DISTINCTIVE PLANTS FOR YOUR LANDSCAPE

2011 SELECTIONS

Virginia Plant Introduction Program
www.beautifulgardens.org

— 2010 Plants of Distinction —
Cercis canadensis ‘Hearts of Gold’ – Eastern Redbud
Buxus sempervirens ‘Dee Runck’ – American Boxwood
Corylopsis pauciflora – Buttercup Winterhazel
Dryopteris erythrosora ‘Brilliance’ – Autumn Fern
Encomis ‘Sparkling Burgundy’ – Purple Pineapple Lily
Rudbeckia subtomentosa ‘Henry Eilers’ – Sweet Coneflower
Schizachyrium scoparium ‘The Blues’ – Blue Bluestem
Yucca filamentosa ‘Color Guard’

— 2009 Plants of Distinction —
Cercis chinensis ‘Don Egolf’ – Chinese Redbud
Helleborus x hybridus Pine Knot Strains – Lenten Rose
Ilex x ‘Virginia’ – Holly
Agapanthus x ‘Mammit’ ‘Midnight Blue’ – Lily Of The Nile
Hydrangea quercifolia ‘Snowflake’ – Oakleaf Hydrangea
Thuja x ‘Skeplechase’ (PP) – Giant Western Arborvitae
Buxus x ‘Green Velvet’ – Boxwood
Stokesia laevis ‘Peach’s Pick’ – Stokes’ Aster
Musa basjoo – Hardy Banana
2011 VNLA Officers & Directors

OFFICERS

President
MARK MASLOW
Southern Landscape Group
PO Box 397
Evington VA 24550-0397
434-821-6004
Fax: 434-821-2133
mark@soscapes.com

Vice President
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

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

Past President
ED TANKARD
– Resource Development
Tankard Nurseries ‘07
PO Box 649
Exmore VA 23350-0649
800-552-2088x17
Fax:757-483-9058
ed@tankardnurseries.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

SONYA L. WESTERVELT
Technology ‘10
Saunders Brothers Inc
2717 Tye Brook Highway
Piney River, VA 22964
(343) 277-5455
fax: (343) 277-5394
sonya@saundersbrothers.com

STEVEN MOORE
Legislative ‘10
Hortica Insurance
10800 Midlothian Tpk Ste 140
Richmond, VA 23235-2724
(804) 674-5703
Fax: (877) 221-5843
smoore@hortica-insurance.com

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

TOM THOMPSON,
Environmental Affairs ‘10
Natural Art Landscaping
3540 S Belmont Rd
Richmond VA 23234-2912
(804) 674-5703
Naturalartlandscaping@yahoo.com

2 YR DIRECTORS

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

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

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

MANTs’ DIRECTORS

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

JOHN LANCASTER ‘02
Bennett’s Creek Nursery
3613 Bridge Road
Suffolk, VA 23435-1807
757-483-1425
FAX: 757-483-9058

Beautiful Gardens®
Plant Introduction Program
LISA LIPSEY
Program Coordinator
VA Tech
Dept of Horticulture (0327)
Blacksburg, VA 24061
540-231-6961
Fax: 540-231-3083
llipsey@vt.edu

VIRGINIA REGIONAL ASSOCIATIONS

Central Virginia Nursery & Landscape Association
Jim Hassold
804-377-1977
Jim@glenallennursery.com

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

Hampton Roads Nursery & Landscape Assoc
Cheryl Lajoie
(757) 484-4421
cheryl@lancasterfarms.com

Northern Virginia Nursery & Landscape Assoc
Paul Eden
(703) 327-5161 x299
peden@southridingnurseries.com

Piedmont Landscape Assoc
Brian Sobel
434-672-6655
bryans43@gmail.com

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

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

Hampton Roads Nursery & Landscape Assoc
Cheryl Lajoie
(757) 484-4421
cheryl@lancasterfarms.com

Northern Virginia Nursery & Landscape Assoc
Paul Eden
(703) 327-5161 x299
peden@southridingnurseries.com

Piedmont Landscape Assoc
Brian Sobel
434-672-6655
bryans43@gmail.com

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

Beautiful Gardens®
Plant Introduction Program
LISA LIPSEY
Program Coordinator
VA Tech
Dept of Horticulture (0327)
Blacksburg, VA 24061
540-231-6961
Fax: 540-231-3083
llipsey@vt.edu
<table>
<thead>
<tr>
<th>Table of Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad - Beautiful Gardens Plants of Distinction 2011 .........................................................2</td>
</tr>
<tr>
<td>Ad - Bennett’s Creek Nursery ..........................................................13</td>
</tr>
<tr>
<td>Ad - Bremo Trees .............................................................................68</td>
</tr>
<tr>
<td>Ad - Buds and Blooms Nursery ......................................................... 29</td>
</tr>
<tr>
<td>Ad - BuyNCPlants.com ..........................................................54</td>
</tr>
<tr>
<td>Ad - Cam Too Camellia Nursery ................................................... 11</td>
</tr>
<tr>
<td>Ad - Carolina Bark Products ......................................................... 53</td>
</tr>
<tr>
<td>Ad - Colonial Farm Credit ........................................................... 68</td>
</tr>
<tr>
<td>Ad - CW Reeson Nursery ............................................................. 5</td>
</tr>
<tr>
<td>Ad - Eastern Shore Nursery of Virginia ......................................... 25</td>
</tr>
<tr>
<td>Ad - Fair View Nursery ............................................................... 53</td>
</tr>
<tr>
<td>Ad - Goodson and Associates ......................................................... 49</td>
</tr>
<tr>
<td>Ad - Gossett’s Landscape Nursery .................................................. 58</td>
</tr>
<tr>
<td>Ad - Guide to Mid-Atlantic Wetlands Plants .................................... 61</td>
</tr>
<tr>
<td>Ad - Guthrie Nursery ................................................................. 56</td>
</tr>
<tr>
<td>Ad - Hanover Farms ................................................................. 7</td>
</tr>
<tr>
<td>Ad - Hardwood Mulch ................................................................. 41</td>
</tr>
<tr>
<td>Ad - Hawksridge Farms ............................................................... 51</td>
</tr>
<tr>
<td>Ad - Hortica Insurance &amp; Employee Benefits .................................... 19</td>
</tr>
<tr>
<td>Ad - John Stanley Associates .......................................................... 48</td>
</tr>
<tr>
<td>Ad - Johnston County Nursery Marketing Assoc .........57</td>
</tr>
<tr>
<td>Ad - Landscape Supply .............................................................. 47</td>
</tr>
<tr>
<td>Ad - Lilley Farms and Nursery ..................................................... 31</td>
</tr>
<tr>
<td>Ad - Maryland Plants &amp; Supplies .................................................... 52</td>
</tr>
<tr>
<td>Ad - Mid-Atlantic Solutions ............................................................ 33</td>
</tr>
<tr>
<td>Ad - OHP - Biathlon ................................................................. 23</td>
</tr>
<tr>
<td>Ad - Pender Nurseries ............................................................... 67</td>
</tr>
<tr>
<td>Ad - PLANTSOURCE N.C ............................................................. 43</td>
</tr>
<tr>
<td>Ad - Plantworks Nursery ............................................................. 44</td>
</tr>
<tr>
<td>Ad - Shreekhise Nurseries ............................................................ 30</td>
</tr>
<tr>
<td>Ad - SiteLight Id ................................................................. 32</td>
</tr>
<tr>
<td>Ad – Severt’s Tree Farm ............................................................... 61</td>
</tr>
<tr>
<td>Ad - Tankard Nurseries ............................................................... 27</td>
</tr>
<tr>
<td>Ad - TD Watkins Horticultural Services ......................................... 5</td>
</tr>
<tr>
<td>Ad - Turtle Creek Nursery ............................................................ 20</td>
</tr>
<tr>
<td>Ad - Virginia Turfgrass Council ................................................... 62</td>
</tr>
<tr>
<td>Ad - Waynesboro Nurseries ......................................................... 9</td>
</tr>
<tr>
<td>Ad - Willow Springs Tree Farms .................................................... 17</td>
</tr>
<tr>
<td>Ad - Winfall Nurseries ............................................................... 17</td>
</tr>
<tr>
<td>Donate to the VNA Horticulture Research Auction ..............20</td>
</tr>
<tr>
<td>Editorial - What about Retail? ...................................................... 57</td>
</tr>
<tr>
<td>Events - Upcoming Calendar ......................................................... 66</td>
</tr>
<tr>
<td>Events - CVNLA Short Course ....................................................... 64</td>
</tr>
<tr>
<td>Events - Mid-Atlantic Horticulture Short Course ..........42</td>
</tr>
<tr>
<td>Events - Research Gala/Auction at MANTS 2012 ..........59</td>
</tr>
<tr>
<td>Events - Virginia Certified Crew Chief Course ...........65</td>
</tr>
<tr>
<td>History - Early days of the Horticulture .........................26</td>
</tr>
<tr>
<td>How To Contact Congress ........................................................... 6</td>
</tr>
<tr>
<td>Legislation - Lighthouse Program Special Report ...........49</td>
</tr>
<tr>
<td>Legislative - Agricultural Labor Crisis: .................................50</td>
</tr>
<tr>
<td>Enacting a Practical Solution ................................................... 50</td>
</tr>
<tr>
<td>Member Profile - Waynesboro Landscape Service &amp; Garden Center ........................................ 21</td>
</tr>
<tr>
<td>News - Bur Oak dedication, Hokie Bugfest .........................25</td>
</tr>
<tr>
<td>News - CVNLA Promotes “Fall is for Planting” ......................56</td>
</tr>
<tr>
<td>News - Double Disasters at Ingleside ........................................ 38</td>
</tr>
<tr>
<td>News - Environmental Affairs Report: Greenwall ..........16</td>
</tr>
<tr>
<td>News - Horticulture-Dept. Head Appointment ..............8</td>
</tr>
<tr>
<td>News - Morgan Griffith Visits Riverbend Nursery ..........11</td>
</tr>
<tr>
<td>News - New Specialty License Plate ........................................... 12</td>
</tr>
<tr>
<td>News - Saunders Recognized As Agribusiness Distinguished Leader ........................................... 9</td>
</tr>
<tr>
<td>News - U.S. Department of Transportation No New Regs for Agricultural Community ........18</td>
</tr>
<tr>
<td>News - VA Tech Awarded $3.8 Million To Stimulate Eastern U.S. Wine Industry ....10</td>
</tr>
<tr>
<td>News - Virginia Tech Dept. of Horticulture ......................10</td>
</tr>
<tr>
<td>Research - Branching Agents on Perennials ............28</td>
</tr>
<tr>
<td>Tips - Harrell’s Smartphone App .............................................. 44</td>
</tr>
<tr>
<td>Tips - How To Contact Congress ................................................. 12</td>
</tr>
<tr>
<td>Tips - Show Your Customers Don’t Tell Them ............48</td>
</tr>
<tr>
<td>VNLA - Certification Class/Test Schedules 2012 ..............37</td>
</tr>
<tr>
<td>VNLA - Certification Quiz #57 .................................................... 35</td>
</tr>
<tr>
<td>VNLA - Certification Quiz Article #57 .........................28</td>
</tr>
<tr>
<td>VNLA - Certification Signs ......................................................... 36</td>
</tr>
<tr>
<td>VNLA - Certification Test Application ................................. 59</td>
</tr>
<tr>
<td>VNLA - Donate to VNA Research Auction .................................. 66</td>
</tr>
<tr>
<td>VNLA - Environmental Steward of the Year Award Nominations ........46</td>
</tr>
<tr>
<td>VNLA - Field Day Update ........................................................... 38</td>
</tr>
<tr>
<td>VNLA - Field Day Photos ........................................................... 39</td>
</tr>
<tr>
<td>VNLA - Field Day: VSLD Silent auction .........................41</td>
</tr>
<tr>
<td>VNLA - Newsletter Ad Specs ....................................................... 63</td>
</tr>
<tr>
<td>VNLA - Photo Contest ............................................................... 14</td>
</tr>
<tr>
<td>VNLA - Photo Contest Rules &amp; Winner ..................................15</td>
</tr>
<tr>
<td>VNLA - Professional of Year Nomination Form ..............45</td>
</tr>
<tr>
<td>VNLA - Research Gala/Auction at MANTS 2012 ..........55</td>
</tr>
<tr>
<td>VNLA - Scholarships: Laird &amp; Gresham ............................... 7</td>
</tr>
<tr>
<td>VNLA - Summer Tour Photos .................................................... 40</td>
</tr>
</tbody>
</table>

---

Thanks to Ingleside Plantation Nurseries and Ingleside Winery for hosting our 2011 Field Day!

Thanks also to our sponsors:

**Farm Credit**

**Everris NA, Inc.**

**Harrell Fertilizer**
**VNLA Mission, Vision and Objectives for 2011**

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

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

**Objectives**

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

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

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

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

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

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

**What are members problems?**

**How are we going to help them become more successful?**

---

**Classified Ads**

**Help Wanted**

**Landscape Foreman:** Professional Landscapes of Virginia Inc. is seeking an individual with a good understanding of plants and proper planting procedures, the ability to read and implement commercial landscape plans, the ability to direct the workforce, and possesses a great attitude as well as a strong work ethic. Excellent DMV record, Virginia Certified Horticulturist certification, and pesticide spray license 3A 3B, are required. Please send resume to plva2@msn.com

Kevin Sullivan
Professional Landscapes of Virginia, Inc.
3840 Dawley Rd, Virginia Beach. VA 23457
Fax (757)426-0596

---

**T. D. Watkins Horticultural Sales**

Representing Red Oak, Shreckhise, Bremo Tree, Crookhorn, Willow Springs, Rockcreek and Proctor Brothers Nurseries.

Tscharnerwatkins@comcast.net
2260 Chalkwell Drive, Midlothian, Virginia 23113
Cell 804-929-1982 Fax (call first) 804-378-0813

---

**Beautiful Gardens**

grow with confidence

---

**Specializing in English Boxwood**

**C.W. REESON NURSERY**

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

---

**If you don't see your ad here, neither does anyone else!**

Call 800-476-0055
or email info@vnla.org
for advertising information, today!
After what was hopefully a long and successful sales season it is almost time to start into winter planning mode. As a business owner I usually take time over the winter to meet with my team, set goals for the next year and work on different items to help us be more successful the following year. I certainly hope most of you are doing the same. There is an old proverb that says “Those who fail to plan, plan to fail.”

Probably by the time you read this the VNLA will have completed a strategic planning session on November 8 and 9th in Lynchburg Virginia. Our meeting was facilitated by Christine Kennedy, Executive Vice President of the Lynchburg Chamber of Commerce. Christine is a part-time consultant focusing in the areas of leadership development, strategic planning, change management and communication. She administers the nation award winning Leadership Lynchburg program and was recently appointed to the Governor’s Workforce Council.

Those of you who have any input you would like to add, I would encourage you to contact myself or Jeff as soon as possible. This will be an exciting and much needed endeavor as the VNLA continues to re-focus on mission critical elements. This will ensure we continue to make our organization stronger and more beneficial to our membership.

Virginia Certified Horticulturist

I encourage you to take advantage of this professional certification program which is exclusively for VNLA members for staff training and recognition. This is a marketing advantage you have as a VNLA member to position your business on a higher professional level.

