Distinctive Plants For Your Landscape
2010 Selections

Corylopsis pauciflora, Buttercup Winterhazel
Dryopteris erythrosora 'Brilliance' Autumn Fern
Eucommis 'Sparkling Burgundy' Purple Pineapple Lily
Rudbeckia subtomentosa 'Henry Eilers' Sweet Coneflower
Schizachyrium scoparium 'The Blues' Blue Bluestem
Yucca filamentosa 'Color Guard'

Boxus sempervirens 'Dee Runk' American Boxwood

— 2009 Plants of Distinction —
Cercis chinensis 'Don Egolf' - Chinese Redbud
Helleborus x hybrids Pine Knot Strains - Lenten Rose
Hex x 'Virginia' - Holly
Aquapenstus x 'Monmuid' Midnight Blue' - Lily Of The Nile
Hydrangea macrophylla 'Snowflake' - Oakleaf Hydrangea
Thuja x 'Steepleschase' (PP) - Giant Western Arborvitae
Boxus x 'Green Velvet' - Boxwood
Stokesia laevis 'Peachie's Pick' - Stokes' Aster
Musa basjoo - Hardy Banana

Cercis canadensis 'Hearts of Gold' Eastern Redbud

Virginia Plant Introduction Program
www.beautifulgardens.org
# 2009 VNLA Officers & Directors

## OFFICERS

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Years</th>
<th>Organization/Role</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>DUANE SHUMAKER</td>
<td>‘06</td>
<td>RSG Landscaping &amp; Lawn Care</td>
<td>PO Box 110, Concord, VA 24538-0110</td>
<td>434-993-2753, Fax: 434-993-3489, <a href="mailto:President@vnla.org">President@vnla.org</a></td>
</tr>
<tr>
<td>Vice President</td>
<td>ED TANKARD</td>
<td>–</td>
<td>Legislative</td>
<td>Tankard Nurseries, PO Box 649, Exmore VA 23350-0649</td>
<td>800-552-2088x17, Fax: 757-442-5372, <a href="mailto:ed@tankardnurseries.com">ed@tankardnurseries.com</a></td>
</tr>
<tr>
<td>Secretary/Treasurer</td>
<td>MARK MASLOW</td>
<td></td>
<td>Public Relations</td>
<td>Southern Landscape Group, PO Box 397, Evington VA 24550-0397</td>
<td>434-821-6004, Fax: 434-821-2133, <a href="mailto:mark@soscapes.com">mark@soscapes.com</a></td>
</tr>
<tr>
<td>Ex-Officio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Past President</td>
<td>CANDY LINDENZWEIG</td>
<td>‘05</td>
<td>Public Relations</td>
<td>Great Big Greenhouse &amp; Nrsy, 2051 Huguenot Rd, Richmond, VA 23235-4305</td>
<td>804-320-1317, FAX: 804-320-9580, <a href="mailto:Candiyl@GreatBigGreenhouse.com">Candiyl@GreatBigGreenhouse.com</a></td>
</tr>
<tr>
<td>Executive Director</td>
<td>JEFFREY B. MILLER</td>
<td></td>
<td>Horticulture Management Associates LLC</td>
<td>383 Coal Hollow Road, Christiansburg, VA 24073-6721</td>
<td>1-800-476-0055, Fax: 540-382-2716, <a href="mailto:info@vnla.org">info@vnla.org</a></td>
</tr>
</tbody>
</table>

## 1 YR DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Years</th>
<th>Organization/Role</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOHN BARBIERI</td>
<td></td>
<td>‘08</td>
<td>Membership</td>
<td>Riverbend Nursery, 5408 Meadow Chase Rd, Midlothian, VA 23112-6316</td>
<td>804-363-6758, Fax: 804-639-5905, <a href="mailto:john@riverbendnursery.com">john@riverbendnursery.com</a></td>
</tr>
<tr>
<td>MATT SAWYER</td>
<td>Research</td>
<td>’07</td>
<td>Bennett’s Creek Nursery</td>
<td>5635 Shoulders Hill Rd, Suffolk, VA 23435-1807</td>
<td>757-483-1425, Fax: 757-483-9058, <a href="mailto:Matt@bcnursery.com">Matt@bcnursery.com</a></td>
</tr>
<tr>
<td>STEVE GRIGG</td>
<td>Education</td>
<td>’09</td>
<td>Grigg Design Inc</td>
<td>8193 Euclid Ct A, Manassas Park, VA 20111-4810</td>
<td>703-368-7539, Fax:703-368-2894, <a href="mailto:sgrigg@gdiva.com">sgrigg@gdiva.com</a></td>
</tr>
<tr>
<td>DOUG HENSEL</td>
<td>Beautiful Gardens</td>
<td>‘08</td>
<td>Great Big Greenhouse &amp; Nrsy</td>
<td>2051 Huguenot Rd, Richmond, VA 23235-4305</td>
<td>804-320-1317, FAX: 804-320-9580, <a href="mailto:doug@greatbiggreenhouse.com">doug@greatbiggreenhouse.com</a></td>
</tr>
<tr>
<td>MARY WILLIAMS</td>
<td>Environmental Affairs</td>
<td>‘08</td>
<td>Dover Nurseries</td>
<td>111 Deer Keep, Richmond VA 23238-6164</td>
<td>804-784-5715, Fax: 804-784-5000, <a href="mailto:okiemary@comcast.net">okiemary@comcast.net</a></td>
</tr>
</tbody>
</table>

## 2 YR DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Years</th>
<th>Organization/Role</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEVE GRIGG</td>
<td>Education</td>
<td>’09</td>
<td>Grigg Design Inc</td>
<td>8193 Euclid Ct A, Manassas Park, VA 20111-4810</td>
<td>703-368-7539, Fax:703-368-2894, <a href="mailto:sgrigg@gdiva.com">sgrigg@gdiva.com</a></td>
</tr>
<tr>
<td>CHERYL LAJOIE</td>
<td>Certification</td>
<td>’09</td>
<td>Lancaster Farms</td>
<td>5800 Knotts Neck Rd, Suffolk VA 23435-1353</td>
<td>757-484-4421, Fax:757-686-8637, <a href="mailto:Cheryl@lancasterfarms.com">Cheryl@lancasterfarms.com</a></td>
</tr>
</tbody>
</table>

## MANTS’ DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Years</th>
<th>Organization/Role</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOHN LANCASTER</td>
<td>Bennetts Creek Nursery</td>
<td>’02</td>
<td>3613 Bridge Road, Suffolk, VA 23435-1807</td>
<td>757-483-1425, FAX: 757-483-9058</td>
<td></td>
</tr>
<tr>
<td>TOM SAUNDERS</td>
<td>Saunders’ Brothers Inc.</td>
<td>’96</td>
<td>2508 Tye Brook Hwy, Piney River, VA</td>
<td>22964-2301, 804-277-5455, FAX: 804-277-8010</td>
<td></td>
</tr>
</tbody>
</table>

## VIRGINIA REGIONAL ASSOCIATIONS

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization/Role</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Virginia Nursery &amp; Landscape Association</td>
<td>John Anderson</td>
<td>804-261-4890, <a href="mailto:jdannderson@bartlett.com">jdannderson@bartlett.com</a></td>
<td></td>
</tr>
<tr>
<td>Eastern Shore Nurseriesmen’s Association</td>
<td>John Owen</td>
<td>757-442-6717, <a href="mailto:jkgrowen@verizon.net">jkgrowen@verizon.net</a></td>
<td></td>
</tr>
<tr>
<td>Hampton Roads Nursery &amp; Landscape Assoc</td>
<td>Wes Bray</td>
<td>(757) 422-2117, <a href="mailto:wemows@aol.com">wemows@aol.com</a></td>
<td></td>
</tr>
<tr>
<td>Northern Virginia Nursery &amp; Landscape Assoc</td>
<td>Paul Eden</td>
<td>(703) 327-5161 x299, <a href="mailto:peden@southridingnurseries.com">peden@southridingnurseries.com</a></td>
<td></td>
</tr>
<tr>
<td>Piedmont Landscape Assoc</td>
<td>Tim Reese</td>
<td>434-295-2159, <a href="mailto:timothyreese@snowknows.com">timothyreese@snowknows.com</a></td>
<td></td>
</tr>
<tr>
<td>Shenandoah Valley Nursery &amp; Greenhouse Assoc</td>
<td>Scott Josenhans</td>
<td>434-801-1050, <a href="mailto:scottjosenhans@aol.com">scottjosenhans@aol.com</a></td>
<td></td>
</tr>
</tbody>
</table>

## Educational Advisors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>DR. ROGER HARRIS</td>
<td>VA Tech</td>
<td>Interim Horticulture Dept Head, Saunders Hall (0327)</td>
<td>Blacksburg, VA 24061-0001, Cell: (434) 566-6747, Office: (434) 231-6323, Fax: (434) 231-3083, <a href="mailto:rharris@vt.edu">rharris@vt.edu</a></td>
</tr>
<tr>
<td>DR. BONNIE APPLETON</td>
<td>HRAREC</td>
<td>1444 Diamond Springs Road, VA Beach, VA 23455-3363</td>
<td>757-363-3906, <a href="mailto:Bapple@vt.edu">Bapple@vt.edu</a></td>
</tr>
</tbody>
</table>

---

**VNLA Newsletter** November / December 2009
**Table of Contents**

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad - Bennet’s Creek Nursery</td>
</tr>
<tr>
<td>Ad - Bremo Trees</td>
</tr>
<tr>
<td>Ad - Buds &amp; Blooms Nursery</td>
</tr>
<tr>
<td>Ad - Cam Too Camellia Nursery</td>
</tr>
<tr>
<td>Ad - Carolina Bark Products</td>
</tr>
<tr>
<td>Ad - Carolina Nurseries</td>
</tr>
<tr>
<td>Ad - Christiansburg Printing/Wordsprint</td>
</tr>
<tr>
<td>Ad - Colonial Farm Credit</td>
</tr>
<tr>
<td>Ad - Eastern Shore Nursery of Virginia</td>
</tr>
<tr>
<td>Ad - Erle D Anderson Lumber Products</td>
</tr>
<tr>
<td>Ad - Factoring Solutions, Inc</td>
</tr>
<tr>
<td>Ad - Fair View Nursery</td>
</tr>
<tr>
<td>Ad - Goodson &amp; Associates</td>
</tr>
<tr>
<td>Ad - Gossett’s Landscape Nursery</td>
</tr>
<tr>
<td>Ad - Griffin Greenhouse &amp; Nursery Supplies</td>
</tr>
<tr>
<td>Ad - Guthrie Nursery Inc</td>
</tr>
<tr>
<td>Ad - Hanover Farms</td>
</tr>
<tr>
<td>Ad - Hardwood Mulch</td>
</tr>
<tr>
<td>Ad - Hawksridge Farms</td>
</tr>
<tr>
<td>Ad - Hortic &amp; Insurance</td>
</tr>
<tr>
<td>Ad - Johnston County Nursery Marketing Assoc</td>
</tr>
<tr>
<td>Ad - Lancaster Farms</td>
</tr>
<tr>
<td>Ad - Lilley Farms and Nursery</td>
</tr>
<tr>
<td>Ad - Maryland Plant &amp; Supplies</td>
</tr>
<tr>
<td>Ad - Mid-Atlantic Solutions</td>
</tr>
<tr>
<td>Ad - OHP Partners with Solutions</td>
</tr>
<tr>
<td>Ad - Piedmont Nursery</td>
</tr>
<tr>
<td>Ad - Piedmont Triad Nurserymen</td>
</tr>
<tr>
<td>Ad - Plantsource N.C.</td>
</tr>
<tr>
<td>Ad - Plantworks Nursery</td>
</tr>
<tr>
<td>Ad - Shreckhise Nurseries</td>
</tr>
<tr>
<td>Ad - SiteLight Id</td>
</tr>
<tr>
<td>Ad - Tankard Nurseries</td>
</tr>
<tr>
<td>Ad - Telamon Pesticide Safety Training</td>
</tr>
<tr>
<td>Ad - Tree Source</td>
</tr>
<tr>
<td>Ad - Turtle Creek Nursery</td>
</tr>
<tr>
<td>Ad - Virginia Turfgrass Council</td>
</tr>
<tr>
<td>Ad - Waynesboro Nurseries</td>
</tr>
<tr>
<td>Ad - Willow Springs Tree Farms</td>
</tr>
<tr>
<td>Ad - Winfall Nurseries</td>
</tr>
<tr>
<td>Events - Farm Transition Workshop</td>
</tr>
<tr>
<td>Events - Gardens of the Rivierna</td>
</tr>
<tr>
<td>Events - Hahn Horticulture Garden at VA Tech</td>
</tr>
<tr>
<td>Events - Mid-Atlantic Horticulture Short Course</td>
</tr>
<tr>
<td>Events - Mid-Atlantic Horticulture Short Course</td>
</tr>
<tr>
<td>Events - South Carolina Horticulture Industry</td>
</tr>
<tr>
<td>Trade Show &amp; Seminars</td>
</tr>
<tr>
<td>Events - Symposium and CVNLA Short Course</td>
</tr>
<tr>
<td>Events - Why All Families Need a Transition Plan</td>
</tr>
<tr>
<td>Events - Upcoming Calendar</td>
</tr>
<tr>
<td>Legislation - Agribusiness Response to Governor Kaine’ Bay Milestone Strategies</td>
</tr>
<tr>
<td>Legislation - ANLA Updates</td>
</tr>
<tr>
<td>Legislation - Beach Vitex Quarantine</td>
</tr>
<tr>
<td>Legislation - Lighthouse Program Tools</td>
</tr>
<tr>
<td>Letters - New Virginia Tech CALS Dean</td>
</tr>
<tr>
<td>Member Profile - Williams Landscaping &amp; Design Inc</td>
</tr>
<tr>
<td>News - CVNLA State Fair Workday</td>
</tr>
<tr>
<td>News - Department of Horticulture, VA Tech</td>
</tr>
<tr>
<td>News - Dr. Conev Accepts Position in Canada</td>
</tr>
<tr>
<td>News - Emerald Ash Borer Is Confined</td>
</tr>
<tr>
<td>News - ESVNA Elects New President</td>
</tr>
<tr>
<td>News - FFA State Horticulture</td>
</tr>
<tr>
<td>News - Rain Contain; Saving Water=Saving Money</td>
</tr>
<tr>
<td>News - Shorts</td>
</tr>
<tr>
<td>News - VA Tech Agricultural Technology Program</td>
</tr>
<tr>
<td>Research - Bare Rooting - A Planting and Transplanting Technique</td>
</tr>
<tr>
<td>Research - Than Pillow Stuffin</td>
</tr>
<tr>
<td>Tips - Tweeter? ‘Tis So Sweet to Tweet</td>
</tr>
<tr>
<td>Tips - How to Hire Exceptional People</td>
</tr>
<tr>
<td>Tips - How to Resolve Workplace Conflict</td>
</tr>
<tr>
<td>Tips - People Solutions - Power of Networking</td>
</tr>
<tr>
<td>Tips - Recycling Poly &amp; Pots</td>
</tr>
<tr>
<td>Tips - Thoughts on the Industry</td>
</tr>
<tr>
<td>Tips - Understanding the Performance Evaluation</td>
</tr>
<tr>
<td>Tips - Why You Should Be a Leader</td>
</tr>
<tr>
<td>VNLA - Beautiful Gardens</td>
</tr>
<tr>
<td>VNLA - Beautiful Gardens Update</td>
</tr>
<tr>
<td>VNLA - Beautiful Gardens News</td>
</tr>
<tr>
<td>VNLA - Certification Quiz #46</td>
</tr>
<tr>
<td>VNLA - Certification Quiz Article #46</td>
</tr>
<tr>
<td>VNLA - Fall Board Meeting Minutes</td>
</tr>
<tr>
<td>VNLA - Meet Your Director - Cheryl Lajoie</td>
</tr>
<tr>
<td>VNLA - Member Profile: Williams Landscaping &amp; Design Inc</td>
</tr>
<tr>
<td>VNLA - Members in the News</td>
</tr>
<tr>
<td>VNLA - Membership Survey</td>
</tr>
<tr>
<td>VNLA - On Facebook – Are You There</td>
</tr>
<tr>
<td>VNLA - Photo Contest</td>
</tr>
<tr>
<td>VNLA - Photo Contest Rules &amp; Winner</td>
</tr>
<tr>
<td>VNLA - Source Guide to Mid-Atlantic</td>
</tr>
<tr>
<td>VNLA – Certified Horticulturist</td>
</tr>
<tr>
<td>VSLD - Think outside the wall</td>
</tr>
</tbody>
</table>

**ERROR CORRECTION:** Claudia Swanson was on the left and Lacey, a long-time employee, was on the right.
VNLA Mission, Vision and Objectives for 2010

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

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

Objectives

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

Effective Communication and Advocacy GOAL: VNLA will effectively 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 Managemen Practices.

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

Specializing in English Boxwood

C.W. REESON NURSERY

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

Do You Need extra CEU’s for your Re-Certification?
Write a short article for the Newsletter and get an extra CEU!
Contact the VNLA Office for details
1-800-476-0055
VCH@VNLA.ORG
President’s Message

Hopefully as you all know I am really BIG on keeping an “Open Communication” line going. The more we talk as an industry the better we all will be. Whether your opinions are good, bad or indifferent; sharing them will produce positive results and help us all toward a common goal.

