions differ depending on the term’s context in the ordinance. Take a look at critical root zone to see how municipalities differ in its measurement.

* **Key word search engine.** Type a word or phrase in the box, press submit, and VTOD locates the words in its municipal ordinance database. The search result provides excerpted text for each municipal ordinance in which the term appears. The search result also identifies the source municipality and groups results by the ordinance type/section. Try searching canopy cover and see what VTOD finds.

* **Examples of common ordinance types and components.** Click a link to see examples from select municipalities in Virginia. The link provides excerpted text from municipal ordinances that address the particular component. Try out Variances and Appeals to see how different municipalities handle this regulatory issue.

* **Tree ordinance library.** Maybe you want to see the whole tree ordinance for our select municipalities. If so, you can download them in either PDF or Word format. With a bit of editing, you can quickly craft a draft ordinance for your community using one of the examples as a template.

* **Relevant Commonwealth legislation.** Virginia is a Dillon Rule state. Therefore, Virginia municipalities have limited power to regulate the activities of their citizens. Familiarize yourself with these statutes from the Code of Virginia before you start crafting a tree ordinance for your community.

Conceptualization — Dr. Eric Wiseman (primary contact /feedback) Design and Research — John Peterson (report technical difficulties here) Research Assistance — Kate Tuttle Virginia Tree Ordinance Database, a repository of municipal ordinances in Virginia that regulate the use, management, and conservation of trees in urbanized areas

http://www.cnr.vt.edu/vtod/

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

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

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

GROWING TOP QUALITY
SHRUBS AND TREES SINCE 1972

www.turtlecreeknursery.com password: tcn

**Turtle Creek Nursery**

PHONE: 1.800.762.7062  FAX: 704.663.4204
EMAIL: webmaster@turtlecreeknursery.com
12037 Mooresville Road  Davidson, NC  28036
Located 20 miles north of Charlotte

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Located 20 miles north of Charlotte
Jim is a 1975 VA Tech Horticulture graduate. He is Virginia Certified Horticulturist and a Virginia Class A Contractor. Prior to obtaining his Horticulture degree, he gained experience working for three different nursery businesses. After graduation, he began his professional career teaching Horticulture at James Wood High School in Winchester where he developed and coached three National Winning Horticulture Teams in the FFA (Future Farmers of America) organization. In 1978, Jim returned to his hometown of Weyers Cave and began working part-time with his father in his landscaping design/shrubbery business. As their reputation and business grew, Jim became a full time partner and eventually moved the business to the current site in Weyers Cave.

His wife Becky partners with him in taking care of the administrative/accounting/office duties. They are the proud parents of three young adult children, Brandon, Maggie, and Trent.

**About Shreckhise Landscape & Design Service**

Jim Shreckhise Landscape and Design Service is a business that began in 1945 through the determination and hard work of Jim's dad, James Moore Shreckhise. Although Jim grew up working in the Shreckhise family shrubbery business in Grottoes, he officially began partnering with his dad in the landscaping business in 1980. During that time, the business expanded, changed locations and is currently operating on 7 acres next to Jim's home in Weyers Cave. Jim has greatly increased the variety of plants used in his design work and owns one of the Valley's healthiest inventories of plant materials. His unique gift in landscape design is well known throughout Staunton, Waynesboro, Harrisonburg, Augusta, Rockingham, and Rockbridge counties. He is often consulted in new home construction on the placement of driveways, walkways, and patios. In fact, many customers have expressed how grateful they were to consult with Jim about outside details before their contractor pushed the first bucket of soil on new home construction. Customers seek his services because of his reputation for personally selecting the plant material, being directly involved at all times during the designing/transplanting process, and or using high quality plant materials. Visitors are often impressed at the quantity and quality of plant inventory when they visit the nursery.

Jim's business philosophy is to landscape every residence as if it were his own home. He is known for his consistent follow up with any problems that surface as the homeowner's landscaping becomes established. He maintains contact with his clientele and is proud of the fact that many customers continue to seek his skills as they upgrade to other homes or add other landscaping projects to their current residences. Customers are often amazed at the equipment, efficiency, and skill he uses when planting his designs. There is most definitely a difference in the "Jim" Shreckhise approach to business.

**Services/What We Offer**

**Landscape Design**

- Free consultations and landscape designs by appointment for serious customers.
- In most situations, Jim assesses, designs, prices, and presents his designs in one meeting. A second meeting often takes place at the nursery where the actual plants can be viewed and selected.

**Landscape Installation**

- Jim and his experienced/capable crew will install the landscape designs he has created. He personally selects the plant material, is present at every job, and works directly with the crew during installation.
New Home Consultation:
- Placement of home on lot.
- Driveways, walkways, and patio placement and design.
- Excavating tips for proper drainage of run off storm water.

Shrubbery Maintenance
- Jim's horticulture background and Ornamental Horticulture degree from Virginia Tech makes him a local expert in the care of trees and plants. Jim is a true plantsman and is unique in that he understands how individual plants mature in 10, 20, or more years.

Mulching/Trimming/General Maintenance
- Limited basis. Call for availability or sources for these services.

Mulch/Pine Straw/Rock
- We recommend calling ahead for prompt service.

Cash and Carry
- By appointment — although folks are welcome to visit and browse our nursery at their convenience.

Because Jim and his crew are often "out on the job", they recommend calling ahead if you wish to purchase shrubbery to plant on your own.

What Makes Jim Shreckhise Different From Other Area Landscapers:
- Degree in Ornamental Horticulture from VA Tech
- Former teacher in Horticulture Education on the High School Level and in Adult education.
- Creative skills in landscape design. Jim is known in the area for his unique and creative landscape designs that are customized for each home. Emphasis is placed on designing an individualized plan that reflects the homeowner's desires, compliments the architectural style of the home, and requires minimal of maintenance, and exhibits year round color and interest.
- Consultant in new home construction.
- Maintains one of the areas largest inventories of high quality and unusual plant material in larger but, practical sizes.
- Consistent service and follow up with his customers. Jim has many clients who use his services repeatedly as they moved or upgraded to other locations. Satisfied customers are his greatest source of new business.
- Knowledge of plant material and the care and maintenance of trees and shrubbery.
- Jim considers himself a "grower" as well as a "landscaper". He uses/emphasizes plant materials in his designs that not only survive, but really thrive in the locations they are planted.

[continued on page 16]
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
### 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.**

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**Winner of the May/June ’09 Photo Contest**

**Photo Winner: Vida McCracken**

The first Clematis on my vine for this year. The early morning sun highlighted it perfectly. The picture was taken with a Cannon 5D.

Vida McCracken, Office Manager
Signature Landscapes, Chesapeake, VA

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

BEAUTIFUL GARDENS
grow with confidence
Jim Shreckhise continued from page 13

Professional Organizations:
- Shenandoah Valley Nursery and Greenhouse Association
- Virginia Nursery & Landscape Association
- National Federation of Independent Businesses
- Harrisonburg Rockingham County Chamber of Commerce
- Class A Contractor

Shreckhise Landscape’s Market Niche: Upper middle class homes with some industrial landscapes. Jim said business philosophy is “I treat my customers the way I want to be treated by landscaping their property as if it were my own.”

Best Idea He Ever Stole: to always give a customer a little more than they expect or asked for.

Favorite plant: Too many to name

Dislikes: Phone calls, paper work, and government red-tape

Best Habit: getting up at 5:15, careful planning of days activities, returning customer’s phone calls promptly, being organized

Worst Habit: Cuban Cigars

Hobbies: Ballroom dancing with his wife, riding his motorcycle, working out at the RMH Wellness Center

Dream Vacation: a month in Cancun, Mexico or the Mediterranean

Aspirations: to work part-time and have the freedom to travel and pursue other activities

Hardest part of His Day: after 6 pm returning customer’s phone calls, paperwork

Best part of His Workday: When I see joy and satisfaction on my customer’s faces after a job is completed

Helpful Hit when Handling Employees: See them as an integral part of your business and interested in their lives outside of the work day. Seek their opinions when making decisions

Hottest Upcoming Trend: steady push in color and year-round interest and contracted maintenance…also think we are moving toward smaller homes on smaller lots using smaller trees.

Best Advise Ever Received: work hard, be generous to your customers, spend your revenues wisely.

Why Your Company Managed to Stay in Business so Long?
Giving excellent service and follow-up to our customers

Biggest Challenge in Business History: moving and establishing the business at the current location 23 years ago. Also the current economic climate has been a huge challenge
Future Plans: keep the business vibrant and thriving in case my youngest son chooses to continue in the business

How has the industry changed since you started in business? Homeowners used to buy “shrubs and hedges”, now they purchase “landscapes” – a more complete package. The impact of the discount home stores has removed the bottom third of the market.

What do you know now, that you would have liked to know when you started in business? How important the right equipment is to our day-to-day operation.

Where do you think the green industry is going in the next 10 years? Geared toward smaller properties with both homeowners working with contracted maintenance. Customers having higher expectations for blooming and exceptional plant material.

540-234-9911, info@JimShrecKhiSe.com

The Beautiful Gardens Plant Introduction Program was highlighted during the month of April on the locally produced television show “Virginia Home Grown”, a series dedicated to raising awareness about gardening practices across Central Virginia. The 1 hour show airs during the 8:00 time slot on WCVE Richmond PBS and WHTJ Charlottesville PBS once monthly from March through October and hosted by Richard Nunnally, Extension Agent Emeritus with Chesterfield County.

The show is predominantly a series of live segments in the studio preceded by a taped portion at a designated location. Virginia Home Grown is in its 9th season and has premiered countless individuals and spotlighted a broad range of activities from the green industry over the years.

Beautiful Gardens’ taped portion took place at the Claytor Nature Study Center in Bedford, VA, one of the test sites for the plant introduction program. Dr. Greg Eaton, Director for the Center and writer of the original funding grant for Beautiful Gardens, began the segment with co-host Amy Barton Williams within view of the Peaks of Otter Mountains describing the history and mission of the Center and its relationship with Beautiful Gardens. Greg explained the origination of the grant over 4 years ago and its impact today as it benefits to green industry of Virginia specifically growers in the southwest portion of the state.

Taping continued to the trial garden where Neal Beasley, Timmons Group Landscape Designer and member of the BG promotion committee, spoke
of the process of introducing and promoting plants in Virginia. Neal described how plants were selected for evaluation as images rotated across the screen of Master Gardener’s recording data and caring for the trial plants. The Institute for Advanced Learning and Research, a participating member of the program, was integrated magnificently into the segment showing lab personnel, procedures and tissue culture practices.

Moving to a “LIVE” segment in the studio, Neal presented the 2009 Plants of Distinction to viewers. Attributes and landscape use of each plant individually was the focus giving credit to influential professionals such as Paul Saunders for his work with Boxwoods and Dick and Judith Tyler for their work with Hellebores. Each of these two genus’s are represented by the inaugural 2009 selections.

Virginia Home grown allows for a live call-in question and answer period as well as studio audience questions from the Henrico County Master Gardeners. One can review excerpts from the show at the Virginia Home Grown website accessible through www.wcve.org.

Gratitude is extended to Virginia Home Grown for allowing Beautiful Gardens the opportunity to promote our program, Great Big Greenhouse and Colesville Nursery for providing the plants, the Institute for Advanced Learning and Research for providing images, Master Gardeners from Bedford for enhancing the viewer experience and the Claytor Nature Study Center for serving as host.

- provided by Neal Beasley, Timmons Group

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**VNLA - Beautiful Gardens® Updates**

**Beautiful Gardens® Spring Board Meeting Minutes**

J. Sargeant Reynolds CC, Goochland

Wednesday, May 27, 2009

10:10 am - Call to Order by Doug Hensel with the following people present: Dick and Judith Tyler, Duane Shumaker, Fred Duis, Alex Niemiera, Roger Harris, Lisa Lipsey, Butch Gaddy, Kadong Da, Barry Flinn, Jack Freeman, Rumen Conev, Jeff Miller,

**Review of Board Meeting Minutes** – February 18, 2009 by Doug Hensel

**Update on Beautiful Gardens®** was presented by Dr. Rumen Conev: June 15 is the deadline for the next round of Tobacco grant applications, but won’t know the status of our current USDA grant application until after June.

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**VNLA Newsletter**

May / June 2009

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Shreckhise NURSERIES

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Nomination Form

Environmental Steward of the Year Award

Name: _____________________________________________________________

Company: _____________________________________________________________________________________

Address: ______________________________________________________________________________________

City: ____________________________ ST _________ Zip: ______________________

PH: ________-_______-______________ Fax: ________-_______-______________

Email: _________________________________________________________________________________________

Website: _______________________________________________________________________________________

Name of Project: ________________________________________________________________________________

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

Date Project was implemented: ____/____/_________

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

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

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

This form is also available online at www.vnla.org/about.htm
The April USDA grant application is for a 3-year period for $1.7 million with another $1.7 million in match in-kind participation by other BG partners and would cover, among other things:

- plant evaluations and 50% salary/benefits for a technician, and 50% from another section of the grant for the balance of the salary/benefits for a technician.
- Wages for summer workers, for 2 people at test sites.
- $2,000/year to purchase plants.
- $2,000/yr for travel to test sites.
- Extension portion would cover greenhouse training courses for 3 years, Year 1 on basic training, Year 2 will be advanced training, Year 3 advanced greenhouse training and retro-fitting
- Financial estimates for demand and supply with Virginia Tech Ag Economics Department with interviews of growers, retailers, and consumers utilizing 2 graduate students.

**Plant Review by Rumen**

- Bill Smith’s Magnolia hybrids with crosses of 27 varieties.
- Variegated pagoda Dogwood, propagation of variegated portion has been started
- Ornamental Peaches grafted in 2007 and planted in spring of 2008 at the Urban Horticulture Center and the test sites with positive responses for performance so far
- Oleander had winter injury and dieback
- Plants acquired from National Arboretum: ‘Betsy Ross’ lilac, Callicarpa ‘Duet’

**Financial report** by Jeff Miller on the 2009 Budget and status of the Tobacco grant status. There is approximately $23,000 still available on the current grant that has not been spent.

**Committee Reports:**

**Lisa Lipsey** - Update on plant selection, testing sites (see attached report)

**Jack Freeman** – IALR Development, reported that they have a proposal submitted to the Danville Regional Foundation for approximately $1 million over a 3-year period to complete the commercial lab setup and operate it for the period under the supervision of Kadong Da and up to four technicians, beginning September 1, if funding is approved.

**Kadong Da** presented an update from IALR on the current status of plants in tissue culture

**Rick Baker** - Update on marketing of BG (see attached reports)

- Workshop update
- Financial update
- Demonstration Greenhouse

**Butch Gaddy** - Liner Plant update – see Lisa Lipsey’s report for liner production with Claire Robertson.

Lisa Lipsey will contact Brent and Becky’s Bulbs about growing out the Jocelyne Lily. This lily won’t directly benefit many Virginia growers, but has great potential for a revenue stream to help bring sustainability to the program.

**Addressing VNLA concern with future funding of BG**

Accountability and concerns from some VNLA members was presented by Doug for discussion. The ‘Plants of Distinction’ program have clouded the purpose of the plant introduction program, there are concerns with plant selections for the ‘Plants of Distinction’, why have BG tags now, and concerns about getting “new” plants into testing and production.

**Questions:**

- Can IALR commercial tissue culture production sell extra production to the open market with royalty payments to BG?
- What do we do if the next grant does not come through?
- How much money do we need to continue to operate next year?
- Need to determine what and when to patent plants, amount of royalty, patent process and who makes these decisions?
- 2010 Plants of Distinction – need to get photos and info together for a brochure and get commitments from growers to produce these.
- What are the timelines, procedures and costs for plants coming out of tissue culture?
- Leadership – who makes final decisions on questions - Chairman, Rumen as Executive Director, Beautiful Gardens Executive Committee?
- Follow-up with tobacco growers needs to be soon on establishing

**IALR Commercial Lab Potential Production capacity**

<table>
<thead>
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<th>Theoretical</th>
<th>312 =531,441/yr =4,4000/mo =2,200/day =1,100/2person .day =550/4person .day =275/8person .day*</th>
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Glade Springs and South Boston will be observation sites, but test data will not be collected. Weather data will still be collected at South Boston and downloaded to a computer. Bedford and South Boston and are in same cold zone, but in different heat and soil.
liner production from tissue cultured plants.

Future actions:
Rumen and Lisa will prepare a presentation that Rumen will make at the VNLA Board meeting on June 3 on the current status of the Beautiful Gardens program and future plans with input from Barry Flinn at IALR.

Lisa and Rumen will contact more individuals involved in plant breeding and introduction to establish sources of new plants for the program.

A motion was made by Butch Gaddy to make a firm commitment to designate the triploid daylily for introduction in 2012 (ownership: 50% IALR, 25% Linda Pinkham, 25% Beautiful Gardens); the Jocelyne Couture-Nowak Lily for introduction in 2013 (100% Beautiful Gardens ownership); and a Helleborus in 2014. It was seconded and passed.

Set next meeting date: Doug will look at possible dates and get back with the committee.

Adjourn – being no other business the meeting was adjourned at 4:10 p.m.

Respectfully submitted, Jeff Miller

Report on Beautiful Gardens® Trial Sites

Additions to Trials, Spring 2009
Plants that will be added to the trials this spring are:

- *Ilex glabra* selection from Mike Graham. This inkberry holly remains full to the ground without undue pruning
- *Ilex glabra* ‘Compacta’ – comparison plant
- *Cestrum* ‘Orange Peel’ – perennial in warmer zones, annual in colder
- *Agave virginica* ‘Spot’ – to determine hardiness

It has been suggested by Jack Campbell, member of the Plant Selection Committee, that a dwarf wax myrtle, *Myrica cerifera pumila*, be trialed along side *Myrica cerifera* ‘Little Bull’. Jack indicated in his ‘Plant Nomination Form’ that the *pumila* strain has proven to be more cold hardy than the ‘Little Bull’.

Linda Pinkham has suggested other plants for trial – see below.