Individuals who pass the exam earn the privilege and honor of becoming a Virginia Certified Horticulturist. Within the nursery industry, “VCH” status is well recognized among nursery employers as a mark of horticultural achievement. To the gardening public, “VCH” designation means you are qualified to offer sound advice to help them create the beautiful and healthy gardens they desire.

The review class and test schedules have been set for 2012 and are listed on page 37 of this Newsletter and posted at www.vnla.org.

Legislative Issues

H2B and E-Verify are very hot issues now in Congress and your representatives need to hear from you on these issues that will impact your business. If they don’t directly impact your business, they will through other businesses. Through our partnership with the ANLA (American Nursery & Landscape Association) and PLANET (Professional Landcare Network), you should have been receiving frequent updates on these issues and requests to contact your Congressional representatives.

If you need more details on these issues see links below.

Remember: “Those who fail to plan, plan to fail.”

Mark Maslow, VNLA President
We look forward to your joining us for the general assembly and the great contributors who will provide. Thank you.

Our significant accomplishments are attributable to the support of the public. Our significant accomplishments and the great contributions from our industry's supporters should be recognized throughout the state. Our industry's interest in the council's ability to represent all participants, but it also contributes a valuable way to promote agribusiness to the general public.

This event is not only a very enjoyable way to show our appreciation to the council, but also a way to promote our industry's interest in the general public.

Each year, the Virginia Tech Horticulture Department selects two scholarship awards. One scholarship is for the A. S. Gresham, Jr. Award and the other is the David E. Laird Award.

The recipients for this year, 2011 are: Trent Shreckhise (A. S. Gresham, Jr. scholarship) and Shannon Hodapp (David E. Laird Scholarship).

Trent Shreckhise is from Weyers Cave, Virginia. He is completing his last semester of a Dual Degree in Agricultural Economics and Horticulture. His essay follows:

“In my nearly 21 years, I have always called Weyers Cave, VA my home. Weyers Cave is a small town in northern Augusta County that survives through opportunities in agriculture. I am the son of Jim and Becky Shreckhise and the brother of Brandon Shreckhise and Maggie Wilkins. My father, Jim, is a 2nd generation landscape business owner and operator (Shreckhise Landscape and Design Service, Inc.). My family's home and business have been built upon a part of my grandfather's, O. Beverley Roller, cattle and sheep farm. Being the son of a landscaper and grandson of a farmer, agriculture has had a great influence upon my life thus far. Up until college, I was routinely a part of agricultural competitions and fairs engaging in showing livestock, forestry, envirothon, and horticulture. I am a graduate of Fort Defiance High School ('07) where I was actively involved in the FFA, National Honors Society, and the basketball program.

Now in my 4th year at Virginia Tech, I am pursuing dual-degrees in Agriculture and Applied Economics (Agribusiness Management) and Horticulture (Landscape Contracting). I am actively involved in the AgEcon Club and several Christian ministries here at Virginia Tech. In four of the last 5 semesters, I have been rewarded Dean's List. I plan to return for the fall semester to complete my second degree in landscape contracting. After my 4 1/2 years here are completed, I hope to work in the landscaping field where I can gain experience and knowledge. Within the next decade I hope to return to my father's business where I want to work diligently to continue what my grandfather, James M. Shreckhise started and what my father, James L. Shreckhise, has built and greatly improved upon. I look forward to working alongside my father and managing and operating
my own business once he begins to seek retirement. Our family business has always been built upon integrity, efficiency, and hard-work. In my career I hope to continue these attributes and contribute all I can to improve upon the advancement and knowledge of the agriculture industry."

Shannon plans to graduate in 2012 with a degree in landscape Construction. She is from Blacksburg, Virginia. Her essay follows:

"My first major exposure to horticulture came in high school, when I took a basic horticulture class. That class made me realize that working with plants was something that I wanted to take with me into my future. Based on this realization, I applied and was accepted at Virginia Tech, which has the strongest horticulture program of any college in Virginia. By the time I complete my Junior year, I will have taken a number of horticulture classes and gain a variety of knowledge that will help me with my future career goals.

In addition to my horticulture classes, last summer I had the opportunity to work at the Smithsonian Butterfly Habitat Garden. It was a wonderful opportunity that gave me a lot of experience with working with the public as well as plants. This helped guide my career goals towards working in a public garden. However, I do find myself torn in the specific field of Horticulture. I have always been interested in landscape design as well. The classes I take this semester and the following year will give me a better opportunity to find out more about the landscape design career.

With all of my acquired information, and previous experience, I feel ready to apply it to real life situations. I will learn how to accomplish a task first hand that goes along with the textbook information. Until I get to my career of being a landscape designer or public gardener, every bit of experience and knowledge I can absorb until then will help me.

Ever since I was young, I have loved plants. Growing up, I was exposed to many outdoor activities such as sports and nature camps. My family and I have visited many National Forests and parks and have grown to love nature and plants. As I grew, I became more involved with sustainability and with all of those interests in mind, I think I will become a great landscaper or public gardener in the future."

Edited by Sandy Miller

---

Letters – Thank You from Scholarship recipient

I wanted to thank you so much for the David E. Laird Scholarship you and your company have bestowed upon me. I am taking my education here at Tech very seriously and this Scholarship really helps me out.

I’m a senior this year, studying Horticulture. Right now I’m in the Residential Design course and really enjoy it. My plan for the future is to be a landscape designer somewhere in Virginia. Thank you again for the scholarship and support.

Shannon Hodapp

---

News - Horticulture - Dept. Head Appointment

Dear Colleagues,

I am pleased to announce that Dr. Roger Harris (professor and interim head of Horticulture) has accepted an offer to become Head of the Department of Horticulture effective October 1, 2011.

As many of you know, Dr. Harris has been serving as interim head of the department, and it is with the strong support of his faculty, staff, and others that we have been able to move forward with his appointment as Head. I am very pleased that Roger will continue providing leadership to the department, and that he is committed to leading its future growth.

Alan L. Grant, Ph.D.
Dean of the College of Agriculture and Life Sciences; Virginia Polytechnic Institute and State University (Virginia Tech)
Paul Saunders, Jim Saunders, Ollie Kitchen

Piney River, Virginia – Jim Saunders, the 2009 Chairman of the Virginia Agribusiness Council Board of Directors and a partner at Saunders Brothers, Inc. based in Piney River, has been awarded the Council’s 2011 Distinguished Leadership Award.

Council Chairman Ollie Kitchen of MeadWestvaco in Covington recognized Saunders during a meeting of the Council’s Board of Directors in Nelson County on August 30.

Saunders was raised in Piney River, working at Saunders Brothers, Inc., his family-owned nursery, orchard, and cattle operation. He graduated from Virginia Tech with a degree in Animal Science and began his outstanding agriculture career as an Agricultural and 4-H Agent with Virginia Cooperative Extension in Madison County. After several years, he returned to the family business to work with his father and four brothers and is now their Personnel Manager.

His leadership within the agribusiness industry has been diverse, including service on the Board of Directors for the Virginia Angus Association, the American Boxwood Society, and the Virginia Tech College of Agriculture Alumni Organization. He has also been a District Director of the Culpeper Soil and Water Conservation District and is a current leader of the Nelson County Farm Bureau. Saunders began his service on the Virginia Agribusiness Council’s Board of Directors in 2002 and has served as the Council’s Secretary, Treasurer, Vice Chair, and Chairman.

Saunders has been a strong leader for the Council, mixing his passion for representing the agribusiness industry on issues of importance such as immigration reform with a healthy dose of reality and a helping hand when needed. He has hosted many guests and political leaders at Saunders Brothers for a hands-on look at their business and then couples it with fresh apples, peaches, and ice cream. He has earned the respect and admiration of his industry colleagues and elected leaders alike.

Council Treasurer Danny Shreckhise of Shreckhise Nurseries in Grottoes noted, “Jim has brought to the board a perspective that few can, with his...
The Horticulture Department was well represented at the recent annual meeting of the American Society for Horticulture Science on the “Big Island” of Hawaii. The Hokie Horticulturists organized and led tours of gardens and nurseries, organized and moderated workshops and research sessions, and presented research in oral and poster sessions. Representing us and participating in the conference were Richard Veilleux, Alex Niemiera, Holly Scoggins, Jim Owen, Greg Peck, John Freeborn, Mara Grossman, JB Snelson, and Roger Harris.

Greg Welbaum and collaborators Dave Kuhn and Monica Ponder of the Food Science Department are testing the safety of vegetables grown from tilapia waste water. The main objective of the project is to develop a sustainable production system for growing leafy greens that are free of bacteria that cause human disease like E. coli, Listeria, or Salmonella.

Hokies take Manhattan! Horticulture students recently spent four days exploring everything horticultural in DC, Philly and New York City. Yes, it was another extraordinary fall field trip, organized and led by Robert McDuffie. Visits included Hidden Lane Landscaping with Peter Murray (’82 Hort alum) and recent horticulture grads Tony Orband (’09) and Anthony Piselli (’11), Merrifield Garden Center with Tim Guy (’83), and Homestead Garden Center; and that was only day 1! The next two days were spent in NYC, beginning on Saturday at Brooklyn Botanical Gardens followed by free time in Manhattan and that night the Broadway musical, Spiderman. Wave Hill Garden, the New York Botanical Garden, and Central Park were visited the following day. The last day included the gardens at Chanticleer (just outside of Philly) with Doug Croft (’96) and ended with a full afternoon at Longwood Gardens in Kennett Square, PA, including a behind the scenes tour with intern LaDell Sumpter (’11).

Roger Harris, Department Head Horticulture, Saunders Hall, Virginia Tech

According to Tony Wolf, professor of viticulture and project director, the five-year project seeks to create, refine, and encourage industry adoption of grape and wine production practices that integrate research-based recommendations with key market drivers to achieve a robust and sustainable grape and wine industry in the region. “In order to increase wine sales in the eastern United States, including Virginia, wine grapes and wines must be of consistently high quality, and they must be produced on a cost-competitive basis,” said Wolf.

Virginia currently ranks fifth nationally in wine grape production, and its grape and wine industry has a total economic impact of more than $362 million per year. In addition to strengthening rural communities through employment and spin-off benefits to the service sector, the state’s vineyards and 180 wineries attract tourism and help preserve...
green space. Wolf, who is also the director of Virginia Tech’s Alson H. Smith Jr. Agricultural Research and Extension Center[3] in Winchester, Va., explained that the underlying research addresses unique challenges of quality grape and wine production in the East, including unpredictable but often excessive rains during the growing season, frost and winter injury problems, unique grape varieties, and the high costs of grape production that result from the relatively small scale of most Eastern vineyards.

The research also explores consumer buying preferences and perceptions about regional wines relative to other domestic and foreign brands. Research conducted in Virginia will focus on what Wolf describes as vine “balance” — achieving a desirable combination of leaf area and crop to promote optimal grape quality and wine quality potential. “Balance is an elusive goal in environments that have unpredictable, but often surplus moisture,” explained Wolf. The research explores practical means by which growers could more predictably measure and attain balance, while reducing the amount of labor and other vineyard inputs. Virginia Tech’s Center for Geospatial Information Technology[4], under the direction of Peter Sforza, is also involved with the project. The center will expand and further refine a new Web-based, interactive

Contact: Lori A Greiner, (540) 231-5863, lgreiner@vt.edu

Morgan Griffith and three staff members visited Riverbend Nursery in Riner, VA on August 30, 2011. While he was invited to meet with multiple green business owners in our area, he wished to limit his visit to a tour to just one company.

I encourage all of you to follow this lead and bring your state and federal legislators to your operation. If that
isn’t possible, then visit them, call, or email. Mr. Griffith was attentive and interested in what we had to say. While he was knowledgeable on labor topics, he was unaware of some of our specific issues, but very open to solving them once they were explained. The amount of information these public servants have to absorb makes it impossible for them to know the details of every proposed law and who is working on what amendments to these laws. They cannot begin to know the impact of the various proposed legislation without constituents educating them!

It is our job to educate our legislators. If we fail to do so, then we are partially to blame for the resulting losses we will incur.

To stay abreast of what is going on with immigration labor issues, please look up the Save America’s Food and Economy (SAFE). While this facebook site focuses on food, ANLA is active with it as the green industry shares all the same concerns.

We thank Mr. Griffith for taking his time to visit and sincerely hope everyone reading this will take action to voice their ideas and concerns with their legislators on this very important topic!

_Julie Snyder, Riverbend Nursery_

---

**Tips - How To Contact Congress**

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

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

*“The squeaky wheel gets the oil!”*

---

**News - New Specialty License Plate**

**Supporting Community Trees Available for Pre-order in Virginia**

A new specialty license plate is available for pre-order in Virginia. The Virginia Loves Trees license plate features a community skyline enhanced by trees (with one tree even featuring a swing) in eye-catching blues and greens and is designed to raise awareness of the value of community trees in Virginia. In Virginia, 450 plates must be pre-sold before the Department of Motor Vehicles (DMV) will put the proposed plate into production. Pre-sales of the Virginia Loves Trees plate began October 1, 2011. After 450 are sold, funds are turned over to the DMV and plates will be available at any DMV location. Plates can be ordered online, or in the mail using forms downloaded from the Virginia Loves Trees website (www.valovestrees.org).

Supporting organizations include the urban forestry program at Virginia Tech in the College of Natural Resources & Environment, Trees Virginia, the Virginia Nursery and Landscape Association, the Mid-Atlantic Chapter of the International Society of Arboriculture, and the Virginia Green Industry Council.

Susan Day, faculty member in the urban forestry program at Virginia Tech, urges prospective buyers to order a plate as soon as possible. “Plates won’t go into production until 450 are ordered, so the sooner those 450 founding plates are sold, the sooner the DMV can begin producing plates.”

According to Day, “the value of the plate isn’t just supporting community trees monetarily, but also showing to other Virginians that you care about the trees in your neighborhood and community—it raises people’s awareness of a valuable component of their community that many take for granted until it is gone.”

The Virginia Loves Trees plate is a revenue-sharing specialty plate, meaning that $15 of the $25 plate fee will go to the sponsoring organizations. Revenue sharing begins after the first 1,000 plates are sold. Currently revenues will be divided between Trees Virginia and the Urban Forestry Program at Virginia Tech to fund education, outreach, and partnerships around the state to enhance Virginia’s community tree canopy.
Our plants are featured based on the characteristics for which they are most appreciated. You will find the main feature of each plant listed on the top right corner of its tag.

**BLOOMS**

- **BERRIES**
- **TEXTURE**
- **LEAF COLOR**
- **EDIBLES**
- **HERBS**
- **SHADE TREES**

**COLOR PICTURE TAGS WITH YOUR PRICE & SKU!**

www.BloomingAndBeautiful.com

(800)343-4611 • www.bcnursery.com
Go ahead .... shoot!

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

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

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

2. Each photographer may enter up to three (3) digital images per Newsletter deadline (see #6). Email 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 email images separately. Feel free to elaborate on any story surrounding the photograph. Photos should be 300 dpi high resolution.

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

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

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

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

Judging done by the VNLA Communication Committee. All decisions are final.

Winner of the September/October 2011 Photo Contest

Arbor Day in Waynesboro

Photo Winner: Dwayne Jones,
Director of Parks & Recreation, Waynesboro

“People at Work” Category

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

November/December Issue will be for “Garden Center Displays”
The plate was designed by a student graphic design group at Virginia Tech and Tech marketing students are putting together a plan to help spread the word throughout the state. However, at least 450 plates must be pre-sold before this community tree promotion program can begin. Visit www.valovestrees.org for more information or to order a plate.