With that being said, as we look forward towards 2010, there are some huge issues that our industry will need to be dealing with, beyond that of the economic situation we all face.

There are several issues pertaining with water and its usage, but the latest charge is dealing with “Increased Ground Water Withdrawal Permit Fees” and “Fines for not reporting Water Withdrawals from Ground or Surface Water”. The “Increased Ground Water Withdrawal Permit Fees” section would increase the maximum permit fee from $6K to $12K. The current $6K covers about 12-13% of the cost incurred for DEQ’s Ground Water Program (according to DEQ’s estimates), but they claim it should be between 25-50%.

The “Fines for not reporting Water Withdrawals from Ground or Surface Water” would impose a $1K fine / day of violation for those who do not follow law and report their annual water withdrawal. There are some possible amendments that may come out regarding “Fines for not reporting Water Withdrawals from Ground or Surface Water”, but nothing guaranteed.

Another issue is surrounding the Chesapeake Bay and its “Clean Up” legislation, but more specifically how our industry plans on tracking its fertilizer use. One main point of argument I think we should pursue is equitable accountability of the tracking of fertilizer applied by non-licensed applicators and home owners, as well as the repercussions for them?

The Immigration Reform will continue to be a huge item as it has been for the last couple of years. All we can do is continue to voice our concerns.

Now the above issues are only a few of those we are dealing with, more will continue to come, but we need your input. What may help someone in one area of the state may prove to be disastrous for another area of the state. Your input is wanted, needed, necessary and most importantly ~ Greatly Appreciated!!!!

Beautiful Gardens has recently updated their Business Plan and the changes made should prove to be even more beneficial to our industry. I would like to THANK Dr. Rumen Conev for all of his time and effort he has put into the Beautiful Gardens program. Unfortunately Dr. Conev’s current BG duties have been re-evaluated and re-assigned to other members / committees.

I can honestly say that this year has been a wonderful learning experience for me personally. I really enjoyed talking with those of you that I was fortunate enough to meet, as well as those I spoke with over the phone or through e-mail. Thanks for taking the time to discuss with me and explaining your positions / ideas, as well as offering your experience to me when needed.

I am sure that the proposed new executive board will continue to lead us in the right direction, but we need to make sure that we take the time and make the effort to COMMUNICATE with them. Remember, whether your opinions are good, bad or indifferent; sharing them will produce positive results and help us all toward a common goal.

THANKS!

Duane Shumaker, VNLA President
As the new dean of the College of Agriculture and Life Sciences, I am taking this opportunity to reach out and thank you for your support of the college. I am excited about leading the college into its future and look forward to working with you.

My goal as dean is to preserve our commitment to all key mission areas and continue to meet the current and emerging needs of our students and clientele. I will encourage everyone within the college to reach out to our constituents across Virginia. We need to work together to further strengthen the commonwealth’s communities and agricultural enterprises. One critical step towards achieving this goal is to form new, and strengthen existing, partnerships with our stakeholders.

Over the next few months, I will meet with college and Extension faculty and staff on campus and across the state, acquaint myself with the programs and facilities within the organization, and listen to our external stakeholders. As many of you are aware, the college is currently facing budget reductions, which will impact how we accomplish our mission, and other major issues like the university’s land use plan and relocation of our programs. I will address these issues with the help of our college leadership. Virginia Cooperative Extension (VCE) is currently engaged in a strategic planning effort, which helps shape the future direction for Extension. The current budget situation endangers VCE’s future ability to address Virginians’ current and emerging needs – an ability that is crucial for the college. Despite the economic challenges we are facing, the college’s future is bright, and together we will build our strong foundation for future growth.

Numerous successes across the college mission areas of teaching, research, Extension, and international programs give testimony to the excellence and innovation of our faculty, staff, and students. As a college, we will continue to solidify our programs in agriculture and life sciences as a part of the university’s core. In its latest 2008 rankings, the National Science Foundation lists Virginia Tech fifth in agricultural and natural resource research expenditures – an increase from the sixth placement last year. While this trend is indicative of the college’s commitment to research, I am a firm believer that Extension and teaching programs will benefit greatly from such investments as well.
Finally, I want to recognize Jamie Lucero, the college’s alumni director, and the college’s alumni organization for their efforts to engage our alumni with the college and for reaching out to me. A vibrant college thrives on the support of its alumni, and my first impressions could not be more positive. I am energized by the high level of involvement of our alumni and immense loyalty to the college and university. Many of our alumni volunteer their time and expertise for their departments and are a wonderful resource for our current students. I invite you to further strengthen your involvement with the college and look forward to working with you towards the college’s bright future.

Alan Grant, Dean, College of Agriculture and Life Sciences www.alumni.vt.edu

Hokie Nation Network - An exclusive social and professional network for Hokies

VNLA – Members in the News

Maslow in Top 100 MBE

Southern Landscape Group, Inc. is proud to announce that Mark W. Maslow, President of Southern Landscape Group, Inc. has been selected to receive the prestigious Top 100 Minority Business® Enterprise Award. A panel of distinguished judges chose Southern Landscape Group, Inc. from fourteen hundred nominations. Selection was based on entrepreneurs who demonstrated outstanding achievement in four key areas: entrepreneurship, client satisfaction, and professional and community contributions. This year’s ceremony host organizations are: The Center for Business Inclusion and Diversity (CBID); the University of Maryland University College (UMUC); Southwest Airlines; Maryland’s Governor’s Office of Minority Affairs; greiBO media, and The Parren J. Mitchell Foundation for Talent and Education.

Cheryl Lajoie was also awarded the Hampton Roads Nursery & Landscape Association’s “Horticulturist of the Year Award” in June 2009.

With a business philosophy of “Quality is a matter of choice”, Cheryl works in sales at Lancaster Farms Wholesale Nursery with a market niche as Water Garden Products Manager. She began working there in March of 2003.

She was born in Saugus, Massachusetts and now lives in Suffolk, Virginia. She and her husband David, have two children: Christopher and Cati.

Cheryl attended High School in Buxton, Maine and then attended Concord Community College in Concord, New Hampshire where she studied Landscape Design.

She was also a member of the Master Gardeners both in Maine, and New Hampshire. Her hobbies are a self professed plant geek, as well as entertaining and being at home with her family. Her favorite plant is the lilac and one plant that Cheryl dislikes is Aspidistra.

Cheryl feels that her best habit is being a people person. She says that her worst habit is “going slowly – I don’t”. Cheryl’s dream vacation is to travel to Europe.

The hardest part of Cheryl’s day is working with people that really don’t have any plant knowledge and they are trying to ‘spec’ plants for jobs. However, the best part of her day is putting together plants and people. The best advice that she has received; “begin as you mean to go on”. Her helpful hint for dealing with employees is “patience”.

Cheryl Lajoie

Community College in Concord, New Hampshire where she studied Landscape Design.

She was also a member of the Master Gardeners both in Maine, and New Hampshire. Her hobbies are a self professed plant geek, as well as entertaining and being at home with her family. Her favorite plant is the lilac and one plant that Cheryl dislikes is Aspidistra.

Cheryl feels that her best habit is being a people person. She says that her worst habit is “going slowly – I don’t”. Cheryl’s dream vacation is to travel to Europe.

The hardest part of Cheryl’s day is working with people that really don’t have any plant knowledge and they are trying to ‘spec’ plants for jobs. However, the best part of her day is putting together plants and people. The best advice that she has received; “begin as you mean to go on”. Her helpful hint for dealing with employees is “patience”.

Cheryl’s future plans, “learn, learn, learn.

Edited by Sandy Miller

News – ESVNA Elects New President

There has been a change in the president position for The Eastern Shore of Virginia Nursery Association. The new president is John Owen, operations manager for In Full Bloom Inc; 33158 Hickman St., Painter, VA 23420. ph (757) 442-6717, Fax (757) 442-6342. In Full Bloom Inc. is a Landscape Design & Install company catering to middle to upper class residents.

jkgrowen@verizon.net
News - Emerald Ash Borer Is Confined To Northern Virginia

Todd P. Haymore, Commissioner of the Virginia Department of Agriculture and Consumer Services (VDACS), announced survey results today that indicate infestations of the Emerald Ash Borer (EAB) appear to be confined to Northern Virginia. Only 14 of more than 3,000 traps were positive for EAB. All of these were located in Arlington and Fairfax Counties, areas already known to have EAB.

In an effort to determine the extent of the EAB infestation in Virginia, VDACS, the United States Department of Agriculture (USDA) and Fairfax County's Urban Forest Management Program cooperated in implementing the 2009 EAB survey. In April, VDACS placed 3,274 traps throughout the Commonwealth, including 2,693 traps in Northern Virginia.

The large purple traps were inspected several times throughout the summer to ensure proper placement and to replace the lure and collect specimens.

Suspect specimens were sent to the Insect Identification Laboratory at Virginia Tech for identification.

"While we did see indications of continued EAB activity in Northern Virginia," said Commissioner Haymore, "we did not trap any borers in other parts of the state. It is possible that the insect has spread to other areas, however, so in all likelihood, we will survey the state again in 2010." EAB survey results allow officials to track the progression of the insect, which in turn helps landowners and localities make appropriate damage mitigation decisions, including the destruction of infected trees. The results also assist uninfested localities in developing prevention and response plans.

EAB larvae kill ash trees by feeding on the inner bark and disrupting the tree's ability to transport water and nutrients. The damage caused by this invasive insect to homeowners, landowners, nursery and forest products industries is estimated in the millions of dollars. Since 2002, EAB has spread to 13 states and killed millions of ash trees.

The first discovery of EAB in Virginia occurred in Fairfax County in 2003. At that time, an eradication project was undertaken and subsequent surveys suggested that the eradication had been successful. However, in July of 2008, EAB was again discovered in the Northern Virginia counties of Arlington and Fairfax. At that time, VDACS and the USDA established a quarantine to regulate the movement of articles capable of transporting EAB. At present, the quarantine covers the cities of Alexandria, Fairfax City, Falls
Additional information about the EAB is available at www.emeraldashborer.info
Survey information is at www.vdacs.virginia.gov/plant&pest/survey.shtml
Elaine J. Lidholm Director, Office of Communication Va. Dept. of Agriculture & Consumer Services Richmond, VA 804/786-7686

**News – Beautiful Gardens**

The Beautiful Gardens Marketing committee has been busy getting ready for 2010 sales year. A new sticker has been designed to replace tags on the 'plants of distinction' (underused plants). These stickers are generic, have the BG logo and state simply 'plant of distinction'. They will be supplied at no cost to participating growers or garden centers to place on the plants promoted for 2009 and 2010. Rick Baker will be in touch about getting a supply.

The list of VNLA growers participating in the Beautiful Gardens program is complete and has been distributed to the participating garden centers. The list of independent retail garden centers is also finished and has been sent out to the growers. We are asking the garden centers to take a more active roll in advertising their participation in Beautiful Gardens this coming year on their websites, in their newsletters and at their special events. The marketing committee will increase their visits to the garden centers to encourage increased activity on behalf of Beautiful Gardens. Our second year at retail will show improved cooperation and sales. Our first year at retail had to compete not only with other established 'branded' plant programs, but with a weak economy and reduced staffs at the garden centers. Our professional marketing materials matched with quality plants that are locally grown help make Beautiful Gardens an attention getter for the consumer.

We should make the added notation here that Beautiful Gardens is not just for the retail buyer - it is also a great source of 'something different' to be considered and recommended by landscape designers and commercial installers. Go to the Beautiful Gardens website at www.beautifulgardens.org and find a plant idea that will make 'you' stand out in your customer's eyes.

Plan to stop by the Beautiful Gardens exhibit at MANTS in January and talk with Lisa, Doug, Rick about the continuing growth of the Beautiful Gardens program and how you can be a part.

Rick Baker, Beautiful Gardens Marketing Committee Chair, and VDACS Mid-Atlantic Regional Manager

---

**News – Dr. Conev Accepts Position in Canada**

Dr. Rumen Conev has accepted a position as a Principle Investigator, Horticulture Crop Breeding at Vineland Research and Innovation Centre, Ontario, Canada and will be leaving Virginia Tech and the Beautiful Gardens in January 2010.

Among Conev’s responsibilities will be to establish a task force group which will include university, government, and private sector partners. Rumen will manage an independent breeding research program, supervising a team of postdoctoral researchers, technicians, and graduate students, and will actively interact with the molecular biologists on campus and with international collaborators as well. His team will be developing novel germplasm and assisting in commercialization of competitive to the world markets cultivars working in partnership with various horticulture sectors in Ontario. He will collaborate primarily with grape and wine, landscape, greenhouse vegetables, and greenhouse floriculture industries in the province. Rumen will hold an Adjunct Professor status at the Department of Plant Agriculture at the University of Guelph.

Vineland is an independent, not-for-profit organization targeting a status of a world-class research institution and international hub for horticulture research, innovation and commercial activity:

http://www.vinelandresearch.com/Default.asp?id=1&l=1

The research is industry driven and project based, designed to solve specific problems of horticulture industry in Ontario and Canada. The Centre is supported by the federal and provincial governments, and by industry check-off system.

Roger Harris, Interim Horticulture Department Head, Virginia Tech, Blacksburg

---

**VNLA Beautiful Gardens Update**

Dr. Rumen Conev, Executive Director of Beautiful Gardens®, has accepted a position as a Principle Investigator, Horticulture Crop Breeding at Vineland Research and Innovation Centre, Ontario, Canada. (see announcement from Roger Harris above) Rumen has been instrumental in the growth of Beautiful Gardens® through his grant proposals, the development of evaluation criteria for selected plants, training of Master
With Rumen’s departure, the Organizational Structure and Business Plan of Beautiful Gardens® has been re-worked to assign the Executive Director’s responsibilities to other key committee members. Also, an Executive Committee comprised of the Chairman, the Program Coordinator, the Secretary/Treasurer, the Marketing Director, and the Administration Director, has been formed to better facilitate activities that push the program to achieve future goals. This smaller group will have monthly discussions via conference calls, with topics and decisions then shared with the entire board and all partners.

There are many dedicated people who are an integral piece of the Beautiful Gardens® picture. I’d like to thank two people at our Claytor Nature Study Center trial site who over the past months and years have made this site functional and beautiful. Patti Burr, Master Gardener coordinator, has lead her gang of evaluators for many years now, providing the program with valuable plant data and insightful comments. Her dedication has been a steady force at our Bedford site. Dan Miles, Facilities Manager, has taken personal responsibility for and pride in the beauty of our trial site. As the first thing visitors see when entering Claytor Nature, our BG site is truly a garden, not just a test plot. Dan performs all site maintenance, and recently has prepared and planted a large number of our Lily ‘Jocelyne’s Pink Bouquet’ for field trials. These are just two of the many people who by giving of their time and expertise are committed to Beautiful Gardens®.

**HARDWOOD STAKES**

Pencil point Sharpened for easier installation

USED FOR

Tree Stakes - Plant Stakes
Support Potted Plants

Grade Stakes - Markers
Silt Fence - Survey Stakes

Available 36 to 72 inches

**ERLE D ANDERSON**

**LUMBER PRODUCTS**

15610 JAMES RIVER DR
DISPUTANTA VA 23842

804-748-0500
www.woodstakesupplier.com

Winfall NURSERIES

Our Reputation is Growing.

Every Day.

Field Grown and Container Trees
Container Shrubs

Call Jessica or Wyatt Elliott for Catalog or Availability

Located in Central Virginia
434.332.5701 phone
434.332.5700 fax

Claytor Nature Study Center, Bedford
At Norfolk Botanical Garden, we now have new leadership from the Norfolk Master Gardeners. Debora Mosher and Don Brown will be co-directors, and during a recent visit, I witnessed new enthusiasm for the program and its plants. Don, also a staff member of NBG, will make sure our site at the gardens is visually pleasing. I am very happy and encouraged by the positive support and direction of our partners in Norfolk.

As for plants, our Lilium ‘Jocelyne’s Pink Bouquet’ is being field tested at Brent and Becky’s Bulbs. Lilies created by tissue culture from ISRR, Danville, were transferred by Butch Gaddy to Brent Heath in August. Brent has agreed to trial and to evaluate performance of the lily over the next few growing seasons.

As mentioned previously, Dan Miles has also planted 276 bulbs at our site in Bedford (see photo above), again for in-ground trials. Over the next couple of years, we will look at growth rate and the occurrence of fasciation, or flatten stems that produce several times the normal number of flowers. The Danville tissue culture lab is poised to begin production of liners once testing is determined to be sufficient.

Another new plant on the horizon is our #33 triploid daylily. No, it is not just another daylily but one that took, in 2008, a blue ribbon at the Richmond Daylily Show and a yellow ribbon at the Tidewater Daylily Show. And the flowers are Hokie maroon and orange. An article with picture was published in Virginia Tech Research, Summer 2009, www.research.vt.edu/resmag/. From Dr. Niemiera and Dr. Conev’s expedition to China in the fall of 2008, we have received seed of some 30 taxa. Plants include woody shrubs, ferns and vines. Velva Groover, VT Dept of Horticulture, and I have just completed sowing fern spores with plans to finish germination this winter of all collected seed. Of particular interest are a couple of fern as well as a hydrangea. This is just the beginning of a long process of germination, plant growth, and evaluation before any determinations can be made as to the value of any plant for introduction. Even given the likely five years evaluation process, it’s very exciting to have a potential group of new plants to work with.