Trial Plants

Many of our trial plants are doing well. The following are plants that may have potential for future introduction.

‘Axminster Gold’ *Symphytum x uplandicum z5-9*

Quart plants were planted spring 2008 beneath shade structures at two of the test sites – UHC and Bedford. One plant was planted in a landscape setting at the Hahn Horticulture Garden. All plants increased greatly in size the first growing season, all...
emerged from winter dormancy with no problems, and are just beginning to flower. Flowers are pink standing above the foliage. Noteworthy characteristics – deer tolerant, attracts hummingbirds, fast grower, showy foliage, blooms early summer. One concern would be that liners are not readily available and propagation is somewhat difficult as indicated by the following: “A much sought after perennial that is quite rare in the trade because of it’s difficulty in propagating itself. Root cuttings typically will produce all green plants. ‘Axminster Gold’ must be divided at the crown or flowering stem cuttings be rooted. There is still a small percentage that will not come true via these methods.” (from http://www.rizreyes.com/Symphytum_Axminster_Gold.html)

**xAmarcrinum ‘Fred Howard’ z7-10**

Plants were given by Linda Pinkham and planted at the UHC and Bedford in full sun the spring of 2008. One of the four plants at Bedford bloomed in early October, and one of the four plants at UHC bloomed. All eight plants are up and growing. Frost did damage the tips of emerging leaves at the UHC, but plants have recovered nicely. ‘Fred Howard’ may be more cold hardy than the z7 indicated.

From Plant Delights website: “The short, glossy, strap-like leaves to 18” give rise in the hottest part of summer to 2' stalks, each topped with 6-8 large, lovely pink, exquisitely fragrant flowers. As soon as one stalk finishes flowering, another emerges, and this flowering pattern continues until frost. In colder climates, xAmarcrinum makes a superb potted specimen!”

**Chionanthus ‘Spring Fleecing’**

Planted the summer of 2007 (spring 2008 at Glade Spring), this has been a good performer in both flowering and growth rate as compared to the ‘Seedling’ and to our other evaluation plant, ‘Emerald Knight’. A male cultivar which to date has shown no disease or insect problems and plants have over-wintered well at all the test sites. With only one full year in evaluation, I believe this has high potential for promotion - a native, small flowering tree that begins blooming in mid-April.

**Hemerocallis #33**

Sterile, triploid daylily tested by Linda Pinkham. 100 plants were planted at UHC, fall 2009, 4 plants each were planted at Glade Spring, Bedford and South Boston, and plants were given to NBG. Plants are growing well – at UHC, 85 plants survived the winter. Most of those dead were prolifs, not divisions. At the other sites there has been some mortality, but in general plants are doing well.

**Prunus species**

Planted late summer or early fall 2008, all of Rumen’s peach selections are doing well. None had any winter damage. Dormant shoots of BG 18, BG 27 and BG 29 were eaten by rabbits but all plants have recovered nicely. Some quick notes:

- **BG 13** – nice columnar form; bloomed well this spring - nice pink, double – fruit small, green, primarily hidden by dense foliage
- **BG 28** – nice rounded form and deep purple leaf color; no fruit

**Future Trial Plants suggested by Linda**

- **Peony** - Intersectional cross – a beautiful yellow flower color
- **Crown of Thorns** Euphorbia splendens – annual

**BG Liner Production – update**

At the suggestion of Fred Duis, Clair Robertson, Horticulture teacher for Bedford Co. schools, VT hort graduate and annual/ perennial grower, was asked to help with the transition of tissue culture liners produced at the Institute for Sustainable and Renewable Resources, Danville. Plants from the tissue culture lab require a time for acclimation from lab to real-world growing conditions, and a period of growth before being sold to Beautiful Gardens® growers.

The first plants, a hybrid lily, were given to Clair on May 5th. Her intention is to allow the bulblets to acclimate for a few weeks in her greenhouse, and then transplant survivors into 1801 deep pots using well drained media. She will keep extensive records as to methods, procedures, and the rate of growth.

**BG Plants at Hahn Hort Garden Sale**

Dr. Holly Scoggins, Associate Professor & Director, Hahn Horticulture Garden, graciously agreed to include BG 2009 Plants of Distinction in their annual spring plant sale. Coordinating with Stephanie Huckestein, Education and Outreach Coordinator, plants were purchased from BG/VNLA member growers and sold with our plant tags. BG plants sold very well with buyers particularly excited about *Musa basjoo* (we had a few single stem, tree-form with no leaves! that were gone the first morning), *Agapanthus ‘Midknight Blue’* and *Cercis ‘Don Egolf’*. Butch Gaddy, Colesville Nursery, donated some beautiful *Ilex x ‘Virginia’* that also sold that first morning.

Those I spoke with were impressed with the scope of the BG program and the plants that had been selected for our first promotion. Plants advocated by a partnership between VNLA and Virginia Tech seemed to give people a sense of confidence and trust, and many were looking forward to our selections for next year and beyond.

The Gardens have asked if we could have a grouping of our 2009 plants for the silent auction during their Garden Gala on June 13.

Lisa Lipsey, Site Coordinator, May 27, 2009, Board Meeting – J Sargent
Reynolds Community College, lipsey@vt.edu
Marketing Committee Report

BEAUTIFUL GARDENS!
A Plant Introduction Program for the Mid-Atlantic and Beyond

To strengthen Virginia's quality and diversity of ornamental plants, the Virginia Nurserymen's Association Horticulture Research Foundation Inc. has initiated its own plant introduction program, Beautiful Gardens®. For 2009, Beautiful Gardens® offer "Plants of Distinction," plants that are not new but are determined to be underutilized in the landscape.

Rick Baker, Market Development Manager in the Division of Marketing, is VDACS' representative to the program. He's shown at the right in the photo with Doug Hensel, President of the Great Big Greenhouse and Nursery in Richmond, which is a distribution site for 'Plant of Distinction.' According to Rick, The Beautiful Gardens® plant introduction program has been taking shape since 2003. "A group of interested and proactive individuals from many segments of the industry came together and formed an organization that would introduce new plants to the market and expand production opportunities for Virginia growers,' he explained.

While most plant introduction programs tempt the gardening public's need to acquire the latest and greatest plants, Beautiful Gardens® focuses on 'Plants of Distinction,' plants tested across varied climactic zones of the state of Virginia. The result is that customers have confidence in the success of a Beautiful Gardens® selection.

To initiate the 2009 program, Beautiful Gardens® is promoting the following underutilized plants with stable performance in USDA hardiness/AHS heat zones 6a/2 to 8a/7 and excellent ornamental display:

- *Cercis chinensis* 'Don Egolf', Chinese Redbud
- *Helleborus x hybridus* Pine Knot Strains, Lenten Rose
- *Agapanthus* x 'Monmid' Midnight Blue® Lily of the Nile
- *Hydrangea quercifolia* 'Snowflake', Oakleaf Hydrangea
• *Ilex* x 'Virginia'. Holly
• *Thuja* x 'Steeplechase' (PP), Arborvitae
• *Buxus* x 'Green Velvet'. Boxwood
• *Stokesia laevis* 'Peachie's Pick'. Stokes' Aster
• *Musa basjoo*, Hardy Banana

Plant descriptions are available at [http://beautifulgardens.org/promotion/plants/Plants2009.htm](http://beautifulgardens.org/promotion/plants/Plants2009.htm). Additional plants are scheduled for release in 2010 and the program is presently soliciting nominations for its 2011 distribution. For details of how to nominate a plant, see [www.beautifulgardens.org](http://www.beautifulgardens.org) and click on the "nominate a plant" option.

**Beautiful Gardens® Spring 2009 Retail Garden Center Status Report — May 27, 2009**

This has been our first year/spring introducing the Beautiful Gardens program to the retail garden centers and the buying public. We have had to face challenges presented by the economy, other major branding programs and a higher than anticipated level of indifference from our growers. Following is a brief review of the contacts I've made and the responses generated to date:

- VA Grower Commitment – 15 growers
- Growers Tagging Plants – 3
- Retail Garden Centers – 25 Active Participants – 21
- Tag Revenue - $616.00 (3 growers – 16 garden centers)
- Garden Center Use of Promotional Materials – 21
- Garden Center Web Site Promotion and Link – 5
- Newsletter, Seminar Mention by Garden Center – 12
- Rick's participation in seminars and open houses – 8
- News Releases – VDACS, Jeff, Sylvia Wright, Farm Bureau, Extension, others – 12 plus


Observations – Suggestions
1. Garden Center staffs were down this spring due to the economy making their response to BG less enthusiastic.
2. Monrovia 'featured' the Agapanthus this spring.
3. Difficult to get displays up
4. Most used promotional materials to good results – tagging difficult – 6"x8" BG signs well received and used.
5. GC's upset at having to pay for tags (why don't the growers?)
6. Suggest use of more 6"x8" signs and fewer tags.
7. Have completed 2 to 3 visits per garden center this spring – suggest more frequent visits.

_Provided by Rick Baker, VDACS Division of Marketing, Beautiful Gardens Marketing Committee Chair_

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**News - Registered Technician Online Course**

_Do you need to get your employees licensed as Registered Technicians for applying pesticides?_

If so, below is information for an Online Study Course through Virginia Tech Pesticide Programs.

VTTP is offering an online training course to assist employers who are required to provide core training for their registered technicians (RT).

Virginia law requires employers to provide 20 hours of core training (and 20 hours of additional on-the-job training in pesticide safety) to qualify an employee as a registered technician (RT). For those not familiar with an RT - they are a pesticide applicator who has not completed the requirements for commercial certification.

RTs can apply general use pesticides themselves, but applying restricted use pesticides requires supervision by a commercial applicator.

An RT can now go online and get help with studying the core content (they still need to study the core manual). The course has 15 modules that correspond to the 12 chapters of the Virginia core manual. In addition, we offer a set of practice exams to help users gain confidence in taking electronic exams (those taken at the DMV). The course is open to anyone seeking to become an RT in Virginia. There is no charge for its use as long as a user has purchased a Virginia Core manual. (Until we change the core manual we will be allowing applicators to register without this requirement.) Individuals have 90 days of use before they are un-enrolled in the system. Employers can remain on the system longer.

Note that the on-line course is based on Core Manual content only; hence, people preparing to take the exams leading to Commercial Applicator certification will also need to study one or more category-specific manuals – and may wish to attend a category-specific training course. However, the on-line course may be of interest for these people if they want to review Commercial Core exam material.

For users to gain access, they must contact Ms. Rachel Parson in VTPP (rparson@vt.edu or 540-231-6543).
Steve Grigg was born in Washington, DC, attended George Mason High School in Falls Church, VA. After receiving an Honorable Discharge from the United States Marine Corps in 1974 graduated from Virginia Tech with a B.S. degree in Horticulture in 1976 and married his wife, Juanita, in 1976. His hobbies include guitars, trap shooting, hiking and fishing. He is President of Grigg Design, Inc in Manassas Park, VA, doing 100% residential landscape design/build covering Northern Virginia and the Metro DC area. His business philosophy is to be 'value oriented as opposed to price driven’

In 2008, Steve joined the VNLA board as the chair of the Education Committee. He also serves on the VA Tech College of Agriculture Leadership Council and the VA Tech department of Horticulture Landscape Advisory Council.

Grigg Design is one of Northern Virginia’s premier design/build landscape companies. Established in 1986 they have been providing award winning designs and installations for over twenty years to clients in Fairfax, Arlington, Alexandria, Prince William County and the surrounding areas. They pride themselves on the fact that a high percentage of their work is repeat business from their clients and referrals.

Professionalism and quality are the standards that their company has kept intact through years of constant but controlled growth. Their award winning design/build capabilities are employed by both residential and commercial clients. Site analyses includes evaluation of hardscape requirements, traffic flow, open space usage, post planting maintenance requirements, drainage and the final design goals of the client. All of these analysis issues combine to form the overall scope of work. They work with their clients to establish a budget that meets this scope of work. If the desired scope of work exceeds the budget, they can implement the project in phases over a number of seasons.

Grigg Design supports their community in a number of ways. In the past they have sponsored local youth sports teams. In addition, they have participated in a ‘Turn off the Vi-
olence Program’ sponsored by a local apartment complex. In this event seasonal flowers were donated so that children of the community could enjoy planting and learn the joy in watching things grow. Also, they donated a landscape design and plant material to a local firehouse.

Memberships:
- Landscape Contractors Association
- Associated Landscape Contractors of America
- Virginia Nursery and Landscape Association
- Interlocking Concrete Pavement Institute
- Virginia Society of Landscape Designers

Certifications and Licenses
- Class A Contractor in the Commonwealth of VA
- VA Dept. of Agriculture and Consumer Services
- Category 3 – Pesticide applicators
- Licensed Tree Expert Program - MD
- ICPI Certified Concrete Paver Installer

Steve has been the President of Grigg Design, Inc since starting the company in 1986. Along with his wife and business partner Juanita, they own the company. Under their guidance, along with the contributions of some key employees, Grigg Design has grown into one of the most recognized landscape design build firms in Northern Virginia. The Company holds a Class A Contractors License in Virginia.

Prior to starting Grigg Design, Inc. Steve worked at several green industry companies doing sales; program designs and industry consulting.

Over the years, Steve has designed and installed millions of dollars of quality Residential and Commercial projects. His talent, expertise and experience are sought by clients with projects ranging from townhouse backyards to a complete renovation of a 35 building apartment complex. Many of Steve’s projects have won awards over the years.

- Alexandria Beautification Award 1997

Steve is a frequent guest lecturer for the Virginia Tech Department of Horticulture. He has also been a speaker to a group of Fairfax County Head Start Teachers. The talk was on how to introduce the values and rewards of horticulture and landscaping to young students. Steve was recently a featured speaker at a local grammar school during their Arbor Day celebration. Grigg Design donated and planted a Dogwood tree on the school grounds.

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

Grigg Design is a full service landscape design build firm serving the entire Northern Virginia region. From conception to completion their primary focus is providing clients with a finished, fully functional landscape. They are prepared to help with design services as well as the implementation of these plans. Whether they install a single feature such as a garden installation, patio, walkway, retaining wall, etc. or they manage a project with many facets their goal is to provide their client, with unmatched service, creativity and integrity.

Blending the creative and the practical is what they do best. If the scope of work includes services they cannot provide in house, they are prepared to help manage a project by working with competent and vetted subcontractors or with other contractors working concurrently on a site. Their 23+ years doing business in Northern Virginia gives them the experience which allows them a unique opportunity to serve clients in ways many others cannot.

Best Idea He Ever Stole: GPS system in work trucks.

Favorite Plant: October Glory Red Maple

Favorite Flower Color: Red

Dislikes: Filling out forms

Best Habit: Good work ethic

Dream Vacation: Key West for 2 months straight

Hero: Parents

Favorite Quote: “Never, never, never, never, never give in.” Winston Churchill

Aspirations: To have a positive impact on the industry and the Department of Horticulture at VA Tech

Hardest Part of Your Workday: Wrapping up at the end of the day

Best Part of Your Workday: Mornings

Helpful Hint When Handling Employees: Make your positions clear – do not allow for any ‘assumptions’

Hottest Upcoming Trend: Outdoor rooms

Best Advise Ever Received: It’s not today’s business you have to worry about, it’s tomorrows.

How Your Company Managed to Stay in Business so Long? Strong work ethic, attention to detail, conservative growth model and understanding the market.

Biggest Challenge, Obstacle in Business History: The current economic climate – mid 2006 to present.

Provided by Jeff Miller – Contact Steve at 703-368-7539, sgrigg@gliva.com
Wytheville, VA – March 17, 2009 - For the first time ever, a Virginia business has won the William K. Marrinan Management Plus Hall of Fame Award, sponsored by the National Association for Printing Leadership (NAPL). Wordsprint received the printing industry’s top honor for its outstanding management performance as compared to established professional standards.

Bill Gilmer, company president, accepted the award along with chief financial officer Kathy Matheny and marketing director Kim Haga (pictured on left) at a special banquet on March 17th, during the NAPL Top Management Conference at the J.W. Marriott Starr Pass Resort in Tucson, Arizona. Chartered in 1933, NAPL is a not-for-profit management association representing companies in the $120 billion printing and graphic communications industry.

The Hall of Fame honor is awarded after a company has won numerous Management Plus awards over a period of years. Wordsprint has consistently earned Management Plus awards each year since 1993, including four Gold awards.

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Wordsprint was cited for its superior financial record, its emphasis on employee participation in management, and its consistency in producing quality printing. The firm employs 26 people in its two facilities in Wytheville and Christiansburg, and specializes in Design, Print and Mail services for area businesses and organizations.

“Being selected as one of the industry’s best managed companies is a tremendous honor,” says Bill Gilmer, “and our entire staff deservedly shares in the credit.”

This 2009 Hall of Fame Award follows a 2008 Platinum RAVE Award, where Wordsprint was ranked #1 in the nation in customer satisfaction, scoring an unprecedented 21% superiority over its competitors. In 1995, the company was named #1 in the nation in management excellence by PrintImage International, another trade association representing the graphic arts industry.

Hall of Fame inductees have the honor of designating two $1,000 scholarships in the Company’s name to 4-year graphic arts schools of the Company’s choice. Wordsprint has chosen Emory & Henry College in Emory, VA and Bluefield College in Bluefield, VA to receive these scholarships.

Richmond, VA - May 2009 - Richmond based The Wright Scoop – consultant, lecturer, & wordsmith, Sylvia Hoehns Wright, nationally recognized contributing writer and communications specialist, has launched a column based on her newly published book, The ABCs of Green Industry Communications: assess, brand & communicate. To review or order Wright’s book, link to www.lulu.com/content/6083320

Published with Today’s Garden Center magazine, Wright’s first column, Creating Industry Presence www.todaysgardencenter.com/magazine/?storyid=1971 is presently available.