Dr. Susan D. Day, Assistant Professor, Department of Forest Resources & Environmental Conservation & Department of Horticulture, Virginia Tech, 310 Cheatham Hall, Blacksburg, VA 24061 Tel: 540-231-7264 sdd@vt.edu

---

**News - Environmental Affairs Report: Greenwall**

Unless you have been living under a rock for the past few years, I’m sure you have heard about green roofs. Most of us have seen one. Some of us have built one. I’ve read books about them and I’ve been to lectures about them. I’ve even gone through the training class at Riverbend Nursery to learn how to install the LiveRoof system (if you haven’t been to River Bend for the class, it’s worth the trip). I recently received my first inquiry from someone about the possibility of installing one, but as of yet, I’ve never planted one.

Green roofs offer a lot of advantages – they extend the life of the roof underneath of them, they help keep the structure they’re planted on cooler in the summer and warmer in the winter, they help slow down storm water runoff, they can help a building get its LEED certification, and they are fashionable among the environmentally conscious who happen to have a lot of disposable income. With so many things going for them it makes one wonder why everyone doesn’t have one. But…..

They have some problems too. They are expensive. Without tax incentives and rebates from the federal, state and local governments there wouldn’t be many green roofs installed on residential structures. And most governments are broke, so I’m not counting on the rebates and tax cuts to stay around much longer. And they are heavy. Unless a structure is designed with a green roof in mind, it probably won’t take the load. I live in a house with a flat roof – 2000 square feet of flat roof – and I wanted to plant a green roof on it. I figured that since I was trying to sell the darn things, I should put my money where my mouth was. I’m now getting solar panels instead and installing cisterns to capture the rain water coming off of the roof. My roof wouldn’t support a green roof. I still have plans to plant a green roof on structures on my property, just not on the house. I believe that in time green roofs will become more affordable for my customers, and LiveRoof has a very thin and lightweight system that should solve the load problem. And green roofs are very popular on commercial properties and government buildings (design and budget problems don’t exist there), so much so that River Bend has had to expand their growing operation to accommodate the increased demand.

But this article isn’t about green roofs - it’s really about a green roofs’ cousin, the green wall. Green walls have been around since man started gardening for reasons other than to feed himself – sometimes by accident, other times on purpose. Old castle and manor house walls are covered in English ivy all over Europe (English ivy must not be on an invasive species hit list over there). The tourists expect to see it on all the historic buildings and it provides an r factor of four. Having a little experience with removing large patches of ivy, I’m pretty sure that some of those walls got covered completely by accident. An example of an old (ancient, actually) green roof/wall system which was purpose built can be found in history and is listed as one of the Seven Wonders of the World. The Hanging Gardens of Babylon had a green roof and green walls and was thought to have been built in 600BC. Some say that the Hanging Gardens never existed – there is no archeological evidence to support that they were ever built – and that they are nothing more than legend, but even if that is true, the design concept was there 2600 years ago. And we consider ourselves cutting edge! Plus it makes a pretty good story.

In most cases installing a green wall is pretty easy. There are as many companies selling the hardware to build one as there are styles of installation. One company, Plant Connection, Inc. (www.myplantconnection.com), has been an exhibitor at MANTS. Their system features a bracket that mounts on a wall and has pockets designed to accept a number of individual planters. I’ve seen this system featured in several gardening and landscaping magazines where it is primarily used indoors and treated like wall art. The planters can be removed and replaced as needed and an irrigation system is built in. I’ve also seen it used on exterior walls on patios and decks. All in
I’m sure there are many other companies that manufacture green wall systems but I’m familiar with these. I’m not a salesman for any of these companies, nor have I ever purchased anything from them, but I like to know what’s being used out there and where I can lay my hands on it. I have used their websites for ideas, however.

This spring I used a panel from a dog kennel I purchased from Lowe’s for a green wall. The kennel was on clearance for $50 and looked a lot like the LEGI system. A can of purple spray paint and two bolts later and one of the 6x6 foot panels was supporting clematis on a fence. Did the same thing with three panels, the brackets that came with the kennel, a few lengths of black gas pipe and some honeysuckle. Cheap but effective, and it looked good. That’s the best thing about green walls. You don’t have to spend a lot to get results.

But, why green walls?

Pretty much for the same reason as green roofs – to cut down on solar gain (heating) during the hot months. Planting deciduous trees on the southern and western sides of structures has become second nature to all of us, so it shouldn’t be that difficult to adapt to using green walls to accomplish the same thing – shade in the summer months and sunlight in the winter. Most green walls are planted with climbing vines out of necessity – you want to fill the wall space with leaves and quickly – to get the desired effect. Need shade all year; plant evergreen vines. Need seasonal shade; plant deciduous vines. And if you really want to impress the neighbors; plant climbing vegetables and eat well in a cool house. Don’t laugh – vertical gardening has become all the rage in inner city community gardens all over the country. And if you really want to read something that will make you think, read The Vertical Farm by Dr. Dickson Carter.
WASHINGTON, DC - The U.S. Department of Transportation's Federal Motor Carrier Safety Administration (FMCSA) announced today that it has no intention to propose new regulations governing the transport of agricultural products. The agency also released guidance designed to make sure states clearly understand the common sense exemptions that allow farmers, their employees, and their families to accomplish their day-to-day work and transport their products to market.

After hearing from concerned farmers earlier this year, FMCSA initiated this review to make sure states don't go overboard in enforcing regulations on agricultural operators, and to ensure consistent access to exemptions for farmers. No regulations will be proposed for any new safety requirements or changes to the rules governing the transport of agricultural products, farm machinery, or farm supplies to or from a farm.

"We have no intention of instituting onerous regulations on the hardworking farmers who feed our country and fuel our economy," said Secretary Ray LaHood. "Farmers deserve to know that reasonable, common sense exemptions will continue to be consistently available to agricultural operations across the country, and that's why we released this guidance." (http://www.fmcsa.dot.gov/rules-regulations/administration/rulemakings/notices/Agricultural-Guidance.pdf)

This guidance – which does not impose any new rules on farmers – follows the Federal Register public notice which FMCSA issued on May 31, 2011, asking farmers, farm organizations and the public to give input on the agency’s longstanding safety rules.

"We want to make it absolutely clear that farmers will not be subjected to new and impractical safety regulations," said U.S. Transportation Deputy Secretary John Porcari. "The farm community can be confident that states will continue to follow the regulatory exemptions for farmers that have always worked so well."

"FMCSA is pleased with the input we’ve received from the agricultural community and members of Congress. We received about 1700 comments and the vast majority called for us to preserve the guidance that leaves states to carry out the farm exceptions as they have for many years." said FMCSA Administrator Anne Ferro. "We want to make crystal clear that we are not imposing any new regulations."

Earlier this year, farm groups came to FMCSA with concerns that some states might not allow exemptions to Commercial Drivers License (CDL) requirements for certain farm vehicle drivers such as farm employees and family members, as long as their vehicles are not used by "for-hire" motor carriers. Some states have questioned whether this exemption applies to drivers who work for "crop share" or similar arrangements. FMCSA’s notice includes guidance to ensure consistent application of the exemption. After considering the public comments, the Agency has determined that farmers who rent their land for a share of the crops and haul their own and the landlord’s crops to market should have access to the agricultural CDL exemptions given by the states.

News - U.S. Department of Transportation
No New Regs for Agricultural Community

Guidance Will Ensure States Continue to Use Common Sense in Applying Existing Safety Rules
Does your insurance company think a “grub problem” means mystery meat Monday?

In a competitive business environment, you can’t afford an insurance company that doesn’t understand your business. Hortica has over 120 years experience in the horticultural industry. We provide specialized insurance solutions and loss control strategies that other companies don’t deliver.

To learn how Hortica can help protect your business visit www.hortica-insurance.com or call 800-851-7740.
• Implements of Husbandry. In a perfect world, farm vehicles would only operate on farms, while commercial trucks would operate on public roads. The reality is that farm equipment that is not designed or intended for everyday use on public roads is often used for short trips at limited speeds. This creates a gray area for classification. After considering the public comments, FMCSA has determined that most States have already adopted common sense enforcement practices that allow farmers to safely move equipment to and from their fields. In areas where farm implements are common, the enforcement community and the agricultural community have achieved a mutual understanding of which safety regulations should apply to farm equipment on their public roads.

FMCSA is committed to the safety of our highways and the long-term success of America’s agricultural industry. To learn more about federal safety regulations that impact the transportation of agricultural products and equipment, please visit the FMCSA website at www.fmcsa.dot.gov.

FMCSA Contact: Candice Tolliver, (202) 366-9999

---

**Donate to the VNA Horticulture Research Auction**

Help our endowment grow, so we can support more research for the nursery and landscape industry!

Donate: equipment, plants, artwork, vacations, show tickets, game tickets, gift certificates, services

The auction will be at the Tir na Nog Irish Pub Restaurant, HarborPlace, featuring Skyla Burrell Band

on Wednesday, January 11, 2012

All donations are tax-deductible

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

---

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

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

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

GROWING TOP QUALITY SRUBS 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
The Waynesboro Landscape Service was started in Waynesboro, Virginia by our father and mother—Stan Quillen Sr. & Virginia P. Quillen—in 1946 behind their home in a small garage/warehouse as a landscape company only. In 1948 the firm moved to an abandoned Shell station in town at which time the Garden Center was created. Old memories reflect that the building flooded every time the river got high. I remember Dad keeping a spider monkey named Jo-Jo in the greenhouse. Mom finally made him get rid of it because it smelled bad and would sometimes bite when you tried to feed it.

The next move occurred in 1956 when we purchased a portion of an old apple orchard on the edge of the city limits. Over the years we have continued to grow at this location with three major expansions and several smaller ones; thus acquiring the entire orchard of approximately five acres.

In 1978 we joined the co-op American Hardware which changed to Servest of which has now become True Value. In 1996 we became a Home and Garden Showplace, the garden center part of True Value. We also became a member of the Master Nursery Program in 2002.

In 1980, as with most family businesses, it was time to incorporate and Whetstone Enterprises Inc. was born as the holding company for Waynesboro Landscape Service & Garden Center. Stan Quillen Jr. is the president and Lee Quillen is the vice president, secretary, and treasurer. The division of duties was split according to preferences of the two brothers, with Lee Quillen managing the landscape contracting side of the business which includes design, sales, and installations for landscapes and hardscapes and Stan Quillen overseeing the back office and managing the garden center and gift shop aspect of the business.

Our last major expansion was finished in 2002 bringing a total showroom size to 7500 sq. ft., 1,900 sq. ft. of greenhouse and 10 overwintering structures.”


“Our employee base includes a wide variety of education including:

- 1-Landscape Architect
- 2-Landscape Designers
- 1-Forestry Graduate
- 3-Master Gardeners
- 4-Horticulture Graduates
- 1-Psychology Graduate

(it really helps)

Our most non-business related questions are:

Are Stan and Lee brothers? “Yes”

Do you get along? “Yes (most of the time)”

How about Max? Who is he? “He is the father of Ed and Dave Quillen”

And Ray Quillen? “He is the father of Kirk and Tim, all of which are affiliated with Waynesboro Nurseries.”

And what about Edger and G.D. Quillen? “Edger was the father of Max and Ray, and G.D. (George Dewey) was the father of Stan Quillen Sr., Edger and G.D. were brothers, we’re all cousins.”

Do we all get along with each other? “Yes (most of the time)”

Stan Quillen, president and Lee Quillen, vice president are owners of the
company. Lee graduated from Virginia Tech in 1978 where he was a member of the Horticulture Club and Lambda Chi Alpha fraternity. Stan also graduated from Virginia Tech in 1974 where he was an SGA senator for the college of Agriculture and member of Alpha Zeta.

The company, landscape market niche is “design and build landscaping for high end residential and privately developed commercial properties and for the and garden center, plants, horticulture care products and gifts for the discerning customer with emphasis on the cutting edge over the mass market.

Their combined business philosophy: “It’s not about the volume of work you do as much as it is about the number of quality satisfied clients you have. If you have enough customers you will always have plenty of work as well as under promise and over deliver. Exceed your customer’s expectations by giving them more than what your business promises.”

Lee says that the best idea that he ever stole is that it is easier to make 10% on one dollar than it is to make 5% on two Dollars event though it’s the same 10 cents.

Stan’s favorite quote is “Live simply, love generously, care deeply, speak kindly and leave the rest up to GOD”. “Don’t worry about anything you can’t do anything about” Mrs. Virginia Quillen.

The hardest part of the day for Lee: “Knowing when to quit. Taking lunch seems like such a waste of time.” The best part of the day for him: “I enjoy getting the crews out in the morning. I also enjoy meeting customers that are as excited about me being there as I am”

Best advice Stan ever received: “You have nothing in your store that people have to have, you have to convince the customer that they need it. Your customer only needs two things to make a purchase – Information and Inspiration.” Stan adds “listen twice, act once” Lee says: “Satisfy the customer and they may tell someone but if you do not satisfy them they will tell everyone. Always listen then speak.”

Lee says that when handling employees: “Put yourself in their shoes before making a final decision. Always remember the employees are the company.”

Both Stan and Lee say that their hero is their father and mother.

How or why has your company manage to stay in business so long?

Lee says that it is great partner, his brother Stan, and the work ethic of their father.

How has the industry changed since they started in business?

“How today owners of small businesses have to spend way too much time dealing with issues not directly related to the operation and growth of their business. I believe this is mostly due to government regulations and how complicated law, insurance, and taxes have become. As they become more complex more time has to be spent in making the right business decision as opposed to selling and installing plants. I believe these same
Biathlon® Herbicide

A “novel combination” pre-emergent herbicide

- Controls broadleaf and grassy weeds
- Uniform low dust, low odor granule
- Minimal PPE for ease of application

Scan for MSDS & Specimen Label

800-356-4647 | ohp.com
issues have also put a damper on being a business owner today,” says Lee.

Stan feels that: “Time is more important than money and don’t try to be everything to everybody, do what you do best and stay with it.”

**What is or has been the biggest challenge in your business history?**

Lee says their biggest challenge was the transition of the family business from our father to my brother and I.

**Where do they think the green industry is going in the next 10 years?**

Lee says “I see fewer companies in all facets of our industry other than maintenance. I believe companies will tend to be smaller and more specialized in order to be more flexible and profitable. The housing issue really does concern me. If we continue in this direction there will be fewer homeowners and that will slow garden center as well as landscaping sales.”

Stan adds “I believe the green industry has started a production roll over. The roll over starts with too much supply and low demand and pricing very soft, none of this being the fault of our industry. The roll over will shake out with the loss of fringe operators both wholesale and retail plus some well recognized and established firms. Consolidation will help but not the answer. The jobs number increasing along with increase in housing will help pull us out. The other major obstacle is, with all the discounting, customers have no idea what the true value of plant material is. The retail side presents its own set of opportunities; like how to get information to the next generation of customers.”

**What is the hottest upcoming trend?**

Stan says the “increase in the value of water”. Lee agrees “Green Sustainability and everything associated with water and our environment.”

**Other Organization, Positions, that Stan and Lee are involved in as well as their father, Stan Quillen, Sr.:**

Stan Quillen, Sr. – Supervisor Augusta County, Mason and Shriner. President VNLA 1959

Stan Quillen, Jr. – Planning Commission City of Waynesboro, Mason and Shriner, Lions Club Past President, Elks Lodge, VNLA Board & Certification Chair

For Lee - Masons & Shriners, Lions Club past President, YMCA past president, Waynesboro Downtown Development Inc-Design Chairman, Serenity Garden-founding board and current president Elks and Moose Lodges, Waynesboro Country Club past vice president.