As for marketing - Neil Beasley will be speaking about Beautiful Gardens® to the Heart of Virginia Master Gardeners in Farmville, March of 2010. Neil appeared on a segment of Richard Nunnelly’s television program, ‘Virginia Home Grown’ this past spring, promoting our 2009 plants, and he will be out there again with the 2010 plants. Linda Pinkham will be giving a Beautiful Gardens® presentation at The 2010 Horticultural Extravaganza, March 13th, at York High School. It is a one day educational event that attracted some 180 interested and avid gardeners last year. Linda and Neil are just two excellent speakers out there spreading the word.

A list of participating VNLA member growers and retailers is listed on our web site, www.beautifulgardens.org. If anyone has questions or concerns about Beautiful Gardens®, please don’t hesitate to contact me.

Lisa Lipsey Program Coordinator
Beautiful Gardens® Plant Introduction Program, llipsey@vt.edu

The Agricultural Technology Program at Virginia Tech (AT) continues to try to improve the way we serve our students and industries. Each year we try to make changes that will best prepare students in Landscape and Turf Management to be productive members of your staffs. As always, we welcome your input for any changes in the program you would find beneficial, and hope that you can help get the word out that AT is a great resource for young people interested in working in our industries.

We’ve made a few changes over the past two years that we think will help our students. We now offer our students the opportunity to participate in a Hardscapes class offered jointly with the Horticulture Department. Nathaniel Haile of Haile Landscape Design here in Blacksburg does a terrific job providing the students with a hands-on learning experience that covers many aspects of the Hardscape industry. Additionally, Sam Doak has broadened the optional classes for our students interested in Turf Management. They now have the opportunity to take separate classes which cover the maintenance of football and/or baseball fields.
these classes the students learn the details of operating the sports fields here at Virginia Tech. We also plan to add a class dedicated to Computer Aided Drafting in the spring of 2011.

Service Learning has also become an important component of the educational experience in the AT program. Recently our Landscape Design and Landscape Contracting classes have begun to work on projects for local residents or non-profit groups who need landscaping help. For the first time last year, the AT program sought out a group who might provide a mutually beneficial relationship. The Fine Arts Center of the New River Valley (FACNRV) proved to be the ideal partner. This non-profit group based in Pulaski has a vision of a large community arts center in downtown Pulaski.

A building site was generously donated several years ago, but unfortunately it is in need of major renovations. While the site won’t be ready for several years for its final landscape plan, AT and the Arts Center agreed that some landscaping around the building would help draw interest to the site and encourage the community to participate in the project.

The AT Landscape Design class performed a landscape site assessment, developed landscape plans, and presented them to members of the FACNRV board. Several designs were chosen as promising for future implementation. This past spring the Landscape Contracting class implemented a portion of one of those designs, giving a bit of a face-lift to the most visible area of the site. Not only did our students get to enjoy the satisfaction of working for a valuable cause, but they learned first-hand about the challenges that are inherent to designing and installing landscapes.

All agreed it was a terrific experience, and we have continued to work with the FACNRV this year. It would be remiss to not point out that this project could not have been carried out without the aid of several local companies; including Riverbend Nursery and Valley Landscaping who both donated plant material, as well as DL Harrell Construction in Meadows of Dan who donated timely and critical services.

As you can see, the AT program continues to move forward to try to best serve our students and industry.

Learn more about us at http://www.cals.vt.edu/agttech/ and let us know how we can best serve you!
Tom Martin, Instructor, Agricultural Technology, VA Tech, (540) 231-4304, thmarti2@vt.edu

———

Grown with love ... sold with pride. Past, present and future varieties.

Cam Too
Camellia Nursery, Inc.

Cold Hardy Zone 6
Cold Tolerant Zone 7
New Hybrids Zone 8 & 9

Liners and 1, 3, 5, 7, 15 and 20 Gallons Available Wholesale Only

805 Oakbury Court • Greensboro, NC 27455
phone: 336.643.3727 or 800.758.8121
fax: 336.643.0840 • www.camtoocamellia.com
email: camtoo@earthlink.net

one of the world's largest camellia nurseries.
Go ahead …. shoot!

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

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

Details at: www.vnla.org/AboutVNLA/photography_contest.htm
Winner of the November/December ’09
Photo Contest

Sunflower in Pilot, VA home garden of winner

Photo Winner: Jane O’Keeffe
Rifton Farm & Nursery, Pilot, VA

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

VNLA - Photo Contest
Rules & Winner

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

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

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

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

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

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

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

Judging done by the VNLA Communication Committee. All decisions are final.
Horticulture Club Update by Rebecca Dabney, President

The Horticulture club is starting an active year again. We will be working with the Harding Avenue Elementary School’s Green Club by holding monthly workshops where Hort club teaches and guides 3rd-5th graders as they perform a variety of horticulture projects to beautify their school area and home. We are also planning on helping Harding Avenue create an outdoor classroom next to the creek on their property.

Mickey Hayes, a graduate of the Horticulture department from the 1960’s, came to our September 23rd meeting. He shared the secrets of success; choose a career path and you’ve got 40 plus years to get good at it.

The Homecoming mum sale was a huge success this year. We also participated in Agtober Fest. The kids drew faces on cups and then planted grass ‘hair’ creating a ‘Plant Personality’. The kids enjoyed this project and were excited they could give the characters hair cuts to match their faces once the grass grew.

Bonnie Appleton is spreading the word about planting bare root trees and bare rooting trees at planting. She gave presentations on these topics in September and October to the Texas Arborists Association and the New Jersey Shade Tree Federation. Another presentation is scheduled for November to the Kentucky Arborists Association.

Alan McDaniel participated in the National FFA Convention this month, where he has served as Superintendent of the Nursery/Landscape Career Development Event for the past 23 years. This was the 2009 national finals for 42 state winning teams involving six hours of competition with a comprehensive exam, identification of plants, disorders, and equipment, and practicums in sales, business writing, landscape estimating, landscape drawing, equipment problem solving, nursery potting, and a team activity. McDaniel coordinates a committee of seven university/extension staff and about 60 volunteer officials each year.

Alex Niemiera presented a talk “Why Trees are Cool” at the 4th Annual GoGreen Virginia Garden Festival in Richmond in September. He also did a 30 minute spot on the radio talk show In the Garden with Andre Viette that is broadcast by 21 radio stations in Virginia, Washington, DC, Maryland, Pennsylvania, and Florida.

Rumen Conev has been invited to serve as an international peer reviewer for the Republic of Georgia National Science Foundation and has accepted a Memorandum of Collaboration with this research organization. Dr. Conev was also successful in application to the VDACS/USDA Specialty Crops Block Grant and his project Promotion of Native Plant Production and Sales in Virginia. This grant will help sustain the Beautiful Gardens Plant Introduction Program, which is a partnership between Virginia Nursery and Landscape Association, the Department of Horticulture, and others.

Laurie Fox reports that the newly installed Sustainable Landscape Practices Garden at the Hampton Roads Agricultural Research and Extension Center (HRAREC) has been generating a lot of local interest and tour requests (9 since it opened in mid September). The garden was created through a partnership between the City of Virginia Beach, Virginia Cooperative Extension, Virginia Tech’s HRAREC, & the Virginia Department of Forestry. The garden was installed by and is currently under the care of the Virginia Beach Master Gardener Water Steward volunteers.

Events Held at the Hahn Horticulture Garden:

Wednesday Garden Walk – “Cool Conifers” with Alex Niemiera was Wednesday, November 11, 2009

Project Learning Tree Workshop:
Environmental Education Training for Educators was Monday, November 16 and Wednesday, November 18, 2009

Holiday Wreath Workshop with Richmond Florist, David Pippin was Thursday, December 3, 2009.

Other News

Barbara Kraft conducted a webinar for the National Forestry Service through the Wood Education Resource Center and funded by The Sloan Foundation. The webinar was on Diversity Management and was targeted to managers in the wood
products industry who manage a Latino workforce.

Zhengxing Shen was recently presented VT’s Outstanding Performance in a Lab award by the Laboratory Employee Professional Development Network.

John James reports that our Urban Horticulture Center donated 52 trees to the Campus Sustainability Week Tree Planting Event at Miles Hall.

The Office of the Vice President for Research for VT recently announced that Bingyu Zhao was the university’s Scholar of the Week!

The fall Virginia Tech Magazine featured a full page picture of Horticulture students installing the green roof on top of Seitz Hall (page 12) as part of the Hokies Thinking Green article. The article can be also found at http://www.vtmagazine.vt.edu/. This project was part of our Landscape Practicum class from fall of last year.

Roger Harris, Interim Head, Department of Horticulture, www.hort.vt.edu

News – FFA State Horticulture Demonstration Contest

[Editors Note: the VNLA is a sponsor of state winner this event and contributes to their expenses to the national contest.]

Ms. Adrian Austin (Hanover High School Agricultural Educator and FFA Advisor), Bailey Lambert and Kyle Hammond, HHS FFA and floriculture students, recently attended the 2009 National Junior Horticulture Association (NJHA) Convention at the Holiday Inn in the Greater Harrisburg/Hershey area in Pennsylvania on October 16 through October 19. They competed in the Horticulture Demonstration Contest in the Use Division. Their demonstration was entitled, “Salsa Fiesta,” where they exhibited how to make a colorful, vegetable salsa. The HHS students came away as National Winners at the competition, earning a beautiful plaque for their time and effort.

The convention was attended by over 240 attendees from across the nation. The convention included tours to Hershey World, Longwood Gardens, the Penn State Agriculture Research Center and a local sod farm. This year marks a special place in the heart of horticulturalists as it is the 75th anniversary of the convention and group.

Grant Snyder, the founder of NJHA,
had a tribute and was represented by his daughter at the special 75th anniversary banquet on October 17th.

NJHA was founded in 1934 by Grant Snyder and since that time, has had annual conventions every year to educate youth about horticulture, careers, leadership and education. The convention travels to different locations throughout the United States so youth can learn about the specific horticulture sports and sights of that area. The convention includes horticulture id, speech contests, demonstrations, essay contests, horticulture experimentalist, Young America and photography. The 2010 location is in Cleveland, Ohio. To learn more about NJHA, please visit the website at www.njha.org

Adrian Austin, Agricultural Educator & FFA Advisor Hanover High School, Mechanicsville, VA, 804.723.3748 ~ Life’s a garden... DIG IT!

To: Members of the Virginia Nursery & Landscape Association

We’d like to thank you for giving us the opportunity to expand our knowledge about horticulture at the National Junior Horticulture Association (NJHA) Convention, for with that five hundred dollars we were able to experience our first NJHA Convention. The money you presented to us helped with the cost of going to the convention in Pennsylvania. We are very grateful for this opportunity to be given to us. We were very enlightened by all the information that we did not know that we learned at the convention. It helped to understand how jobs that involve horticulture are very important to our world. So, with this letter we would like to thank you for the money you provided us with.

Sincerely, Kyle Hammond and Bailey Lambert, 2009-2010 HHS FFA Member

VSLD – Think outside the wall

What if we all had the time and used our effort to come up with a truly unique answer to our landscaping ‘opportunities’? This picture shows an excellent low cost way to make a dramatic yet low maintenance difference.

I saw this wall while vacationing in North Carolina and really thought it could help us remember to occasionally look at what we do everyday a bit differently. Before we plant a line of the same plant to act as a screen, we should ask ourselves ‘even though this is what the customer is expecting, is there a more unique answer to this need?’ Before we give our customers another mass of Knock Out roses, we should ask ourselves ‘is there perhaps another combination of plants that can give a long season of color that would look good without deadheading?’

With this current economy customers are requesting lower cost options to their landscaping needs. So now more than ever we need to regularly think outside the box. Here are a few suggestions to get that wow factor without using lots of cash:

- Instead of a higher maintenance water feature, use a weeping variety of a plant to simulate falling water and a blue sedum groundcover to simulate a pond.

- Instead of a finicky perennial border whose member’s propensity is to not return after wet winters, install a well designed flowering shrub border highlighting ornamental grasses.

Truly digest how a customer will use an outside space. They might like what they see in a magazine, but if you help them see that their money could be used for their lifestyle in a better way, you will be a hero.

How lucky we are that we get to landscape with plants and create new environments for people to enjoy. Let’s not forget it is worth our time and trouble to think a bit longer about our everyday choices so that we all can be intrigued by unique landscape solutions.

By: Kathy Wulf Corker, VSLD certified member, Green Leaf Gardens, Rockville, VA 804-239-4639, www.gardensbygreenleaf.com
VNLA – Membership Survey

In November 2009 the VNLA conducted a survey to its members regarding general items as well as several changes the VNLA has made this past year. Following are the results.

1. Do you read the VNLA Member Only E-News?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>49.0%</td>
</tr>
<tr>
<td>No</td>
<td>13.8%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>32.4%</td>
</tr>
<tr>
<td>What is it?</td>
<td>3.7%</td>
</tr>
<tr>
<td>Other</td>
<td>0.0%</td>
</tr>
<tr>
<td>No Responses</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

2. Do you read the online version of the VNLA Newsletter?

www.vnla.org/newsletter.htm

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>28.7%</td>
</tr>
<tr>
<td>No</td>
<td>40.7%</td>
</tr>
<tr>
<td>Never looked at it</td>
<td>16.6%</td>
</tr>
<tr>
<td>Other</td>
<td>13.8%</td>
</tr>
<tr>
<td>No Responses</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

3. Would you prefer a more user-friendly online version of the VNLA Newsletter using page-flip technology?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50.9%</td>
</tr>
<tr>
<td>No</td>
<td>28.7%</td>
</tr>
<tr>
<td>Other</td>
<td>12.9%</td>
</tr>
<tr>
<td>No Responses</td>
<td>7.4%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

4. Do you like the VNLA Member Profile feature of the Newsletter?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>87.9%</td>
</tr>
<tr>
<td>No</td>
<td>2.7%</td>
</tr>
<tr>
<td>Other</td>
<td>6.4%</td>
</tr>
<tr>
<td>No Responses</td>
<td>2.7%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

5. Please rate the following VNLA Member Benefits:

1 = Excellent, 2 = Very Good, 3 = Good, 4 = Fair, 5 = Poor

<table>
<thead>
<tr>
<th>Benefits</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bi-monthly Newsletter</td>
<td>36%</td>
<td>37%</td>
<td>23%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Guide to VA Growers</td>
<td>44%</td>
<td>30%</td>
<td>21%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Certified Horticulturist Program</td>
<td>49%</td>
<td>34%</td>
<td>10%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Beautiful Gardens® Plant Introduction Program</td>
<td>13%</td>
<td>37%</td>
<td>29%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Annual Field Day</td>
<td>28%</td>
<td>50%</td>
<td>17%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Annual Summer Tour</td>
<td>27%</td>
<td>43%</td>
<td>22%</td>
<td>8%</td>
<td>0%</td>
</tr>
<tr>
<td>Annual Membership Breakfast Meeting at MANTS</td>
<td>13%</td>
<td>32%</td>
<td>41%</td>
<td>13%</td>
<td>1%</td>
</tr>
<tr>
<td>Legislative efforts on state and national green industry issues</td>
<td>30%</td>
<td>43%</td>
<td>21%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Website: <a href="http://www.vnla.org">www.vnla.org</a></td>
<td>20%</td>
<td>43%</td>
<td>30%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Research</td>
<td>27%</td>
<td>41%</td>
<td>25%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Anytime you have any comments or suggestions on what the VNLA is doing, please feel free to contact anyone on the VNLA Board or the VNLA Office. All contact info is in each Newsletter on page 3 and on the VNLA website.
6. What is your level of satisfaction with the VNLA's:
1 = Excellent, 2 = Very Good, 3 = Good, 4 = Fair, 5 = Poor

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing efforts</td>
<td>10%</td>
<td>39%</td>
<td>35%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Awareness of the industry needs</td>
<td>17%</td>
<td>48%</td>
<td>27%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Effectiveness of meeting your Legislative/Regulatory advocacy needs</td>
<td>14%</td>
<td>50%</td>
<td>27%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Awareness by the green industry of the VNLA</td>
<td>21%</td>
<td>38%</td>
<td>32%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>E-Store at <a href="http://www.shop.vnla.org">www.shop.vnla.org</a></td>
<td>10%</td>
<td>29%</td>
<td>49%</td>
<td>9%</td>
<td>4%</td>
</tr>
</tbody>
</table>

7. Do you use any of the following?

<table>
<thead>
<tr>
<th></th>
<th>60.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>25.0%</td>
</tr>
<tr>
<td>Twitter</td>
<td>15.6%</td>
</tr>
<tr>
<td>Blogs</td>
<td>17.1%</td>
</tr>
<tr>
<td>Other</td>
<td>14.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

8. Are you active in your local association?

<table>
<thead>
<tr>
<th></th>
<th>37.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>42.5%</td>
</tr>
<tr>
<td>If no, why not?</td>
<td>13.8%</td>
</tr>
<tr>
<td>No Responses</td>
<td>5.5%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

9. List areas where the VNLA is best serving its members.

Almost all of the answers mentioned at least one of these: Growers Guide, Certified Horticulturist Program, Annual Field Day/Tour, Newsletter, education, legislation, and networking.