The ABCs of Green Industry Communications: assess, brand & communicate

Aware present-day globalized markets require that you don’t simply sell your work but your self, through soliciting assignments, networking, and gaining credentials through education and experience, Sylvia Hoehns Wright is nation-wide a recognized brand, ‘green’ writer and Industry advocate. A former tech/business communications specialist, Wright transitioned an avocation into an environmental vocation encouraging all to ‘go green’, move from eco-weak to eco-chic.

Sharing her scoop – who, what, when, where, why, how and benefits of contributing to niche markets, in her book and through the new column, Wright – as well as other Industry professionals will provide tips and strategies for identifying a niche and its required communication formats.

Words of Praise for Wright’s Work

“For the ‘original GREEN industry’ it’s more important now than ever before to communicate effectively with our ever-changing end consumer - outdoor decorators and home gardeners. Staying relevant to emerging generations of customers will be one of our biggest tasks over the next decade and communication is the key. Ideas abound in ABCs of Green Industry Communications as Sylvia Wright profiles some of the best marketers and communicators in the business, bringing fresh takes and new approaches to attracting and engaging customers.” – Bill Calkins, business manager at Ball Horticultural Company in West Chicago, Illinois.

“The green industry does so much good for our communities and our world ... and we should be shouting that to the rooftops. But we hide out 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. That’s why it’s great that they now have this ‘instruction manual’ to guide them through the basics of public relations and marketing” - Chris Beytes, editor
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.” - Leonard O. Morrow, PhD, retired botanist and horticulturist

Project Back Ground

For more than two years ago, Wright posed the question – “Do you struggle to establish an easily recognized Industry presence?” Acknowledging Leonard O. Morrow, PhD, retired botanist and horticulturist, as the person that initiate her involvement, it was Morrow who identified a void in Industry education and solicited Wright to initiate research specific to Green Industry communications.

Aware she was not fully qualified to teach the subject, Wright solicit help from editors, colleague writers, speakers and of course, an array of Industry professionals. Industry data was collected through interviews, distribution of a survey and the visibility of an ongoing Mid-Atlantic Grower newspaper column. As a result, in addition to personal experience, Wright shares Industry success stories of case study participants Tony Avent, Tom Leonard, Lin Diacout, Stan and Nicole Schermerhorn, Jennifer Loyet-Schamber, Rob and Megan Weary, Brent and Becky Heath, Jeff Minnich, Annette Pelliccio, Lisa Taranto, Dick and Judith Tyler, Edmund C. Snodgrass, Renee Shepherd, Jeff Miller of the Virginia Green Industry Council, Mike Lockatell, Matt Cross and Novalis®.

In her book - The ABCs of Green Industry Communications: assess, brand & communicate – Wright emphasizes that what worked yesterday, may not work today and what works presently, may not continue to work.

Still, there are underlying mechanics that transfer from sector to sector. She challenges all to identify and then, project well-put-together differentiation images, a brand – you!

Career History -

Wright blogs on HGTV-Green, published back-page columns with both Virginia and Washington (DC) gardener magazines, publishes a column with the Mid-Atlantic Grower newspaper, contributes feature articles to Green Profit and Today’s Garden Center magazines, and to The Designer, VA Green Industry Council and VA Nursery and Landscape Association newsletters. She serves as volunteer PR for Virginia’s Green Industry Council’s Go Green projects.

For details of Wright’s business, communication or environmental activities, see web site www.TheWrightScoop.com or contact Sylvia@TheWrightScoop.com or call 804-672-6007 or for details of her books see Sylvia Wright’s Storefront - Lulu.com
In honor of this day, The Virginia Nursery & Landscape Association (VNLA), representing the Virginia Green Industry Council (VGIC), donated and planted a Lacebark Elm and a Kousa Dogwood on the grounds of Capitol Square in Richmond, on Friday, April 24. The tree is approximately 16 feet tall with a trunk caliper of 3.5 inches.

Lin Diacont, VGIC President made a short presentation on the VGIC and Arbor Day; Duane Shumaker, VNLA President discussed the benefits of trees and Mark Maslow, VNLA Public Relations Chair, read the proclamation and presented the tree to the Commonwealth of Virginia which was accepted by Tony Griffith. The trees were provided by Bremo Trees, Bremo Bluff, and Nonesuch Nursery, Pamplin, Virginia.

Participants were: Cheri Haggerty and Betsy Lyon representing the Virginia Master Gardeners; Tony Griffith, Capitol Building and Grounds Manager; Larry Nichols, VDACS - Plant & Pest Services Program Manager, Mary Williams, VGIC Membership Chair; Lin Diacont, VGIC President; Duane Shumaker, VNLA President and RSG Landscaping; Mark Maslow, VNLA Public Relations and Southern Landscapes; Sandy Miller, Horticulture Management Associates; Andy Alvarez, VDACS Director of the Division of Consumer Protection; Jeff Miller, Exec Dir. of the VNLA and the VGIC.

As part of the VNLA’s membership in the Virginia Agribusiness Council, the VNLA fielded a golf team in the VAC’s annual golf tournament fundraiser on June 4. The team consisted of Duane Shumaker, VNLA President; Lin Diacont, VNLA member and President of the Virginia Green Industry Council; Secretary of Agriculture & Forestry Bob Bloxom; David Creasy, President of the Hanover Association of Businesses and Chamber of Commerce; and Jimmy Johnson. They don’t have anything to brag about, but they did have fun and had great networking opportunities with other leaders in Virginia agribusiness.

The following Best Management Practices (BMPs) were developed as a guide for implementing proactive management practices that are necessary to produce plants with minimal environmental impact by the Southern Nursery Association (SNA). Some of the topics are addressed in detail while others lack research-based information needed for detail. Additional information will be added in the future. Some BMPs may be very specific for your site or production practices while other BMPs may not be applicable to your situation. Thus, a menu of BMPs is presented so that nursery operators can select and implement as many BMPs as possible.

Many people from universities, and nursery and allied industries have contributed to the development of these guidelines:

- Tom Yeager, University of Florida, IFAS
- John Ruter, University of Georgia
- Ted Bilderback, North Carolina State University
Growing plants in containers is a unique production system compared to growing plants in native field soil. Container plants are grown in soilless substrates (media) that contain a limited amount of water, retain small quantities of nutrients, and confine the roots in a limited volume. Consequently, production inputs such as irrigation, fertilization, and pest control require precise and properly timed applications in quantities that result in maximum benefit. Thus, the opportunity exists to make sure the best possible management strategies or Best Management Practices (BMPs) are used, recognizing the site-specific nature of nursery production facilities.

BMPs can be defined as schedules of activities, prohibitions, maintenance procedures, and structural or other management practices found to be the most effective and practicable to prevent or reduce the discharge of pollutants to the air or waters of the United States. Best Management Practices also include operating procedures, and practices to control site runoff, ground water contamination, spillage or leaks, sludge or waste disposal, or drainage from raw material storage. Thus, BMPs can conserve and protect water resources from adverse environmental impacts that might result from cultural practices used to produce plants. BMPs are site specific and menu driven, thus not all will be implemented, but as many as possible should be incorporated into the production system whether plants are produced in native soils or soilless container substrates. BMPs provide uniform production guidelines regardless of nursery acreage or location.

Most, or some segment of the production management and cultural practices used in the nursery, could be modified to ensure that nursery operators are producing plants using environmentally conscious practices. However, this guide will focus on production practices that impact water quality because the southeast nursery industry representatives identified these as needing modifications or guidelines due to imminent environmental concerns.

The purpose of this guide is threefold:

1. Establish a document that puts in writing many BMPs already in place at nurseries.
2. Establish a site-specific menu of management practices that can be
implemented regardless of nursery size or location.

3. Promote environmental stewardship among plant producers.

The guide is divided into subtopics dealing with specific production practices. Within a specific subtopic, BMPs are identified in short simple statements. The BMPs are research-based where definitive information is available; otherwise the best judgment available was used to structure a BMP. References and a glossary are provided. Bold green words are defined in the glossary. EPA, USDA, state regulatory personnel, and nursery industry representatives have reviewed the guide. As new information is obtained, the guide will be revised.

*Spiral bound, 104 pages. For a copy of the table of contents, go to*
*http://vnla.org/Info/BMP09_CoverTOC.pdf*
*Copies are available from the VNLA Office for $75 plus tax and shipping. Call 800-476-0055 to order info@vnla.org*

**Tips - Green Industry is Most at Risk for This Cancer**

[Editor's Note: This article is by Bob Hefferman, Executive Director of the Connecticut Nursery & Landscape Association about his bout with melanoma.]

It was Friday, February 16. I had been racing to complete tons of Association work crammed into two months—the CNLA-CGGA Winter Symposium, lobbying for the legislative session, two speeches on invasive plants (Michigan and Canada), the Connecticut Flower Show, several education programs, Board meetings, the Northeast Floral Expo.

The skin doctor referred me to a surgeon who was melanoma director at the Yale Cancer Center in New Haven. There would be at least one surgery, maybe more, and follow-up treatments for years, he warned. My mind raced with fear and what ifs on the drive back to the office. It was this tiny, little bump on the top of my head. I first noticed it back in December. It's just a pimple, I kept thinking. It'll go away. But along came Christmas and New Year's, and the big flow of work. The bump was still there. I finally called the skin doctor in mid January. He excised the lesion, sent it off to a lab.

Ultraviolet radiation from the sun causes melanoma, the most deadly form of skin cancer. The 48,000 people who work in Connecticut's green industry are out there in the sun almost every day. Scientists say the earth's ozone layer that blocks UV rays has been weakening, and the incidence of skin cancer is rising. Anyone can get melanoma, but fair-skinned, sun-sensitive people are at highest risk—people who tan poorly or burn easily. The incidence of melanoma more than tripled among Caucasians between 1980 and 2003. Added to sun exposure, people with many moles are at high risk. The average person has 30 moles; people with more are at bid-her risk. Unusual, irregular moles can turn into melanoma.

That described me perfectly. And with a balding head/scalp, I had lost protection from a hood head of hair. The sad part is, I wasn't a sun worshipper and had suffered only maybe a dozen bad sunburn episodes in my entire life. I had started to wear hats more often. Apparently not often enough. Periodic skin examinations by a dermatologist can truly be lifesaving.

On Tuesday, February 27, I faced one of the world's top melanoma experts in his Guilford office. "We'll remove a large area of tissue from the top of your scalp, and then perform a reconstruction," Dr. Stephan Ariyan told me in his cool, dry voice. "We'll check your lymph system for any spread of the cancer." Prior to the surgery, there would be a painful visit to Yale's radiology unit where a burning radioactive isotope would be injected into the area of the melanoma, then tracked to dive the surgeon a map of the closest lymph nodes. If the cancer has travelled into the lymph system, there would be more extensive surgery. The deeper the melanoma, the higher the probability it will spread. My lesion was 1.7mm deep, which Dr. Ariyan said carried a 25% chance of spread.

His staff advised me to "clear your schedule". I felt a nervous chill sweep through me. The surgery was scheduled for Wednesday, March 14 at Yale-New Haven.

Clearing your schedule is no minor feat for the executive director of three state Green industry associations. My appointment calendar for March was perhaps the single busiest month with educational programs, board meetings, a bus tour, a speech/conference, Ad Day at the state Capitol, and a Washington lobbying spree. I dreaded having to tell the 36 Directors who make up the CFA-CGGA-CNLA Boards what lay ahead, both for them and for me. I wrote and sent a detailed memo to all of them. What I heard back truly touched me and should make every member very proud. "Do not worry about the associations," one director wrote, echoing all the other Board members. "We stand behind you fully and are more than willing to pick up the slack wherever possible." The officers of CFA-CGGA-CNLA immediately arranged to cover the meetings and events, spreading out duties to others.

Over half of all new cancers are skin cancers. More than 1 million new cases of skin cancer will be diagnosed in the United States this year. About 79 percent of the new skin cancer cases will be basal cell carcinoma, 15 percent are squamous cell carcinoma, and 5 percent are invasive melanoma. More than 73 percent of skin cancer deaths are from melanoma. 7,770 Americans will actually die from melanoma this year. If you have a melanoma, the doctors will did deep and take a huge amount of tissue to stop its spread. It's what they call "taking
margins". Melanomas have this nasty habit of reaching a blood vessel or lymphatic channel and spreading to another part of the body.

The surgery at Yale March 14 left me with a painful scalp of zig-zag incisions, surgical staples and sutures. Simultaneously, in the operating room, the team of surgeons biopsied the "sentinel" lymph node in my neck that the cancer would travel to first. Dr. Ariyan said the biopsy showed a "pigmentation" that had to be checked further. The Doctor ordered recuperation at home with no driving for 10-14 days. Ten days after the operation came the dreaded news that the cancer had metastasized in that lymph node, traveling from the little bump on the top of the head to the neck.

I would have to return to Yale-New Haven to undergo a second, more major surgery just three weeks after the first—a radical neck lymphectomy to remove the chain of lymph nodes in the left shoulder and neck. Surgeons would make a long incision from behind my left ear, down the neck, and across the shoulder. A drain to remove lymph fluid would be inserted for 10 days. Following that April 9 surgery, I was grounded at home for two more weeks.

Dr. Ariyan had good news following the second surgery: the cancer had not spread past the first lymph node. He set me up to begin seeing an oncologist on Yale's melanoma team. I would probably undergo a year's worth of treatment with a cancer vaccine, like Interferon. But the chances of a cure were high. I made it to the car in the parking garage before I broke down. It had been a trying eight weeks. Even grown men are entitled to cry when they get good news on cancer.

What can you do to protect yourself against melanoma? Since exposure to the sun's UV rays are the major cause, it's common sense to use sun protection. The American Academy of Dermatology, urges you to:

- Avoid sun exposure from 10:00am through 4:00pm when the sun is the strongest. For nursery, greenhouse, harden center, and landscape workers, this is practically impossible.
- Wear a sun block lotion that blocks both types of ultraviolet light (UVA and UVB), and reapply every two hours.
- Wear a broad hat, and sunglasses. Did you know that you can bet

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melanoma in your eyes, or even on your lip?

- Wear clothing that will block the sun. A white cotton shirt will block only 50% of the sun's rays.
- Early detection remains the best protection. Know the ABCs of melanoma and skin cancer

**Detection**

ABCD rule illustration. On the left side from top to bottom: melanomas showing (A) Asymmetry, (B) a border that is uneven, ragged, or notched, (C) coloring of different shades of brown, black, or tan and (D) diameter that had changed in size. The normal moles on the right side do not have abnormal characteristics (no asymmetry, even border, even color, no change in diameter). To detect melanomas (and increase survival rates), it is recommended to learn what they look like (see "ABCD" mnemonic below), to be aware of moles and check for changes (shape, size, color, itching or bleeding) and to show any suspicious moles to a doctor with an interest and skills in skin malignancy.

A popular method for remembering the signs and symptoms of melanoma is the mnemonic "ABCDE":

- Asymmetrical skin lesion.
- Border of the lesion is irregular.
- Color: melanomas usually have multiple colors.

**Diameter:** moles greater than 6 mm are more likely to be melanomas than smaller moles.

**Enlarging:** Enlarging or evolving

A weakness in this system is the D. Many melanomas present themselves as lesions smaller than 6 mm in diameter; and likely all melanomas were moles (but confirm this) on day 1 of growth, which is merely a dot. An astute physician will examine all abnormal moles, including ones less than 6 mm in diameter. Seborrheic keratosis may meet some or all of the ABCD criteria, and can lead to false alarms among laypeople. An experienced doctor can distinguish seborrheic keratosis from melanoma upon examination, or with dermatoscopy.

People with a personal or family history of skin cancer or of dysplastic nevus syndrome (multiple atypical moles) should see a dermatologist at least once a year to be sure they are not developing melanoma.

Bob Hefferman, Executive Director
CNLA, connrnsry@aol.com

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**News - Shorts**

**Consumer confidence surpasses estimates**

The Conference Board Consumer Confidence Index ended May at 54.9, up from 40.8 in April. “After 2 months of significant improvements, the Consumer Confidence Index is now at its highest level in 8 months,” said Lynn Franco, director of The Conference Board Consumer Research Center. “While confidence is still weak by historical standards, as far as consumers are concerned, the worst is now behind us.” The Consumer Confidence Survey is based on a representative sample of 5,000 U.S. households. Consumers’ overall assessment of current-day conditions improved again. Those claiming business conditions are “good” increased to 8.7% from 7.9%. But it wasn’t all rosy attitudes. Those claiming conditions are “bad” increased to 45.3% from 44.9%. Consumers' short-term outlook improved significantly in May. Those expecting business conditions will improve over the next six months increased to 23.1% from 15.7%, while those anticipating conditions will worsen declined to 17.8% from 24.4% in April.

**California group enforces heat regulations**

The Economic and Employment Enforcement Coalition (EEEC) shut down five farm labor contractors last week for violations of the heat illness prevention regulations. Four of the contractors provided no shade for workers and 1 had less than a single gallon of water for 15 employees working in temperatures as high as 116°F. California was the first state to develop a safety and health regulation addressing occupational heat illnesses in 2005.

California employers are required to take these 4 steps to prevent heat illness:

* Train all employees and supervisors about heat illness prevention.
* Provide enough fresh water so that each employee can drink at least 1 quart per hour, and encourage them to do so.
* Provide access to shade for at least 5 minutes of rest when an employee believes he/she needs a preventative recovery period. This should be done before they feel sick.
* Develop and implement written procedures for complying with the Cal/OSHA Heat Illness Prevention Standard.

It's getting warmer. Have you thought about this issue? Better yet, have you done something about it?
News - Immigration
Agents to Turn Focus to Employers

WASHINGTON -- In an effort to crack down on illegal labor, the Department of Homeland Security intends to step up enforcement efforts against employers who knowingly hire such workers.

Under guidelines to be issued Thursday to Immigration and Customs Enforcement field offices, agents will be instructed to take aim at employers and supervisors for prosecution "through the use of carefully planned criminal investigations."

Senior officials of the Homeland Security Department said Wednesday that illegal workers would continue to be detained in raids on workplaces. But the officials said they hoped to mark an abrupt departure from past practices by making those arrests as part of an effort to build criminal and civil cases against employers.