**Some fun facts for both Stan and Lee**

**Stan:**

Favorite Plant: Orchids and dwarf conifers

Favorite Flower Color: Red

Dislikes: Manufacture reps that do not accurately represent their products & services.

Best Habit: Being observant and empathetic

Worst Habit: Working too many hours

Hobbies: Cooking, especially BBQ, sailing, scuba diving.

Dream Vacation: Sail from the BVI to Grenada with my family.

**Lee:**

Favorite Plant: Oakleaf Hydrangea

Favorite Flower Color: pink & purple

Dislikes: Lazy people and the way our government is managed.

Best Habit: Patience with people.

Worst Habit: not clearing my desk and trying to pack too much into a short time.

Hobbies: Golfing, Smith Mountain Lake and HOKIE Football

Dream Vacation: New Zealand

Favorite Quote: Walk softly and carry a big stick.

Aspirations: To reverse the time spent working with the time spent on my hobbies.

**Edited by Sandy Miller**
News - Bur Oak dedication, Hokie Bugfest

Festival to honor legacy of William Alwood


“During the early days of our institution, there were a number of remarkable people who responded to the call to establish the institute and the Virginia Agricultural Experiment Station. Of those individuals, perhaps William Bradford Alwood is the least-recognized,” said Mike Weaver, professor of entomology and director of Virginia Tech Pesticide Programs.

“Over the past few years, we have discovered a lost history in the university archives and elsewhere that documents the incredible career of Professor Alwood. Our efforts in October and beyond are to let the world know how important W. B. Alwood was to Virginia Tech and to take steps to keep his memory alive for all time,” said Weaver.

Bur Oak Dedication

The festivities began Friday, Oct. 14, at 4 p.m., with the dedication of the bur oak on the Drillfield in front of Burruss Hall. The large tree was dedicated to Alwood, who planted it sometime after 1895. The event also included the groundbreaking for a permanent memorial: the Alwood Plaza.

Virginia Tech President Charles W. Steger presented a special citation of recognition, issued by the Virginia Tech Board of Visitors, to the Alwood family. Dean Alan Grant of the College of Agriculture and Life Sciences and entomology Professor Michael J. Weaver will speak briefly during the ceremony. Weaver is writing a book about Alwood. Elizabeth White, executive secretary of the Virginia State Horticultural Society, was also in attendance.

Maybe you should care. Some nurseries get so big they can’t consistently control quality. Some are too small to produce the volume of plants you require year after year.

Luckily, we’re the perfect size. We’re large enough to get you the plants you need when you need them. But we’re never too busy to give our trees and shrubs and our customers the care and attention they require. Which is no small feat.

Call Eastern Shore Nursery today and order the healthiest plants money can buy.

Eastern Shore Nursery of Virginia

WHO CARES THAT WE AREN’T THE BIGGEST NURSERY AROUND?

Keller, Virginia • 1-800-323-3008 • www.esnursery.com
Alwood founded the society in 1897 in an effort to save the Virginia fruit industry from an invasive insect pest. It continues to be a force in the industry. Encorps, the Virginia Tech Regimental Band String Ensemble, provided music. A fundraising dinner at The Inn at Virginia Tech followed the ceremony.

William Bradford Alwood

Professor Alwood was an early pioneer of pest management and fruit culture. He is credited with laying the foundation for the College of Agriculture and Life Sciences and for developing the horticulture and pest management disciplines. Because of his efforts, Virginia Tech students are able to study horticulture, plant pathology, and entomology. Today, more than 2,600 undergraduate and 400 graduate students are pursuing degrees.

Former Virginia Tech President Julian Burruss once noted that Alwood should forever be remembered for what he did to assist the university in its early days. He is regarded as one of the university’s greatest scientists. Alwood’s international status as a researcher brought recognition to the new and developing Virginia Tech. The French government recognized Alwood by for his viticulture leadership by awarding him the prestigious Merite Agricolé medal in 1907.

After leaving Virginia Tech in 1904, Alwood moved to Charlottesville where he established an enological laboratory that was later incorporated into the U.S. Department of Agriculture Bureau of Chemistry; he became its chief of enological investigations. Alwood left several other important legacies at Virginia Tech: He was integral in establishing the Virginia Agricultural Experiment Station, and in 1927, he donated his vast personal library to Virginia Tech - a collection still being used today.

Nationally ranked among the top research institutions of its kind, Virginia Tech’s College of Agriculture and Life Sciences focuses on the science and business of living systems through learning, discovery, and engagement. The college’s comprehensive curriculum gives more than 2,400 students in a dozen academic departments a balanced education that ranges from food and fiber production to economics to human health. Students learn from the world’s leading agricultural scientists, who bring the latest science and technology into the classroom. This bur oak, located on the Drillfield in front of Burruss Hall, will be dedicated to William B. Alwood, who planted it sometime after 1895.

History - Early days of the Horticulture Department & Extension Service

Alwood History from the VA Tech Library Archives

Alwood introduced to Virginians through research and writing the technologies of plant disease and insect control in fruit production. He imported and sold at no profit the finest European spray equipment because he was disappointed in the quality of American-made sprayers.

- He exploited the copper fungicides, especially Bordeaux mixture, and succeeded in controlling several grape, pear, peach, and apple diseases through its use.
- He introduced orchardists to the spray calendar based on the plant stages manifested throughout the growing season.
- He promoted legislation for control of the peach yellows disease but it was not until the San José scale law included peach yellows could there be any enforced control of it.
- He served as Vice-Director of the Experiment Station, Horticulturist and Entomologist for 16 years and Mycologist for 14 of those years.
- He authored, or was senior author for 56 Experiment Station bulletins, 10 of which addressed plant diseases.
- He wrote numerous articles on various subjects for the Southern Planter throughout his tenure at V.P.I.
- He stimulated the development of a weak organization into a strong Virginia State Horticultural Society.
- He taught for 13 years mycology courses which emphasized fungi as pathogenic organisms causing diseases of cultivated plants.
- He was head of the Department of Horticulture, Entomology, and Mycology in the College from 1891 to 1902, and became Head of the Department of Mycology and Entomology in 1902 and remained so until he resigned in 1904.
- He advised 14 graduate students; nine became entomologists, two became horticulturists (one was Harvey L. Price who became Head of the Department of Horticulture in 1902, and later Dean of Agriculture, and was the person for whom Price Hall is named) and three became mycologist or plant pathologists (William A. Murrill became Assistant Director of the N.
Y. Botanical Garden; W. M. Scott became State Entomologist of Georgia, and later, a plant pathologist for the U.S.D.A.; William A. P. Moncure was Instructor in Mycology at V.P.I., 1903-1908).

Alwood accomplished more at V.P.I. in 16 years than many others have in life-long careers. He travelled throughout the state, when travel must have been difficult, to visit orchards and nurseries. He made contributions with little help, little money and with shabby equipment and primitive buildings and he did so without a college degree. Today he wouldn’t even be interviewed; the yardstick is number of degrees along with years of post-doctoral work and number of papers published, not wisdom, industry, and talent.

Provided by Jeff Miller

Hokie Bugfest to Honor Alwood
On Saturday, Oct. 15, the Department of Entomology hosted the first annual Hokie Bugfest from 10 a.m. to 5 p.m. It was held on the Virginia Tech Ag Quad behind Price Hall, Bugfest to promote the fun and excitement of entomology to honor Alwood. All exhibits and events were free.

Activities included performances by the Alberti Flea Circus, tours of campus trees, and screenings of the film “Beetle Queen Conquers Tokyo.” An art contest encouraged young artists to create a bug-related piece of art. Contest winners will be announced at 3 p.m., just before the movie screening.

Dozens of hands-on exhibits gave children and adults a chance to learn about entomology, including some not-too-popular arthropods like bed bugs, cockroaches, termites, spiders, and stink bugs. Other activities focused on mask making, cockroach art, high-speed photography of insect movement, insect robotics, and demonstrations about fly-fishing, beekeeping, and aquatic insects. Children won prizes and bug stickers by participating in exhibit activities and received official junior entomologist certificates.

The Hokie Bird greeted guests at 11 a.m. The Bug Café and gift shop will sell food and other merchandise. This event was held in collaboration with the entomology department’s student-run organization, the W. B. Alwood Society. Money raised will fund future Bugfests and other entomological society activities.


Laura L. Neff-Henderson, lauranh@vt.edu

Tankard Nurseries

Tankard Nurseries uses rice hulls and no plastic pots in propagation.

Offering A Complete Landscape Palette
Exmore, VA • Ph. 1-800-552-2088 • Fax 757-442-5372
www.tankardnurseries.com
If you are a Virginia Certified Horticulturist, read this article and answer the quiz questions on page 35, fax/mail the Quiz Answer postcard and get 1 CEU towards your recertification requirements.

Research - Branching Agents on Perennials

Improve Quality of Herbaceous Perennial Liners without Detrimental Effects on Rooting

Plant growth regulators (PGRs) that enhance branching include ethephon (Florel, Monterey Chemical), BA (benzyladenine, Configure, Fine Americas, Inc.), dikegulac sodium (Augeo, OHP, Inc.), and, for specific woody crops, methyl esters of fatty acids (Off-Shoot-O). These PGRs are frequently called “chemical pinchers” because they generally inhibit the growth of the terminal shoots or enhance the growth of lateral buds, thereby increasing the development of lateral branches. The goal in enhancing branching of floriculture crops is to activate dormant buds or stimulate the formation of adventitious buds by an application of PGRs. However, it is also critical that these new axillary buds develop and grow out to form normal branches.

Configure is a relatively new formulation of a synthetic cytokinin, 6-benzyladenine. Configure has been shown to enhance branching in a wide variety of floricultural crops. By shifting the balance of auxin which cause apical dominance and cytokinins which stimulate branching, Configure stimulates, but does not cause, an increase in branching. Therefore, timing of the application is critical to a good branching response. BA has a short period of activity and has no residual in the plant. So, multiple applications may be useful with many crops. Furthermore, it is not well translocated in the plant so thorough coverage is required.

Augeo was released to the market in early 2011. The active ingredient, dikegulac sodium, has been available on a limited basis in the woody ornamental PGR Atrimmec (PBI Gordon) for many years. The Augeo formulation has a different carrier that has proven to cause much less phytotoxicity on herbaceous plant materials than we saw with the Atrimmec formulation. Dikegulac sodium acts by disrupting the cell walls in the apical meristem which effectively delivers a chemical pinch which releases apical dominance. This effect typically delays plant growth for a few days to a couple of weeks depending on rate.

Florel is an ethephon product that releases ethylene inside the plant after application. Florel has a long history of use on specific crops like geranium, poinsettia and pansies, as well as on stock plants and cuttings to remove flowers and enhance branching.

Branching agents can be used to replace mechanical pinching in many crops and have been used to enhance branching of many finished plants of herbaceous perennials. Enhancement of plant branching improves plant architecture, tends to provide some growth regulation, improves pot fill and thereby may reduce crop time, may increase number of flowers and increases available propagules on stock plants.

However, many of these effects would be advantageous at the liner production stage as well. Therefore, the following studies were conducted to evaluate these products at various application rates on herbaceous perennial liners during propagation. We wanted to address several questions. Do these products enhance branching of recently rooted liners? Do they reduce root growth of the liners? Will these products affect liner quality or finished plant quality?

Materials and Methods

Eleven plant species were studied over two years:

- Agastache ‘Purple Haze’
- Aster ‘Professor Kippenburg’
- Campanula ‘Cherry Bells’
- Cosmos atrosanguineus
- Gaura lindheimeri ‘Siskiyou Pink’
- Lavandula x intermedia ‘Provence’
- Leucanthemum x superbum ‘Snowcap’
- Rosmarinus officinalis ‘Hill Hardy’
- Salvia nemorosa ‘May Night’
- Verbena bonariensis ‘Lollipop’
- Veronica ‘Goodness Grows’

Plant material arrived as unrooted cuttings, which were dipped for ten seconds in 1500 mg•L⁻¹ IBA rooting hormone (Hortus IBA Water Soluble Salts 20% IBA, Hortus USA Corp.) as a basal treatment and stuck into 72 size plug trays filled with a peatlite media (Fafard 3B, Conrad Fafard, Inc.). Cuttings were allowed to root under mist with bottom heat at 22°C (72°F) for up to four weeks.

About 28 days after sticking, plants were removed from mist and bottom heat. Cuttings received clear water under mist, but after removal from mist received 100 ppm N with each irrigation using 20N-10P-20K Peters Professional General Purpose fertilizer (Everiss/The Scotts Co. LLC.).
At Buds & Blooms we put in a lot of effort to grow stronger, healthier & the most beautiful plants. We also put in a lot of effort to deliver them to you in perfect condition. That's why we have our own fleet of shelved delivery trucks. Every order you get from us arrives at your door in better shape, with informative color picture tags ready for your customers. Call us today & see how better grown plants from Buds & Blooms will help grow your sales!

Bloom After Bloom, Year After Year.

Buds & Blooms Nursery

1-800-772-2837 budbloom@bellsouth.net
Brown Summit, NC
Treatments were applied when roots from cuttings were evident on all four sides of the root ball, but liners were not fully rooted and ready for transplant (27 to 34 days after sticking). Treatments were applied as foliar sprays with a CO2 backpack sprayer applying the label recommended volume of one gallon per 200 sq.ft. Each crop and PGR constituted an individual experiment setup in a completely randomized design. Experimental units consisted of six plants, one cell pack, with 78 units per plant species. Configure (benzyladenine) was applied as foliar sprays at four rates: control (0 ppm), one application of 300 ppm, two applications of 300 ppm (one at week 0, and the second 2 weeks later), or one application of 600 ppm. Augeo (dikegulac sodium) was applied at four rates: control (0 ppm), one application of 400, 800 or 1600 ppm. Florel was applied as a comparison treatment to some crops at 500 ppm.

Data were collected at 0, 2, and 3 or 4 weeks after treatment (WAT) on individual plants in each experimental unit, and included plant height, average width, numbers of leaders (shoots arising from the soil line) and lateral or basal branches, and phytotoxicity. Root and shoot dry weights were measured at the end of the liner production phase.

After liner growth data were collected, ten plants of each treatment were randomly selected, potted into quart plastic pots (1.1 liter) filled with Fafard 3B medium and grown out for a period of four additional weeks after which plant height, average width, and numbers of leaders and lateral branches or basal branches were measured. Data were analyzed within crop and PGR combination by ANOVA and subjected to LSD means separation (P ≤0.05) using SAS Version 9.2 by SAS Institute Inc. (Cary, NC).

Results
Phytotoxicity was noted on a limited number of crop and PGR combinations. Configure caused significant tipburn on Aster which resulted in severe delays in plant growth. Configure caused distortion of the leaves of Cosmos which persisted through the four week grow out period (8 WAT). Augeo caused some leaf distortion on Verbena shortly after treatment but these plants grew out normally. Although additional testing should be conducted, use caution with application of these PGRs to crops identified as exhibiting phytotoxicity.

Liner quality was generally enhanced by branching agents with increases in the numbers of lateral or basal branches in most crops (Table 1) and in some cases increased numbers of leaders or shoot dry weight. In other words, the branching agents resulted in larger liners that may finish more quickly.
Agastache treated with Configure had a 40% increase in lateral branches (Figure 1) but root dry weight reduced was 40% at 3 WAT. However, this reduction in root dry weight of the liners did not affect appearance of finished plants after 4 weeks of growing out.