10. What would you like the VNLA to be doing for you that they have not done?

Many respondents would like to see more educational opportunities, from tours to classes and seminars. Also, another common theme was to promote/market the industry more to homeowners by using an ad campaign.

11. What are the top 5 greatest concerns facing the green industry?

Listed are the most common answers.

1. The recession of the economy.
2. Insurance Premiums
3. Work Force Issues
4. Government Restrictions and Regulations
5. Water quality

Thank you to all who participated in this survey. The information harvested in these surveys is invaluable and the constructive feedback will help the VNLA improve in serving its members.

Matt Shreckhise, VNLA Communications Chairman

---

**VNLA – On Facebook Are You There?**

For those of you who don’t know, Facebook is a global social networking website that has over 300 million users worldwide, 30% of those users are in the US. Many businesses in the nursery, garden center and landscaping industries now use Facebook to advertise to potential customers and also to reconnect to current customers.

Organizations like the VNLA can use Facebook to connect its members and keep them updated more frequently on industry news and events. The VNLA has now created a Facebook page and we would like to encourage everyone to join it by visiting the VNLA website and click on the Facebook icon link. Not only will members keep abreast of current events and issues, but members can also use the VNLA group page for discussions on industry topics.

The page will be limited to just VNLA members to keep the focus solely on our organization. We hope to see all of you on Facebook!

You will need open a Facebook account when you go to this link if you don't already have an account.

- Matt Shreckhise, Communications Chair, go to http://vnla.org/info/vnla_on_facebook.htm
VNLA - Member Profile: Williams Landscaping & Design Inc

Williams Landscaping & Design Inc was established in 2002 by Aaron Williams.

The company started out in a 15’ x 20’ office and rented a lot to park their one truck and trailer. Since 2002, the company has grown to over 20 employees. They currently operate out of a four acre facility. The company focuses on design/build jobs. They also have a maintenance division as well as a commercial install division. Aaron Williams is President of the company.

Aaron attended High School in Williamsburg, Virginia. He graduated from Virginia Tech in 1998. While at Virginia Tech he was vice president of the Horticulture Club from 1997 to 1998. He also received a Colonial Williamsburg Scholarship. Aaron placed 2nd in the National Arboriculture competition at ALCA Student Career Days. Williams Landscaping and Design is known locally for their hardscape work.

Aaron’s business philosophy is “The harder you work, the luckier you get. The best idea that he ever stole, was a magnetic schedule board.

His favorite quote “it’s a good day to get better” from his high school football coach.

The hardest part of Aaron’s workday is managing my time between scheduled meetings and issues on job sites.

The best part of his workday is the first thing in the morning. He says that he is able ‘to get things done early to set the day off right’.

Aaron’s helpful hint for handling employees “is seek first to understand and then to be understood”.

The best advice that Aaron ever received was to focus on what he could do best and then to find good people to help you with the things that you aren’t great at. Aaron feels that the company has been blessed with great people to work for him and their clients that like to refer them.

Shreckhise Nurseries

Since 1936

GROWERS OF QUALITY TREES & SHRUBS, CONIFERS, FLOWERING SHRUBS, BROAD LEAF EVERGREENS, SHADE & FLOWERING TREES, B&B TAXUS & THUJA.

SPECIALIZING IN CONTAINER GROWN TREES

LOCATED IN THE HEART OF THE SHENANDOAH VALLEY OF VIRGINIA

1903 Forest AVE | PO BOX 428 | Grottoes, VA 24441

NURSERY@SHRECKHISE.COM

540-249-5761 | 800-628-5871 | FAX 540-249-5762

WWW.SHRECKHISE.COM
His most significant mentor is Frank Mariani who owns a large design/build firm in Chicago.

Aaron’s hobby is running. He has completed the Marine Corps marathon and the Rock & Roll half marathon.

Dream vacation would be to visit some of the famous villas in Italy.

Williams Landscaping and Design faced their biggest challenge a couple of years ago when they lost money on several large projects. They have had to really focus on how they operate to enable them to become a stronger company. Aaron says that “Obviously the economic downturn has had an impact on the industry”. In the future they plan to focus on improving their services, especially in the landscape maintenance division. Aaron has learned since opening his business that you shouldn’t grow to fast.

Aaron Williams,
aaron@wldgreen.com, 757-564-7011
Edited by Sandy Miller

---

**News – Rain Contain; Saving Water = Saving Money**

Imagine the next time it rains that you can say you are saving money. That is true for one new office building owner here in Williamsburg who owns a RainContain System. Ahmed Hassan is an architect and general contractor who decided to team with Cooke’s Gardens to design and install a system to collect rainwater for his landscaping.

Over 70% of public water is used for irrigation of landscaping needs in James City County. An average size home or business will spend approximately $1,000 per year for that water. Trees, shrubs and turf do not need potable (drinking quality) water to survive. We need to save every drop of potable water for human consumption and hygiene, especially since each one of us uses an average of 65 to 100 gallons per day.

The RainContain System collects rainwater from the roof using gutters, downspouts and conveyance piping which leads into a large underground cistern. A pump and control wiring is used to supply the rainwater to the irrigation system which is also carefully designed to distribute water only when needed.

The site of this office building has become a learning platform for individuals and groups that want to see a rainwater collection system that will save over 100,000 gallons of public drinking quality water every year. Cooke’s Gardens provides educational programs on conserving potable water. Contact Charlie Martino if you would like to schedule a tour or discuss water saving options for your home or business.

Contact: Charlie Martino
757-342-5572,
charlie@cookesgardens.com

About the Author: after his first career as an architect for twenty years, Charlie Martino decided to refocus on the Green Industry and has been working in the landscape design/build field with Cooke’s Gardens in Williamsburg, Virginia. He is now pursuing his license in Landscape Architecture with a specialty in Green Roofs and Reuse of Rainwater.
Legislation – Beach Vitex Quarantine

Virginia Issues Invasive Plant Quarantine in Four Localities

[Editors Note: see the July/August 2009 VNLA NEWSLETTER, pages 46-47 for information on preventing the spread of Beach Vitex.]

The Virginia Department of Agriculture and Consumer Services (VDACS) today announced a temporary quarantine restricting the movement of Beach Vitex (*Vitex rotundifolia*) and articles known to be infested with any life stages of this plant into, within or from the counties of Accomack and Northampton on the Eastern Shore and the cities of Norfolk and Virginia Beach.

The purpose of this quarantine, which goes into effect October 26, 2009, is to help prevent the spread of Beach Vitex by prohibiting its artificial movement and the movement of those articles that are capable of transporting it. The quarantine restricts the movement of any life stage of the plant, including roots, stems and seeds and any article known to be infested with this plant, such as sand, soil or mulch known to contain Beach Vitex in any life stage.

“Now is the time to take action to limit the spread of this highly invasive plant,” said VDACS Commissioner Todd P. Haymore. “Beach Vitex, a deciduous, woody vine native to the Pacific Rim, grows rapidly along dunes and shorelines causing damage to these areas by crowding out native plants and threatening the habitats of various animals, including the endangered loggerhead sea turtle. Although sometimes used as an ornamental plant by property owners who are not aware of its invasive nature, Beach Vitex has been planted in the mid-Atlantic area for the purpose of stabilizing dunes. However, it is less effective than native grasses in controlling dune erosion. In fact, several native grasses are now considered superior for dune stabilization plantings.”

The first confirmed finding of Beach Vitex in Virginia occurred in 2008. Since then, it has been detected in several sites in the Commonwealth. It has the potential to spread to other areas through artificial movement by individuals or through natural movement. Seeds and stems could be carried by water currents to uninfested coastal areas. The plant can reproduce easily from seeds and even the smallest pieces of broken stem.

The temporary quarantine, which will become permanent upon approval by the Board of Agriculture and Consumer Services, is designed to reduce the artificial spread of Beach Vitex to areas that currently are not infested. Without this quarantine, this invasive plant and articles infested with it would be allowed to move freely.
throughout the regulated areas, spreading the pest’s presence.

“I urge concerned citizens as well as affected landowners not to attempt eradication or control measures for this invasive plant on their own,” said Commissioner Haymore. “Instead, citizens should contact their local Virginia Tech Extension Office or the VDACS Office of Plant and Pest Services to report the presence of Beach Vitex.”

For more information on Beach Vitex, contact your city or county agricultural Extension agent, listed in the local government section of your telephone directory under Virginia Cooperative Extension Service (VCE), or visit VCE’s Web site at www.ext.vt.edu/offices. Call VDACS’ Office of Plant & Pest Services in Richmond at 804.786.3515 or in Franklin at 757.562.6637.

More information is available at www.invasivespeciesinfo.gov/plants/beachvitex.shtml, the Web site of the United States Department of Agriculture, National Invasive Species Information Center or www.beachvitex.org

Legislation – ANLA Updates

ANLA
American Nursery & Landscape Association

House Narrowly Passes Sweeping Health Coverage Legislation

During a rare Saturday evening session, the U.S. House of Representatives passed sweeping health reform legislation on November 7, 2009 by a vote of 220-215. 39 moderate Democrats joined with all but one Republic member in voting against the measure which now faces a steep climb in the Senate.

The House bill includes a “play or pay” penalty for not providing health care benefits to employees and dependents, beginning in 2013. The bill also requires individuals to obtain coverage if not provided by an employer. The penalty for failing to do so is 2.5 percent of income with a penalty cap based on the cost of obtaining coverage. The House version of reform legislation also creates the hotly-debated public option, allowing the formation of a government plan to compete with private health insurance providers.

Among other notable provisions, the House bill includes the Form 1099 “pay-go” revenue offset. This would require all businesses to issue Forms 1099 to all of their vendors that provide services or provide “property,” if the business pays more than $600 annually for those services or property. The current Form 1099 law requires the issuance of Forms 1099 only to individuals who provide services. This new requirement would take effect in 2012.

The House bill also includes a surtax on high incomes. Since it is part of the personal rate structure, it has an impact on sole proprietors, partners and S Corporation shareholders. The surtax begins at $500,000 in income for individuals and $1 million for joint filers. The tax is a flat 5.4 percent on those incomes. This provision would go into effect in 2011.

The bill now moves to the Senate, where moderates of both parties have already expressed significant angst with the House-passed version and the inclusion of a public option. Sen. Joe Lieberman (I-CT), who caucuses with the Democrats, has already indicated that he could not support a bill that contains a public option due to increased government spending.

But remember that 60 votes may not be necessary for Senate passage. Senate Majority Leader Harry Reid has the option of strong-arming the legislation through with a simple majority vote by utilizing what’s known as the budget “reconciliation” process. Should leadership decide to utilize this process, it would make for a very partisan legislative calendar and a most interesting election cycle in 2010.

Senate Committee Passes Climate Change Legislation

On November 5, 2009, the Senate Environment and Public Works Committee passed Chairwoman Barbara Boxer’s (D-CA) version of energy and climate change legislation despite a Republican boycott of the 3-day markup proceedings. The bill passed by an 11-1 vote, with only Senator Max Baucus (D, MT) voting against the measure. Sen. Boxer's version of the bill, introduced with Sen. John Kerry (D-MA), includes a cap-and-trade scheme, as well as many provisions modeled after California's strict environmental laws.

Sen. Debbie Stabenow (D-MI) has introduced the “Clean Energy Partnerships Act,” which begins to account for the unique needs of manufacturing and agriculture in the climate change debate. There are several provisions included in the bill that could be of potential benefit to the nursery and landscape industry.
Stabenow's legislative language includes urban tree planting and landscaping for emission reduction activities; there are additional provisions for: mulching, the maintenance of cropland, the avoidance of land conversion to non-agricultural purposes, sequestration through management of tree crops and the adaptation of plant traits or new technologies that increase sequestration by forests. Also included was an allowance for growers to utilize federally funded grant and loan programs, yet still be eligible for emission reduction activities.

Several committees have claimed jurisdiction over climate change legislation, including Sen. Baucus's Finance Committee. With the debate on health reform legislation expected to take up the remainder of the 2009 legislative calendar in the Senate, it's clear that a Senate response to the House-passed Waxman/Markey energy and climate change bill likely will not be considered until next year.

Small Business Lending Bill Passes House

On October 29, 2009, the U.S. House of Representatives overwhelmingly passed H.R. 3854, Small Business Financing and Investment Act of 2009. This bill expands eligibility and the amounts of certain SBA loans, including the expansion of a rural lending outreach program and a "capital backstop" program. Though much has been made of this expansion of programs for small business by the Obama administration, it remains unclear whether these programs can benefit the green industry. Senate leadership may attempt to make time on the calendar to consider similar legislation before the end of the 2009.  

Senate Extends Length of Unemployment Benefits and Homebuyer Tax Credit

On Wednesday, November 4th the US Senate unanimously voted to extend unemployment benefits. All states will receive an extra 14 weeks and those states with an unemployment rate greater than 8.5% will receive an additional six weeks. The Senate estimates that 7,000 people a day lose their benefits and this legislation will affect more than two million people. The Senate bill is likely to pass in the House, which passed a modest version back in September. The White House has also indicated that they are in favor of this legislation. The bill also includes an extension of the homebuyer tax credit that was set to expire after November 30th. The tax credit remains at $8,000 and also includes a $6,500 credit for those who buy a home after owning one for the last five years. An extension and expansion of the temporary Net Operating Loss (NOL) carryback relief is also included as well as a current "temporary" tax and adds a new tax
penalty for some small businesses. It also postpones some tax relief for some larger companies and accelerates tax payments for some really big companies.

ANLA Pushes for Viable H-2A Program

ANLA recently submitted official comments on the Department of Labor’s (DOL) proposal to overhaul the H-2A agricultural temporary and seasonal guest worker program. ANLA generally opposed the proposal on the grounds that it would make the already-cumbersome and unpopular H-2A program more burdensome, bureaucratic, and unresponsive. While a number of nursery operations use the program, at present H-2A only provides about three percent of the hired farm labor force in the U.S. Meanwhile, government statistics coupled with private estimates suggest that more than half, and likely three quarters, of farm workers are falsely documented and lack proper work authorization.

DOL’s proposed rule is the latest episode in a regulatory soap opera. In February, 2008, the Bush Administration DOL proposed sweeping changes to H-2A. Those changes were made final on December 18, 2008, and took effect on January 17, 2009. DOL was immediately sued by farm worker advocates, but the rules were implemented anyway. The labor advocate suit is still pending. In March, the Obama Administration’s DOL proposed to suspend the rules, but the suspension, scheduled to take effect on June 29, was temporarily blocked by a federal district court judge in North Carolina. So instead, DOL moved to rewrite the program. The changes are widely seen as harmful to small business. Indeed, the Small Business Administration's Office of Advocacy has set up a special November 10 listening session to gain program user input on the impact of the DOL rewrite.

The DOL’s latest proposal reverses several program changes achieved by the Bush regulations which were popular with many growers, like the creation of a simplified application process, and a new wage structure that reduced mandated wages for some. Yet, at the same time, it retains and even adds to much stricter enforcement, debarment, and penalty provisions that were featured in the Bush rules as a trade-off for a simplified process. ANLA emphasized that only balanced legislative reforms to H-2A, such as those featured in the AgJOBS legislation, will provide a stable and predictable program. ANLA urged DOL to refrain from rewriting the H-2A program rules now, and to shift focus to supporting Congressional action on immigration reform that includes AgJOBS. ANLA's full statement can be viewed at www.ANLA.org.

Concerns Mount over Wood-Boring Pests

Several high-profile foreign pest introductions over the past decade threaten nurseries and landscapes and are consuming millions of dollars in containment and eradication efforts, with mixed success. One, the emerald ash borer (EAB), *Agrilus planipennis*, continues its steady march from apparent point of introduction in southeastern Michigan, both due to natural spread and some assistance from infested nursery stock and/or firewood. EAB has now been detected in areas extending from Minnesota and Missouri to Maryland. The latest county to fall under the federal quarantine is Brown County, WI.

EAB has decimated the landscape market for ash trees as it has spread. ANLA has worked over the years to support funding to try to contain the pest, and has leveraged hundreds of thousands of dollars into detection and management research. Yet, efforts have been frustrated by the insect’s biology, rapid spread, and the susceptibility of host ash trees. Long-term success at ash restoration will depend upon an effective biological control, the development of resistant trees, or both. Details on the state of the EAB effort can be found at the following APHIS website: http://www.aphis.usda.gov/plant_health/plant_pest_info/emerald_ash_b/quarantine.shtml. After successfully eradicating the Asian longhorned beetle from the Chicago area, officials were dismayed to discover a large infestation - years in the making - in Worcester, MA. Host tree removal is the only viable control strategy at this time, and a major eradication project is now underway in Worcester. Maples are the most susceptible host.

EAB, ALB and several other pests are thought to have arrived in the U.S. as hitchhikers on wood packaging from China. Their potential to spread on wood has led to calls for new U.S. federal regulations on domestic movement of wood packaging, and firewood. ANLA will continue to provide updates to Lighthouse Partners as the situation develops.