Under the Bush administration, the officials said, most raids were conducted largely on the basis of tips that an employer was hiring illegal workers, rather than on information gleaned from audits of employer records or undercover investigations. As a result, agents rounded up thousands of illegal immigrants but rarely developed the evidence necessary to show whether businesses were knowingly using illegal labor.

Last year, for example, nearly 6,000 people were arrested in workplace immigration raids across the country, but only 135 were employers or managers. The new guidelines, meant to provide a road map to agents who have been operating with little guidance and oversight from Washington, instruct them to pursue evidence against the employer before going after the workers.

"Enforcement efforts focused on employers better target the root causes of illegal immigration," say the guidelines, a copy of which was obtained by The New York Times. "ICE must prioritize the criminal prosecution of actual employers who knowingly hire illegal workers because such employers are not sufficiently punished or deterred by the arrest of their illegal work force."

The rules could draw a storm of complaints from employers, who argue that they are easily duped by workers with bogus documents and that the government has not established a reliable system for verifying immigration status.

The rules are likely to win praise, though, from advocates who have long considered raids at work sites to be symbols of a crackdown that, they say, violates workers' rights and divides immigrant families while ignoring employer abuses. Raising the bar on what is required to undertake such raids could result in fewer of them.

The guidelines are a significant step
One senior official said ICE agents worked from a field manual offering a menu of strategies that can be used in pursuit of workplace enforcement. But the manual does not lay out the order in which the strategies should be employed, or explain the agency's objectives. As a result, enforcement actions have been undertaken at the discretion of each field manager rather than Washington's direction.

"That's how you ended up with investigations that focused on low-hanging fruit," the official said, "rather than on both the employers and the illegal workers that they intentionally hired."

Among the most significant of the new guidelines is one in which agents are instructed to "obtain indictments, criminal arrest or search warrants, or a commitment from a U.S. attorney's office to prosecute the targeted employer, before arresting employees for civil immigration violations at a worksite."

Tips - Worksite Enforcement Strategy

From the Department of Homeland Security

* The Department of Homeland Security (DHS) has a vital responsibility to enforce the law and engage in effective worksite enforcement to reduce the demand for illegal employment and protect employment opportunities for the nation's lawful workforce.

* An effective, comprehensive worksite enforcement strategy must address both employers who knowingly hire illegal workers as well as the workers themselves. Of the more than 6,000 arrests related to worksite enforcement in 2008, only 135 were employers.

* This week, updated worksite enforcement guidance was distributed to Immigration and Customs Enforcement (ICE), which reflects a renewed Department-wide focus targeting criminal aliens and employers who cultivate illegal workplaces by breaking the country's laws and knowingly hiring illegal workers.

* Effective immediately, ICE will focus its resources in the worksite enforcement program on the criminal prosecution of employers who knowingly hire illegal workers in order to target the root cause of illegal immigration.

* ICE will continue to arrest and process for removal any illegal workers who are found in the course of these worksite enforcement actions in a manner consistent with immigration law and DHS priorities. Furthermore, ICE will use all available civil and administrative tools, including civil fines and debarment, to penalize and deter illegal employment.

* ICE officers will be held to high investigative standards including: ICE will look for evidence of the mistreatment of workers, along with evidence of trafficking, smuggling, harboring, visa fraud, identification document fraud, money laundering, and other such criminal conduct.

ICE offices will obtain indictments, criminal arrest or search warrants, or a commitment from a U.S. Attorney's Office (USAO) to prosecute the targeted employer before arresting employees for civil immigration violations at a worksite.

* Existing humanitarian guidelines will remain in effect, impacting worksite enforcements involving 25 or more illegal workers. This reflects a change from the previous threshold of 150.
DHS is committed to providing employers with the most up-to-date and effective resources to comply with our nation’s laws.

DHS will continue to work with partners in the public and private sectors to maintain a legal workforce through training and employee verification tools like E-verify, which improve the accuracy of determinations of employment eligibility and combat illegal employment.

As a former border state Governor, Napolitano signed into law one of the toughest employer sanctions laws in the country in 2007 to target employers who knowingly hired illegal workers.

Homeland Security Contact: DHS Press Office, 202-282-8010

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**News - USCIS Reminds all U.S. Employers of Requirements to Use New I-9**

**Revised Form I-9, Employment Eligibility Verification**

WASHINGTON-U.S. Citizenship and Immigration Services (USCIS) issued a reminder that the revised Form I-9, Employment Eligibility Verification (Rev. 02/02/09), goes into effect today for all U.S. employers. The revision date is printed on the lower right-hand corner of the form.

The interim final rule, published Dec. 17, 2008 in the Federal Register, revised the list of documents acceptable for the Employment Eligibility Verification (Form I-9) process. Employers may no longer use previous versions of the Form I-9.

The revised list improves the security and effectiveness of the Form I-9 process. The list specifies that expired documents are no longer acceptable forms of identification or employment authorization. Allowing expired documents makes it more difficult for employers to verify an employee’s identity and employment authorization and compromises the Form I-9 process.

USCIS also updated the Handbook for Employers -- Instructions for Completing Form I-9 to reflect the requirements of the revised Form I-9.

For more information on USCIS and its programs, or to obtain the revised Form I-9 and handbook, visit www.uscis.gov. Employers who do not have computer access can order Forms I-9 by calling our toll-free forms line at 1-800-870-3676.

USCIS forms and information on immigration laws, regulations, and procedures can also be requested by calling the National Customer Ser-
What Is the Purpose of This Form?

The purpose of this form is to document that each new employee (both citizen and noncitizen) hired after November 6, 1986, is authorized to work in the United States.

All employees, citizens, and noncitizens hired after November 6, 1986, and working in the United States must complete Form I-9.

There is no associated filing fee for completing Form I-9. This form is not filed with USCIS or any government agency. Form I-9 must be retained by the employer and made available for inspection by U.S. Government officials as specified in the Privacy Act Notice below.

USCIS Forms and Information

Information about E-Verify, a free and voluntary program that allows participating employers to electronically verify the employment eligibility of their newly hired employees, can be obtained from our website at [www.uscis.gov/e-verify](http://www.uscis.gov/e-verify) or by calling 1-888-464-4218.

General information on immigration laws, regulations, and procedures can be obtained by telephoning our National Customer Service Center at 1-800-375-5283 or visiting our Internet website at [www.uscis.gov](http://www.uscis.gov).

Photocopying and Retaining Form I-9

A blank Form I-9 may be reproduced, provided both sides are copied. The Instructions must be available to all employees completing this form. Employers must retain completed Form I-9s for three years after the date of hire or one year after the date employment ends, whichever is later.

Form I-9 may be signed and retained electronically, as authorized in Department of Homeland Security regulations at 8 CFR 274a.2.

Privacy Act Notice

The authority for collecting this information is the Immigration Reform and Control Act of 1986, Pub. L. 99-603 (8 USC 1324a).

This information is for employers to verify the eligibility of individuals for employment to preclude the unlawful hiring, or recruiting or referring for a fee, of aliens who are not authorized to work in the United States.

This information will be used by employers as a record of their basis for determining eligibility of an employee to work in the United States. The form will be kept by the employer and made available for inspection by authorized officials of the Department of Homeland Security, Department of Labor, and Office of Special Counsel for Immigration-Related Unfair Employment Practices.

Submission of the information required in this form is voluntary. However, an individual may not begin employment unless this form is completed, since employers are subject to civil or criminal penalties if they do not comply with the Immigration Reform and Control Act of 1986.

EMPLOYERS MUST RETAIN COMPLETED FORM I-9

DO NOT MAIL COMPLETED FORM I-9 TO ICE OR USCIS

To order USCIS forms, you can download them from our website at [www.uscis.gov/forms](http://www.uscis.gov/forms) or call our toll-free number at 1-800-870-3676. You can obtain information about Form I-9 from our website at [www.uscis.gov](http://www.uscis.gov) or by calling 1-888-464-4218.

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News - Homegrown Fruit is Bright Sector for Nurseries/Garden Centers

Fruiting Plants Orders/Sales Soar More than 20%

Nurseries and garden centers are enjoying a bright spot this season despite the economy. Demand for homegrown fruit is soaring. Eastern Shore Nursery of Virginia, which supplies garden centers from North Carolina to Illinois to Maine, has already sold nearly all of its small fruiting plants inventory for this spring, with more plants in production to be ready this summer and fall. Its customers are seeing record demand for blueberries, raspberries, blackberries, grapes and many other varieties of fruit. Consumers are looking for ways to save money, eat a healthier diet, be assured of food safety and enjoy the hands-on growing experience. The National Gardening Association says the number of home gardeners has seen double-digit growth this year.

“Bookings and shipments of small fruiting plants this season have been way up, up more than 20% overall,” says Nick Covatta, co-owner of Eastern Shore Nursery of Virginia and its Hollybrook Orchards ® brand of fruit trees, berries and nuts. “Grapes are leading the pack with a 33% increase, with blackberries a close second at 32%. Blueberries retain market share with about one third of the total. This sector is definitely providing a nice push, especially in this economy.”

Area garden centers expect to see fruiting bushes and trees moving quickly off the shelves, along with the tools to grow, care for and harvest the bounty. Kevin Warhurst is a manager for Merrifield Garden Center, with three locations in Northern Virginia that serve customers in Virginia, Washington, D.C. and Maryland.
Good roots grow healthy plants, just as good highway routes ensure on-time delivery. The Triad area of North Carolina has both.

Our long days and cool nights provide excellent growing conditions. And our Nurserymen are some of the best in the country, so you can be sure our plants are hearty and healthy to withstand Mother Nature’s elements. And our central location and good route systems ensure on-time delivery everytime.

So, if you want to grow healthy profits with healthy plants, follow the good routes to the Triad region of North Carolina. Growing healthy profits is what we’re all about.
“At Merrifield Garden Center, we've definitely seen an increase in the number of customers who want to grow their own fruit trees, berries, vegetables and herbs,” Warhurst says. “And it’s not just the gardeners with green thumbs. There's a greater awareness now about the benefits of growing your own food. This takes the idea of locally produced crops to a whole new level.”

In a major study on fruit and vegetable antioxidant content published in the June 9, 2004 Journal of Agricultural and Food Chemistry, berries won easily in terms of the amount of antioxidant for the price. Antioxidants are disease fighting compounds that scientists believe help repair and/or prevent the stress of oxidation, a process that occurs naturally during normal cell function. Among the fruits studied, cranberries, blueberries, and blackberries ranked highest.

“Blueberries and blackberries are also among the easiest fruiting plants to grow,” Covatta says. “Very little and simple pruning is required. Diseases are very limited, as are bug problems, and bushes don’t require much space compared to trees. They are remarkably tastier than supermarket berries, and for the price of one little container you can make a good down payment on a plant that will yield fruit for the rest of your life.”

Covatta and Warhurst both said they expect the demand to continue and plan to expand inventory again for 2010.

For more information or to interview Nick Covatta, or Kevin Warhurst, 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.


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**News – Vegetable Gardening Still Tops Most Consumer Gardening Lists**

**Incidence of Gardens and Lawns**

- The majority of American households have some type of lawn or garden (77% in the latest wave).
- Please note that from this point forward the terms “household” or “Americans” refers to households with a lawn or garden.

**Planned Lawn Activities**

- Weed control (53%) continues to be the number one activity Americans are planning for their lawns this year, while insect control (33%) and over-seeding with new seed (20%) capture second and third place, respectively.
- Just over one third (34%) say they have no activities planned for their gardens.

**Reasons to Garden**

- Over one third of Americans (35%) say that their primary reason for gardening is better mental health, nutrition or fitness.
- Nearly a quarter (23%) say they garden because they want to increase curb appeal and property value, while one out of four (25%) garden so that they can create a better home environment.
- Fifteen percent (15%) garden for other, unstated, reasons.

**Garden Property Additions**

- The number of gardeners that plan on adding vegetables to their garden increased by 12 percentage points in the past year, while the number of gardeners that plan on adding more perennials to their property during the spring or summer season has been increasing year-by-year.
- The number of gardeners that plan on adding more perennials to their property during this year’s spring or summer season jumped from 34% in 2006 to 42% this year. This year, a large portion of Americans are planning on adding vegetable gardens (44%) and more annuals (34%), while about one in five (19%) plan on adding herb gardens and one in ten plan on adding foundation plantings (11%).

**Reading Blogs**

- Blogs have a strong following among gardeners, with about a third (33%) saying that they read blogs in general.
- Of that third, more than a quarter (29%) say that they read gardening-related blogs either frequently (6%) or occasionally (23%). Over half (62%) do not read blogs because they are not interested, while one in ten (10%) do not because they do not know about them.

**Garden Area Preparation**

- Work-in manure or compost (37%) is the number one activity gardeners are planning to do in order to prepare their garden areas during this year’s spring and summer plantings, although fertilizing isn’t too far behind (36%). One third (33%) are planning on buying soil mix from a store, while 14% are planning to work-in peat moss.
- Fourteen percent (14%) aren’t planning on doing anything at all.
Sometimes the Best Way to Grow a Difficult Plant is to Give it a Few Pinches.

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

1-800-772-2837 budbloom@bellsouth.net
Brown Summit, NC
Meeting Nursery & Landscape Challenges in Today’s Environment

VNLA 2009 Field Day
Merrifield Garden Center — Gainesville (Northern VA)

SCHEDULE

9:00 a.m. Registration Open
9:00 a.m. - 5:00 p.m. Field Day Activities
- Educational Seminars
- Tours of the Garden Center, Nursery and Recycling Operation
- Plant ID Contest
- Silent Auction (for the benefit of the Northern VA Nursery & Landscape Assoc)

10:00 -10:15 a.m. Welcome Comments by Bob & Kevin Warhurst

11:00 - 1:00 p.m. Lunch:
BBQ and all the fixings!

5 p.m. – Reception on site, presented by the Northern Virginia Nursery and Landscape Association (Dinner on your own)

GARDEN CENTER TOURS
Guided tours of the nursery, covering areas such as the new store and greenhouse (Deforche structures), the annual and perennial sections (Cravo structures), tree and shrub sections, soil and brush recycling and other areas. The tour will be led by a Merrifield Garden Center staff member, with people in each department able to talk about that section and answer questions. These tours will ongoing throughout the day.

LANDSCAPE OPERATIONS
Merrifield Garden Center will hold Landscape Demonstrations and Question & Answer sessions with members of their award-winning landscape team throughout the day.

EXHIBITORS
9 a.m. – 5 p.m. A number of exhibitors will be on hand through-out the day in the Exhibitor Tent to showcase their products and services and answer any questions that attendees might have. So please make time to visit these vendors and see how they can help your business grow.

Off-site Tours of Wetland Studies & Solutions Inc
WSSI is a Low Impact Development (LID) featuring native landscaping, different impervious paving, a green roof, a rain garden, an 8,000-gallon cistern, landscape drip irrigation, etc. WSSI has been awarded “Gold” status under the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED).
**SPEAKERS**

10:30 - 11:30 a.m. - *Designing with Perennials*

Stephanie Cohen, The “Perennial Diva”, Nationally Recognized Lecturer and Author, sponsored by Tankard Nurseries

12:30 - 1:30 p.m. - *Landscape Operations*

David Watkins, Landscape Manager, Merrifield Garden Center

2:15 - 3:15 p.m. - *Fallscaping*

Stephanie Cohen, The “Perennial Diva”, Nationally Recognized Lecturer and Author, sponsored by Tankard Nurseries

3:30 - 4:30 p.m. - *Growing Boxwoods*

Lynn Batdorf, Boxwood Curator, U.S. National Arboretum

4:30 - 5 p.m. - **U.S. Representative Gerry Connolly**

to discuss legislative issues that are of importance to our industry

**Lynn R. Batdorf**
Curator of the National Boxwood Collection at the U.S. National Arboretum in Washington D.C.

Lynn serves as the International Cultivar Registration Authority for Buxus. A Life Member of both the American Boxwood Society and the European Boxwood and Topiary Society, he has written three books and over 50 articles about boxwoods. He has lectured on many boxwood topics to numerous national and international professional groups.

**David Watkins** - Manager, Merrifield Garden Center

David has been with Merrifield Garden Center for 32 years. He first came to Merrifield while in high school and continued through college while studying economics at Virginia Tech. David oversees Merrifield’s landscaping department, which includes about 30 designers and 70 installation crews.

**Stephanie Cohen**

Renowned Perennial Author and Lecturer

Stephanie, the “Perennial Diva”, has taught herbaceous plants and perennial design at Temple University for over 20 years and has lectured coast to coast. She’s a contributing editor for “Fine Gardening” magazine, the HGTV newsletter and a regional writer for the Blooms of Birmingham Plant Program. She has won numerous awards and her book “The Perennial Gardener’s Design Primer” was Storey Press’ best seller for 2005 and won the Garden Writer’s of America award for best overall book in 2005.

**U.S. Representative Gerry Connolly**

Congressman Gerald E. Connolly is serving his first term in the U.S. House of Representatives from Virginia’s 11th District.

He serves on the House Committee on Foreign Affairs, the House Committee on Oversight and Government Reform, and the House Budget Committee.

Prior to his election to Congress, Congressman Connolly was Chairman of the Board of Supervisors in Fairfax County, the largest jurisdiction in the Washington, DC metro area with more than 1.1 million residents. Connolly served a total of 14 years on the Fairfax County Board, the last five as Chairman. Under his leadership, Fairfax County earned the title of Best Managed Large County in the nation.

Congressman Connolly received a M.A. in Public Administration from Harvard University in 1979.

After graduating from Harvard, Connolly spent 10 years on the staff of the Senate Foreign Relations Committee, where he handled numerous issues including oversight of international economic issues and policies concerning the Middle East and the United Nations. Congressman Connolly also worked in the non-profit and private sectors for organizations and companies involved in international trade, regulatory matters, and research.
Join Us for the 2009 Field Day at
Merrifield Garden Center’s New Gainesville Location

VNLA’s annual Field Day will be held in northern Virginia this year at Merrifield Garden Center’s new Gainesville location in Prince William County. The event will be held Wednesday, August 19, from 9 am to 5 pm, with a reception to follow. This will be a day of good food, fun, learning and networking, so be sure to check out all the details and registration information inside this brochure. Here is some information about Merrifield Garden Center and the new store we will be visiting.