Aster liners were responsive to Augeo with a 40% increase in the number of leaders (control 3.4 vs. treated 4.8 leaders) and nearly 30% increase in branches (control 18 vs. treated 23 branches) in plants treated with 1600 ppm Augeo. However, this rate reduced plant height, width and shoot, but not root, dry weight. Florel had no significant effects on growth of Aster liners. Neither PGR affected growth nor quality of the finished plants relative to controls after 4 weeks grow out.

Augeo at 800 ppm increased branching of Campanula liners 40% relative to control plants, with no effect on shoot or root dry weight. There were no significant effects on finished plants. Configure had no significant effect on branching or growth of Campanula.

Only 1600 ppm Augeo increased numbers of branches (30%) and leaders (40%) on Cosmos liners. This treatment also reduced shoot dry weight but increased root dry weight of liners at 3 WAT. After three weeks grow out, these treated plants still had a greater number of leaders and branches with no reductions in shoot or root dry weights. Neither Configure nor Florel affected growth or branching of Cosmos.

Configure increased leaders (53%) and lateral branches (20%) of Gaura liners with no effect on root dry weight at 4 WAT. Finished plants had more shoots and branches than control plants after 4 weeks grow out.

Configure increased the numbers of leaders (68%) and lateral branches (21%), and shoot dry weight of Lavandula liners at 4 WAT. The two applications of Configure at 300 ppm reduced root dry weight of the liners, but also resulted in the highest number of shoots and branches on the finished plants after 4 weeks grow out.

Configure doubled the number of basal branches of Leucanthemum liners but reduced root dry weight 25% to 40% at 4 WAT. However, grow out of the liners was not affected by the reduced root dry weight. Rosmarinus was very responsive to the PGRs. Augeo increased numbers of leaders 150-350% (control 1.6 vs. treated 4.0 to 7.3 leaders) and branches 20% (control 20 vs. treated 23 to 25 branches). After 4 weeks grow out plants treated with 800 or 1600 ppm Augeo still had greater numbers of leaders (control 11 vs. treated 14-15) and branches (control 46 vs. treated 56-64) compared to the control plants. Configure at the 300x2 or 600x1 ppm rates also increased the numbers of leaders 192% (control 1.3
Configure at 300 ppm once or twice increased basal branching 40% of Salvia liners with no effect on root dry weight at 4 WAT and no effect on finished plants.

The number of lateral branches of Verbena liners was increased with 300x2 or 600x1 Configure at 3 WAT and root dry weight was not affected. After 4 weeks grow out, the number of branches was no longer significantly different but the 300x2 ppm Configure treatment reduced flower height and shoot dry weight of finished plants. Augeo caused twisting of Verbena leaves in the liner phase but plants grew out of symptoms in grow out phase. Augeo increased branching of the liners (control 1.3 vs. treated 9-12). Florel also increased branching with an average of 5 branches per liner. After 4 weeks grow out, plants previously treated 800 or 1600 Augeo had a greater number of branches (control 28 vs. treated 32 – 38) whereas liners treated with Florel had fewer branches (18 branches) than control plants.

Veronica was sensitive to Augeo with all rates increasing branching (control 1.0 vs. 400 ppm treated 8.0) but the higher rates caused excessive and persistent shoot growth reductions. Root dry weights were not affected. Florel also increased branching (control 1.0 vs. treated 4.1). All Configure treatments increased basal branching of Veronica (control 2.3 vs. treated 5.0 to 9.3). Root dry weight was not affected. After 4 weeks grow out, plants had excellent appearance but plants treated with 300x2 ppm Configure had reduced root dry weight.

Do branching agents reduce root growth of the liners? None of the six crops evaluated with Augeo or of the five crops tested with Florel exhibited any reductions in root dry weight in the liner stage. Three of eleven crops tested with Configure showed reduced root dry weight of finished liners. In these three crops, branching was enhanced. Agastache liners had a 40% reduction in root dry weight reduced 40% at 3 WAT but this did not affect the appearance or size of the finished plants after 4 weeks grow out. root dry weight of Leucanthemum liners was reduced 25% to 40% at 4 WAT but the grow out of these plants was not affected. In Lavandula, 300x2 ppm Configure reduced root dry weight of liners but also resulted in the highest number of shoots and branches on the finished plants at 4 weeks after planting. In summary, when applied to reasonably well rooted liners, the branching PGRs do not appear to have any negative impacts on root growth.

Impact on the Industry

The East Coast’s premier outdoor lighting distributor, exclusively serving the green industry.

15 years of quality service and technical expertise.
A reliable source for all of your lighting and design needs.

We stock all major brands
- Arroyo Craftsman
- B-K Lighting
- CopperMoon
- Focus
- Greenlee
- Hadco
- Hanover Lantern
- Kichler
- Kim
- Lumiere
- Nightscaping
- SPJ Lighting

and many more.

Please call for catalogs and pricing.

SiteLight Id

1-800-635-1068
430 Southlake Boulevard, Richmond, Virginia 23236
Good Help Just Got A Lot Easier to Find

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

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

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

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

MÁS Makes it Easy.
Do branching agents affect finished plant performance? Some crops showed improvement in final plant quality (Gaura, Lavandula, Rosmarinus, Verbena, Veronica) when the liners were treated with the branching agents. Except for phytotoxic effects on specific crops, we have seen no negative effects of liner-applied branching agents on finished plant quality. The branching agents appear to have a short term effect in some crops wherein liner quality was improved but there were no persistent improvements in plant quality. This indicates that there may be value in reapplying the branching agents to the plants shortly after transplanting liners to finished containers. Note: if Augeo causes significant yellowing of the crop be sure to allow sufficient production time after the re-application for recovery of plant color.

In summary, branching agents can improve branching during liner production and in our tests to date, any decreases in rooting have not affected finished plant quality. Test the products for phytotoxic responses on new crops.

Figure 1. Agastache ‘Purple Haze’ treated with Configure at 0, 300x1, 300x2 or 600x1 ppm (left to right). Photo at 3 weeks after treatment.

Figure 2. Lavandula ‘Provence’ treated with Configure at 0, 300x1, 300x2 or 600x1 ppm (left to right). Photo at 4 weeks after treatment.

Figure 3. Rosmarinus ‘Hill Hardy’ treated with Augeo at 0, 400, 800, 1600 ppm (left to right). Photo at 4 weeks after treatment.

Figure 4. Verbena bonariensis ‘Lollipop’ treated with Augeo at 0, 400, 800, 1600 ppm or 500 ppm Florel (left to right). Photo at 3 weeks after treatment.

Figure 5. Veronica ‘Goodness Grows’ treated with Configure at 0, 300x1, 300x2 or 600x1 ppm (left to right). Photo at 4 weeks after treatment.

Figure 6. Veronica ‘Goodness Grows’ treated with Augeo at 0, 400, 800, 1600 ppm or 500 ppm Florel (left to right). Photo at 4 weeks after treatment.

Thanks to VNA Horticulture Research Foundation for partial funding of this work.

Mara Grossman is a M.S. student, John Freeborn is floriculture research manager, Holly Scoggins is associate professor and Joyce Latimer is professor and Extension Specialist, Department of Horticulture, Virginia Tech, Blacksburg, VA 24061-0327

Tel: 540-231-7906,
FAX 540-231-3083; jlatime@vt.edu

Complete the Quiz on page 35 and get 1 CEU for your Virginia Certified Horticulturist re-certification!

Need Extra CEU’s???
Write an Article for the Newsletter! Earn 1 CEU!
Contact: 800-476-0055
Email: vch@vnla.org
VNLA – Certification Quiz #57

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.

Prepared by: Nanette Rider Whitt

Branching Agents Improve Quality of Herbaceous Perennial Lines Without Detrimental Effects on Rooting Quiz

1. PGRs stands for:
   a. Pesticide growth regulators
   b. Plant growth regulators
   c. Perennial growth regulators
   d. Poinsettia growth regulators

2. PGRs are called chemical pinchers because the inhibit the growth of terminal shoots.
   a. True
   b. False

3. The goal when utilizing a PGR is to:
   a. Increase flower production
   b. Increase root density
   c. Increase lateral branch development
   d. All of the above

4. An ethephon product that releases ethylene inside the plant is:
   a. Configure
   b. Augeo
   c. Florel
   d. None of the above

5. A relatively new synthetic cytokinin, 6-benzyladenine product is:
   a. Configure
   b. Augeo
   c. Florel
   d. None of the above

6. A new PGR with the active ingredient, dikegulac sodium is:
   a. Configure
   b. Augeo
   c. Florel
   d. None of the above

7. The PGR with a long history of use on geraniums, poinsettias and pansies is Augeo.
   a. True
   b. False

8. Branching agents cannot replace mechanical pinching.
   a. True
   b. False

9. Which perennial in the study was very responsive to PGRs?
   a. Aster
   b. Guara
   c. Campanula
   d. Rosmarinus

10. Which PGRs showed phytotoxicity in some crops?
    a. Configure
    b. Augeo
    c. Florel

11. A decrease in root dry weight was noted in some plants when the following PGR was used:
    a. Configure
    b. Augeo
    c. Florel

12. The branching PGRs do not appear to have any negative impacts on root growth when applied to well rooted liners.
    a. True
    b. False

13. Branching agents result in smaller liners which finish more quickly.
    a. True
    b. False

14. Noted decreases in rooting:
    a. Caused phytotoxic responses to new crops
    b. Did not affect finished plant quality
    c. Caused less branching in plants

We Want to Hear from YOU!

Send your comments and suggestions to info@vnla.org

Support VNLA Member Growers!

Available online at www.vnla.org/search.asp
For a print copy, contact the VNLA Office at 800-476-0055
info@vnla.org
You’ve spent considerable resources getting your employees certified. Reap the full benefits by letting the public know!

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

Call 1-800-476-0055
Flexible: $49.50 + t&s
Rigid: $59.50 t&s
# 2012 VNLA Virginia Certified Horticulturist Review Class/Test Schedule

<table>
<thead>
<tr>
<th>Region</th>
<th>VCH Test</th>
<th>Dates 2012</th>
<th>Location</th>
<th>Time</th>
<th>Fees Mbr</th>
<th>Fees Non Mbr</th>
<th>Check Pay To</th>
<th>Contact Person</th>
<th>Phone</th>
<th>Email</th>
<th>Class/Test Registration Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hampton Roads</td>
<td>VCH Test</td>
<td>January 30, 2012</td>
<td>Mid-Atlantic Horticulture Short Course, The Founders Inn Virginia Beach</td>
<td>6:00 pm</td>
<td>$55</td>
<td>$250</td>
<td>VNLA</td>
<td>Cheryl Lajoie</td>
<td>757-484-4421</td>
<td><a href="mailto:Cheryl@lancasterfarms.com">Cheryl@lancasterfarms.com</a></td>
<td>January 16, 2012</td>
</tr>
<tr>
<td></td>
<td>Advanced Test</td>
<td>January 30, 2012</td>
<td>Mid-Atlantic Horticulture Short Course, The Founders Inn Virginia Beach</td>
<td>6:00 pm</td>
<td>$75</td>
<td>$300</td>
<td>VNLA</td>
<td>Cheryl Lajoie</td>
<td>757-484-4421</td>
<td><a href="mailto:Cheryl@lancasterfarms.com">Cheryl@lancasterfarms.com</a></td>
<td>January 16, 2012</td>
</tr>
<tr>
<td></td>
<td>Review</td>
<td>February 7 - March 8, 2012</td>
<td>Lancaster Farms’ Conference Room, Suffolk</td>
<td>6:00 pm</td>
<td>$125</td>
<td>$150</td>
<td>VNLA</td>
<td>Cheryl Lajoie</td>
<td>757-484-4421</td>
<td><a href="mailto:Cheryl@lancasterfarms.com">Cheryl@lancasterfarms.com</a></td>
<td>January 24, 2012</td>
</tr>
<tr>
<td></td>
<td>TEST Basic &amp; Advan</td>
<td>March 17, 2012</td>
<td>Lancaster Farms’ Conference Room, Suffolk</td>
<td>6:00 am - Noon</td>
<td>$55</td>
<td>$250</td>
<td>VNLA</td>
<td>Cheryl Lajoie</td>
<td>757-484-4421</td>
<td><a href="mailto:Cheryl@lancasterfarms.com">Cheryl@lancasterfarms.com</a></td>
<td>March 3, 2012</td>
</tr>
<tr>
<td></td>
<td>TEST</td>
<td>June 13, 2012</td>
<td>Lancaster Farms’ Conference Room, Suffolk</td>
<td>6:00 pm</td>
<td>$55</td>
<td>$250</td>
<td>VNLA</td>
<td>Cheryl Lajoie</td>
<td>757-484-4421</td>
<td><a href="mailto:Cheryl@lancasterfarms.com">Cheryl@lancasterfarms.com</a></td>
<td>May 30, 2012</td>
</tr>
<tr>
<td>Northern VA</td>
<td>Review</td>
<td>February 7-23, 2012</td>
<td>Merrifield Garden Center, Fair Oaks</td>
<td>6:00 - 9:00 pm</td>
<td>$75</td>
<td>$150</td>
<td>VNLA</td>
<td>Amy Ordonez</td>
<td>703-327-5161 x299</td>
<td><a href="mailto:peden@southridgernurseries.com">peden@southridgernurseries.com</a></td>
<td>January 20, 2012</td>
</tr>
<tr>
<td></td>
<td>TEST</td>
<td>March 1, 2012</td>
<td>Merrifield Garden Center, Fair Oaks</td>
<td>5:30 - 9:30 pm</td>
<td>$55</td>
<td>$250</td>
<td>VNLA</td>
<td>Amy Ordonez</td>
<td>703-327-5161 x299</td>
<td><a href="mailto:peden@southridgernurseries.com">peden@southridgernurseries.com</a></td>
<td>February 14, 2012</td>
</tr>
<tr>
<td>Northern VA</td>
<td>TEST</td>
<td>February 15, 2012</td>
<td>Monroe Technology Center</td>
<td>6:00 - 10:00 pm</td>
<td>$55</td>
<td>$250</td>
<td>VNLA</td>
<td>Deborah Chaves</td>
<td>703-771-6560</td>
<td><a href="mailto:deborah.chaves@lcps.org">deborah.chaves@lcps.org</a></td>
<td>February 1, 2012</td>
</tr>
<tr>
<td>Northern VA</td>
<td>TEST</td>
<td>May 9, 2012</td>
<td>Monroe Technology Center</td>
<td>10 am - 2 pm</td>
<td>$55</td>
<td>$250</td>
<td>VNLA</td>
<td>Deborah Chaves</td>
<td>703-771-6560</td>
<td><a href="mailto:deborah.chaves@lcps.org">deborah.chaves@lcps.org</a></td>
<td>April 25, 2012</td>
</tr>
<tr>
<td>Richmond</td>
<td>Review</td>
<td>Jan. 23 - March 5, 2012</td>
<td>Henrico County Government Complex</td>
<td>6:30 - 9:30 pm</td>
<td>$25</td>
<td>$75</td>
<td>VNLA</td>
<td>Terry Koci</td>
<td>804-305-1259</td>
<td><a href="mailto:info@cvnla.org">info@cvnla.org</a></td>
<td>January 9, 2012</td>
</tr>
<tr>
<td>Richmond</td>
<td>TEST</td>
<td>March 12, 2012</td>
<td>Henrico County Government Complex</td>
<td>6:10 pm</td>
<td>$55</td>
<td>$250</td>
<td>VNLA</td>
<td>Jeff Miller</td>
<td>800-476-0055</td>
<td><a href="mailto:info@vnla.org">info@vnla.org</a></td>
<td>February 27, 2012</td>
</tr>
<tr>
<td>PLA Central &amp; Sw VA</td>
<td>Review</td>
<td>Jan 3 - 12 Tues &amp; Thurs Jan 16 - 25 Mon. &amp; Wed, 2012, Minimum 8</td>
<td>TBA</td>
<td>5:30 - 8:30 pm</td>
<td>$150</td>
<td>$200</td>
<td>VNLA</td>
<td>Lesley Sewell</td>
<td>800-476-0055</td>
<td><a href="mailto:info@vnla.org">info@vnla.org</a></td>
<td>December 16, 2011</td>
</tr>
<tr>
<td>PLA Central &amp; Sw VA</td>
<td>TEST</td>
<td>TBA March 2012</td>
<td>TBA Lynchburg or Charlottesville</td>
<td>1-5 pm</td>
<td>$55</td>
<td>$250</td>
<td>VNLA</td>
<td>Jeff Miller</td>
<td>800-476-0055</td>
<td><a href="mailto:info@vnla.org">info@vnla.org</a></td>
<td></td>
</tr>
</tbody>
</table>