Quarantine 37 Revision Process Continues

ANLA filed detailed nursery industry comments in response to a recent U.S. Department of Agriculture (USDA) proposal to modify Quarantine 37 (Q-37), the federal quarantine that governs the importation of most types of plants. In 2004, USDA's Animal & Plant Health Inspection Service (APHIS) began a process of reviewing and overhauling Q-37, of which the current proposed changes are one step. The quarantine has changed little over decades, despite massive increases in global travel and commerce, and equally massive and devastating impacts resulting from foreign plant pests that have arrived, established, and spread in the U.S.
375 Acre Growing Facility
4 Landscape Distribution Centers
Expanded Plant Selection
Dependable Service
Exceptional Plants

www.bcnursery.com
The current proposed rule would establish a new regulatory category known as "not authorized pending pest risk analysis," or NAPPRA. The NAPPRA category would allow APHIS to temporarily restrict specific plants from being imported from specific parts of the world in response to legitimate scientific evidence that either the plant is a host of a quarantine pest, or the plant itself may be a noxious weed. Restrictions for NAPPRA-listed plants would remain in effect until a full risk analysis can be performed.

ANLA generally supported the proposal in comments that were shaped with input from a number of industry members and state nursery and landscape associations. The Society of American Florists also joined as a submitter. The APHIS proposal strikes a middle ground between those who want no changes to Q-37, and those who want strict prohibitions on nearly all plant imports unless and until any risks have been fully assessed. Readers should note that the NAPPRA proposal does not establish a mandatory pre-screening program for new imports, though some have called for such a program. ANLA’s Q-37 comments have been posted at www.ANLA.org.

**Pennsylvania Delisted from Plum Pox Quarantine**

The Animal & Plant Health Inspection Service (APHIS) has determined the plum pox virus (PPV) to be eradicated in the State of Pennsylvania based on three years of negative survey, which included all orchards and residential properties with host plants within the quarantine areas. APHIS has published a Federal Order to remove Adams County, Pennsylvania from the quarantine for PPV. Targeted survey and eradication activities continue in Michigan and New York. Regulations for PPV were first put into place on September 14, 2000, due to the detection of the exotic plant virus in Adams County, PA. PPV is the most devastating viral disease worldwide of stone fruit, causing yield losses to growers and reducing the marketability of fruit. Many Prunus ornamental and fruit-producing nursery stock are potential hosts.

**National Ornamentals Research Site Launched**

On October 26, a ribbon cutting ceremony officially launched the National Ornamentals Research Site at Dominican University of California (NORS-DUC), in Marin County near San Rafael. The site, made possible by specialty crop funding contained in the 2008 farm bill, will allow researchers to conduct experiments on important quarantine pests in a simulated nursery setting. The first of its kind, the site may serve as a model for other regional research collaborations. NORS-DUC will focus initially on Phytophthora ramorum, with a primary goal of evaluating best management practices for P. ramorum detection, containment, management and elimination. The governance structure for the initiative places a premium on industry input and collaboration. ANLA serves on the NORS-DUC steering committee, the Horticultural Research Institute serves on the research committee, and several state nursery and landscape associations will serve on an associations committee. ANLA's Q-37 comments have been posted at www.ANLA.org.

**Pennsylvania Delisted from Plum Pox Quarantine**

These articles are provided by your state association and ANLA as a Lighthouse Program partner benefit.

**Take Pride, Be Certified!**

*Image of a man with a sign reading 'Take Pride, Be Certified!'*
drop out of the market over the next two years.

The U.K. industry in particular is moving the goalposts again in horticultural retailing. Companies such as Barton Grange and Hayes of Amble-side are moving horticultural retailing to a new level with their new stores. Hayes in particular will be an exciting one to watch when their store opens in 2010.

**New store innovations** are also coming out of the U.S.A. and Canada and retail confidence is also coming back in New Zealand.

In my view, some of the most innovative plant marketing is coming from Danish growers; they are really getting to understand the consumer and inspiring them to buy more plants.

I have often talked about the “lipstick factor” and how a clear understanding of the concept is important in these trading times. This is best highlighted in the U.S.A. scene. Small, indulgent horticultural products are selling well, whilst large ticket item shrubs and trees continue to lag behind.

**There will be two key drivers in the coming months, Grow Your Own and color.** Both categories need expanding and promoting if we are going to attract and retain the customer’s interest.

John Stanley is an internationally recognized conference speaker and retail consultant. He has authored several successful marketing and retail books including the best sell *Just About Everything a Retail Manager Needs to Know*. For more information on John Stanley and how he can help your business prosper and grow, visit his website [www.johnstanley.cc](http://www.johnstanley.cc)

---

### Tips - ‘Tis So Sweet to Tweet’

“Don’t judge each day by the harvest you reap, but by the seeds you plant.”

- Robert Louis Stevenson

**Looking for a fun and easy way to increase foot traffic, average ticket sale, customer success and word of mouth?** Well, there’s an amazing new tool that can help you do just that…and it’s FREE! It’s called Twitter ([www.Twitter.com](http://www.Twitter.com)) and the only “catch” is that you need to use it and promote it with your customers to benefit from it.

**Here’s how it works:** Let’s say the name of your business is Jane Doe Nursery and you’ve just received a fresh supply of organic fruit trees, you would get the word out by immediately creating a short message on your cell phone or computer that Twitter would send...
directly to your customers as follows:

“Jane Doe Nursery received a FRESH SUPPLY of organic fruit trees! We’d love to help you select yours today! Nice gift idea! Say “Twitter” for $2 off per tree!”

If you simply want to raise awareness that you offer a great selection of organic fruit trees, you would probably word it more like this:

“Jane Doe Nursery will help you spend less & eat better! Check out our GREAT SELECTION of organic fruit trees today! Mention “Twitter” for $2 off per tree!”

Send messages to announce (or even test) your customer’s level of excitement about new classes, events and products like this:

“Jane Doe Nursery just posted a picture of a new exotic fruit tree that we’re offering a pre-order discount on THIS WEEKEND ONLY here: Link to picture here”

“Jane Doe Nursery is offering a FUN & FREE CLASS on how to plant and care for fruit trees with expert Teacher’s name here on Saturday at 10AM! Bring a friend!”

Send helpful “Now is the time!” reminders directly to customers about upcoming classes or projects like this:

“Jane Doe Nursery reminds you that NOW IS THE TIME to plant organic fruit trees! Let us show you how! Bring a friend & mention "Twitter" for $2 off per tree!”

“Jane Doe Nursery reminds you that now is the time to mulch! Save water and protect your plants! This weekend! BUY 3, GET 1 FREE on all Gardner & Bloome soils!”

Theme messages around holidays (don’t forget Arbor Day & Earth Day), business anniversaries and other events like this:

“Jane Doe Nursery reminds you to bring in your mom on Mother’s Day to receive a FREE QUART PERENNIAL! See our Gift Shop & Gift Cards at www.JaneDoeNursery.com”

“Jane Doe Nursery is celebrating 25 years of growing our city by giving away a FREE QUART PERENNIAL for any purchase over $25 this weekend! Tell a friend!”

WHY TWITTER?

Here are a few important reasons why you should use and promote Twitter:

- Twitter is an overwhelmingly successful social network that continues to grow in its importance in our culture and world.
- Twitter is a fun and easy to use “micro-blog” tool because it’s based on short instant messages called “tweets” that are confined to 140-characters.
- Twitter enables people using Short Message Service (SMS) on mobile devices, such as cell phones, to send and receive tweets (including links) from anywhere at anytime.
- There’s no limit to the quantity of tweets you can send on Twitter and they go directly to anyone who elects to follow you there.
- Twitter increases your brand impressions while decreasing your customer’s feelings of being “spammed”, since tweets feel less canned and time consuming.
- Twitter requires very little design and upkeep vs. other popular social media networks like Facebook (www.Facebook.com) and Myspace (www.Myspace.com) to be effective.
- Twitter reinforces and expands your current efforts to reach and empower your customers through indispensible tools such as your website and e-newsletter.
- Twitter is extremely efficient, inexpensive, effective, targeted and interactive tool to reach people exponentially.

HOW TO BEGIN

Step-by-step instructions to create your Twitter account:

1. Click Sign up now at www.Twitter.com and provide the following:
2. Enter business Full name (ex. Jane Doe Nursery).
3. Create a Username (ex. JaneDoeNursery or janedoenursery) the case isn’t sensitive.
4. Using numbers, uppercase and lowercase letters, create a Password that’s memorable to you. As you do it, Twitter will tell you if it’s Too short, Weak, Good, Strong or Very Strong security-wise.
5. Provide your Email address.
6. Type the security words provided into the box beneath.
7. Then click Create my account.
8. Twitter will then suggest some optional steps. Do them if you choose.

Once you have created an account (ex. www.Twitter.com/JaneDoeNursery), and you’ve signed in, click on Settings and provide the following:

1. Under Account, fill in your More Info URL:, One Line Bio and Location. Click Save at the bottom of the page.
2. Under Picture, upload your store logo. Click Save.
3. Under Design, pick or adjust the look of your page. Click Save Changes.

HOW TO USE

Once your settings have been adjusted, take the next steps:

1. Click on Find People near the top.
2. Use me as an example by typing in GardenMarketing in the search box to find me (I’m also known as Kellogg Jonathan).
3. Click on the plus sign icon on the
right side of my picture to Follow GardenMarketing to start receiving my tweets.

4. Next, click on Home.

5. Then click on following and then you should see that you are now following me.

6. Click on my GardenMarketing name which will take you to my page.

7. Now click on who I’m following so you will see a list of experts, stores and organizations within our industry that I’ve handpicked to follow.

8. Simply choose to follow the ones you’re interested in and you will start seeing their tweets as well. You can learn a lot from others tweets. You can unfollow (or even block) anyone at anytime to stop receiving their tweets.

9. Lastly, return Home and click on Direct Messages, select my name from the alphabetical Send a direct message drop-down list and type a message that only I will receive so I’ll know you’re set up. Click send.

10. Click Home and now you’re ready to tweet by typing in the box under What are you doing? and staying within 140 characters. PLEASE NOTE: Your success will be based heavily on the quality and quantity of your tweets. Even though Twitter asks What are you doing?, make sure your tweets are primarily designed to help your followers become more successful, instead of just letting them know what you’re up to at that moment. I suggest sending at least one tweet a day. The more tweets you send the more you will seen in your followers Twitter stream. However many tweets you decide to send, just make sure you’re seen as an asset instead of an annoyance when you do.

11. Then click update to post. If you post something incorrectly you can always Delete

MAXIMIZING RESULTS!

Here are a couple helpful tips to increase your success on Twitter:

- Identify and secure the top 20% of your customers that account for 80% of your sales.
- Post your Twitter address and/or link on your website, e-newsletter, in-store signage, business cards, mailings and email signatures.
- Text out your Twitter address to phone contacts.
- At the register ask, “Are you receiving our free tips and specials on Twitter?” and provide info and sign-up sheet.
Tips - How to Resolve Workplace Conflict

Conflict in the workplace is a painful reality and a key reason for poor productivity and frustration. Do you have people in your workplace that cause problems for everyone else? Do they create additional work for others? One point is clear—conflict does not magically go away and only gets worse when ignored.

Certain types of workplace conflict are readily identified. Other forms of conflict may not be so easily detected. Small, irritating events such as negative attitudes occur repeatedly over time and can cause people to strike out at each other. In many cases, conflict occurs at the senior level of the organization. In these situations some kind of intervention is needed.

What type of workplace conflict requires intervention?

Anything that disrupts the office, impacts on productivity or poses a threat to other employees needs addressing. The degree to which you tolerate a situation before intervention may vary. A manager may not feel it necessary to intervene when a minor exchange of words occurs between employees—unless such an incident becomes a daily occurrence and expands beyond the employees initially involved. However, a situation where one employee threatens another requires immediate action. When handling conflict, some basic guidelines apply.

Understand the situation. Few situations are exactly as they seem or as presented to you by others. Before you try to settle the conflict insure you have investigated both sides of the issue.

Acknowledge the problem. I remember an exchange between two board members. One member was frustrated with the direction the organization was taking. He told the other, “Just don’t worry about it. It isn’t that important.” Keep in mind what appears to be a small issue to you can be a major issue with another. Acknowledging the frustration and concerns is an important step in resolving the conflict.

Be patient and take your time. The old adage, “Haste makes waste,” has more truth in it than we sometimes realize. Take time to evaluate all information. A too-quick decision does more harm than good when it turns out to be the wrong decision and further alienating the individual involved.

Avoid using coercion and intimidation. Emotional outbursts or coercing people may stop the problem temporarily, but do not fool yourself into thinking it is a long-term solution. Odds are the problem will resurface. At that point not only will you have the initial problem to deal with, but also the angry feelings that have festered below the surface during the interim.

Focus on the problem, not the individual. Most people have known at least one “problematic individual” during their work experience. Avoid your own pre-conceived attitudes about individuals. Person X may not be the most congenial individual or they may just have a personality conflict with someone on your staff. This does not mean they do not have a legitimate problem or issue. Focus on identifying and resolving the conflict. If, after careful and thorough analysis, you determine the individual is the problem, then focus on the individual at that point.

Establish guidelines. Before conducting a formal meeting between individuals, get both parties to agree to a few meeting guidelines. Ask them to express themselves calmly—as unemotionally as possible. Have them agree to attempt to understand each other’s perspective. Tell them if they violate the guidelines the meeting will come to an end.

ADDITIONAL TOOLS

- Twitpic (www.TwitPic.com) is a free tool used to tweet a link of an uploaded picture with descriptive information.
- TwitterCounter (www.TwitterCounter.com) is a free tool used to review your site’s statistics.
- You can share product knowledge training and how-to project videos from sites like YouTube (www.YouTube.com) in tweets like this:
  “Jane Doe Nursery just posted a NEW VIDEO on how to plant & care for organic fruit trees in our climate here: Link to video here.”

Nowadays, a lot of research and social interaction is being done on the Internet prior to someone undertaking a project, buying a product or even visiting a store. Consumers respond best to informed, creative, sustainable and successful as gardeners, which will positively impact your business, our industry and the world for generations.

Using Twitter, you will be more effective in helping people “care” to become more informed, creative, sustainable and successful as gardeners, which will positively impact your business, our industry and the world for generations to come.

I would love to hear any comments or successes regarding this article, please send them to jonathanmatteson@kelloggarden.com or just tweet me a Direct Message. If you have any technical difficulties don’t worry...just ask a teenager.

By Jonathan S. Matteson Director of Marketing Kellogg Garden Products www.KelloggGarden.com
Keep the communication open. The ultimate goal in conflict resolution is for both parties to resolve the issue between themselves. Allow both parties to express their viewpoint, but also share your perspective. Attempt to facilitate the meeting and help them pinpoint the real issue causing conflict.

**Act decisively.** Once you have taken time to gather information, talked to all the parties involved, and reviewed all the circumstances, make your decision and act. Don’t leave the issue in limbo. Taking too long to make a decision could damage your credibility and their perception of you. They may view you as either too weak, too uncaring, or both, to handle the problem. Not everyone will agree with your decision, but at least they will know where you stand.

*Gregory P. Smith, MS Business Strategist and Lead Navigator Chart Your Course International Inc. 2814 Hwy 212, SW Conyers, GA 30094 770-860-9464 http://www.ChartCourse.com*

---

**Legislation – Agribusiness Response to Governor Kaine’ Bay Milestone Strategies**

**Current and Proposed**

[Editor’s Note: This is part of a letter to Ms. Gena Boyle, Special Assistant to the Governor for Policy, on June 29, 2009, that explains some of the issues that are of concern of the Virginia Agribusiness Council. Summary of feedback from industry organizations is not included here; if you are interested a copy of the complete responses, please contact the VNLA Office. These are issues that will be coming up in the 2010 General Assembly.]

Dear Ms. Boyle:

We, the undersigned organizations which represent the breadth of Virginia’s agribusiness industry, offer our response to Governor Kaine’s "Current & Proposed Chesapeake Bay Milestone Strategies" as presented to selected industry organizations on June 2, 2009. Thank you for seeking our feedback on the proposals prior to further action being taken. Our collective response is based upon our initial discussions, given the limited time for providing you with our input. We trust that this is the beginning of a thorough dialogue of each strategy and that our conversations will continue in earnest throughout the next several months.

Because of the primary focus on reductions from agriculture, our industry is seriously concerned about the potentially negative economic impacts that some proposals may have on our industry and the obvious lack of complete data about current implementation of certain best management practices upon which the Bay Milestones are predicated.
As the number one industry in the Commonwealth, the economic survival of agriculture and forestry must be the top priority. We embrace the need for clean water as a fundamental goal of our industry. As an integral part of this goal, we believe that policies, programs, and incentives implemented to achieve water quality benefits, in particular Chesapeake Bay restoration, must balance this need for clean water with the world's need for food, feed, fiber, and fuel. As you know, United States agribusiness provides the safest, most abundant, affordable food and feed supply in the world. We are concerned that the combined effect of your proposals undermines our ability to compete economically while meeting these critical needs and providing environmental benefits.

Near-Term Potential Strategies to Eliminate Shortfall

2. $20 M for Ag BMPs & District TA (in budget for FYI 1 Program year)

Suggestions
- Provide more than $20 million in FY 2011 and FY 2012 budget years for Ag BMP funding. Utilize financial needs analysis required by HB 2351/SB 1050 to set the proposed 2-year budget need for Ag BMPs and SWCDs technical assistance.
- Evaluate the Ag BMP cost-share program to ensure that practices are current, feasible for producers, and science based.
- Continually re-evaluate Ag BMP cost-share rates to ensure that they are adequately covering 50-75% cost-share ratios with the producer.
- Decrease or eliminate the state income tax on Ag BMP cost-share dollars received.
- Provide acceptable mechanisms for adequate, consistent, and reliable funding of these programs. These funds must be made available to all producers throughout the watershed, not just in targeted areas.