According to Bob Warhurst, President of Merrifield Garden Center, they have never been in a big hurry to add more locations, but just felt this was the right location for them to expand. “We just felt that Gainesville and the surrounding areas in Prince William County made sense for us,” says Warhurst. “And we really like this piece of property.”

Merrifield plans to build the Gainesville location in phases. The first phase, which is now open, features a 37,000-square foot greenhouse and 11,000-sq. ft. store. The second phase will have a larger store with more display areas, a meeting room and a cafe.

The greenhouse and store structure were manufactured in Belgium and shipped to Gainesville, where Belgian workers assembled it along with members of the Merrifield staff. The store is a wide span design with a solid roof, and the greenhouse features a retractable glass roof, glass siding and a radiant-heated concrete floor.

To house their annuals and perennials, Merrifield installed two Cravo structures with retractable roofs to protect plants from the elements. But these structures also keep customers happy. “As much as the plants like it, we really built it for the customers,” says Warhurst. “Even if it starts raining, customers can continue shopping where it’s nice and dry.”

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

### HOTEL INFORMATION

**Hampton Inn/Gainesville**

7300 Atlas Walk Way

I-66 Exit 43

For Reservations, call: 703-753-1500

$109 for single or double Code #: VFD

“VNLA Field Day”

Online at:

[www.VNLA.org/FieldDay](http://www.VNLA.org/FieldDay)

Cut off date for Group Rate: July 30, 2009

**Directions to Merrifield Garden Center, Gainesville**

6895 Wellington Road

Gainesville, Virginia 20156

703-368-1919
**VNLA Summer Tour - Thursday, August 20th**

**Behind-the-scenes garden tours of Mount Vernon, George Washington’s, Gristmill and River Farm at the American Horticulture Society**

Mount Vernon is the most popular historic estate in America. We will start our visit with a guided “behind the scenes” tour by Mount Vernon’s director of horticulture, Dean Norton. After this, you are invited to tour the Mansion house and more than a dozen outbuildings including the slave quarters, kitchen, stables, and greenhouse. Stroll four different gardens, hike the Forest Trail, and explore the George Washington: Pioneer Farmer site, a four-acre working farm that includes a re-creation of Washington’s 16-sided treading barn. The Donald W. Reynolds Museum and Education Center and the Ford Orientation Center include 25 new theaters and galleries that tell the detailed story of George Washington’s life.

**Lunch will be 2-course Colonial Lunch at the Mount Vernon Inn Restaurant**

River Farm serves as the headquarters of the American Horticultural Society (AHS). Situated on 25 acres of landscaped lawns and gardens, the American Horticultural Society (AHS) is one of the oldest national gardening organizations in the country. Since 1922, they have provided America's gardeners with the highest quality gardening and horticultural education possible.

James Gagliardi, River Farm Horticulturist will give us a “behind-the-scenes” tour of the gardens

Known nationally for its innovative sustainable building practices, Furbish Company created a custom green roof for the AHS’s Green Garage display at the U.S. Botanic Garden last summer. This green roof is now part of the permanent Green Garage display at River Farm. Furbish also installed a green roof on a well house in the newly renovated Garden Calm allowing visitors to view the plants up-close and learn about the sustainability of green roof projects. Jimmy Dick, Furbish Company, will be on-site to provide details about their green roof systems and soon to be released living walls.

Then it will be on to the Distillery and Gristmill

Visitors will be able to see costumed distillers operating five massive copper stills, stirring mash tubs, and managing the boiler as they demonstrate 18th-century distilling. The Distillery is adjacent to George Washington's Gristmill, a water-powered mill. At the Gristmill, costumed millers operate four floors of machinery to show visitors how Washington’s complex farming operation expanded to include a commercial gristmill which produced flour that was exported around the world.

One of the most successful economic components of Mount Vernon, the distillery at peak production in 1799 utilized five stills and a boiler and produced 11,000 gallons of whiskey. George Washington’s desire to pursue the most innovative and creative farming practices of his time is demonstrated by his commitment to building such a large structure.

Current Tour Sponsors: *Grigg Design and Virginia Society of Landscape Designers*
2009 Field Day,
Seminars, Tour
Pre-Registration
for All Events

Firm Name: 
Address 
City: 
Office Phone: 
Fax: 
Email: 

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**Includes Lunch and the NVNLA Reception onsite at 5 p.m.**

TOTAL DUE

¹ (NVNLA) Northern Virginia Nursery & Landscape Association Host/Sponsor “Reception at Merrifield Garden Center”

I have special food, lodging or transportation requirements:

Make check payable to **VNLA Field Day**

Charge to Credit Card #:

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Signature:

Mail to: VNLA Field Day
383 Coal Hollow Rd
Christiansburg, VA 24073-6721
Or fax with credit card info to 540-382-2716

Questions, Call 1-800-476-0055
Email: fieldday@vnla.org

Save time and $$
Pre-Register!

By: July 31, 2009
Onsite Registration $10 more
375 Acre Growing Facility
4 Landscape Distribution Centers
Expanded Plant Selection
Dependable Service
Exceptional Plants
The Clean Water Act (CWA) is the cornerstone of surface water quality protection in the United States (http://www.epa.gov/watertrain/cwa_rightindex.htm). Passed in 1972, and amended in 1997, this statute employs a variety of tools to, in part, manage polluted runoff. Initially efforts focused attention primarily on “point source” or direct pollutant discharge facilities, such as municipal sewage plants and industrial plant. Starting in the late 1980’s, efforts increased to address “nonpoint” runoff sources such as streets, construction sites, farms, landscapes, nurseries, greenhouses, and other “wet-weather” sources. Current CWA programs are taking a more holistic watershed-based approach, including protecting healthy waters and restoring impaired ones.

Whether nursery and greenhouse irrigation runoff is to be recycled or reused, or discharged from the operation, the development of a phytoremediation system may be possible. Phytoremediation is an emerging technology that uses plants to degrade, extract, contain, or immobilize contaminants from soil and water. In a 2005 Critical Reviews in Plant Sciences phytoremediation overview by Arthur and colleagues, phytoremediation was identified as a more cost effective, noninvasive, and publicly acceptable method of removing environmental contaminants than most chemical and physical methods.

In a March 2004 NMPro article, Laurie Fox and I discussed background information about phytoremediation, and the work we’ve been conducting using water hyacinths for phytofiltration, a phytoremediation subcategory involving pollutant absorption from water, then pollutant binding within root and shoot tissue. Laurie and Virginia Tech graduate student Jeremy Beech recently developed a corral system to keep the hyacinths contained and easily harvested for recycling. This system can be used in runoff catch ponds at nurseries, greenhouses, golf courses, and other green industry operations. The hyacinths proved very efficient in absorbing N and P, and a model that will help in calculating the time and number of water hyacinths needed to clean up varying concentrations of these polluting nutrients.

A few additional phytoremediation systems already exist, with more possibilities under development. For large nurseries or greenhouses with considerable surrounding land, surface-flow constructed wetlands should be considered. At Clemson University, work by Robert Polomski and colleagues has shown that plants such as water lettuce, ‘Bengal Tiger’ canna, and ‘Hakura Nishiki’ willow phytofiltrate well at nutrient rates equivalent to N and P concentrations found in nursery runoff.

For nurseries and greenhouses with limited production space, subsurface flow constructed wetlands, consisting of a lined basin filled with a plant-supporting substrate such as coarse pea gravel, can be constructed. Quoting from Poloski’s 2005 SNA Research Conference article, “Microbes have the primary role in breaking down, transforming, or incorporating contaminants into their cellular structures. Plants may enhance remediation by creating a favorable environment for microbial growth as well as accumulating inorganic nutrients.” Systems such as these could help reduce not only fertilizer inputs into runoff water, but also pesticides.

A major difference between a harvested plant for remediation (hyacinths in corrals) and plants growing in a constructed wetland is internal nutrient loading that occurs when plants in a constructed wetland die. As long as decomposition of those plants is rapid it shouldn’t be a major problem relative to elevating the nutrient pollution in runoff water.

At the University of Florida’s IFAS Indian River research and Education Center, Miguel Mozdzen and other researchers are designing microbial-based nitrate removal biofilters that could be installed under production areas and road and walkways. These biofilters would eliminate the need to
dedicate land areas to either runoff retention ponds or constructed wetlands.

If pesticides are the major runoff pollutant, a 2005 SNA Research Conference article by E. Kudjo Dzantor and colleagues from the Institute of Agricultural and Environmental Research at Tennessee State University suggests that rhizodegradation – where microbes in plant rhizospheres (root zone areas) metabolize the pesticides – is preferable to phytodegradation because as plants metabolize pesticides they may produce hazardous intermediate compounds. These intermediate compounds may persist long enough before they’re metabolized that people and wildlife could be harmed.

Since most nurseries and greenhouses do not operate organically, not only is the reduction or more efficient use of fertilizers and pesticides increasingly necessary as state and federal regulations become more stringent, but its desirable for good stewardship. As nurseries and greenhouses continue to evaluate their strategies for dealing with irrigation runoff, phytoremediation systems should be considered as part of their BMPs.

By Bonnie Lee Appleton, HRAREC, Virginia Beach, bapple@vt.edu, September 2006

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

Join with others in the field to create the Robert Wright Professorship in Applied Nursery and Landscape Research at Virginia Tech

A named professorship is a prestigious position that honors the career contributions of a faculty member to an academic discipline, to the university, and to the greater society. Professorships are often funded through endowment gifts from many individuals who wish to honor a former faculty member. The Robert Wright professorship will be awarded to a career researcher and teacher whose work in applied nursery research shows outstanding promise, or to attract new faculty of the highest caliber.

The Robert Wright Professor will be advised by a committee made up of industry professionals, appointed by the head of the Virginia Tech Horticulture Department. The holder of the professorship will submit an annual report of activities to the advisory committee, and meet with the committee once each year. The annual report, with the advisory committee’s input, will also be submitted to the Horticulture department head and the Dean of the College of Agriculture and Life Sciences.

Your contribution to help establish the Robert Wright Professorship in Applied Nursery and Landscape Research will honor one of the truly great contributors to the field while assuring a long and productive relationship between university research and industry needs. Future generations of industry professionals, researchers, and scholars will begin their careers with solid, practical training and experience and a deep appreciation for their role in supporting a thriving industry.

See page 56 of the January/February 2009 VNLA Newsletter for more details

Contact Dawn Lerch, Virginia Tech CALS Development Office dhlerch@vt.edu 540-231-9086
**VNLA Certification Quiz Using Plants for BMP’s**

**VNLA – Certification Quiz #43**

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. CWA is an acronym for  
   a. Commonwealth Watershed Act  
   b. Clean Water Act  
   c. Chesapeake Watershed Act

2. The CWA statute employs a variety of tools to manage pollution run off.  
   a. True  
   b. False

3. Currently, no phytoremediation systems exits.  
   a. True  
   b. False

4. Water hyacinths proved efficient in absorbing:  
   a. Nitrogen (N)  
   b. Phosphorous (P)  
   c. (N) and (P)

5. A lined basin filled with a coarse pea gravel can be used to reduce fertilizer run off water in nurseries and greenhouses with limited production space.  
   a. True  
   b. False

6. Phytoremediation is technology that uses plants to  
   a. degrade contaminants from soil and water  
   b. contain contaminants from soil and water  
   c. extract contaminants from soil and water  
   d. all of the above

7. Phytofiltration involves pollutant absorption from air, and binding the pollutant to the plant’s leaves.  
   a. True  
   b. False

8. Surface-flow constructed wetlands should be considered as a phytoremediation system for:  
   a. large nurseries or greenhouses with considerable surrounding land.  
   b. small greenhouses with limited land space.  
   c. all of the above

9. Microbes have the primary role in breaking down, transforming or incorporating contaminants into their cellular structures.  
   a. True  
   b. False

10. One type of phytorefiltration system that can be used in catch ponds at nurseries, greenhouses, and golf courses, is:  
    a. catch water system  
    b. corral system  
    c. hyacinths system

11. Some plants which phytorefilter well a nutrient rates equivalent to the N and P concentrations found in nursery runoff are:  
    a. Willow ‘Hakura Nishiki’  
    b. Canna ‘Bengal Tiger’  
    c. Water Lettuce  
    d. all of the above

12. Metabolizing pesticides in plant rhizopheres (root zone area) is called rhizodegradation.  
    a. True  
    b. False

13. Most nurseries and greenhouses operate organically.  
    a. True  
    b. False

14. Use of microbial-based nitrate removal biofilters under production areas, roads and walkways, would eliminate the need to dedicate land areas for:  
    a. runoff retention ponds  
    b. construction of wetlands  
    c. both a and b

15. Internal nutrient loading can occur in a constructed wetland due to:  
    a. plant decomposition rate  
    b. plant life cycle  
    c. plant root composition

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Concerns about Environmental Impact

- Most gardeners (70%) are either very (36%) or somewhat (34%) concerned about the environmental impact of the gardening-related products that they are purchasing. 16% say that they are neutral about the issue while 12% are unconcerned.

Recycling

- This year, more gardeners are recycling plastic nursery pots & trays, mulch/compost grass clippings and waste than they did last year. Over half (51%) said they always recycle plastic nursery pots/trays (vs. 48% in 2008); 49% said they always recycle mulch or compost grass clippings (vs. 48% in 2008); and 44% said they always recycle mulch or compost waste (vs. 41% in 2008).

Hiring a Professional

- Hiring a professional for a gardening-related activity continues to be confined to a (sizable) minority of the gardening population. This year, 33% said that they will hire a professional for tasks including:
  - Mowing the lawn (18%)
  - Pruning shrubs and trees (10%)
  - Planting seasonal flowers (3%)
  - Designing a garden (2%)
- Note that despite the fact that this is not a majority of gardeners, it is still a fairly large proportion of the total and, therefore, represents an ample market.

The 2009 Late Spring Gardening Trends Research Report was conducted in April and covers consumer expectations and attitudes for activities and purchases planned for May through July. The survey was conducted by TechnoMetricsa Market Intelligence, a national consumer polling organization, and statistically represents the attitudes of over 100 million households with an accuracy of 95% (+/- 3.1 percentage points).

The 2009 Late Spring Gardening Trends Research Report is the second of four national consumer surveys planned by the GWA Foundation for this year. It is now available online free to all GWA members and at a modest fee for non-members. For further information, contact the GWA at 703.257.1032 or info@gardenwriters.org.

Legislation - ANLA Applauds Senate, House Reintroduction of AgJOBS Bill

Washington, D.C. — Senator Dianne Feinstein (D-CA) gave a stirring floor speech today announcing the reintroduction of S.1038, the Agricultural Job Opportunity, Benefits, and Security Act of 2009, or AgJOBS. With facts, charts, posters, and passion, Feinstein painted a picture of the realities confronting nursery, greenhouse, dairy, fruit, and vegetable farms and farm workers from border to border and coast to coast. As Feinstein spoke, House champions Rep. Adam Putnam (R-FL) and Howard Berman (D-CA) were working to introduce their companion House version of the bill.

The American Nursery and Landscape Association’s (ANLA) top-two priority goals relating to immigration reform are passage of the AgJOBS bill, and meaningful H-2B reform, including relief from the unrealistic annual cap on seasonal worker visas. ANLA co-chairs the Agriculture Coalition for Immigration Reform, which negotiated AgJOBS, and has become a major galvanizing force in the push for meaningful labor reform.

“Many green industry employers in the growing community are struggling to use the current H-2A program. They’d like to see it reformed,” said ACIR co-chair and ANLA vice president for government relations, Craig Regelbrugge. “Many more are fearful about the immigration status of key, experienced, and trusted employees,” he added. AgJOBS, when enacted, will overhaul the decades-old and dysfunctional H-2A program to make it more affordable and efficient and less litigation-prone. It will also allow experienced farm and nursery workers, who lack proper immigration status, to earn residency over time if they meet strict conditions.

According to Regelbrugge, it is truly remarkable that the AgJOBS agreement between farm worker advocates and farm employer groups has stood the test of time, despite the shifting political climate. “ANLA is grateful for the political leadership of Sen. Feinstein, Reps. Berman and Putnam, and other Members of Congress who have the courage to stand up for what’s right and good for the nation,” Regelbrugge said. AgJOBS could be considered by Congress later this year as part of a broader immigration debate, or as a key component of a smaller incremental step forward.

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

Legislation - Reform Immigration FOR America

ANLA Participates in Joint Reform Launch

Washington, D.C. — The American Nursery and Landscape Association (ANLA) joined a coalition of national organizations to formally launch Reform Immigration FOR America, a united national effort to aggressively pursue legislative and executive action on comprehensive immigration reform. The coalition brings together a broad range of stakeholders that include employers, worker advocates, cultural organizations, unions and religious organizations. ANLA Executive Vice President, Bob Dolibois, addressed the audience, stating, “ANLA is here today because we believe in this model.
It is the same commitment to partnership and compromise that made the AgJOBS bill possible and has kept it going through six years to its recent re-introduction in both the House and Senate.”

Mr. Dolibois was joined by Benjamin Jealous, president of the National Association for the Advancement of Colored People, Washington Bureau, (NAACP), and executive leaders from organizations including Service Employees International Union (SEIU), National Council of La Raza (NCLR), the Center for American Progress, the National Hispanic Christian Leadership Conference (NHCLC). The event in Washington, DC was part of a series of launch events around the country and precedes a two day lobbying event on Capitol Hill, attracting approximately 800 businesses and organizations to restart the comprehensive immigration reform debate.

The day also brought an announce-ment from the White House that they would hold an informal summit on June 8th, with leaders from Capitol Hill, to discuss comprehensive immigration reform. The day’s events drew significant media attention, including the Washington Post, New York Times, CNN, Telemundo and the Washington Times, who were present at the launch event where Mr. Dolibois spoke. Mr. Dolibois closed his statement saying, “Indisputably, our national and economic security will be better served by broad-based immigration reform solutions than by more of the same – enforcement-only, deferral and delay. To our nation’s leaders I say, “It is time.”