---

**You MUST pre-register with the VNLA Office, 2 weeks prior to the test/review class.**

**NVNLA Register for Review Classes with the NVNLA.**

For updated information, go to the VNLA website Certification page at [www.vnla.org](http://www.vnla.org/)

**VCH Certification Study Manuals** are available from the VNLA Office for $135.00 including tax and shipping; **Horticopia A-Z CD's** are available for Plant Identification review for $97.00 including tax and shipping. Check or credit card **Order online at [www.vnla.org](http://www.vnla.org)**
**VNLA - Field Day Update**

**A perfect summer day!**

Ingleside Plantation Nurseries and Winery hosted a spectacular Field Day and Summer Tour five-course wine pairing dinner on August 17! Everything went like clockwork, with ongoing nursery and winery tours all day. The aroma of the first grape picking was in the air.

There were two excellent speakers. Chris Beytes Editor and Publisher of GrowerTalks, spoke on “Social Media 101” and “Tracking the Hot Trends” in the green industry. Paul Cappiello, Exec. Dir. of the Yew Dell Botanical Gardens in Crestwood, KY presented his perspective of his trials and tribulations scouring the globe for the next great plant and then he brought everyone up-to-date on the national issue of taming the “Native Debate” from different perspectives.

**A Week Later, Disaster Strikes**

**Hurricane Irene bore down** on Tidewater Virginia, Richmond and over the Northern Neck, directly over Ingleside dropping over 10 inches of rain. In checking with VNLA members in the eastern part of the state, everyone appeared to have come through Irene without major devastating damage; mostly long power outages and lots of mature trees down.

**And again**

Then a week later Tropical Storm Lee came through with even more rain. Ingleside Plantation Nurseries was inundated with another 20 plus inches of rain with catastrophic results.

They were able to get a contractor in to do temporary repairs and were utilizing portable field pumps to keep the irrigation system operational.

After such a wonderful event as Field Day, they truly suffered a lot of damage.

In a conversation with Annmari Ingersoll, Office Manager, when asked what they needed most now, her reply was “SALES!”.

**So, help whenever you can.**
Scenes from 2011 Field Day

photos by: Michele Fletcher, Ennion Williams, and Jeff Miller
Scenes from 2011 Summer Tour

photos by: Michele Fletcher, Ennion Williams, and Jeff Miller
**VNLA - Field Day:**

*VSLD Silent auction*

The VSLD Silent Auction at the VNLA Field Day held at Ingleside Vineyard was a great success because of our generous donators and buyers! Thanks to both groups! We raised $928.00. My thanks also to the volunteers who helped: Chris Coen, Anne Henley, Kay Moore, Margaret Pavela, Brian O’Neil, Tom Thompson. Annmari Ingersoll and Fletch Flemer at Ingleside Vineyard were most gracious and helpful. We had an interesting room to set up our items, the Ingleside Vineyard Museum. Participants could view the auction items and the museum pieces. If you haven’t been to Ingleside Vineyard or Nursery, you need to go and visit.

The following companies, organizations and persons made donations:
- Norfolk Botanical Garden, Norfolk
- Mid-Atlantic Horticultural Short Course
- Smithfield Gardens, Suffolk
- Lancaster Farms, Suffolk
- Bennett’s Creek Nursery, Suffolk
- Village Garden Center, Fishersville
- Snow’s Garden and Landscape Center, Centreville
- Richmond Kickers Soccer, Richmond
- Meadow’s Farm Garden Center and Nursery, Fredericksburg
- Saunders Brothers Inc., Piney River
- Hedge Fine Blooms Floral Design, Charlottesville
- Eltzroth and Thompson Greenhouse, Charlottesville
- Countryside Gardens, Hampton
- Ingleside Vineyards, Oak Grove
- Biltmore, Ashville, NC
- Shreckhise Nursery, Grottoes
- Beautiful Gardens, VT, Blacksburg
- Lewis Ginter Botanical Garden, Richmond
- Linda Pinkham, Carollton
- Great Big Greenhouse, Richmond
- Tankard Nurseries, Exmore
- Knott’s Creek Nursery, Suffolk
- Ennion Williams, Richmond
- Margaret Pavela, Fredericksburg

*Provided by Diane Roselius, VSLD*
The Virginia Horticultural Foundation
Presents the 2012
MID-ATLANTIC HORTICULTURE
SHORT COURSE

JANUARY 30 - FEBRUARY 2, 2012
at the NEWPORT NEWS MARRIOTT at CITY CENTER

Invited Speakers
KIRK BROWN as John Bartram, America’s First Horticulturist
NAN CHASE, Author: Eat Your Yard
TRACY DISABATO-AUST, Author: Well-Tended Perennial Garden
MELISSA FISHER, High Line, NYC
KATHLEEN GAGAN, Peony’s Envy
GARY JOHNSON, Arboriculture & Forestry, University of Minnesota
RICH POMERANTZ, Photography & Macro-Photography Workshops
AMY STEWART, Author: Wicked Bugs & Wicked Plants
JEAN ANN VAN KREVELEN, White Willow Media

$95 per day  |  CEUs and Certifications  | mahsc.org  | 757.523.4734
A & A Plants
5392 NC 150 East,
Browns Summit, NC 27214
336-656-7881, fx 336-656-9968
rapple656@aol.com

Angels Gift Farm
1551 Ramey Creek Road, Lowgap, NC 27024
704-609-0829, fx 704-332-2275
tmays@bestofboxwood.com

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

Bryan Wagoner Tree Farm
9949 Kerr Chapel Road,
Gibsonville, NC 27249
336-585-0052, fx 336-585-0039
bryanwagonertreefarm@aol.com

Buds & Blooms
7501 US 29 N., Browns Summit, NC 27214
336-656-7819, fx 336-656-7904,
1-800-772-2837
budbloom@bellsouth.net

Cam Too Camellia Nursery /
Moon Meadow Perennials
802 Oakbury Ct., Greensboro, NC 27455
336-643-3727, fx 336-643-0840,
1-800-758-8121

Cedarview Farm Nursery
4082 Range Road, Stem, NC 27581
919-528-4147, fx 1-877-856-9059
www.cedarviewfarmnursery.com
contact@cedarviewfarmnursery.com

Foxwood Farms Camellia Nursery
480 Foxwood Road, Madison, NC 27025
336-339-6835, fx 336-427-5817
foxwoodcamellias@gmail.com
Www.foxwoodfarmnursery.com

Gethsemane Gardens and Nursery
3707 NC 150 E., Greensboro, NC 27455
336-656-3096, fx 336-656-3696,
gethsemanegarden@bellsouth.net

Gilmore Plant & Bulb
4087 Bunton Swain Road, Liberty, NC 27298
336-622-0260, fx 336-622-0261
Email: gpbulb@telco.net
www.gilmoreplantandbulbco.com

Gossetts Landscape Nursery, Inc.
7801 Clinstead Farms Road, High Point, NC 27265
336-454-2548, fx 336-454-6347,
1-800-487-2555 email: ghltprc@oal.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 336-621-8917,
1-800-849-4514 email: sales@goshrub.com
www.goshrub.com

Greenthumb Nursery, LLC
Post Office Box 140, Ether, NC 27247
910-348-4587, fx 910-348-1226,
1-800-752-6869 email: Kevin-kf@mac.com
Robby-recent@embarqmail.com

Hickory Hill Nursery
812 Neely Road, Asheboro, NC 27205
336-625-6660, fx 336-626-7576,
1-800-942-1313

Irving Farms
190 Carter Dairy Road, Stoneville, NC 27048
336-932-0256, fx 336-623-2636
Web.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
bel3955@bellsouth.net

Lewis Nursery
P.O. Box 90, Cascade, WA 24069
434-685-7383, fx 434-685-1302
lewissnursery@chatmossable.com

Monterey Nursery
1985 Mt. Hope Church Rd.,
McLeansville, NC 27301
336-697-9042, fx 336-697-9966,
1-800-444-1116

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

Oregon Hill Shrubs
990 Oregon Hill Road.,
Reidsville, NC 27320
336-348-3396, fx 336-399-3348

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

Ray’s Creative Landscaping & Tree Farm
5291 Burdette Drive.,
Winston-Salem, NC 27105
336-399-7876, fx 336-776-4974
raysland@bellsouth.net

Shiloh Nursery
164 Allen Road, Harmony, NC 28634
704-546-7582, fx 704-546-5366,
cell. 704-800-1257
shilohnursery@yahoo.com,
shilohnursery@hotmail.com

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

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

Wagoner’s Nursery, LLC
6818 Friedens Church Rd.,
Gibsonville, NC 27249
336-449-5532, fx 336-449-0134
www.wagonernursery.com,
wagonernursery@embarqmail.com

www.cncna.org
TOLL FREE FAX: 1-866-268-3509

CENTRAL NORTH CAROLINA NURSERY ASSOCIATION

Plantsource N.C. is a plant locator service provided by
The North Carolina Nursery Association Marketing Group.
Fax your plant list to Plantsource N.C. Toll Free Fax 1-866-268-3509.
Your list will then go out to all CNCNA Marketing Group Members for quotations.
Each member that can supply items will reply by fax directly back to you.
**Tips - Harrell’s SmartPhone App**

Grow It, Feed It, Protect It. No Desk Required via the Harrell’s SmartPhone App.

August 25, 2011 Lakeland, Florida –

Earlier this week Harrell’s released its new smartphone application available through iTunes and the Android Marketplace. The application is designed to provide turfgrass managers, landscapers and growers with information at their fingertips for quick decision making.

**The myHarrell’s Mobile App delivers:**

**Tools for Everyone** – Product information such as application rates, labels and MSDS sheets for Harrell’s, BASF, DuPont, Bayer, Syngenta, Dupont, FMC, Cleary and other products distributed by Harrell’s, as well as spreader settings, a jug calculator, glossary and the Harrell’s Front Porch blog. The app also features a sales representative directory and corporate contact information.

**Exclusive Harrell’s Customer Tools** – look up comprehensive purchase, billing and shipping information and save spreader and foliar calculator settings. Customers can request a “myHarrell’s” account directly from the app and once logged into the app, the My Account area of the app provides them with up-to-date account information. While in the app, customers can contact their sales rep by phone, email or text with one touch.

To see the app in action watch the myHarrell’s SmartPhone App video at: http://www.youtube.com/harrellsllc.

**Or go directly to iTunes or the Android Marketplace to download the app using the search term ‘myharrells’.”**

In addition to being one of the nation’s largest distributors of branded fungicides, herbicides and insecticides, Harrell’s produces top-quality, custom blended fertilizers, specialty liquids, and wetting agents for the golf course, sports turf, landscape management, and horticulture industries. Harrell’s guarantees stringent quality control procedures, tight manufacturing specifications and careful selection of raw materials for each product that carries the Harrell’s name. They are also the exclusive eastern formulator and a leading world distributor of POLYON®, the industry’s superior controlled-release fertilizer technology. www.harrells.com

*by Tina Newberry*

---

**Plantworks Nursery**

Growers of GardenRich® Plants

Phone- (919) 732-6594
5851 Kiger Rd.
Rougemont, NC 27572
Fax- (919) 732-1634
www.plantworksnursery.com
Call for Entries:

Virginia Professional of the Year

You are invited to submit your nomination for the 2011 *Distinguished Virginia Professional of the Year*. This award is given annually by the Virginia Nursery and Landscape Association to honor a member of our green industry.*

The selection criteria are based equally on a candidate who has spent their career promoting and advancing the green industry. This individual is selected on the basis of long term contributions to the local and/or state organizations of Nursery and Landscape Associations.

A committee of the previous three recipients of this award, along with the approval of the Executive Director of VNLA, will make the final selection. The winner will be introduced at our Annual Membership Meeting at MANTS in January.

The person you nominate must be a VNLA member or work for a firm that is a member of VNLA. A previous recipient of the prestigious award is eligible again after five years.

Name of nominee: ______________________________________________ Title ___________________________
Company: _____________________________________________________________________________________
Address: _____________________________________________________________________________________
City: _____________________________________________ ST _____ Zip code: ____________________________
Phone: _______________________________ Email: __________________________________________________

Briefly list your nominee’s achievements, accomplishments, and involvements in the horticulture industry
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________
______________________________________________________________________________________________

You may also send any additional information such as biographical date, articles, etc. that you feel would be helpful in evaluating your nominee.

Your Name: _____________________________________________________ Title: __________________________
Company: _____________________________________________________________________________________
Address: _____________________________________________________________________________________
City: _____________________________________________ ST _____ Zip code: ____________________________
Phone: _______________________________ Email: __________________________________________________

Mail to: Selection Committee
Virginia Nursery and Landscape Association
383 Coal Hollow Rd; Christiansburg, VA. 24073-6721
Fax: 540-382-2716; Email: info@vnla.org. Questions: Call 1-800-476-0055

*The selection committee has the option of not selecting a recipient if there is not an outstanding individual. In this case the selection committee members will remain the same for another year.*
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: Tom Thompson, 804-276-5893, naturalartlandscaping@yahoo.com

This form is also available online at www.vnla.org/
Servicing Virginia’s Professional Greenhouse, Growers, and Nursery Industry

• Family Owned and Operated.
• Over 60 Years Experience in Virginia’s Green Industry.
• 5 (Easy Access) Warehouse Service Centers Across Virginia.
• Virginia Grown!

MARK BURTON
Regional Account Rep
Cell: 540-355-1347

“Please call me... my goal is simple...to help grow your business. Absolutely no one will work more diligently to earn your business.”

• Family Owned and Operated.
• Over 60 Years Experience in Virginia’s Green Industry.
• 5 (Easy Access) Warehouse Service Centers Across Virginia.
• Virginia Grown!
**Tips - Show Your Customers Don’t Tell Them**

The garden industry is going through major changes. This introduces new opportunities for independent garden retailers. Consumers believe that independent retailers are the garden experts and we need to be seen to provide them information customers are seeking.