3. Increase Chesapeake Bay Ag BMPs funding- $10 M in CabOOSE Bill for Bay only (2010 General Assembly)

Suggestions
- Additional funding for the Chesapeake Bay watershed should be based upon a formula and not an arbitrary amount.
- Funds must be adequate, consistent, reliable and available to all producers within the watershed. Additionally, they must be deposited into the Natural Resources Commitment Fund.
- Additional funds for the Chesapeake Bay watershed cannot replace funding for statewide Ag BMP programs. The amount that the Southern Rivers watershed should receive per year based upon the Natural Resources Commitment Fund formula should not be decreased as a result of additional funds to the Bay watershed only.
- The state must develop acceptable mechanisms to accurately access and capture the extent of Ag BMPs already implemented (both through cost-share and voluntarily) and input this information for credit in the Chesapeake Bay Model.

4. Mandatory Nutrient Management Plans (NMPs) (cropland & hay)

Suggestions
- Prior to implementing a new mandate, ensure that the nutrient
management practices that are in place are flexible enough to meet a variety of needs from a variety of industry sectors. We do not believe this is the case today.

- Ascertain what is already being done regarding nutrient management (both through cost-share and voluntarily) through development of acceptable mechanisms for capturing this information and receiving credit in the Chesapeake Bay Model.
- Adoption of a tiered approach to nutrient management must be the first step. As an example, a 10-acre vineyard, a 30-acre pasture, a small equine operation, a Confined Animal Feeding Operation, or a 500-acre row crop operation should not all require the same type of Nutrient Management Plans (NMP). Tiered approaches must be developed, not just given lip-service.
- The State must be prepared to provide the resources and incentives for a variety of tools to be used including: traditional plans to be written, computer generated plans that can be written by the farmers, and a tiered approach for those with little acreage or minimal nutrient applications.

5. Non-agricultural Fertilizer Applicator for Hire Regulations (require audit & reporting of acres)

Suggestions
- Seek options and incentives to encourage voluntary reporting, voluntary usage of non-soluble fertilizers, and other environmentally progressive practices.
- At this time, there are no financial incentives provided to those who incur an increased cost of business for the practices they are implementing. Tax credits, cost-share, grants, etc. must be considered prior to mandating costs upon industry.

- Provide additional financial and staff resources to encourage additional homeowner education, through programs similar to the Chesapeake Bay Club, Virginia Cooperative Extension, etc.

6. Healthy Herds Healthy Waters Initiative (Statewide Livestock Exclusion "Policy")

Suggestions
- Instead of making a requirement that is neither feasible nor cost-effective, and causes economic hardship on the cattle industry, set a reasonable goal of progress with concurrence from the indus-

---

**Who Cares That We're Planted On The Eastern Shore?**

Maybe you should care. The Eastern Shore of Virginia is unique place – a narrow peninsula between the Atlantic Ocean and the Chesapeake Bay. Thanks to the Gulf Stream, we're blessed with temperate growing conditions, refreshing shore breezes and plenty of sunshine year round. Which gives us the perfect environment for growing happy, healthy plants. Plus we're in the ideal location to get our plants to you ASAP.

Call Eastern Shore Nursery of Virginia today to order plants that have the best start in life money can buy.

*Keller, Virginia • 4-800-323-3008 • www.esnursery.com*
try on adoption and implementation of the practice to be made over the two-year milestone.

- Adopt flexible options to encourage more producers to participate. Also, provide adequate resources to offset the costs of adoption.
- Ensure that the State's estimates for the amount of stream fencing in place is accurate through development of acceptable mechanisms for capturing this information and in turn, receive credit in the Chesapeake Bay Model for these actions.

**Other Comments and Proposed Strategies**

- The first priority of the State should be to ascertain what practices are already being implemented, both through cost-share programs and voluntarily, by producers. This should be added as the first strategy to meet the 2-Year Milestones, prior to implementing any proposed mandates or requirements on agribusinesses.

- As we have discussed with you in previous meetings, we believe that there are a significant number of AgBMPs being implemented that are not being counted by the State towards the Chesapeake Bay Model. As an example, the row crop industry believes that a significant amount of their cropland is currently under conservation tillage or continuous no-till, while only a small portion of this has been "captured" within the Chesapeake Bay Model estimates. Some of this data is being collected by other agencies, including the USDA's Farm Service Agency (FSA) for other purposes, but has not been integrated into the Chesapeake Bay Model to date.

- A more complete reporting system, synergies with federal agencies, and self-verification by industry must be pursued as a first step. In order to be "verifiable", increased spot checking should be pursued.

- There is great concern and frustration with making major policy decisions that are based solely on a computer model (The Chesapeake Bay Model) and not necessarily upon practical, proven or science-based information.

- There continues to be frustration and confusion about computer modeling (The Chesapeake Bay Model) and the actual impacts that certain practices or sources are having upon water quality. Continued research, development, and refinement of scientific, tested data must be an integral part of future planning.

- We encourage you to continue to utilize the current regulatory and voluntary programs in place. Examples include the Chesapeake Bay Preservation Act and the Agricultural Stewardship Act (ASA). The ASA, for example, has been understaffed and underfunded for several years and the industry has supported additional positions to help address the "bad actors" within agriculture. We must make use of the tools already in the tool box prior to implementing new requirements.

- As you seek increased reductions from agriculture and other non-point sources, it is imperative that collectively the State and industry publicize the progress that has been made to date. Efforts such as the Partnership for Water Quality are a perfect example of the agribusiness industry joining with others to advocate for water quality improvement. This effort to obtain statewide, adequate, reliable, and consistent funding for Ag BMPs is just one of many examples of progress. The state should not lose sight of the positive actions that have been taken by agribusinesses in meeting water quality goals.

- Pointing a finger of blame at one particular industry will not solve the issue. Instead, we must work together for solutions, and publicize our successes to the public as partners.

We appreciate the opportunity in good faith to provide a straightforward response to the proposed strategies and provide additional comments for consideration. We look forward to continuing a constructive dialogue between the Kaine Administration and our industry prior to any further action being taken, including any workgroups on specific suggestions related to proper accounting of Ag BMP implementation and development of a tiered approach to nutrient management practices. Please advise when we may expect a meeting of key representatives to be scheduled. Thank you.

*Sincerely, Donna Pugh Johnson, President Virginia Agribusiness Council
This was also signed by 26 Virginia Agriculture organizations including the VNLA and VGIC*
Research - Feathers Can Be for More Than Pillow Stuffin’

In an ARS-developed process, chicken feathers (foreground) are shredded (second from front), powdered (third from front), converted to pellets (fourth), and then, with the use of an injection molder, transformed into biodegradable pots. (D1480-1)

If at first you don’t succeed, try, try again. For some, that is just an old saying; to others, it is a mantra. ARS chemist Walter Schmidt has lived it for years.

Schmidt, in the Environmental Management and Byproduct Utilization Laboratory in Beltsville, Maryland, develops practical uses for discarded chicken feathers. About 4 billion pounds of feathers are generated each year during the poultry production process.

In 1998, ARS published its first story about Schmidt’s research—using chicken feather fiber in the formation of plastics. Schmidt’s persistence has paid off. In collaboration with the Horticultural Research Institute (HRI)—the research and development endowment of the American Nursery and Landscape Association, based in Washington, D.C.—Schmidt and HRI research associate Masud Huda have formulated planting pots that can degrade over variable periods of time—from 1 to 5 years.

The pots look and feel like any other plastic planters encountered at your local nursery, but they are made to disintegrate naturally, without harm to the environment. In fact, the pots—manufactured without any petroleum components—would slowly release beneficial nitrogen into the soil.

While feathers are routinely processed into feather meal—a livestock feed ingredient—there are a lot more chicken feathers available. Why can’t they just be used to stuff pillows?

Chicken Processing Industry

Chicken processors are very efficient businesses, finding ways to automate most of the procedures for getting chickens from farm to market. They have also reduced the amount of water used during processing. But when all is said and done, they are still left with a lot of feathers.

Goose down is used to stuff very comfortable and expensive pillows. Though chicken feathers are used in some inexpensive pillows, they don’t offer quite the same qualities. Chicken feathers are shorter, with more prickly quills, and are not as fluffy as goose down feathers. While these attributes limit their market value in making pillows, chicken feathers remain very appropriate for other commercial applications.

From Plastics to Paper to Flowerpots

In 1993, Schmidt found that feather fiber—alone or in combination with wood pulp—can be made into paper. That discovery led to decorative paper, filter paper, filters, and absorbents. Schmidt and his colleagues developed the technology to clean the feathers, separate them into fiber and quill fractions, and convert each fraction into fiber and fiber products at laboratory scale.

The fibers’ super-fine size and uniform shape make them excellent for use in air and water filtration. Most filters are made from wood pulp, but feather fiber has the advantage of being finer than wood pulp. “Wood pulp filters have a width of 10-20 microns, compared to 5 microns for filters made from feather fiber,” Schmidt notes. “Feather fiber filters have a finer mesh, resulting in smaller pores for trapping more minute particulates.”

Air filters made with feather fiber will have smaller holes, which would result in more spores, dust, dander, and other allergens being removed from the air and trapped in the filter. Another possible use for the filters would be in vacuum cleaners.

The process of converting feathers into fibers and fiber products was patented in 1998, and in 1999 the first pilot plant to convert feathers into fiber was in place.

In 2000, Schmidt and his colleague demonstrated that feathers and quill fibers can be added to plastic used in car parts, such as dashboards, to strengthen them and absorb noise while also reducing the weight of the parts.

Justin Barone, a research associate working with Schmidt, in 2002 found feather-derived plastic can be molded just like any other plastic and has properties very similar to commodity plastics such as polyethylene and polypropylene. “This makes the feather-derived plastic a unique material for packaging or any other application where high strength and biodegradability are desired,” Schmidt notes. In 2006, the process of making composites and films from feather keratin was patented by ARS.

Schmidt and Huda are now working to develop fully biodegradable flowerpots. HRI director of research Marc Teffreau says that several commercial
pot manufacturers are involved in this phase to determine optimum molding specifications for the containers.

“Our goal is to develop biodegradable keratin-based resins that can be used by container manufacturers to provide environmentally sustainable alternatives to petroleum-based plastic pots, among other products,” says Teffeau.

“In addition, we are working on biodegradability and composting trials of the materials to provide data to meet the ASTM-6400 standard for bioplastics.”

“The end products will not only help solve the environmental problem of creating biodegradable plastics, but they will also provide a cost-effective commercial use for feathers,” says Schmidt.—By Sharon Durham, Agricultural Research Service Information Staff.

This research is part of Manure and Byproduct Utilization, an ARS national program (#206) described on the World Wide Web at www.nps.ars.usda.gov.

Walter F. Schmidt is in the USDA-ARS Environmental Management and Byproduct Utilization Laboratory, Henry A. Wallace Beltsville Agricultural Research Center, Beltsville, MD 20705; (301) 504-6765;

"Feathers Can Be for More Than Pillow Stuffin'" was published in the September 2009 issue of Agricultural Research magazine.

News - Shorts

Researchers study green-roof carbon absorption

Michigan State University horticulture professor Brad Rowe and doctoral horticulture research assistant Kristin Getter led a two-year study measuring the amount of carbon that various green roofs could sequester, or remove from the atmosphere through photosynthesis. According to the study, which was published Aug. 25 online in the science journal Environmental Science & Technology green roofs could capture more than 55,000 tons of carbon in an urban area with a population of about one million people. No numerical data on green roofs' ability to sequester carbon existed prior to Rowe and Getter's study, Rowe said.

Eco-logical marketing makes inroads

Growers and retailers have long used tags to woo the consumer to a plant. Now, thanks to the big green brush that's painting marketing efforts in practically every commercial setting, the horticulture industry is finding ways to use tags to communicate its concern for the environment. It's hardly a newsflash that green industry leaders are seeking sustainable products to support their green efforts. What is headline-worthy is the fact that tag and label manufacturers have responded with new choices, from degradable plastic to paper substrates. Learn more at www.gardencentermagazine.com

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
**HRI acknowledges the generous support of:**

Gordon Bailey, Jr., Bailey Nurseries Inc, St Paul, MN  
Dan Batson, GreenForest Nursery Inc, Perkinson, MS  
Josh Bracken Nicholson-Hardie, Dallas, TX  
John Brailsford, Jr., Shady Grove Plantation & Nursery Inc, Orangeburg, SC  
Nancy Buley, J Frank Schmidt & Son Co, Boring, OR  
James Conner, Alta Nursery Inc, San Jacinto, CA  
Bob Couch, Dayton Bag & Burlap Co, Dayton, OH  
Dale Deppe, Grand Haven, MI, Spring Meadow Nursery Inc  
Amy E. Frankmann, Michigan Nursery & Landscape Association, Oke mos, MI  
George Hackney, Hackney Nursery Co, Greensboro, FL  
James Harwell, III, Alabama Nursery & Landscape Association, Auburn, AL  
Wilbur Mull, Classic Groundcovers Inc, Athens, GA  
Jon Reelhorn, Belmont Nursery Inc, Fresno, CA  
Warren Quinn, American Nursery & Landscape Association, DC  
Greg Schaan, Imperial Nurseries, Grants, CT  
Robert E. Schutzki, Michigan State University, East Lansing, MI  
Robert Terry, Fisher Farms LLC, Gaston, OR  
Charles Tosovsky, Home Nursery Inc, Edwardsville, IL  
Bruce Usrey, Monrovia Growers Inc, Dayton, OR

**The VNLA contributes $500 per year to the ANLA’s HRI fund for nursery research.**

Contact: Jonathan Bardzik, ANLA Director of Marketing and Industry Relations  
jbardzik@anla.org
South Carolina Horticulture Industry TRADE SHOW & SEMINARS

February 4-6 2010

Myrtle Beach Convention Center
Myrtle Beach, SC

350 Booth Trade Show

HUGE Selection of Plant Material

Pesticide Applicator’s Re-certification Credits

Sensational Seminars & Speakers

Complete Program & Registration at www.scnla.com

Auction

Golf Tournament

Sporting Clays

WWW.SCNLA.COM 864-592-3868

SCHI 2010 Ad - 8.5 x 11”

SCHI 2010 Ad - 7.25 x 9.75”
ering with a group connected with your industry.

Dos & Don’ts of Networking

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

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

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

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

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

Mom: "How was your day?"
Son: "OK."

replaced by:

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

Joe: "How was your vacation?"
Mary: "Oh, it was great, thanks."

replaced by:

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

DOs and DON'Ts of Networking Quotes

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

Tips - How to Hire Exceptional People

Each and Every Time

The interview process should determine if there is a match between the individual and the job. Furthermore, a good process allows you to understand the applicant's behavior, values, motivations, and qualifications. Time and time again we have seen people hired for sales jobs that don’t like calling people, customer service people who can’t look into your eyes and say, “Hello.” Then there are good employees promoted into management positions lacking the competencies to lead and manage others. Here are several reasons why interviewing techniques fail:

Lack of preparation - The first impression lasts a long time. Prior to the interview make sure you understand the key elements of the job. Develop a simple outline that covers general job duties. Possibly work with the incumbent to get a better idea of what the job is about. Screen the resumes and application to gain information for the interview. Standardize and prepare the questions you will ask each applicant.

Lack of purpose - Not only are you trying to determine the best applicant, but you also have to convince the applicant that this is the best place for them to work. Today’s workers have
many more choices and job opportunities to choose from.

**Lack of clearly defined job competencies** - Each job can have anywhere from 6-14 job competencies. Identify the behaviors, knowledge, motivations, and qualities incumbents need to have to be successful in the job. If the job requires special education or a license, be sure to include it on your list also. There are several assessments and profiles available to help insure you have a good match between the applicant and the job.

**Lack of structure** - The best interview follows a structured process. This doesn’t mean that the entire process is inflexible without spontaneity. Then each applicant is asked the same questions and is scored with a consistent rating process. A structured approach helps avoid bias and gives all applicants a fair chance. The best ways to accomplish this is by using behavioral based questions, role-plays, and situational questions. Here are some examples:

**Behavior Based Questions**

Behavioral based questions are used to evaluate the applicant’s past behavior, experience and initiative such as:

- Give me an example when you
- Describe an incident where you went over and beyond the call of duty
- Tell me about the time you reached out for additional responsibility
- Tell me about the largest project you worked on
- Tell me about the last time you broke the rules

**Situational Based Questions**

Situational based questions evaluate the applicant’s judgment ability and knowledge. The interviewer first gives the applicant a hypothetical situation such as:

“You are a manager and one of your employees has just told you that he thinks another worker is stealing merchandise from the store.”

- What should you do?
- What additional information should you obtain?
- How many options do you have?
- When or if should you call the police?

**Role Plays**

Sample role-plays are effective ways to learn and practice new skills. They can also be used during the interview process to determine the skills and personal charisma of people during stress. For example, if you are interviewing a customer service representative you can use a role-play to see

---

Does your insurance company think “pistil and stamen” was an 80s rock band?