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

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**Legislation - Climate Change Solutions**

For Small Businesses and Family Farmers

Submitted for the hearing record to the House Committee on Small Business U.S. House of Representatives

April 29, 2009 -Chairwoman Velazquez, Ranking Member Graves, and members of the House Committee on Small Business, thank you for allowing me to submit written testimony for the hearing record on behalf of the American Nursery & Landscape Association (ANLA). Founded in 1876, ANLA is the national trade association of the vertically-integrated nursery and landscape, or "green" industry. ANLA represents the national interests of more than 20,000 firms, the vast majority considered small businesses, that grow nursery and

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greenhouse plants, sell lawn and garden plants and products, design/install/care for landscapes, and sell supplies to the industry. Typical members include growers, garden center retailers, horticultural distributors, landscape professionals, and suppliers to the industry. A number of firms are engaged in more than one of these operations.

**The economic impact of the green industry on the U.S. economy is significant.** According to a 2005 survey conducted by the University of Tennessee and the University of Florida, the vertically-integrated green industry had an estimated economic impact of $147.8 billion. In addition, the green industry employed 1.95 million individuals, generated $64.3 billion in labor income, and provided $6.9 billion in indirect business taxes. According to the USDA's 2007 Census of Agriculture, nursery, greenhouse and floriculture crop sales totaled $16.6 billion in 2007, up from $14.6 billion in 2002. Nursery and greenhouse crop production now ranks among the top five agricultural commodities in 28 states, and among the top 10 in all 50 states.

**The Green Industry: Growing Climate Change Solutions, Literally**

ANLA commends the Committee for its recognition of the important role that small businesses and family farms can play in reducing greenhouse gas emissions. As our country continues to make significant public and private investments into developing technologies to combat climate change while creating 21st century "green" jobs, the nursery and landscape industry takes great pride in having provided consumers with a low-cost, natural solution to this problem for the last 150 years!

The trees and landscape plant material that our industry produces, distributes, retails and installs mitigate the negative effects of an ecosystem disrupted by human activity and sprawl. They sequester carbon, provide oxygen, clean polluted air, filter storm water runoff and provide energy efficiency benefits that are quantifiable both in scientific metrics and in hard dollars. Once installed in our urban forest, in our residential and commercial landscapes, alongside our nation's scenic highways and byways and on vegetative roofs, plants do not directly consume fossil fuels to provide benefits to the ecosystem and human health. As a structure, be it a road or a building, depreciates in value and its energy efficient components provide diminishing returns over time, the managed landscape surrounding that structure, trees and plants under continual care in public, commercial and residential settings, actually increases in monetary value and ecosystem service benefit over that same period of time.

As Congress considers a new approach to climate change policy and energy independence, this segment of American agriculture is proud to produce low-cost, natural and sustainable solutions (and jobs) that have an immediate and continuing return on investment. ANLA again thanks the committee for the opportunity to submit testimony for the hearing record and offers the following policy recommendations for your consideration.

**Trees: A Natural Solution to Residential Energy Efficiency**

A 1995 report by the U.S. Department of Energy (DOE) entitled, "Landscaping for Energy Efficiency" states that, "carefully positioned trees can save up to 25% of a household's energy consumption for heating and cooling." This research conducted by the National Renewable Energy Laboratory, which warranted the inclusion of "landscaping" into the DoE's "Consumer's Guide to Energy Efficiency and Renewable Energy," predicted that the proper placement of only three trees could save an American household up to $250 in energy costs annually, providing enough energy savings to return the investment in less than 8 years.

While American consumers are incentivized to purchase energy efficient appliances and building materials for new and existing homes through federal tax credits, similar incentives do not yet exist for energy-efficient landscaping. We believe that there is an opportunity to promote a low-cost, natural solution to energy efficiency that requires virtually no ongoing energy consumption, which does not produce carbon emissions, and does not experience a sustained decline in efficiency or productivity over its life-cycle but rather provides increasing contribution over time. A solution that has a positive impact on the environment and has been demonstrated to increase the value of a home. The solution? Provide homeowners with an energy efficiency tax credit for planting a properly-sited, site-appropriate tree.

**How Energy Savings Are Achieved**

According to the U.S. Department of Energy, an eight-foot, deciduous shade tree costs about as much as an awning for one large window, and can ultimately save a household hundreds of dollars in reduced cooling costs, yet still admit winter sunshine to reduce heating and lighting costs. The "Landscaping for Energy Efficiency" report states that a well-planned landscape can reduce an unshaded home's summer air-conditioning costs by as much as 50%.

- A 6-foot to 8-foot (1.8-meter to 2.4-meter) deciduous tree planted near a home will begin shading windows the first year. Depending on the species and the home, the tree will shade the roof in 5–10 years. Shading an air-conditioning unit can increase its efficiency by as much as 10%.
- During the summer, shading and evapotranspiration (the process by which a plant actively moves
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and releases water vapor) from trees can reduce surrounding air temperatures as much as 9 degrees Fahrenheit. Because cool air settles near the ground, air temperatures directly under trees can be as much as 25 degrees Fahrenheit cooler than air temperatures above nearby black top.

- In the winter, dense evergreen trees and shrubs can serve as a windbreak to lower the wind chill near a home.
- DoE, through its research, found that houses with windbreaks planted on the windward side averaged 25% less fuel consumption than similar, unprotected homes. One study in South Dakota found that windbreaks to the north, west and east of houses cut winter fuel consumption by 40%.

**The Environmental Benefits of Tree Planting**

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

Tree canopies and root systems provide a natural filter to our water supply and reduce storm water runoff, flooding and erosion. Tree foliage reduces particulate matter from the air, including dust, micro-sized metals and pollutants such as ozone, nitrogen oxides, ammonia and sulfur dioxides. Trees sequester carbon dioxide and produce oxygen. Combined with the cooling effect of trees, these processes can have a significant impact on reducing smog and over all air pollution. Every 40 trees remove 80 lbs. of air pollutants annually.

**The "REAL" (Estate) Value of Trees**

Real estate experts understand the benefits of landscaping in terms of enhancing "curb appeal" for a home that is for sale, and for good reason. In research conducted by the Gallup Organization, it was discovered that landscaping can add between 7% and 15% to the value of a home. Money Magazine has reported that landscaping can bring a recovery value of 100 to 200 percent at selling time. This is in comparison to kitchen remodeling, which brings a 75 to 125 percent recovery rate; bathroom remodeling, a 20 to 120 percent recovery rate; and addition of a swimming pool, a 20 to 50 percent recovery rate. Additional studies indicate that landscaping also speeds the sale of a home by four to six weeks.

As a part of the landscape, a mature tree itself has substantial monetary value for the homeowner. As was reported in REALTOR Magazine, Horticultural Asset Management, who assesses the value of landscape plants, puts the worth of a healthy, 60-foot-tall European beech tree at $50,000. The USDA Forest Service's Center for Urban Forest Research has found that a single front yard tree is equal to a 1% increase in the sale price of a home.

**Policy Recommendation**

Directly incentivizing the American consumer to invest in energy-efficient landscaping has the dual benefit of educating the public about the environmental benefits of trees, while allowing a homeowner to realize substantial monetary benefits at the time a home is sold and cost-savings from increased energy efficiency. Meanwhile the neighborhood and community enjoy the environmental and public health benefit of planting a site-appropriate tree. Since the precedent for a tree planting tax credit has already been established for private landowners (Federal Reforestation Tax Credit), industry is comfortable recommending a tree planting tax credit for American homeowners, especially given consideration to the positive environmental and economic impact during the current economic crisis.

ANLA recommends amending current residential energy efficiency provisions in the tax code by providing a credit for planting a site-appropriate, properly sited tree at a homeowner's primary residence. We recommend that the costs for installation of a tree are included, so that the homeowner has the option of hiring a horticultural services professional to ensure that a tree is appropriately sited to ensure maximum energy efficiency benefits. Finally, ANLA recommends that only trees of a minimum height (established by the Department of Energy’s research as between 6 and 8 feet for the purposes of shading, and a minimum of 3 feet tall for the purposes of providing a windbreak) are eligible, as research has proven that more mature trees will have an immediate impact on energy efficiency and a far
greater chance of survival and sustainability than a seedling.

**America's Small Businesses Benefit from Trees in More Ways than One**

The ecosystems services provided by trees in the managed residential landscape translate well into a commercial setting. But science suggests that there are additional benefits to small businesses, specifically retailers, that go beyond energy savings, mitigating storm water runoff and pollution control. Research conducted by Dr. Kathy Wolf at the Center for Urban Horticulture at the University of Washington suggests that the aesthetic value of the managed landscape has a positive and significant influence not only on commercial land value, but also on product pricing, consumer patronage and commercial occupancy rates.

The research conducted by Dr. Wolf found that:

* Product prices, on average, were 11% higher for products in a well-landscaped retail district as compared to a retail area with no trees;
* Consumers rated the "amenity and comfort" of a tree-lined retail sidewalk approximately 80% higher than a non-shaded street;
* The tree-lined sidewalk had a 30% higher "quality of product" rating than the same products in retail districts with barren sidewalks;
* In a survey of one southern community, nearly three-quarters (74%) of respondents preferred to patronize commercial establishments whose structures and parking lots were beautified with trees and landscaping;
* One study examined the factors determining commercial occupancy rates and found that among 30 variables, landscape amenities had the highest correlation with occupancy, higher even than direct access to arterial routes.

**Policy Recommendation**

The impact of the economic downturn on America's small businesses has been well-documented and substantial. The effect of the economy has been "double-trouble" for small businesses, as depressed commercial real estate values soaring numbers of retail vacancies are coupled with a staggering drop in consumer confidence. America's small businesses would experience multiple benefits from funding an existing tree planting grant program within the Small Business Administration.

Public Law 101-515 directed the Administrator of the Small Business Administration (SBA) to create a national small business tree planting program (Title 15, Chapter 14A, § 651 of the U.S. Code) and authorized $15 million in appropriations for

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FY1991, and $30 million in annual appropriations for FY1992 through FY1997. While the program was a valuable tool for small businesses, who worked in collaboration with state and local governments on development plans to utilize the funding, SBA did not have the appropriate resources or capacity necessary to administer the program.

ANLA recommends that Congress restore funding for the national small business tree planting program at its FY1997 level of $30 million annually. Further, we recommend that the current statute be amended to allow the SBA to designate administrative duties to the USDA U.S. Forest Service, which has demonstrated capacity and experience in administering tree planting grant programs through the Office of Urban and Community Forestry, and through the National and Urban Community Forestry Advisory Council.

Conclusion

A federal investment in managed landscapes, or green infrastructure, as a component of public policy offers an array of benefits. The benefits provided by trees and landscape plants in combating climate change, from carbon sequestration and associated ecosystems benefits to enhancing energy efficiency and reducing an energy consumer's reliance on fossil fuels, are among the many reasons that federal policy should include investments in America’s green infrastructure. Investments in landscape systems will also yield visible and high returns in the form of employment, economic and social benefits, and will increase in monetary and environmental value over time.

Thank you for this opportunity to include this testimony into the hearing record.

Written Statement of Corey. Connors, Director of Legislative Relations, American Nursery & Landscape Association

Legislation – Endorsement of Green Communities Act

May 18, 2009

The Honorable Allyson Schwartz
330 Cannon House Office Building
Washington, D.C. 20515

Dear Representative Schwartz:

We, the undersigned, representing the vertically-integrated U.S. green industry, are pleased to endorse your bill, H.R. 2222, the “Green Communities Act.” This bill will secure a significant investment in our country’s green infrastructure by recognizing an often overlooked aspect of the managed landscape. In addition to the environmental benefits derived through the ecosystem services provided, landscape trees and plants have substantial sociological and monetary value that positively affects commercial real estate, retail areas, municipal parks and public spaces.

Specifically, the U.S. green industry is most supportive of the “Community Greening Initiatives” provisions contained in H.R. 2222 that will fund:

- The revitalization of municipal parks and public spaces;
- Landscaping community gateways and key corridors; and
- Tree plantings and urban forestry projects.

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

We look forward to working with you in securing passage of H.R. 2222 and for the appropriate funding necessary for the U.S. Department of Commerce to execute the program.

Sincerely,

(signed by 50 state, regional and national green industry associations, including the VNLA)

According to a 2005 survey conducted by the University of Tennessee and the University of Florida, the vertically-integrated green industry in the United States has an estimated annual economic impact of $147.8 billion. In addition, the U.S. green industry employs 1.95 million individuals, generates $64.3 billion annually in labor income, and provides $6.9 billion each year in indirect business taxes. According to the USDA’s 2007 Census of Agriculture, nursery, greenhouse and floriculture crop sales totaled $16.6 billion in 2007. Nursery and greenhouse crop production now ranks among the top five agricultural commodities in 28 states, and among the top 10 in all 50 states.

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Perfect financial timing does not occur all of the time even in the best managed businesses where prudent planning occurs. There are frustrating situations when you, as a businessperson, are waiting payment on a 60 day invoice from a reputable but slower paying mass merchandising chain store, but at the same time, the balance account in your cash account is falling fast. And you have payroll, utilities, insurance, and emergency expenses to meet.

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A factoring firm, also known as a factor, generally will purchase each account for 60 cents on the dollar while keeping 5 cents of every dollar in a reserve account. The factor will pay you 55 cents on the dollar, collect the accounts, and forward the amount collected to you minus a discount of 3% to 5% depending upon the length of collection time on the invoice. The discount rate is 3% on 30 day invoices, 4% on 45 day invoices, and 5% on 60 day invoices. All monies in the reserve account will be forwarded to you.

Let us look at a hypothetical factoring situation, so you can see firsthand how a factoring situation can benefit you. You have $10,000 worth of receivable invoices that are due in 30 days from Lowes. A factor will purchase the receivables for 60 cents on the dollar at $6,000. He or she will deposit 5 cents on every dollar, $500, in a reserve account as a cushion of protection for both parties. The factor will pay $5500 cash to you, and collect $10,000 from Lowes. The factor will deduct the 3% factoring discount of $300 from the accounts collected and send $3,700 plus the $500 from the reserve account to you. You benefit by receiving up front over half of the money owed to you plus receiving the rest owed to you in 30 days. The factor does the collecting for you for a nominal 3% factoring charge.

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$500 of reserve account $4200 Total ($10,000 minus factoring charge of $300.)

Your money upfront: $5500
$500 of reserve account $4200 Total
$5500 advanced to you.
Factor purchases invoices for $6,000.
from Lowes.

$10,000 30 day invoices due you
Here is a breakdown of the figures:

In Summary
- A factoring firm or factor is there to serve you by providing you with working capital by paying cash for your accounts receivable.
- The factor generally purchases from you 30, 45, and 60 day invoices between you and your debtor, who is a major, creditworthy retailer.
- 55% to 60% of the amount of outstanding bills is paid to you upfront. The factor collects the account in full using appropriate remedies, and promptly pays you the amount in full minus the discount which is 3% for 30 day invoices, 4% for 45 day invoices, and 5% for 60 day invoices.
- If all parties perform properly, a winning situation for everyone is created!

Legal Protections for the You and the Factor
You and the factor enter into a factoring agreement which is enforced by the laws of the State of Virginia. This is to provide strict legal documentation for the protection of both parties.

In the agreement, when the factor collects the account in full from your debtor, he or she is required to promptly pay you minus the 3%, 4%, or 5% discount.

You are responsible to the factor for disputes concerning accounts and returned merchandise.

All invoices purchased under the agreement, will be stamped or imprinted as follows: "This account has been sold to, owned by, and payable to __________of __________,(address), city or county of __________, Commonwealth of __________. Please direct your remittance to them."

Before entering into an agreement, the factor carefully studies your debtor for creditworthiness. In most cases, the factor requires that your debtor is a major retailer on good financial ground such as Lowes and Sears. As you may know, these types of retailers can be slow to pay, but they will pay! In the agreement you guarantee their payment if they do not pay, so you would have minimum worries in the situation.

Research - Catnip Compounds Curb Asian Lady Beetles

Multicolored Asian lady beetles are appreciated by farmers and home gardeners alike--until the pest-eating insects decide to spend the winter indoors. The beetle, *Harmonia axyridis*, becomes a nuisance insect upon entering homes to escape the cold, sometimes in huge numbers. When threatened, it releases a yellow liquid that, while nontoxic, smells foul and produces stains.

Agricultural Research Service (ARS) scientists have sought to develop beetle-friendly methods of keeping the helpful predators outside where they belong. Most recently, ARS entomologist Eric Riddick and colleagues in Stoneville, Miss., in collaboration with ARS natural product chemist Kamal Chauhan at Beltsville, Md., tested compounds in catnip oil that naturally repel the beetles, causing them to fly off, stop crawling, move back or turn away.

In studies at the ARS Biological Control of Pests Research Unit in Stoneville, 95 percent of adult male and female lady beetles altered their course upon encountering filter paper impregnated with the highest of three doses of the catnip compound nepetalactone. The researchers chose nepetalactone because it had previously been shown to repel some species of cockroaches, flies, termites and mosquitoes.

They also tested nootkatone (a grapefruit extract), iridomyrmecin (another catnip oil compound), and other plant-based repellents, but none performed as well as nepetalactone. Turning away--more so than the three other avoidance behaviors--characterized the beetles' response to the compound, report Riddick and colleagues in a recent issue of the Bulletin of Insectology (http://www.bulletinofinsectology.org/pdfarticles/vol61-2008-081-090riddick.pdf).

Ultimately, such observations could lead to a "push-pull strategy," combining repellents that deter lady beetles from entering a home's cracks and crevices with traps that lure the predators to an attractant for collection and release elsewhere. According to Riddick, the push-pull strategy offers a friendlier alternative to insecticide spraying and preserves the insects' usefulness as efficient predators of aphids, scale and other soft-bodied arthropods that damage plants.