One way of getting the message across to the consumer is by the sales team answering questions with the consumer. Although it is important to engage with the consumer, this may not be the most effective way of getting vital information across to the consumer. Most consumers will agree with the salesperson and may well understand, but they then get in the car and forget half of the information they are told by when they get home. Often they will get the information priorities wrong and make mistakes when tackling the garden task at home.

We live in an era where we can show the consumer, rather than tell the consumer. Modern technology means we can produce videos they can look at in their home at their leisure before they tackle a garden task. This is the ideal time to get the message across and reinforce your brand as a garden retailer.

Videos can be easily made in the garden center and can be password protected and enable the consumer to learn new garden skills in the comfort of their own home.

There are some important lessons we can learn to ensure that we produce videos that will be used by our consumers.

1. **What Should go on a Video?**

Select the most commonly asked 10 questions customers ask in the garden center and use these questions as the basis of developing the videos you need to help your customers. The most asked questions identify the biggest needs and wants in the information game for your customers. Videos on these subjects are the most valuable to the customer, plus, it will reduce the time needed by the team to discuss solutions and ideas with the consumer. This gives them the opportunity to serve more consumers and provide them with more valuable information.

2. **Get the Message across in less than 5 Minutes**

Consumers do not have time. They want a message to be short and precise. Make sure that the longest video produced is less than 5 minutes in length. If it is longer you will not retain the customers interest. If it takes longer than five minutes to get a message across then produce a second video and split the teaching into segments. This will be more effective in getting the message across.

3. **The First Minute is the Most Important**

You need to engage your customers and therefore the first minute of the video is critically important. Make sure you engage the consumer in the first minute. The presenter should be one of your team to enable the consumer to connect with your business, but that person must be animated and enthusiastic. Nobody wants to watch a person who looks like they are not interested in the subject or the viewer.

4. **Show the Consumer - Don’t Tell Them**

Make sure this is a demonstration on how to do the task, not a telling them how to do it. The value of a video is that you can show the consumer how to do a task. This means at least 75% of the video must be task orientated.

5. **Keep the message simple.**

Do not use garden jargon and confuse the consumer. This is not about showing you are an expert, the consumer already knows that. The aim is to solve the consumer’s problem in a language and technique they understand.

6. **Use Product Placement in the video.**

Letting the consumer watch a video on the task they are learning allows you to provide relevant product placement in the video to encourage “add on sales.” The key is to not over do the product place-
ment. If you make the video a "Info Commercial" it will lose its validity with the consumer and they will switch off and may also not come back to you as their preferred garden center.

7. Rehearse before you Film

Making a video is easy, but like anything else, you need to rehearse before the filming. You need to make the video look professional as possible. The consumer is not expecting a TV quality presentation, but at the same time they will not tolerate an amateur approach to the presentation.

Making how to videos can be fun and help engage with the consumer. It also shows the consumer that you are up to date with new thinking in getting information across. Do one a week and you will soon have a collection you can use with your customers

By John Stanley

Legislation - Lighthouse Program Special Report

House Committee Advances E-Verify, No Ag or Seasonal Fix Yet

Late yesterday, the House Judiciary Committee approved Chairman Lamar Smith's H.R.2885, the Legal Workforce Act, after three days of contentious debate. The Committee failed to address the question of how to prevent the expected devastation in the agricultural sector if E-Verify displaces the roughly 1 to 1.2 million experienced farm, nursery, and greenhouse workers who lack proper work authorization. Yet, agriculture was at the very center of the debate throughout the Committee process.

Rep. Dan Lungren (R-CA) offered his own Legal Agricultural Workforce Act, H.R. 2995, as an amendment to the Smith E-Verify bill, but it was ruled non-germane. Many agricultural groups, including the Agriculture Coalition for Immigration Reform (ACIR), which ANLA co-chairs, voiced their strong support for Lungren’s effort. The Lungren bill would establish a more market-oriented and flexible agricultural worker program. After being denied consideration, Lungren and other Members of the Committee, both Democrats and Republicans, sounded the alarm that without better legal workforce options, agriculture would be irreparably harmed.

A particularly stark moment in the process came when Rep. Howard Berman (D-CA) offered an amendment to strip Smith's bill of a provision which would have allowed agricultural employers to continue to re-
hire returning seasonal farm workers without having to verify them. This provision offered the perception of some relief for the agricultural sector, though ACIR criticized it as having loopholes and trap doors, and sidestepping the problem rather than squarely addressing it. Berman’s amendment passed 19-12, with several Republicans crossing over to join the Democrats.

Stripped of this one bit of relief for agriculture, the E-Verify bill now leaves the agricultural dilemma in the stark, bright light of day. Unless amended, it is crystal clear that the bill utterly fails to address the looming devastation, offshoring of production, exporting of economic activity, and loss of on-farm and farm-dependent jobs.

Chairman Smith had planned but has postponed a separate mark-up of his H.R.2847, the American Specialty Agriculture Act (ASAA), which would substantially reform the existing H-2A program. Some of those reforms would be beneficial for current program users. However, many agricultural organizations, including ACIR, have criticized the H-2 program structure as too inflexible and bureaucratic to address the problem. H-2A provides only two to four percent of the hired farm labor force across the country, and has been plagued with delays and other problems. Recent Congressional testimony before the House Education and Workforce Subcommittee on Worker Protections, and an in-depth research project by the National Council of Agricultural Employers (NCAE), have exposed the deep flaws of the program. A summary of an NCAE survey of program users can be found at www.ncaeonline.org/files/ALRP2011_brochure.pdf

On September 13 and 14, ANLA hosted a legislative fly-in which was attended by nearly 75 ANLA and state nursery and landscape association partners who made in excess of 100 Congressional visits. E-Verify was the issue, and this major grassroots effort helped to raise awareness of the problem just as the Judiciary Committee began its work.

The twists and turns of the legislative mark-up completed yesterday may now give the agricultural crisis the full limelight. Chairman Smith is reported to have committed to Rep. Lungren to hold a special hearing to explore more deeply the needs of the agricultural sector if mandatory E-Verify becomes the law of the land. The growing awareness in Congress and beyond of the agricultural problem may create a better opening to more fully address it. The ANLA and coalition partners active in ACIR will continue their collaborative efforts to ensure that if E-Verify moves, it will include solutions that can actually work for agricultural and seasonal employers across the U.S.

By Craig Regelbrugge, Vice President for Government Relations, American Nursery & Landscape Association

In their capacity as national co-chair of the Agriculture Coalition for Immigration Reform, ANLA had a significant role in the selection of 5 of the 7 hearing witnesses, and in the testimony of three of them (Smith, Horner, Knutson). You can find all the witness statements at the following link.

http://www.judiciary.senate.gov/hearings/hearing.cfm?id=0bd5589287f5bb3d229c1850f7b44e2

Hearing October 4, 2011, The Honorable Charles Schumer’s Statement

“Good morning everyone. Today's hearing is on the current American agricultural labor crisis, and the existential threat American agriculture faces by efforts in the House to pass mandatory e-verify laws without addressing the immigration status of the current agricultural labor force.

Agriculture is an important industry not just for America, but for New York State--where over 35,000 farms account for total sales of nearly $5 billion, and use nearly one-quarter of New York's total land area. Given the amount of jobs and economic activity that are at stake, we must do everything we can to give our producers the tools they need to succeed.

But whether it is apple farmers in Western New York, strawberry growers in the Mohawk Valley, tomato farmers in the Hudson Valley, dairy producers in Northern New York, or nurseries in Long Island--everywhere I go, folks tell me that the long-term viability of their farms is threatened because they can't find the workers they need to remain competitive in the global market.

Some might ask, in these times of double-digit unemployment, why can't farms hire American workers?

Well, virtually every family farmer I have met in my travels across New York has aggressively tried to hire Americans to work in their nurseries, farms, and vineyards.
Hawksridge Farms, Inc.

4243 S NC Hwy 127
Hickory, NC 28602

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

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

- Conifers
- Flowering Shrubs
- Flowering Trees
- Hydrangeas
- Vines
- West Coast Specimens
- Perennials
- Ornamental Grasses

Visit our website at:

www.hawksridgefarms.com

Current Inventory
Plant Pictures
Plant Descriptions
And lots more info...
My friends in the Long Island Farm Bureau can tell you that more than half of their members pay more than $12-$15 per hour per worker, and actively seek to hire American workers. Many arrange for buses to pick-up and drop-off their employees.

But what these family farmers are finding is that--even in this difficult economy, even if they offer Americans twice or sometime three times the minimum wage and provide benefits--American workers simply won't stay in these jobs for more than a few days.

This is not an indictment of the agricultural industry or the American worker. It is simply a statement of fact that the average American will not engage in seasonal agricultural work that requires them to move several times a year throughout the country and work seven-days per week in extreme heat and cold.

So who is stepping in to take many of these difficult seasonal agricultural jobs? Immigrants who need these jobs to support the families they left behind in their native country.

Unfortunately, many of these immigrants working in agriculture are in illegal status. That means family farmers are often confronted with the Hobson's choice between hiring workers in illegal status or going out of business.

This conundrum is about to reach a dangerous boiling point, as mandatory E-Verify laws like those already passed in Alabama, Arizona and Georgia--as well as those proposed in the House and the Senate--now pose an existential threat to American agriculture.

At this point I would like to introduce two articles into the record:

- A September 30, 2011 article from the Dothan Eagle in Alabama where John McMillan--the Republican elected Commissioner of Agriculture--indicated that the Alabama immigration law (which includes mandatory e-verify among other enforcement measures) would "have an adverse impact on the farm economy in the state of Alabama.'

- A September 29, 2011 article from Reuters where Commissioner McMillan reported "crops rotting in fields as a result of day laborers leaving the state ahead of the law taking effect' in Alabama.

As the witnesses will tell us today, if Congress passes mandatory e-verify laws without providing growers a way to keep their current workforce, it will be issuing a death sentence to farmers across America, and to the Americans in agricultural-related jobs who depend on a strong agricultural sector.

MARYLAND PLANTS & SUPPLIES, INC.

“Serving the Commercial Grower, Since 1976”

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

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

9103-G Yellow Brick Rd., Baltimore, Maryland 21237
Phone: (410) 687-3885; Fax: (410) 687-3903; Toll Free: (800) 248-2818
Email: sales@mdplantsandsupplies.com
Let me just give you a few statistics one of our witnesses, Bob Smith, will tell us about today, that are particularly staggering.

- In the Northeast, mandatory e-verify threatens the existence of over 1,700 family farms.
- Nearly 50,000 agricultural jobs in the northeast alone would be eliminated if mandatory e-verify is passed.
- If those northeast agricultural jobs are lost, over 55,311 off-farm jobs in agriculturally related businesses could also be lost. These are positions held by Americans in agricultural marketing and processing businesses, farm suppliers and farm service businesses.

It is time for Congress to pass a practical solution to this problem, and to stop the ideological rhetoric that does not match the reality on the ground. We need a solution that severely penalizes farmers who hire illegal immigrants and exploit their workers.

But we also need to provide farmers with the ability to transform their current workforce into a tax-paying, English-speaking, legal workforce.

The current situation is simply untenable. Every day, American farms are closing and America has to import more and more food from abroad because it is far cheaper to buy foreign food than it is to produce food here. Failing to act is both a food security threat and an economic security hazard.

I am confident that our distinguished panelists today will help us better understand the problems and guide us toward the best solution for reforming our agricultural immigration system.”

Information provided by Craig Regelbrugge, Vice President, Government Relations, American Nursery & Landscape Association, The Honorable Charles Schumer Statement

---

**Carolina Bark Products**

P.O. Box 395  
Seaboard, NC 27876

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

- Suppliers of bulk aged pine bark fines.
- Custom mixes available containing lime, sand and/or minors.
- Fast, dependable service

Memberships:  
North Carolina Association of Nurserymen  
Virginia Nursery & Landscape Association

---

**Fair View Nursery, Inc.**

Wholesale Growers of Azaleas, Hollies, Junipers And Ornamentals

"Proud to be a part of the growing industry"

252-243-3656  
Toll Free 800-743-3656  
Fax 252-243-0295  
e-mail: sales@fairviewnurseryinc.com

Visit our new website at  
www.fairviewnurseryinc.com

4265 Lattice Road • Wilson, NC 27893
Proven North Carolina Nurseries
Your First Choice for Landscape Plants

www.BuyNCPlants.com
Or call 919-816-9119 for a Buyers Guide
The VNLA Research Committee at MANTS After Dark Presents

The 2012 Research Gala
Featuring The Skyla Burrell Blues Band

Wednesday, January 11, 2012
6:00 pm till...

Tír Na Nóg Irish Pub

A complete Buffet Dinner is included
Drinks, Cocktails, Beer & Wine (2 drink tickets, cash bar)
Silent Auction featuring artwork, gift certificates, autographed memorabilia, vacations, and more! (6:00 - 8:30) Stay until they close!

$70/person (limited to 200 tickets)
Order tickets through MANTS pre-registration

To donate items for the auctions
Contact Matt Sawyer at 757-535-6658
Email: Matt@bcnursery.com

Ticket information will be in the MANTS pre-registration packet
VNA Horticulture Research Foundation, Inc.

This is the major fund-raiser event for the Foundation. The net proceeds from this event are added to the investment account managed by SunTrust Bank. The income from the investment account is used each year to fund worthy research projects that could benefit the nursery industry.
Central Virginia Nursery & Landscape Association promotes “Fall is For Planting” campaign emphasizing the benefits and advantages to planting in the fall. We have contacted every independent Garden Center and Nursery in the Metro Richmond area and everyone has agreed to promote this campaign. In the very near future you will be seeing “Fall is for Planting” banners proudly displayed all across town. The more all of us reinforce this idea of fall planting the more all of us will benefit from it.

Jim Hassold, CVNLA President

Guthrie Nursery Inc.

“Quality Available Year Round”

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

1825 Crews Shop Road
Lynchburg, VA 24504

Phone: (434) 993-0797
Fax: (434) 993-3489
www.guthrienurseryinc.com
Editorial – What about Retail?

It’s been a few years since I quit working as a wholesale grower to work in a retail garden center. I’d like to relate some of my impressions comparing the two jobs.

The differences in work schedules are an important consideration. In a retail position you’ll work most weekends and holidays on a schedule that follows the store’s hours of operation. As a grower you may work any daylight hours, but at least the rush is over before the holidays.

Both jobs are physically demanding. You will be on your feet all day, pulling hoses, moving plants, and unloading trucks, sometimes in inclement weather. In retail you’re wearing a logo shirt so try to keep it clean. In the effort to keep the space clean and shoppable your tasks will be a lot like housework.

Customer service is more important than efficiency and productivity in the garden center. When you hear “I’m sorry to take you away from your work” you are not practicing the 5 foot rule to acknowledge every customer that comes within 5 feet from you. You have to keep busy without looking too busy to help someone.

Concern for safety makes watering difficult. Puddles are frowned on and one can’t pull a hose without checking everyone’s whereabouts. When it’s busy and something wilts a watering can is the only option. In wholesale my greatest concern was keeping my feet dry.

You’ll need to broaden your field of knowledge. Be prepared for questions you can’t answer on every subject from St. Augustine grass to ZZ plant. Get answers from co-workers and you’ll soon learn everyone’s area of expertise. Ask the customer if it’s okay for you to research and give them a call, then be sure to make the call. Listen carefully to determine what the customer really needs. It may be only directions or they may want everything short of holding their hand through the entire purchasing decision. Unfortunately you’ll have to figure out which it is quickly to know whether to roll up your hose or not.