In a competitive business environment, you can’t afford an insurance company that doesn’t understand your business. Hortica provides 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.
how this person can manage an irate customer. When using role-plays consider the following guidelines.
1. It is a good idea to write the situation down on paper. Give the person time or a short break to “get into character” prior to beginning the role-play.
2. Give the candidate clear guidelines and background information so they thoroughly understand the situation.
3. Allow them to ask questions before you begin.
4. Debrief the applicant at the conclusion of the role-play. Ask them to tell you how they thought they did and how they could have done it differently. Conclude the role-play in a positive way.

**Insuring the "Right Fit" -- Hiring Assessments**

Resumes and interviews are not as reliable as they used to be. Yes, a structured approach will improve your chances, but it is important to go one step further. Pre-employment profiles are a valid, legal, reliable, and important part of the hiring process for a growing number of employers.

Approximately 65% of all employers use some form of assessment during the hiring process. By using these tools, organizations have reduced turnover and improved the quality of the workforce. Assessments provide an accurate analysis of employee's behaviors, skills, and attitudes otherwise left to subjective judgment.

There are a variety of assessments to choose from. Some assessments can measure the honesty and integrity of the applicant. Other assessments can determine the sales ability of the individual.

**Targeted Selection**

Another way to hire great people is to understand your current top performers. Certain assessments allow you to graphically profile the behaviors, attitudes, and attributes of your people giving you the ability to compare the characteristics of top and low performing employees. This benchmark process puts you in a powerful position to predict success.

More information about assessments and free samples can be found at [http://www.BehaviorProfile.com](http://www.BehaviorProfile.com).

Greg Smith is a nationally recognized speaker, author, and business performance consultant. He has written numerous books including his latest, Here Today, Here Tomorrow: Transforming Your Workforce from High Turnover to High Retention. Greg has been featured on television programs such as Bloomberg News, PBS television, and in publications including Business Week, USA Today, Kiplinger's, President and CEO, and the Christian Science Monitor. He is the President of a management-consulting firm, Chart Your Course International, located in Atlanta, Georgia. Phone him at 770-860-9464.

---

**Premium Quality Shredded Hardwood Bark Mulch**

**Colorized Shredded Hardwood Bark Mulch**

**Certified Playground Material**

**Wood Chips sawdust**

Serving The Nursery Industry & Professional Landscaper Since 1975

Fast Dependable Service & Quality Products

1-800-458-0093
VNLA – Certification Quiz Article #46

If you are a Virginia Certified Horticulturist, read this article and answer the quiz questions on page 50, fax/mail the Quiz Answer postcard and get 1 CEU towards your re-certification requirements.

News – Bare Rooting – A Planting and Transplanting Technique

Introduction
A perceived epidemic of tree decline exists in the United States, with an estimated 80 percent of all landscape tree problems originating below ground and relating to quality and placement of the root system. Root defects and planting depth issues can occur during all stages of tree production and establishment including nursery propagation and production, landscape specification development and planting, and post-planting/transplanting maintenance.

A proposed technique for revealing tree roots prior to finishing the planting or transplanting process, so that root defects can be seen and if possible, corrected, and planting height can be properly adjusted, is bare root ing. Bare root planting of landscape caliper-sized trees has both advantages and disadvantages compared to planting intact field or container-grown root balls per current industry standards, but bare root planting is the planting technique that was used when the nursery and landscape industry began in the United States.

“IT has been said that 80 percent of all landscape tree problems start below ground” (Watson 1994). With increases in the sophistication of tree production and harvest methods at nurseries in the United States has come an apparent increase in root-related establishment and growth problems. Add to this the confounding problem of improper installation (namely root depth and lack of defective root system modification), and a perceived, whether real or not, epidemic of tree decline in the United States is said to exist (Chalker-Scott 2005).

Tree Root Evolution Relative to Nursery Production, Harvest, and Shipping Method
Trees nursery-produced in the 1700’s and 1800’s were all harvested and planted bare root, and were predominately fruit trees. In the latter half of the 1800’s a significant increase in non-food or landscape and ornamental plants were added to commercial production, with the most prominent plants being roses, vines such as clematis, honeysuckle, and English ivy, perennials such as peonies and spring bulbs, camellias, numerous deciduous shrubs, yews, and trees such as American elm, Lombardy poplar, magnolia, larch, mountain ash, American holly. Again, plants were harvested, sold, and planted bare root (Davidson et. al. 1988). In their 1938 book The Modern Nursery, Laurie and Chadwick describe the harvest, storage, packing and grading of fruit and landscape trees, both deciduous and evergreen, and again, said operations almost exclusively involved handling trees bare root.

During the 1800’s and early 1900’s trees that were not harvested bare root were dug by hand with a soil ball, thus the beginning of balled-in-burlap (B&B) harvest, shipping, and planting. The production, harvest, and shipping of trees with container-grown root systems started at the end of World War II with the use of #10 egg and fruit cans. The first record of the hydraulic digger harvest of nursery trees is 1956 (Davidson et. al. 1988), again producing plants that were then shipped and planted B&B.

Tree Root Handling Relative to Landscape Planting and Transplanting
In the 1906 fourth edition of the New Cyclopedia of American Horticulture,
Liberty Hyde Bailey, the father of American horticulture, described transplanting as “...a general term used to designate the removal of living plants whereby they may become established in new quarters.” He stated that only small herbaceous plants were sometimes transplanted while actively growing, but that most plants should be transplanted when dormant. He went on to describe a dormant transplanting method for large trees that involved “picking out and caving down” soil from within a tree root system.

As the roots would be uncovered they were tied in bundles with lath yarn, and if they were to be out of the ground over one day in dry weather the bundles were to be wrapped in clay mud, damp moss and straw, or burlap. When placed in their final landscape destination the roots were systematically uncovered and then settled into their planting hole by means of a mud slurry and “planting sticks”.

In a 1943 National Shade Tree Conference and National Arborist Association publication, a technique similar to the above is recommended: “Digging Specifications: Remove the loose soil or soil above the roots, from the area to be dug. Planting Practices: After the B&B specimen is set in the hole, it is advisable to remove the burlap. Puncturing or breaking the ball - often times plants dug from heavy clay soil will arrive at the planting site with the outer inch or more of the soil ball sufficiently dried out to form a hard crust.

Balls planted in this condition are not satisfactory for rapid re-establishment of the roots. The crust may be so hard that it inhibits ready movement of air and water to the roots, and furthermore, the new roots penetrate the crust very slowly, if at all. A method of removing soil from the roots uses a tined spading fork to comb out the roots by inserting the fork into the soil ball and prying against the root ball. Continue working inward until most of the roots are exposed. If practical leave a partial ball or some soil clinging to the roots.”(Anonymous 1943).

“The four to eleven large roots that radiate from the base of the tree trunk (“the root collar” are usually easy to see. They are either on the surface of the soil or only a few inches below.” This statement from Perry (1994) is contradicted by the fact that present surveys of both trees in nursery and landscape settings are being found in large numbers to have their major structural or first order lateral roots located well below a few inches of the soil surface.

**Current Status of Handling Trees Bare Root at Planting and Transplanting**

In recent years bare root tree planting has mainly been reserved for the planting of small, mainly deciduous seedlings for reforestation, establishment of riparian buffers, and similar tree replacement projects; for lining-out whips for larger tree production at nurseries; for planting small evergreen seedlings for Christmas tree production; and for the planting of fruit trees. The bulk of these types of planting projects use trees that are dormant. Bare root plants also represent the bulk of the means by which plants are shipped mail order in the United States.

Web and literature searches (September 20, 2008) regarding bare root planting almost exclusively related to plants harvested and planted or transplanted bare root, not bare rooted at planting or transplant time. Creating the Urban Forest: The Bare Root Method by Buckstrup and Bassuk (2003) is the only major publication the authors could find that currently addresses bare root planting in detail, but does not mention bare rooting at planting or transplanting.

A search of the popular literature produced only three articles on bare rooting at planting (Chalker-Scott 2005; Flott 2006; Appleton 2007). A majority of the most recent references regarding landscaping and tree care do not give any recommendations for root modification or root depth adjustment when trees are bare root planted or bare rooted at planting or transplanting.

**The Origin of Improper Structural Root Depths**

Some deep structural roots get their start during nursery propagation or production. Others start during landscape installation or maintenance, and still other times deep structural roots are a result of cumulative events or handling practices. The following lists enumerate causes of deep structural roots, and can be used to make production, installation, and maintenance changes to minimize or prevent deep structural root development.

**Field Propagation, Production, and Harvesting:** Seeds planted too deep in direct field propagation; seedlings dragged or “swept” into planting rows creating “J” roots; seedlings, rooted liners, whips, or grafted rootstock roots covered by soil during cultivation for weed control; seedlings, etc. planted too deep because root-to-stem transition zone, root collar, or stem flare not obvious or observed; seedlings, etc. planted too deep to prevent blow over; budded and grafted trees lined out too deep to bury the graft union (or seedling cut back referred to as the “dog leg”); root balls topped with additional soil to create a crowned root ball at harvest.

**Container Propagation and Production:** Deep propagation containers used that tend to concentrate rooted liner roots at the bottom of the container; seedlings and rooted liners potted with their
Sometimes the Best Way to Grow a Difficult Plant is to Give it a Few Pinches.

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

Bloom After Bloom, Year After Year.

1-800-772-2837 budbloom@bellsouth.net
Brown Summit, NC
roots too deep in production containers; seedlings planted too deep because root-to-stem transition zone not obvious; seedlings or liners planted too deep to prevent blow over; seedlings and rooted liners potted off center or “swept” into containers creating “J” roots; substrate settling around seedlings or liners over time; budded and grafted trees lined out too deep to bury the graft union (or seedling cut back “dog leg”).

**Landscape Installation and Maintenance:** Roots initially too deep in the nursery container or field root ball resulting in planting hole dug too deep. (Fallacy of using soil mark on stem or stem flare as defining mark for establishing hole depth [Bilderback 2006].); planting hole dug too deep due to incorrect planting specifications or digging errors; soft soil underneath the root ball compacts or settles in the bottom of the planting hole; soil displaced by root ball put atop the roots; excess mulch put atop the roots; post-installation grade changes.

**The Origin of Defective Roots**
As with deep structural roots, root defects can get their start during nursery propagation or production, or can start or be perpetuated during landscape installation or maintenance. They may also be mandated by outdated landscape specifications. The following lists enumerate causes of defective roots, and can likewise be used to make production, installation, and maintenance changes to minimize or prevent development or perpetuation of root defects.

**Field Propagation and Production:** Seedlings, liners, whips, or grafted rootstock started in propagation and/or small production containers and then lined out without removal or correction of circling roots (Figure 1); seedlings, etc. settled into narrow planting furrows or trenches via root dragging or “sweeping” (produces “J” roots) (Figure 2).

**Container Propagation and Production:** Seedlings, liners, whips, or grafted rootstock started in propagation containers and then potted up into large containers without removal or correction of circling roots; trees shifted up (“up canned”) to larger size production containers without removal or correction of circling roots; field-grown liners or finished trees potted up into containers without removal or correction of circling of J-roots.

**Landscape Installation and Maintenance:** Planting or transplanting field or container-grown trees with deep structural and/or defective roots; not roughing up or creating root passages in planting hole walls when augering creates slicked or impenetrable walls (mainly in heavy clay soils); digging plants holes deeper than the actual depth of the tree root system (leading to stem girdling roots [SGRs]); using outdated landscape planting or transplanting specifications.

**Advantages to Bare Rooting during Production, Harvesting, Shipping, and Planting and Transplanting**
Bare rooting, or the removal of field soil or container substrate, at planting and transplanting has many advantages that can address the above mentioned structural root depth and defective root system problems. Bare rooting also has advantages relative to other production, harvesting, shipping, and planting and transplanting components, with the following being a compilation of the major advantages across all phases of plant handling:

- Root defects and structural root depth can be corrected prior to tree harvest if bare rooting occurs during each propagation or production stage, or during planting or transplanting.
- Root pruning stimulates new root growth.
- Field soil and container substrate can be retained at the production nursery.
- Transmission or transport of soil-borne weeds, insects, and pathogens can be minimized.
- May help in dealing with quarantines relative to soil-borne insects and pathogens.
May give nurseries that produce quality root systems a marketing and pricing advantage.

Trees may be less expensive and easier to store at the nursery prior to shipping.

Growers will get a more correct tree inventory if structural roots are correctly located (not too deep) in the soil.

Trees will be less expensive to ship and therefore potentially less expensive to the buyer.

Trees can be transported into more confined spaces if both their branches and their roots can be compressed.

Trees will be easier to handle from a weight perspective.

Planting holes will be easier to dig and will require less heavy digging equipment (with a side advantage of reduced soil compaction).

Removes problems that can result from incorrect installation handling of balling burlap, ropes, and straps, and wire baskets.

Resolves soil and container substrate disparity or hydrologic discontinuity problems.

Root systems are more uniformly moistened by “mudding in” (creating a soil slurry to settle into and atop the bare root system), and large air pockets are removed.

All structural and absorbing roots are in contact with the planting site soil, not just the roots/root tips on the outside of the root ball.

“Mudding in” creates greater direct root anchorage and reduces the need for supplemental stabilization (staking or root anchoring). This in turn reduces maintenance cost and potential tree and human hazards when no stabilization method needs to be removed.

Fewer injuries should occur to green industry personnel.

Potential to increase the period of time of the tree guarantee or warranty.

Trees with poor quality roots can be refused or returned with proof of the structural defect or root depth problem.

Additional, non-production or installation advantage noted by the senior author during his years as a municipal arborist was increased volunteer participation in tree planting activities due to the lighter weight, more consumer friendly bare root tree.

Disadvantages (real or perceived) to Bare Rooting at Planting and Transplanting

Just as bare rooting, or the removal of field soil or container substrate, at planting and transplanting has many advantages that can address structural root depth and defective root system problems, there are likewise disad-
vantages that should be considered. The following is a compilation of the major disadvantages across all phases of plant handling:

- Removal of often significant root volumes due to disease, damage, or structural malformation revealed by bare rooting.
- Improper handling during the bare rooting process including the need to prevent root desiccation.
- The need to dispose of substrate (soil or potting) removed from root systems during the bare rooting process.
- The need to alter tree planting specifications to reflect reconfiguring the planting hole with varying dimensions.
- The need for bare rooting supplies and equipment for either bare rooting off or on the planting site.
- Differences in species adaptation to bare rooting including phenological growth stages (timing of bare rooting, especially relative to bud break) and ability to rapidly recover following planting or transplanting.
- Resistance to the principle of bare rooting by nursery growers, landscape designers, architects, and contractors, and arborists.
- The cost (labor, equipment) to bare root and plant a B&B or container-grown tree vs. the cost to “drill and drop” plant B&B or “pop and drop” container-grown trees, especially if large numbers of trees are being planted.
- Post planting or transplanting maintenance requirements for successful tree establishment (primarily stabilization and irrigation) will vary depending on soil and site (especially environmental) characteristics, root quality, and root biomass vs. soil volume.
- Research shows that bare rooting, via “root washing” or soaking for a period of time in water, may remove or dilute stored nutrients and may also remove desirable rhizosphere organisms (mycorrhizal fungi, etc.).
- Nurserymen and landscape contractors may refuse to guarantee or warranty bare root planted and transplanted trees.

**Bare Rooting at Planting and Transplanting Research**

Though the need to bare root at planting and transplanting time would not exist if trees, of landscape sizes and species that are conducive to bare root planting, were available, said availability is at present very limited. Therefore research into the methods to use for bare rooting B&B and container-grown trees, and for preserving root systems and enhancing root growth, is needed, and has been initiated via a Community Forestry Consultants – Virginia Tech partnership. Also under investigation are the differences in tree species growth and establishment responses to bare rooting, and the role that growth season or tree phonological stage plays in bare root planting or transplanting success.

Research into many other aspects of nursery and landscape tree root growth is currently being conducted worldwide. A comprehensive guide to current tree root research and practice is available via the website of the Morton Arboretum, Chicago, IL (www.mortonarb.org/deeptreeroots). In addition, results of many of these research projects will be become available in the next few years, especially through the proceedings of the upcoming (October 6-7, 2008) Landscapes Below Ground 3 Conference (www.landscapelowground.org).

If what we are suggesting – creating bare root trees at planting or transplanting time – is considered from a historical perspective, we’re not proposing anything radically new based on the fact that the nursery and landscape industry in the United States started with planting bare root trees. What bare rooting at planting and transplanting may represent is coming full circle – bare root to bare root – due to problems that our increasingly sophisticated production, harvest, and planting procedures have created.