*Jan Suszkiw, (301) 504-1630, jan.suszkiw@ars.usda.gov*  
*March 24, 2009 --View this report online, plus photos and related stories, at www.ars.usda.gov/is/pr*
Good Help Just Got A Lot Easier to Find

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

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

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People often tell me that they feel better after they talk to me. What they don't realize is that I feel better by talking to them; we've helped each other! I am so lucky I am sought out for help. So, to Ruth, that's why I sign my name with an exclamation point and that's why I think everyone should do the same!


Tips - People Solutions

Words Are Tools

Self-Talk

I am going to write this newsletter with the risk that it may be the last one we ever write. Things are so bad right now that we are going into a spending freeze and not doing anything that is unnecessary. We can't afford the extra manpower that it takes to do this because everything we are doing right now has to be producing income. We have stepped back from training because we don't have it in the budget to do an hour a week ... we are really too busy to get better. Right now our clients are focused on watching every penny and reducing what they spend, and we just can't do newsletters anymore. If it's not in the budget, then we are not going to do it. We are so thin right now that we can't possibly do anything more to improve ... we just "gotta" worry about getting the work done. And how can I look at investing in anything else when we have been laying people off and may need to continue to cut back further? As a matter of fact, we also have a hiring freeze on, as well as a spending freeze. So don't ask for anything else from us right now because we are ...

OH MAN ! ! ! STOP ! ! ! STOP ! ! !

WHEW! If you could have been with me as I wrote that first paragraph as a way of introducing this week's concept, you would be amazed at the physiology change that took place. You would see I sat down with what I felt was going to be a meaningful and entertaining way to illustrate what words, phrases, self-talk and community talk can do and how pathetic it can sound. Just from writing that first paragraph, however, I noticed a physical change coming over me. My shoulders began to slump, I sank deeper into the chair, my hands felt heavier at the keyboard, and as I reached my limit of typing all I could stand of the verbal vomit above, I noticed my chin nearly resting on my chest from the long face I was now wearing. The amazing thing is, NONE OF IT IS TRUE ... I WAS JUST PRETENDING ... MAKING IT UP! THERE IS NOTHING TRUE ABOUT THE BARRAGE OF BARF THAT I WAS MUTTERING TO MYSELF AS I WAS WRITING IT ... Here is another thought; none of it is true for you either!

That is not to say that decisions in business today do not need to be more intentional and purpose driven. They must be, and great companies are doing just that, making the wisest of moves not out of fear but out of a desire to continue to improve and get better. They are not only intentional in their decision making but they are also intentional in the words they choose to describe the current state they are in and how they intend to move forward.

With the risk of sounding cynical or all knowing let's take a couple of phrases out of the opening paragraph and think about the short- and long-term impact they may have on a business or a family.

... so bad right now that we are going into a spending freeze ...

Think about what this statement does when a well-meaning president proclaims it as a strategy to the organization. It is not inspiring or motivating anyone, but is simply saying don't expect anything good to happen in the near future, which then puts the warehouse team or administrative team in a feeling that there is no need to even try ... we are in a spending
freeze. Consider the possibility that this statement could also put you into a productivity freeze or a creativity freeze or a growth freeze taking away incentive and trust for everyone involved ... including the leaders that put out the strategy.

... stepped back from training because we don't have it in the budget ...

This statement is taking a ten-year step backwards. Over the past decades, I have been thrilled with the awareness in leaders of what training and education does for an organization. When we say "no more training," we are unconsciously giving an excuse for mediocrity. When a commitment to training is lost, so is any thought or hope of getting better.

... our clients are focused on watching every penny ...

I have heard this several times over the past couple of months from a variety of organizations in all types of industries and it makes me think, "What is the matter with your sales staff?" It doesn't matter if we are buying toothpaste or a new car, we all want the best product at the best price. What this statement seems to say to me is, "Sales skills need to be sharpened and the era of order taking is over. It is time to develop relationships again." What happens when this statement is made in a sales meeting and the seed is planted in the salesperson's mind that the client probably isn't going to want to buy as much is, "Maybe I should cut back in my efforts and expectations." Do you know how hard it is to sell if we are thinking the client probably does not want to buy that much? Beware of the results of this type of thinking and stop those thoughts immediately!

... We are so thin right now ...

When managers proclaim a statement like this, they have just given everyone permission to perform at a lower standard. Why? The employee heard "we can't get as much done as we used to because we have thinned out the man power." Think of the long term effects of that thought process.

... We just "gotta" worry about getting the work done ...

Nothing positive is ever going to come from the strategy of "we just gotta worry." It creates a negative image and that will produce negative results. Worry has never accomplished anything and normally slows or stops progress. Regardless of the situation, worry is an emotion to allow or disregard, accept or refuse and its presence is our choice.

We could go on and on with this exercise but the picture is clear at this point that we need to be selective in the words we use. There may be some of you reading this now that may be thinking, "Jim, you are wearing your rose-colored glasses again here ... you'd better
get a dose of reality." You may be right, but consider this: I have actually felt the way I described in the opening paragraph of this newsletter. I have wondered if we can possibly hit our goals or survive the rough seas; as a matter of fact, I can probably puke out paranoia with the best of them. It still does not change the fact that words are tools and they can either open the doors of the mind or close them. When we consider the long-term, far-reaching effects of our words and actions, it should compel us even more to be aware of the words we use and to choose them wisely. When employees gather around their dinner table at night and repeat the things they heard the leaders of the organization say, it worries the spouses and troubles the children and the message of despair is passed on and passed on and passed on.

So what is the solution? Maybe we could take it upon ourselves to make a difference. Steve Mouzon, architect, author and founder of the Original Green (www.originalgreen.org) says, "We can't wait around for someone to make a car that gets 100 miles to the gallon, or a new efficient light bulb, or better insulation to conserve, sustain, and 'get green.' We must begin ourselves to do the little things that will add up and make a difference." It's the same for you and me as we improve our thinking on the economy. We can't wait around for the stimulus check or to see what is going to happen to GM or the stock market. We must do the little things that collectively will get all of us thinking the thoughts that will lead to the actions that will inspire businesses to prosper and give those that depend on us around the dinner table the quality of life they deserve. Let the improvements begin with you and me. Let's control our self-talk and the words we share with others and know the responsibility of each.

**Builder Words and Destroyer Words**

Have you ever opened your mouth and uttered something that in an instant you wished you could take back? Rewind, start over, and let me say that a different way... All of us have hundreds of times and yet controlling the words we use takes a conscious effort each and every day. Sometimes it isn't until we see the look on someone else's face that we realize what just came out, and many times we miss our error until our words take a life of their own in the far-reaching effects they cause after they come out and are accepted by others. In a recent meeting at JP Horizons, we decided to each make a list of words that "destroy" and share them in this issue of People Solutions. It's amazing what the collective awareness of a group can produce and it is likely that each of us will think twice before any of these cross our lips again. The list of course, is endless and yet so is the list of words that build belief, confidence, energy, momentum and hope. Whether we are communicating with our coworkers, our spouses, our children, our neighbors or total strangers, we can know that our words are not only tools, they are power tools that can be used effectively for great results or abused for destructive results. The choice is ours to use our words to build or destroy and make a difference for everyone around us.

**EXCUSES and VICTIMS ... the Unknown Addictions**

"The kids are going to need to pay for their own hotdogs at field day this year. With the budget cuts, we are just not going to be able to do it." That was the declaration coming out of a school board meeting that a young father shared recently. This simple little thing of a couple hundred dollars for hotdogs was not debated, even though providing lunch for the students had been a tradition on field day for years because everyone just knows the economy is bad. "You want to know what the frustrating thing is?" this well informed father said, "I sit on the finance committee and we have more money in the budget for these types of expenses than we had last year. The Board just had an easy out by using the economy excuse and everyone bought it."

"It is so bad right now and we have cut back so far that I need to be out on a tractor." Those words came in a e-mail from someone that had heard about the Working Smarter program and was e-mailing out of the blue to say why they could not do it. "I wish my team could participate but we just can't find the time or the money, and I know my owners would not allow me to do it, but I wish I could. I am just trying to keep my head above water." Why do we share these two true scenarios? Certainly not to draw attention to the individuals that said them or to criticize what was shared. You and I could also be caught in any number of situations like them. It is to illustrate what I believe can be two deadly addictions coming out of the current state of the business environment. The first scenario is the "EXCUSE ADDICTION." It becomes very easy to say, "We can't because the budget is tight due to the economy." Unconsciously we know it worked the last time we said it and the time before that, so why not this time and the next and before you know ... ADDICTED to making excuses and possibly missing opportunities that could have improved a company or a situation.

The second is maybe the saddest addiction of them all because it could be the root of every other type of addiction. It places a person in the role of playing the VICTIM, and when we are victims, then we have the self-
proclaimed right to not take responsibility, make a decision, make improvements, or take action. Victims feel they are powerless to do anything and if they don't have the power, then it is not their fault if they do not find themselves in a productive and positive situation. Victims seem to have mastered the art of being passive and negative in unison and those two "drugs" combined are deadly. Any individual that accepts responsibility and will literally claw their way out of adversity will find him or herself emotionally thriving and stronger because of it.

Let's you and I challenge ourselves not to fall into these addictive traps that will rob us and those around us from the opportunity to prosper and excel.

Closing Thoughts

We did a little experiment in the opening article of this week's newsletter. If you still are having trouble connecting with this idea that words can evoke feelings and emotions that will trigger actions, consider how you felt when you read the words "barrage of barf, verbal vomit, and puking paranoia"... did they evoke a feeling and do they do the same thing right now? Think about those three phrases the next time you catch yourself ready to spew some negative or success-hindering proclamation to your company, department, or family around the dinner table.

What Words Come To Mind When YOU Think Of Training?

Profitable ... Liberating ... Inspiring ... Motivating ... Productive ... Energizing ... Team building ... Necessary ... Affordable ... Fun ... Your greatest investment ... ? ? ?

JP Horizons Inc. P. O. Box 2039 Painesville, OH 44077 Phone: (440) 352-8211 Fax: (800) 715-8326 e-mail: jim@jphorizons.com web site: www.jphorizons.com
Tips - Green Industry Survival Guide for Tough Times

Part I — Your Company

Facing tough economic times is not new to American businesses. And this is certainly not the toughest time we have had to face by a long shot. This may be hard to believe since nightly newscasts tend to deepen the fear by shouting "depression" ("If it bleeds it leads"), which often seems to lower confidence even more. But that is not what we are facing. Most estimates call for the American gross domestic product (GDP) to shrink in the first quarter of 2009 by 2.6 percent. That’s bad, but small compared to the 27 percent decline at the beginning of the Great Depression. But how long will this downturn last?

No one has enough information yet to forecast our full return to a booming economy, but a lot of very smart people are telling us when they think it will start turning around. Business & Legal Reports (BLR), Moody's, Wharton Publishing, Employee Benefit News, and Harvard Business Publishing are all forecasting the turnaround to start in the fourth quarter of 2009. The National Association of Realtors is calling it for midsummer, in the third quarter! And, Construction Business Owner magazine is advising its readers that, "One of the biggest booms in the history of the construction industry is coming soon for those who are prepared."

All business downturns in our competitive American society have a built-in correction. As prices drop and companies lose business, well-prepared and well-managed companies see bargains and business opportunities to be had. Which company will you be?

In this two-part Personnel Notebook, we will take a look at surviving in tough times as it applies to businesses and their employees. In this part I, we will focus primarily on the business issues. In part II, we will concentrate more on the employee issues.

Phases of a Downturn

Generally, there are three phases to a downturn:

1. The Gathering Storm
2. In the Eye of the Hurricane
3. Clear Skies on the Horizon

1. The Gathering Storm

Before economic problems begin to appear, there will always be warning signs that they are coming. At this point most companies do one of two things. They either ignore them, telling everyone that this will blow over, or they panic and run for cover, hoping for miracles. This is not the time to be telling everyone that everything will be all right. Nor is it the time to start looking for new tricks, new products, or new services. This is the time to do two proactive things: prepare for the worst and focus on what you do best.

Prepare for the worst

Don’t worry about frightening the troops. Bring them into the preparation process, and bring every problem out into the open. Let them participate, and let them buy into the solutions and consequences. Revise your business plan, but base that revision on facts and on doing what you know you can accomplish. This is not the time for shrinking violets. This is the time to get excited, get active, and be proactive! Forecast and plan out each coming month and project. Where are the vulnerable points? Where are the strengths as well as the weaknesses, and when will they emerge? What steps can and will you take? What are your options? Know your business thoroughly and measure and evaluate everything. Find those necessary wastes to cut. Should you be cutting those less desirable customers and least productive employees? Consider where you will be focusing your efforts, cash, and energy. Lay out that plan. Look at your client list. Rank your clients in order of revenue, profitability, and desirability. How many does it take to account for 80 percent of your business? Can you improve your profitability with 80 percent of your customer list? Which customers use your core services or products? Which customers can be served by your core employees? Make a plan that you understand, believe in, and can and will carry out.

Focus on what you do best

Don’t start experimenting with new products or services. Trying to diversify at this point only dilutes your market share and subjects you to more risky turmoil. This is the time to identify, focus on, and reinforce your core business. What can you do to strengthen, improve, expand, and promote that basic, central work that you do? Stay focused on what you know you can do. Your purpose is not to gain higher prices or bigger profits at this time, but to gain a bigger market share! Now is the time to market, market, market, but with a plan! This could be the time to make that bold move, that move that tells the world, you are different from your competitors! You know more and can offer more on this service than anyone else! You set the standard for this work! You are the best at what you do! This can be your opportunity to become a "brand." Target the services, products, market, and the customers you want. And, if you have one, remember to look at your company’s mission statement. It is an integral part of your core business. Now is the time to reinforce and practice it, to show that it is part of who you are.

2. In the Eye of the Hurricane

You may now begin to see several smaller competitors visibly on the brink of ruin. No one knows when the downturn will end, but most are shouting their fear that the industry will never be the same.
again. They are focused totally on survival and certainly not on acquisitions. Don't be focused on the failure that you fear. Be focused on the success that you want! Smart companies are looking for acquisitions at this time. Clearly, this is a time when costs must be reined in, but do so prudently. You want to cut fat, not muscle. Will you try to survive by cutting the workforce? Labor costs have to be one of your considerations. How do yours compare?

**Labor Cost Averages**

* Maintenance 35% to 45%
* Maintenance & Construction 30% to 32%
* Design Build 20%
* Entry-level Mower Operator $8.80 ph
* Crew Supervisors $14.30 to $16.00 ph

**Bear in mind that the people you cut now may be working for your competitor once the storm has passed.** When cutting employees, cut the low performers and keep the high performers. Don't cut the highest paid just because it means cutting fewer people. Think about who is most focused on bringing your company through this as opposed to who is focused on just keeping their job.

**Vendors and suppliers should also be brought into the process.** You can help each other. Maybe they can help you identify potential clients whose needs are not being met. Maybe you can help them in the same way. Can they cut your prices by 5 percent? Can they provide extended billing? Did you ask?

**Make friends with others who are in the same boat.** Not just vendors, but employees, customers, and others in the same or similar businesses. Can any of them use your employees during your downtime? Can you extend longer credit terms for your customers?

**Build relationships, prepare for better times.**

Smart companies know that this downturn won't last forever. They will prepare and be ready for when that time comes. If you prepared effectively, you may find that this is a time for buying equipment from others who are downsizing. You may be able to hire someone else's top performer.

These are fundamental events that occur in every growing industry. In tough times, mergers and acquisitions take place. If you are looking for such bargains, focus on companies that strengthen your core business. Smaller or poorly managed companies are often absorbed into other larger firms. Which end of this dynamic do you want to be on?

**The Credit Crunch**

The number of businesses defaulting on credit terms has jumped to four times the normal rate. The major problem we face is that so many companies that need credit now simply have no place to get it. And, having had years of easy borrowing, many companies have been left with little remaining collateral. That means that companies trying to navigate the current credit crunch must look for liquidity within their own operations.

Companies can start by reducing inventories, stretching out payables, and stepping up the collection of receivables. They can also cut back on new expenditures, and avoid new, untried ventures. When you do manage to free up cash, don't hoard it. Use it to strengthen your core business. De-leverage yourself, that is, pay down debt. According to Fortune magazine, "The North American banking environment appears to be stabilizing." Be prepared for that sunnier horizon when it begins to show.

**3. Clear Skies on the Horizon**

Companies that mapped out and implemented their plans during the first two phases will seldom need much advice in this third phase. They have pruned nonessential business and strengthened their core. They have bolstered their relationships with employees, vendors, business partners, and customers. They may have made acquisitions or purchases at attractive prices. As a result, they may find that they now hold a larger share of industry growth and profits than they could have expected by "hunkering down" and waiting it out.

They know that failing to strengthen a company during a downturn can leave it in a much tougher position afterward. One thing that we know about downturns is that those businesses that fail from downturns almost always fail after the downturn is over! This is because they have not adequately prepared in the earlier phases.

But one mistake survivors traditionally make after the sun comes out again is to flip the big spending switch back on. The rationale is simple; making those draconian cuts may have seriously damaged employee morale and loyalty. So, we need to crank up the pay, travel, and spending to perk everyone up again. Unfortunately many companies have learned from earlier downturns that new spending sprees can hinder them from serving the growth they have prepared so hard to achieve.

Making it through the three phases of a downturn doesn't guarantee an easy path to success. But companies that successfully navigate these huge waves tend to look bad news in the eye and institutionalize this approach to detecting and surviving storms. Rather than hedge their bets through diversification and risky experiments, they place their bets on their core business and proven successes and spend their money to increase market share.

Many companies in many industries, including our green industry, are doing well in these difficult times. For some it may be because the downturn is not affecting their business or their area. But in most cases it is because they are preparing for survival in tough times.