Once, in a rush, I told a woman that all the information she needed was on the care tag in the pot. It was embarrassing for both of us when she told me that she left her reading glasses at home.

Scientific names are great to zero in on a particular plant, but not everyone is comfortable with them. An effort to impress someone can be perceived as a put down. Express yourself confidently with enough detail to back up your answer. The customer may walk away and ask someone else the same thing. Don’t take it personally.

27 Nurseries. Thousands of plants. 1 website.

JOHNSTON COUNTY NURSERY MARKETING ASSOCIATION

Browse the complete inventories of 27 nurseries on one website. Registered users can build lists, compare prices and get a quote.

www.jocoplants.com
They’re just getting a consensus.

There is an opportunity in the garden center to use artistic talents you may have. Displays always need updating and customers need help designing containers and landscapes. However, since the purpose is to sell product you are limited to design with product you have on hand or know you can easily obtain.

I am not a “people person” so I’ve had to work at being outwardly friendly and I’ve heard it said that “plant people” choose horticulture because plants don’t talk back. It helps to focus on how best to help each individual. In retail there is the opportunity to share an interest in plants with people of all ages and abilities at all economic levels. To have a regular customer tell me they were awarded “Yard of the Year” is something I would never experience in a wholesale job.

Helen Whaley

Donate to the VNA Horticulture Research Auction

Help our endowment grow, so we can support more research for the nursery and landscape industry!

Donate: equipment, plants, artwork, vacations, show tickets, game tickets, gift certificates, services

The auction will be at the Tir na Nog Irish Pub Restaurant, HarborPlace, featuring Skyla Burrell Band

on Wednesday, January 11, 2012

All donations are tax-deductible

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

Gossett’s Landscape Nursery, Inc.

 SINCE 1955
 GROWERS OF SUPERIOR QUALITY WOODY ORNAMENTALS PLANTS, SHRUBS, AND TREES

7801 CLINARD FARMS ROAD HIGH POINT NC 27265-9104

WWW.GOSSETTSNURSERY.COM (336) 454-2548 1-800-487-2555 FAX: (336) 454-6347

OTTOLUYKEN LAUREL GOSHIKI OSMANTHUS
JAPANESE MAPLE CAMELLIA OSMANTHUS
FIREPOWER NANDINA CAMELLIA JAPONICA
HARBOR BELLE NANDINA BLUE STAR JUNIPER

OVER 200 OTHER VARIETIES CONTAINER GROWN
LOCATION: NC 68, TWO MILES SOUTH OF I-40
AVAILABILITY AND PLANT PICTORIAL BUYERS GUIDE AT WWW.GOSSETTSNURSERY.COM
Virginia Certified Horticulturist Application

Application Date: _______/_____/_____

Select the location and 2012 date you will take the test:

(Test Registration Deadline is 2 weeks prior to the test date)

___ Virginia Beach, The Founders Inn, Mid-Atlantic Hort Short Course, January 30, 6-9 pm (Deadline 1/16/12)
___ Leesburg, Monroe Technical Center, Northern VA, February 15, 6-10 pm, (Deadline 2/1/12)
___ Fair Oaks, Merrifield Garden Center - Fair Oaks, March 1, 5:30-9:30 pm (Deadline 2/14/12)
___ Suffolk, Lancaster Farms, March 17, 8 a.m. - noon (Deadline 3/3/12)
___ Richmond, Henrico County Gov’t Complex, March 12, 6-10 p.m. (Deadline 2/27/12)
___ TBA, PLA March 2012 Lynchburg or Charlottesville,
___ Leesburg, Monroe Technical Center, Northern VA, May 9, 10 a.m. – 2 p.m., (Deadline 4/25/12)
___ Suffolk, Lancaster Farms, June 13, 6-9 p.m. (Deadline 6/30/11)

Name: ________________________________, ________________________________, __________________________ (Last) (First) (Middle)
Home Address____________________________________________ County: __________________________________
City: ______________________________________ State______ Zip ______________________-__________________
Home Phone (_______) ________-___________________ Work Phone: (________)_________-____________________
Birthday ____/____/______    Social Security #_______-___________-___________
Email: ___________________________________________________________________________________________
(Email is very important, most correspondence is now by email)

Current VNLA Employer:__________________________________________________________________________
Address ___________________________________________________________________________________________
City _____________________________________________State _____ Zip_____________________-______
Your Name as to appear on Certification Badge (max.22 characters/spaces) _________________________________
Your Company Name as to appear on Badge (max.22 characters/spaces) _________________________________
========================================================================================================
Complete the information on the back of this page.

Below for Office Use Only
Graded by:_____________________________________________ Test Score:_________ Certification #___________
Test Date ___/___/___Location:____________________________ Test Proctor: ________________________________
Ofc. Rec’d ___/____/___ Entered NOAH ___/____/___
Results Letter ______/_____/______ Badge Sent ______/____/____ Certificate Sent ______/____/____
AS A CERTIFIED HORTICULTURIST IN THE COMMONWEALTH OF VIRGINIA, 
I HEREBY AGREE TO THE FOLLOWING CONDITIONS, TO WIT:

1. I will abide by all present and any future additions or changes in rules and regulations, adopted by the Certification Board, a subsidiary group sponsored by the Virginia Nursery & Landscape Association.

2. I will promote the highest ethical standards in the conduct of my nursery work and myself.

3. I will make continued efforts to learn more about nursery products and improve my skills as a nursery salesperson.

4. I understand and agree that my certification is limited to a stated time period and must be renewed every three years on terms and conditions prescribed by the Virginia Nursery & Landscape Association Certification Board. Failure on my part to comply with stated requirements will automatically revoke my certification.

5. I agree that should my certification ever be revoked for whatever reason, I will not display any distinguishing emblems, titles, list myself as a **Virginia Certified Horticulturist** in newspapers, yellow pages, websites or any other media, or in any manner to whatsoever imply that I am so certified.

6. I understand and agree that my **Virginia Certified Horticulturist** status is granted by the nursery industry as recognition of knowledge and achievement and is in no way mandatory and may be granted or refused or revoked at the discretion of the Virginia Nursery & Landscape Association Certification Board. I further understand and agree that my **Virginia Certified Horticulturist** status may be used by me only, while I am employed by a current member of the Virginia Nursery & Landscape Association. I ACCEPT my **Virginia Certified Horticulturist** status with no reservations and may use such designation as long as I am in compliance with the above statements and conditions.

_____________________________________________________________________________  
Date_____/_____/______  
(Applicant’s signature)

**EMPLOYMENT VERIFICATION**  
(to be completed by employer only)

Date _____/_____/______  
I hereby certify that the work experience contained in this application is true and correct, and that I am a VNLA member in good standing.

<table>
<thead>
<tr>
<th>VNLA Member Firm Name</th>
<th>Employer Signature</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(You can pay online at [www.vnla.org](http://www.vnla.org) (in November) but you MUST complete, sign and mail or fax this form to the VNLA Office.)

Mail or fax to Virginia Nursery & Landscape Association  
383 Coal Hollow Rd  
Christiansburg, VA 24073-6721

Pay with Credit Card: ___ VISA  ___ MasterCard  ___ Discovercard  ___ American Express  
Credit Card #: __________-__________-__________-_________  
Expiration Date: _____/_____/_____  
Payment Date: _____/_____/_____  
Amount Paid $55.00

**Test Fee $55.00**

Signature _______________________________________________  
Print the Name on Credit Card ______________________________

Signature _______________________________________________  
Print the Name on Credit Card ______________________________

60  
September / October 2011  
VNLA Newsletter
A Source Guide for Mid-Atlantic Wetland Plants®

83 Nursery Sources listed with name, address, phone, email, website. Includes Explanation of Terms, Indicator Categories, Characteristic or Form, Hardiness Zone, pH, Hydrology (Tidal/Non-Tidal), Planting and Maintenance Information. 54 pages – Softcover

Order Your Copy today for $17.95!
(Includes Shipping & Sales Tax)

383 Coal Hollow Rd; Christiansburg, VA 24073-6721
800-476-0055 Fax: 540-382-2716
Email: vna@swva.net – www.vnla.org
Credit cards accepted

GET FRESH

It’s not too late to order your fresh Fraser Fir trees and wreaths for the Season.

- Consistent Quality
- Dependable
- Family Owned & Operated

Large Assortment of Fraser Fir & Mixed Wreaths Made Fresh Daily

(276) 655-3969
www.severtstreefarm.com
Elk Creek, VA
W. Jefferson, NC

GET REAL
Virginia TURFGRASS

Join: www.vaturf.org
We are Fighting for You,
We are Working for You

PH 757.464.1004
**VNLA Newsletter Advertising Order**

Please check the ad size and circle “B&W” or “4-Color”

<table>
<thead>
<tr>
<th>Size</th>
<th>Member Rates</th>
<th>Non-Member Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B&amp;W</td>
<td>4-Color</td>
</tr>
<tr>
<td>1/6 page (2.25” x 4.75”)</td>
<td>$55</td>
<td></td>
</tr>
<tr>
<td>1/3 page (2.25” x 9.75”)</td>
<td>$75</td>
<td>1 col. Vertical</td>
</tr>
<tr>
<td>1/4 page (3.5” x 4.75”)</td>
<td>$80</td>
<td></td>
</tr>
<tr>
<td>1/2 page (4.75” x 7.5”)</td>
<td>$130 (Horizontal) $565</td>
<td>$175</td>
</tr>
<tr>
<td>1/2 page (3.5” x 9.75”)</td>
<td>$185 (Vertical) $665</td>
<td>$245</td>
</tr>
<tr>
<td>2/3 page (4.75” x 9.75&quot;)</td>
<td>$205 (2 col. Vertical)</td>
<td>$275</td>
</tr>
<tr>
<td>full page (7.5” x 9.75&quot;)</td>
<td>$235</td>
<td></td>
</tr>
<tr>
<td>Business Card (2” x 3.5”)</td>
<td>$40</td>
<td></td>
</tr>
<tr>
<td>Insert 8”x10.75” single sheet (Call for quote)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

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

[ ] Check here if you want an invoice for six pre-paid consecutive issues (10% discount). Otherwise, we will send you an electronic invoice after the issue is mailed to members.

Contact Person: ____________________________

Company Name: _____________________________

Mailing Address: __________________________

City: _____________________________        ST   __ Zipcode ________-_____

Phone: ______-_____-_____________ Fax: ______-_____-_____________

Email: ________________________________

Date: ____/____/______

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
Central Virginia Nursery and Landscape Association
Symposium/Winter Short Course 2012

Presented by Lewis Ginter Botanical Garden and
the Central Virginia Nursery and Landscape Association and
the Virginia Cooperative Extension Service

Save the date: February 8-10, 2012!

"Treading Lightly on the Land"

Symposium/Winter Short Course

Wednesday, February 8, Nancy Ross Hugo will be discussing her new book "Seeing Trees"

Thursday, February 9, Douglas Tallamy will be speaking on native plants, focusing on his new research for his new book aimed at the green professional.

Where: Massey Conference Center, Lewis Ginter Botanical Garden


Special Features: CEU credits, exhibits, pesticide recertification, lunch with the speakers

Questions? Contact: 804.262.9887 ext. 326

Overview: This symposium/short course, co-sponsored by Lewis Ginter Botanical Garden (LGBG) and the Central Virginia Nursery and Landscape Association (CVNLA), serves as its annual Winter Short Course.

Pesticide recertification training will take place on Friday and will apply to categories 3A, 3B, 8, 10, 60, and 91.

Who Should Attend: Green business owners and their staffs, master gardeners, and sophisticated amateur gardeners.

Registration: Registration begins in November. Check www.lew isot g inter.org for details.

In addition to the two years of credit for pesticide recertification, the short course is eligible for CEU's for Virginia Certified Horticulturist!

To be a Sponsor of this event, contact:
(CVNLA) Central Virginia Nursery and Landscape Association
11349 Saddlewood Ln; Rockville, VA 23146 804-305-1259 e-mail: info@cvnla.org
HAMPTON ROADS NURSERY & LANDSCAPE ASSOCIATION
And
Lawn and Landscape Training and Consultants, Inc.
Present

The Virginia Certified Crew Chief Course
January 16-20, 2012 @ the Hampton Roads Agricultural & Research Station

4.5 DAY INTENSIVE TRAINING PROGRAM
$395.00 per person*

Topics covered in the program include:
Leadership Principles
Crew Management
Critical Thinking/Problem Solving
Botany
Soils
Planting and Pruning
Turfgrass
Pests & Pesticides
Calibration
Nutrient Management & Fertilizers
Tools & Equipment
Safety/Loss Prevention

EARN VALUABLE CEU’s

Curriculum was developed in response to the needs of lawn and landscape managers and supervisors and is a comprehensive program designed to provide the leadership skills and abilities necessary for successful crew leadership.

For more information call Cheryl Lajoie @ 484-4421, cheryl@lancasterfarms.com or hrnla@cox.net

REGISTER TODAY SPACE LIMITED
* excludes study materials
Upcoming Events

December 6-8, 2011, MAC-ISA ARBORIST CERTIFICATION COURSE
Prepare for ISA Arborist Exam
Richmond, VA
www.mac-isa.org 703-753-0499

January 11-13, 2012, MANTS
Baltimore Convention Center
Contact: 800-431-0066
info@mants.com www.mants.com

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

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

January 16-19, 2011, VIRGINIA TURFGRASS COUNCIL CONFERENCE & TRADE SHOW
Fredericksburg Convention Ctr,
www.turfconference.org

January 16-20, 2012, VIRGINIA CERTIFIED CREW CHIEF COURSE at the HRAREC, VA Beach;
757-484-4421
caryl@lancasterfarms.com

January 30-February 2, 2012, MID- ATLANTIC HORTICULTURE SHORT COURSE (MAHSC),
NEW LOCATION: the Marriott at City Center, Newport News
www.mahsc.org 757-523-4734

February 1-3, 2012, NEW ENGLAND GROWS: ABOVE & BEYOND!
Boston Convention Center, Trade Show and Educational Conference
www.NewEnglandGrows.org

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

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

February 8-10, 2012, CVNLA SYMPOSIUM/WINTER SHORT COURSE: "Treading Lightly on the Land" Presented by Lewis Ginter Botanical Garden and the Central Virginia Nursery and Landscape Association and the Virginia Cooperative Extension Service at the Massey Conference Center, Lewis Ginter Botanical Garden, Richmond; 804-305-1259,
info@cvnla.org
http://cvnla.org/short-course.htm

February 9-12, 2012, MAYMONT FLOWER & GARDEN SHOW
Greater Richmond Convention Center; 800-332-3976,
www.MacEvents.com

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

February 26-28, 2012, NATIONAL ASSOCIATION OF POND PROFESSIONALS (NAPP)
at the Suncoast Resort, Las Vegas, Nevada; 706-258-3534
www.nationalpondpro.com

April 21-28, 2012, HISTORIC GARDEN WEEK IN VIRGINIA
www.vagardenweek.org
Keep growing.

One day you may outgrow your current operation. Farm Credit will be there to help you expand.

Whether you need to purchase real estate, build new houses, buy more equipment or need a revolving line of credit for plant stock, we have the financing you need.

Every business has growing pains. Give us a call and we’ll be sure your financing isn’t one of those.

FARM CREDIT
800-919-FARM

Lending support to rural America™ farmcredit.com