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**Bill Cook Human Resource Associates**

**Hotline:** (703) 897-8511 **E-mail:** hrahtl@consulthra.com

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I. Downsizing

Laying off employees may be necessary, but proceed with open eyes, and understand the downside of downsizing. For example, the increase in your unemployment compensation premiums next year will be a nasty reminder. A recent survey by Leadership IQ of more than 4,000 layoff survivors reflected some of the other concerns we should consider.

* 74 percent reported a decline in productivity.
* 69 percent said the company's products or services declined in quality.
* 87 percent said they were less likely to recommend their company to others.
* 77 percent said they saw more errors and mistakes being made.
* 61 percent said they were less optimistic about the company's future.

The morale of those who survive a layoff becomes a new problem and often the company's reputation suffers. There are three additional things to remember:

1. The high cost and time-consuming difficulties of recruiting that you may have to endure again. Also consider the training and the lag time between hiring someone and having them become fully productive.

2. Successful companies that were better prepared for these tough times are looking for good employees to attract now.

3. All those news reports and stories you heard about employee lawsuits and discrimination charges? They were all true.

So, before we make that move, let's consider some alternatives.

II. Alternatives to layoffs.

Our goal is not to lay off people. Our goal is to cut costs. So let's start by identifying the actual dollar amount we are trying to cut. Some of that surely must be cut from other areas as we discussed in part I. What is the amount that must come from cutting employees costs? And, are there other ways to cut those cost besides layoffs?

Cut hours — If you're seeking a 10 percent cut, can you reschedule the work and the people for 30 or 35 hours per week? Note: If you're cutting exempt (salaried) workers, it's best to cut a full week at a time to safeguard their exempt status.

Job sharing — Can two or more employees be scheduled to work a total of 40 hours between them? And can they work out the scheduling themselves?

Temporary closedown — Close-down one or two days each week, or possibly for one week each month.

Pay cuts — When given the choice, employees often choose to have a general pay cut for all rather than to lay off anyone. But again, note: If you cut exempt workers below $455.00 per week, they may lose their exempt status.

Ask for volunteers — Some employees may elect to take a four-month leave-of-absence. Some may want to spend a semester back in school.

Four-day workweek — Many companies are permanently scheduling employees for a four-day workweek, and many states are shifting to this for all state employees. It can mean fewer hours per pay period or a savings in office operating costs.

Reduce benefit premiums — Given a choice between no work and/or fewer hours, many employees would prefer a higher premium or fewer benefits.

III. Handling the layoff

If, after all considerations, you still must make some reductions in force, plan it out ahead of time.

A. First let's define our terms:

Termination: Cessation of employment for any reason.

Part II — Your People

In Part I of our survival guide, we focused on the company issues we face in tough times. In this, Part II, we will focus on the people issues companies have to face.

"I thought hiring good people was tough," an owner told me. "But letting them go is a hell of a lot tougher," he added. When facing tough economic times, most companies know that cutting their largest cost is the first thing they will look at. So people, particularly high-cost people, are the first target.

But do you really see your people as a cost? And are your highest-paid people truly your highest-cost people? You have often heard the phrase "If you see yourself as a hammer, you see everyone else as a nail." So too, "If you see your employees as a cost, you will see that you need to minimize them. But, if you see your employees as assets, you will see that you have to lose any of them, you do it very carefully.

Remember all those things we've been saying about our people: they are our greatest asset, our most important resource; it's our dedicated staff of professionals who make the difference between our company and all the rest; and they make us what we are. These are the times those statements will be tested. How you handle layoffs will define who you are, and who you will be in the future.

I. Downsizing

For example, the increase in your
QUALITY GROWERS Specializing in Magnolias and Evergreens
15-200 Gallon Containers
Largest Containers in North Carolina

Growing Through Innovation
Julian Perkins, Owner/Sales – 252-531-0512
jperkins@thetreesource.net

Crystal Hewett, Sales/Marketing – 843-602-6592
Email Crystal for Availability – crystal@thetreesource.net

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HOURS OF OPERATION: Monday - Friday: 7:30am-12pm and 1pm-4:30pm or call for an appointment
www.thetreesource.net
**B. Who gets picked?**

The eternal question is, "Do I make my decisions with my heart or my head?" If you're a poet, make them with your heart. For almost everyone else, make the decision with your head and apply it with your heart.

Document your reasons for doing the layoffs and for choosing these particular people. Write all this down. Whoever challenges your actions will demand to see these documents. You should identify the economic reasons for needing to cut costs, what other actions you have taken to do so, and what, if any, alternatives to the layoffs you tried. Then, identify why you chose these particular jobs and people. How will you choose who will go?

**Seniority** — It's the easiest to justify, everyone understands it, and it avoids most discrimination charges. But, you often lose some very good performers.

**Highest paid** — It means fewer people will have to go, but higher-paid people are higher paid for a reason. They usually are the best performers, and they have the types of jobs that can do more for the company than lower-paid jobs. They're also the hardest to replace. You may need these people to keep the company going and to prepare for the tough competition you know is coming when the turnaround comes.

**Job abolishment** — Cessation of a particular job, which normally includes the person doing it. A job abolishment assumes no fault with the employee, but instead, that the job is no longer needed or that the company is making cutbacks for economic purposes.

Decide which action you are taking before proceeding. If at all possible, do all the cuts at one time. The gradual bleeding and never knowing when the ax will fall again method can drain everyone.

**C. How, when, and to whom do I communicate this?**

Once the decision has been made about which jobs and which people, how do you communicate all this?

**All Employees** — If the employees have not been part of the process so far, let them all know now. Let them know the problems you are facing and the actions you will be taking. Let them know that you will keep them informed. Do not identify which jobs or people will be cut at this meeting.

**The Supervisor** — Then bring in the supervisor if you haven't already done so. His/her recommendations can be considered, but the final decisions are made by the company.

**The Employee** — Speak to him/her with the supervisor present. Be respectful and supportive in communicating the decision to the employee. This is very much about using your heart.

Even in view of all this, remember, the decision has been made! This is not a negotiation. All the details should have been considered at this point.

Do not let this turn into a long discussion or argument. If you are going to offer a severance or any other benefit, know in advance what it is. If you are going to ask for a signed release from liabilities, etc., have the form ready. But consider this, lawsuits and charges are initiated less by employees who have been mistreated and more by those who feel that they have been mistreated, whether they were or not. In most cases it's best to give employees advance notice before the cutoff date. It's not always possible or practical, but it's best in most cases. Do not escort the employee off the premises under guard. That's just asking for it.

**D. Some legal considerations:**

The number of EEO charges and lawsuits are growing fast during this downsizing time. New employee protection laws are being introduced every month and old laws are being rewritten. Here are a few basics:

1. Base all your termination decisions on business issues, not personal feelings or for any illegal reasons. Write down the reasons for each decision, and be prepared to show documents that support each decision.

2. After you have made the cutback decisions, including the severance packages, benefits, etc., examine them against your company employee list. Are you favoring one group of employees over another in benefits, severance, etc.? If so, it may be considered "Disparate Treatment."

Note: If you would like to provide your employees with a survival guide designed for them, it is available on Planet's Web site under HR University.

Bill Cook Human Resource Associates
Hotline: (703) 897-8511 E-mail: bhratl@consulthra.com PLANET Professional Landcare Network (703) 736-9666
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Franklin Brothers Nursery & Greenhouse
Green Biz Nursery & Landscaping
Hinnant’s Nursery & Landscaping
Jericho Farms
McLamb Nursery
Montague’s Nursery
Old Courthouse Nursery
Panther Creek Nursery
Pender Nursery
Pleasant Grove Nursery
Powell’s Nursery
Rhodes Nursery
Sampson Nursery
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The Tree Source
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• We represent the turf and landscape industry

• We provide education tailored to your needs

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

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

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Plantsource N.C. is a plant locator service provided by the Central North Carolina Nursery Association Marketing Group. Fax your want list to Plantsource N.C. Your list will then go out to all CNCNA Marketing Group members for quotations.

A & A Plants
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336-656-7881, fx 336-656-9968
robbie656@aol.com

Beezon Rhododendron Nursery
1540 Steed Rd, Randleman, NC 27317
336-431-6212, fx 336-431-0441
beezonnursery@aol.com
www.beezonnursery.com

Bryan Wagener Tree Farm
9948 Kerr Chapel Road, Gibsonville, NC 27249
336-585-0052, fx 336-585-0039
bryanstreefarm@aol.com

Buds & Blooms
7501 US 29 N, Browns Summit, NC 27204
336-656-7819, fx 336-656-7504,
1-800-772-2837
budbloom@bellsouth.net

Cam Too Camellia Nursery
805 Oakbury Ct, Greensboro, NC 27455
336-643-3727, fx 336-643-0840,
1-800-758-8121

Clark’s Liner Farm
4156 Blue Creek Lane, Oxford, NC 27565
919-692-1020, fx 919-693-9554
clarklinerfarm@hotmail.com

Foxwood Farms Camellia Nursery
480 Foxwood Road, Madison, NC 27025
336-339-6835, fx 336-427-5817
Foxwoodcamellias@gmail.com
www.foxwoodfarmsnursery.com

Guthermans Gardens and Nursery
3707 NC 150 E, Greensboro, NC 27455
336-656-3096, fx 336-656-3696,

Gilmmore Plant & Bulb
9154 Old 421 Road, Julian, NC 27283
336-685-4451, fx 336-685-0261,
1-800-543-7537

Gossetts Landscape Nursery, Inc.
7801 Clinard Farms Road, High Point, NC 27265
336-454-2548, fx 336-454-6347,
1-800-487-2555 email glhnpc@aol.com
www.gossettsnursery.com

Greensboro Mulch Supply
4832 Hwy 150 E, Browns Summit, NC 27214
336-656-7067, fx 336-656-7977

Greensboro Shrub Nursery
4514 Old Burlington Rd., Greensboro, NC 27405
336-621-6799, fx 336-621-8867,
1-800-849-4514 email: sales@goshrub.com
www.goshrub.com

Greenthumb Nursery, LLC
Post Office Box 140, Etch, NC 27247
910-428-4587, fx 910-428-1226,
1-800-752-6869

Hickory Hill Nursery
812 Neely Road, Asheboro, NC 27205
336-625-6660, fx 336-626-7575,
1-800-942-1313

Irving Farms
190 Carter Dairy Road, Stoneville, NC 27048
336-932-0256, fx 336-623-2636
irvingfarms@yahoo.com

JBL Nursery
2903 Oak Ridge Rd., Oak Ridge, NC 27310
336-215-8740, fx 336-643-5534

Kenneth E. Bell
5143 N. Church St., Greensboro, NC 27455
336-337-2322, fx 336-288-8811
bells955@bellsouth.net

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9181 W. Pine Street, Lowgap, NC 27024
336-352-4048, fx 336-326-4642
www.land-enterprises.com
Email: lhevergreen@surry.net

Lewis Nursery
P.O. Box 90, Cascade, VA 24069
434-685-7383, fx 434-685-1302
lewinsnursery@chatmassable.com

Montgomery Nursery
1985 Mt. Hope Church Rd., McLeansville, NC 27301
336-697-9964, fx 336-697-9966,
1-800-444-1116

Moon Meadow Perennials
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336-643-3727, fx 336-643-0840,
1-800-758-8121

O’i Southern Blooms
4022 River Ridge Road
Browns Summit, NC 27214
336-656-4666, fx 336-656-4771
Elisa的影响@yahoo.com

Oregon Hill Nurseries
990 Oregon Hill Rd., Reidsville, NC 27320
336-348-3380, fx 336-616-1139

Piedmont Carolina Nursery
1867 Sandy Ridge Rd., Colfax, NC 27235
336-993-4114, fx 336-993-6769,
1-800-337-1025 www.piedmontcarolina.com

Plantworks Nursery, Inc
5851 Kiger Road, Rougemont, NC 27572
919-732-6594, fx 919-732-1634
email: doug@plantworksnursery.com

Pritchett Farm Nurseries
3213 NC 87 N., Elon, NC 27244
336-260-0989, fx 336-227-5979

Ralph Modlin Farms
7256 Sleepy Hollow Drive, Archdale, NC 27263
336-880-0317, fx 336-431-6350

Roy’s Creative Landscaping & Tree Farm
321 Burdette Drive, Winston-Salem, NC 27105
336-399-7876, fx 336-795-4974
royland@bellsouth.net

Reynolds Nursery
10500 N.C. Hwy 87, Reidsville, NC 27320
336-627-1704, fx 336-627-1704
reynoldsnursery@earthlink.net

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

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

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

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

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

Wagoner’s Nursery, LLC
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Tuesday, March 17, 2009
State Fair office, Mechanicsville, VA

The meeting was called to order at 10 a.m. with the following people present: Lin Diacont, Jeff Miller, Cary Gouldin, Sylvia Wright, Gwynn Hubbard, Mary Williams, Cheri Haggerty, Cary White, Virginia Chisholm Carroll, Greg Loomeran, and Rick Baker.

President’s Comments - Lin Diacont

Lin Diacont welcomes members and asks that they fill out a member survey provided by Jeff.

Committee heads were thanked for sending in their reports. They were asked to solicit one new member not on the board to be a part of their committee.

Jeff will be doing our Industry newsletter and Sylvia will be handling the Consumer newsletter.

Executive Director’s Report – Jeff Miller

Jeff continues to work with Green Industry (nursery, landscape designers, contractors, garden centers, and flower growers, Christmas tree growers) to jointly fund the Economic Impact Survey.

The website statistics are holding steady. Funding through website ads is still being considered.

A close watch continues with the VA Tech position changes. There is a concern that positions will be lost within the Horticulture Department.

There were less people at the water roundtable held at the Mid-Atlantic Horticulture Short Course than the one held last year. This is still considered a good effort and we will continue working on this for future years.

Our GoGreen logo is up for renewal, Jeff will go ahead with this.

Treasurer’s Report – Jeff Miller

Balance sheets were presented for approval. Motion to approve was made by Lin and seconded by Cary.

Minutes from the last meeting were presented and approved. Motion to approve was made by Cary Gouldin, second by Mary Williams.

Committee Report’s

Budget Report – Cary Gouldin

Cary requested the membership to come up with ideas to generate more income for the VGIC.

Sylvia suggested that we host some type of short course or class and charge a fee for attendance.

Lin suggested we offer the chance for Sponsorship when speaking with our membership.

The opportunity also remains to charge for advertising on our websites.

Cary White suggested that the fertilizer committee will need avenues to certify for the Fertilizer licenses; we could be an avenue for this for a fee.

Communications Report

– Sylvia Wright

Participation in some type of on going Blog was suggested; however an agreement within the green industry on topics discussed would be needed before a stance was taken. Any Blog would also need to be monitored regularly.

Membership– Mary Williams, Lin Diacont

Lin has been meeting with associations trying to bring them on board into a unifying group under the umbrella of the VGIC.

Information on any groups that have not already been approached for their involvement would be appreciated.

The suggestion was made to add a GoGreen Friends category to the membership application.

Program and Education- Rick Baker

The Virginia Garden Festival will be held on September 12, at the Science Museum of Virginia

Rick requests ideas for people to contact for sponsorships and/or participation in the event (exhibitors, crafters and food vendors)

Legislative

Mary will have more information on the Invasive Species issue after the April 15th meeting.

Cary White will attend the Fertilizer Legislative Advisory Committee meeting on March 30 and will have updated information for us at the next meeting.

Activities

Arbor Day at the Capital will be celebrated on April 24th. Bremo Trees and Nonesuch Nursery will be donating the trees this year.

An annual dinner meeting of industry leaders has been suggested. The possibility of holding this meeting in conjunction with the VTC was suggested.

Suggestions for the SFVA student garden theme for 2009 were requested by Gwynn. Jeff’s suggestion of “Back on the Farm “was the most popular and will be used for this year’s student garden theme.

Gwynn requested that the VGIC come on board as partners with SFVA by being the premium and plaque sponsor for the Student Garden Competition. The motion to accept this responsibility was made by Lin and was seconded by Cary W.

Gwynn requested Industry involvement in landscaping the new Meadow Event Park. Jeff requested an article be pulled together to put in the upcoming VNLA newsletter. Gwynn will coordinate with Jeff.

Cary White requested the support of the VGIC at the PGMS Equipment Demo Day. This will be held at the University of Richmond on August 4 in the afternoon, possibly 12-6 p.m. The VGIC was invited to have a booth at this event.

Next Meeting- June 16, 2009, 10 a.m. - 3p.m. at the SFVA offices on Erle Rd. in Mechanicsville

Respectively submitted,
Gwynn Hubbard, Secretary

Detailed reports are available online at http://virginiagreen.org/Meeting_Minutes/MonthlyReports2009_0317.pdf
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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 website features:

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

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

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<td>$665</td>
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<tr>
<td>full page (7.5&quot; x 9.75&quot;)</td>
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*(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.

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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

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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

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


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


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

August 14-15, 2009, NCAN SUMMER GREEN SHOW, Greensboro, NC Contact: www.ncnla.org

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

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

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

September 12, 2009, VA GOGREEN GARDEN FESTIVAL sponsored by the Virginia Green Industry Council at Virginia Science Museum, Richmond, 540-382-0943, info@virginiagreen.org www.virginiagreen.org

September 9-11, 2009, "Basic "VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA) at: TBA Lynchburg/Charlottesville (1:00-5:00 pm) 1-800-476-0055, VCH@vnla.org www.vnla.org/certification.htm

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


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

September 26, 2009, VA TECH COLLEGE OF AGRICULTURE & LIFE SCIENCES HOME COMING TAILGATE, VT vs Miami www.alumni.vt.edu/reunion/cals

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

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

October 24-28, 2009, SOUTHERN REGION OF NORTH AMERICA - INTERNATIONAL PLANT PROPAGATORS’ SOCIETY 34th Annual Meeting, IP Hotel, Biloxi, MS Contact: hgramling@tbwg.org 813-655-1914

October 28-31, 2009, PLANET GREEN INDUSTRY CONFERENCE (GIC) Marriott Louisville Downtown/Kentucky Expo Center, Louisville, KY 800-395-2522, info@landcarenetwork.org www.LandCareNetwork.org

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

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

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