For a detailed list of “Literature Cited”, contact the VNLA Office at info@vnla.org

Jim Flott, Bonnie Appleton, and Richard Baker Community Forestry Consultants, Virginia Tech, and Baker Tree Service
Bare Rooting –
A Planting and Transplanting Technique

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

1. In recent years bare root tree planting has mainly been reserved for the planting of small, mainly deciduous seedlings for reforestation, establishment of riparian buffers, and similar tree replacement projects
A. True
B. False

2. During the 1800’s and early 1900’s trees that were not harvested bare root were dug by hand with a soil ball, thus the beginning of balled-in-burlap (B&B) harvest, shipping, and planting.
A. Bare rooting, or the removal of field soil or container substrate, at planting and transplanting has many advantages that can address Field soil and container substrate can be retained at the production nursery.
B. May help in dealing with quarantines relative to soil-borne insects and pathogens.
C. Fewer injuries should occur to green industry personnel.
D. All of the above

3. A perceived epidemic of tree decline exists in the United States, with an estimated 80 percent of all landscape tree problems originating below ground and relating to quality and placement of the root system
A. True
B. False

4. Disadvantages (real or perceived) to Bare Rooting at Planting and Transplanting
A. Improper handling during the bare rooting process including the need to prevent root desiccation
B. Resistance to the principle of bare rooting by nursery growers, landscape designers, architects, and contractors, and arborists.
C. Nurserymen and landscape contractors may refuse to guarantee or warranty bare root planted and transplanted trees.
D. All of the above

5. Research into many other aspects of nursery and landscape tree root growth is currently being conducted worldwide
A. True
B. False

6. Trees nursery-produced in the 1700’s and 1800’s were all harvested bare root, and were predominantly fruit trees.
A. True
B. False

7. In the 1900s only small herbaceous plants were sometimes transplanted while actively growing, but that most plants would be transplanted when dormant
A. True
B. False

8. In a 1943 National Shade Tree Conference and National Arborist Association publication, a technique similar to the above is recommended: “Digging Specifications: Remove the loose soil or soil above the roots, from the area to be dug. Planting Practices: After the B&B specimen is set in the hole, it is advisable to remove the burlap. Puncturing or breaking the ball - often times plants dug from heavy clay soil will arrive at the planting site with the outer inch or more of the soil ball sufficiently dried out to form a hard crust.
A. True
B. False

9. Circling roots on trees only develop after a tree is planted in the landscape.
A. True
B. False

10. Disadvantages to bare rooting at planting and transplanting are:
A. Need to prevent root desiccation
B. Resistance to the principle of bare rooting by growers, landscapers, contractors and arborist.
C. Need for different supplies and equipment for handing bare root plants
D. All of the above

Take Pride, Be Certified!
The meeting was called to order at 10:05 am with the following people present: Don Hyatt, Candy Lindenzweig, Roger Harris, Lisa Lipsay, Rick Baker, Fred Duis, Bill McCaleb, Alex Niemiera, Barry Flinn, Butch Gaddy, Karen Kelly and Jeff Miller.

**Purpose of Meeting** - Doug gave a brief update on Beautiful Gardens and the need to update the Beautiful Gardens Business Plan with the pending departure from Virginia Tech of Dr. Rumen Conev to a new position in Canada (see attached announcement), to support the 2010 budget request to the VNLA for continued funding of $25,000, to re-evaluate the use of grants from the Virginia Tobacco Commission, and the reallocation of the balance of the current Tobacco Commission grant. On behalf of the VNLA Board, Candy expressed concerns from the board about the BG program that should be addressed in the Business Plan and that if BG would require more of Jeff’s time, the committee needs to advise the VNLA Board.

**Review the minutes** of August 25, 2009 meeting, it was moved to approve the minutes as distributed, seconded and passed.

**Executive Director Report**

- **Dr. Rumen Conev**

**Grants** - A grant proposal titled “Promotion of Native Plants and Sales in VA” has been submitted to the VDACS/USDA Specially Crop Block Program and approved for funding. The budget of $25,000 has been approved over 2 year period. The major items are: 25% FTE salary and benefits for Lisa Lipsay, travel - $830 per year over 2 years, materials and supplies - $850 per year, $1450 contractual services (which include BG web site upgrade), and small amount for honorariums for invited speakers for meetings with nurserymen on the importance of promotion (not only production) of native to VA and South Eastern US plants.

The partial coverage of Program Coordinator’s salary and benefits for 2 years, as well as the funding for travel with no restrictions to Southside and Southwest VA only, will help the program gain more independence from the Tobacco Commission.

**Novel germplasm acquisition for testing**

I am bringing to the Urban Horticulture Center in Blacksburg new 141 Magnolia hybrids bred by Richmond Master Gardener Bill Smith. They will be overwintered in hoop house in the Center and planted in the spring of 2010 next to the 143 hybrids already planted at the UHC. Two of these hybrids already bloomed the first year after planting. The germplasm is product of multiple interspecific hybridizations, so it is reasonable to expect that the huge variability in this population could generate valuable genotypes for commercial use.

A visit to the Mountain Horticultural Crops Research and Extension Station in North Carolina has been planned for Nov 17’09. The goal of this meeting is to introduce Lisa Lipsay to Prof. Tom Ranney who is the most prolific breeder in landscape plants on the East Coast. This will facilitate the further contacts and eventually exchange of germplasm for testing. The station is situated in USDA cold hardiness zone 6b; therefore the plants developed there should perform well in VA too.

**Virginia Tech Update** - Roger Harris discussed meetings with the new Dean for the Virginia Tech College of Agriculture & Life Sciences (CALS), Dr. Alan Grant, on January 12 with the VNLA board in Richmond and with the VGIC on January 13. Roger has also met with Rick Rudd, Interim Associate Dean and Director of Virginia Cooperative Extension, about Rumen’s position and is preparing a proposal for a full-time extension position with at least 2/3 coming from VA Tech for Lisa Lipsay. The position would be responsible to agents about nursery practices and the major part of her responsibilities would be with Beautiful Gardens. Lisa should be able to follow up on existing plant evaluations. The Department of Horticulture fully supports the Beautiful Gardens program.

**Summary of Business Plan Updates:**

- **JSRCC** – David Seward
  - Will continue to propagate 1,000 plus *Ilex Virginia* in the spring (they have about 750 rooting now)

- **Are acclimating some of the lilies in a cool greenhouse.**

- **Will work on a propagation/tissue culture/breeding training programs if some of the VDACS Demo Greenhouse funding can be used for this.**

- **Don Hyatt has PowerPoint presentations on these programs that can be used**

- **IALR** – Barry Flinn
  - Will get dates for VNLA representatives to meet with IALR staff to discuss cooperative agreements with the new commercial tissue culture lab and he will send draft agreements to review before the meeting in December. (Tissue culture – one person can process about 2,000 plants per month at the commercial lab).

- Executive Committee will meet by conference call once a month and will handle day-to-day decisions on Beautiful Garden’s direction and activities.

- Plant patenting – Jeff will check with Brent Heath about a group that works with plant patenting.

- BG Plant tags – it was the consensus to use 4” labels on pots, instead of stick stakes at the grower level, and they would be applied mostly at the retail level.

- Newsletter Column – Lisa Lipsey will provide a Beautiful Gardens Column in each issue of the VNLA Newsletter.

- Plant Database – the committee will research database applications that can provide better database management and reporting of plant material, locations, production/testing status, source, availability, etc.

- New plant germplasm sources – Alex will work with Lisa in establishing more contacts with potential sources of plants for testing and possible introduction. More exposure will be given to plant nominations in the VNLA Newsletter and the E-News.

- The current business plan was reviewed and updates were made as needed. (see attached revised plan)

- Redefined job responsibilities – The responsibilities of the Beautiful Gardens Executive Director were re-evaluated and assigned to the Executive Committee, Program Coordinator and sub-committees.

- Develop timelines for major activities and goals: the committee will work on specific timelines for plant introduction, propagation and production time, distribution to growers and availability for marketing.

- Maymont Flower Show – BG will not exhibit at the 2010 show, but will provide brochures at the Colesville Nursery display and the Master Gardener’s booth.

- Alex Niemiera will chair the Advisory Committee for Beautiful Gardens and will establish more communications with the current and new advisors.

- Plants of Distinction plants will be announced 2 years out at each MANTS meeting.

- Plant patenting – Jeff will check with Brent Heath about a group that works with plant patenting.

- BG Plant tags – it was the consensus to use 4” labels on pots, instead of stick stakes at the grower level, and they would be applied mostly at the retail level.

- Newsletter Column – Lisa Lipsey will provide a Beautiful Gardens Column in each issue of the VNLA Newsletter.

- Plant Database – the committee will research database applications that can provide better database management and reporting of plant material, locations, production/testing status, source, availability, etc.

- New plant germplasm sources – Alex will work with Lisa in establishing more contacts with potential sources of plants for testing and possible introduction. More exposure will be given to plant nominations in the VNLA Newsletter and the E-News.

- The current business plan was reviewed and updates were made as needed. (see attached revised plan)

- Redefined job responsibilities – The responsibilities of the Beautiful Gardens Executive Director were re-evaluated and assigned to the Executive Committee, Program Coordinator and sub-committees.

- Develop timelines for major activities and goals: the committee will work on specific timelines for plant introduction, propagation and production time, distribution to growers and availability for marketing.
Bringing some new people onto the committees for new ideas and new energy is a priority. A new chair of the Plant Selection Committee is being solicited to fill the vacant position.

Continuing search and applications for grant/support funds – Rick Baker, Roger Harris and Alex Niemiera will work on identifying potential sources and filling appropriate applications.

Secretary’s Report – Mark Maslow asked for approval of the previous meeting Minutes for the June 3 and September 23 board meetings. A motion was made to approve minutes of both meetings as presented, seconded, and passed.

Treasurer – Mark Maslow briefly reviewed the Year-to-Date Financial Reports which had been emailed to the board before the meeting.

Regional Association Reports

HRNL A – Cheryl Lajoie, presented a report from Wes Bray, HRNL A President (see attached)

PLA – Tim Reese (see attached report).

VSLD – Scott Creery (see attached report)

ESNA – John Owen, with In Full Bloom Inc, Painter, VA has been elected President of the Eastern Shore Nurserymen’s Association.

MANTS – Doug Hensel – reported that $180,000 was returned to each of the three participating states. 2009 MANTS attendance was down about 10%, but the people who attended were serious buyers. For 2010, they are projecting flat attendance; the show is sold out with a waiting list of over 100 exhibitors. There are about 125 vendors who are not returning, or down-sizing, sponsorships are down from $14,000 vs. $21,000 last year. MANTS is considering the question should the MANTS handbook be printed or put on website (it currently costs $6/book)? There will be a booth rate increase next year (2011).

VA Tech Horticulture Department

- Roger Harris talked to new VA Tech CALS Dean, Alan Graham, about the green industry last week. He will invite him to MANTS and to the VNLA membership meeting. Next year there will be retirement incentives and those faculty positions will be gone and they will probably loose two Horticulture positions. He is encouraged about the status of the department. They have 88 undergraduates, down slightly and 81 are landscape contracting option. The development of the Robert Wright Endowment is on hold due to the economy.

Executive Director Report – Jeff (emailed, see attached)

Virginia Agribusiness Council - Jeff asked the board to let him know whenever there was info in the weekly Virginia Agribusiness Reports that should be forwarded to members and for the board to follow up on requests from the VAC to provide input and/or support issues affecting the green industry, as well as other segments of the agriculture industry.

HRAREC Board – Ed Tankard had been officially appointed to the Hampton Roads AREC board by Dr. L.T. Kok, Interim Dean, VA Tech CALS.

ANLA – Ed Tankard had also been elected as ANLA Senator to represent Virginia at the ANLA.

Regional Association Reports

HRNL A – Cheryl Lajoie, presented a report from Wes Bray, HRNL A President (see attached)

PLA – Tim Reese (see attached report).

VSLD – Scott Creery (see attached report)

ESNA – John Owen, with In Full Bloom Inc, Painter, VA has been elected President of the Eastern Shore Nurserymen’s Association.

MANTS – Doug Hensel – reported that $180,000 was returned to each of the three participating states. 2009 MANTS attendance was down about 10%, but the people who attended were serious buyers. For 2010, they are projecting flat attendance; the show is sold out with a waiting list of over 100 exhibitors. There are about 125 vendors who are not returning, or down-sizing, sponsorships are down from $14,000 vs. $21,000 last year. MANTS is considering the question should the MANTS handbook be printed or put on website (it currently costs $6/book)? There will be a booth rate increase next year (2011).

Executive Committee – Duane Shumaker reported that the executive committee will update the Strategic Plan for 2010 and send a copy to the Board.
WE’RE ALWAYS AVAILABLE

Solutions for:

Diseases | Insects | Mites | PGRs | Weeds

800-356-4647 | ohp.com
Resource Development Committee
- Candy Lindenzweig reported that she had put together additional people to participate with the committee: Jim Snyder, Tom Saunders, and Kirk Quillen. Kirk participated in the budget meeting yesterday. The purpose is to get input from non-board members for VNLA direction, and stability/continuity to the budget process. Ed thanked Duane for his extra outreach he has done with members and regional associations.

Governance Committee – Candy Lindenzweig – presented the proposed nominations list. A motion was made to accept the report, seconded, passed.

**Proposed Slate of Officers/Board of Directors Nominations - 2010**

Officers:
- **Sec/Treasurer** - Steve Grigg (Grigg Design)  
  *Education Committee*
- **Vice President** - Mark Maslow (Southern Landscape Group)  
  *Public Relations*
- **President** - Ed Tankard (Tankard Nurseries)  
  *Past President* - Duane Shumaker (RSG Landscaping & Lawn Care)  
  *Governance & Development Committee*

Incoming Board Members:
New nominations:
- **Technology** - Sonya Westerfelt (Saunders Brothers)  
  2-year director
- **Legislation** - Steve Moore (Hortica Insurance)  
  2-year director
- **Environmental Affairs** - Tom Thompson (Natural Art Landscaping)  
  2-year director

Current Board Members:
- **Beautiful Gardens** - Doug Hensel (Great Big Greenhouse)  
  1-year director
- **Certification** - Cheryl Lajoie – (Lancaster Farms)  
  1-year director
- **Communication** - Matt Shreckhise (Shreckhise Nurseries)  
  1-year director
- **Membership** - John Barbieri - (Riverbend Nursery)  
  1-year director
- **Research** - Matt Sawyer (Bennett's Creek Nursery)  
  1-year director

Resignations: (normal term expires)
- **Mary Williams** - Environmental Affairs (Dover Nurseries)
- **Candy Lindenzweig** – Past President (Great Big Greenhouse)

Certification – Cheryl Lajoie discussed VCH seal stamps and Jeff will order samples from the two companies that prepared quotes. She is in the process of setting up 2010 class and test dates with the regional associations. She recommended that each region have review classes. For the Certification Manual, Mary Williams is helping on the new chapter on Sustainability. She is looking at reviewing landscape design portion of the test. There was a discussion if class instructors should they be certified to teach? Scott Creery, VSLD, volunteered to help revise the landscape design chapter.

Membership – John Barbieri provided a summary report of dues history to-date. Membership is off about 7% this year. (See attached summary report)

Membership categories
- 62% of the membership is in the active categories,
- 7% is out-of-state
- 31% are associate, allied or student members.

Membership types of business
- 55% of the active membership is Landscape
- 26% are wholesale/growers
- 11% are suppliers
- 8% are garden centers

**Membership Promotions** – can we offer seminars on how to succeed? Tim Reese suggested hosting questions on listserv.

Public Relations – Mark Maslow reported that the VNLA Field Day 2009 was excellent, with a lot of committee participation, and great assistance from Kevin Warhurst as host at Merrifield Garden Center. IPN has offered to be a host in 2010 and the committee is looking at options and considering HRAREC as another site.

Legislation – Ed Tankard reported that Steve Moore will be coming on the board to chair the legislative committee and that Kevin Warhurst will still help in Washington. Ed will be attending the Virginia Agribusiness Council State Policy and VAC membership meeting on November 16.

- **Mission H2O Group** is reviewing issues with grandfathered surface water withdrawals and a TAC (Technical Advisory Committee) is being setup to look at these issues.
- **Chesapeake Bay Milestones** – The federal government is stepping in because the 2010 EPA goals will not be met. Candy attended meetings with VAC and VFB, and they are trying to get VAC and VFB as agriculture representatives.
- **Storm Water** regulation issues continue to be monitored

Environmental Affairs – Mary Williams (see attached report) Invasive Plants, Plastics Recycling program

Environmental Steward Award has had only one name submitted so far. It will be listed again in the Sep/Oct VNLA Newsletter and the next E-News.

Nature Conversancy has sent a letter with input from ANLA Craig Regelbrugge, asking the VNLA to support the letter. Q-37 letter.
Good roots grow healthy plants, just as good highway routes ensure on-time delivery. The Triad area of North Carolina has both.

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

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

**PIEDMONT TRIAD NURSERYMEN**

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

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

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

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

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

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

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

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

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

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

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

**Bryan Wagoner’s Tree Farm**
9948 Kerrs Chapel Rd. 
Gibsonville, NC 27249  
336-585-0052
Education – Steve Grigg (see attached report) (absent)

Communications – Matt Shrechhise (report emailed) Newsletter – PDF Newsletter format, Profiles

Matt will take the lead on setting up a VNLA FaceBook page.

Research – Matt Sawyer gave an update on the Research Reception/Auction which will be held in the Camden Lobby at the Baltimore Convention Center on January 7, from 5-7 pm, immediately after the close of the trade show. There will only be silent auction items and light refreshments, each person will receive one free drink ticket and then a cash bar will be available. The Scott Paddock Jazz Ensemble will be providing entertainment during the event.

Old Business:

VNLA Positions Statements – Candy Lindenzweig, no report

New Business:

1:25 pm 2010 Budget Review – Mark Maslow reviewed the 2010 Budget that had been prepared by the Budget Committee on October 20. Jeff Miller was asked to leave the room while the board discussed the changes in the management fee. The consensus was to approve the budget as presented and it will be presented for membership approval and the annual meeting on January 7, 2010 in Baltimore.

Adjourn - Being no other business, the meeting was adjourned at 3:25 pm.

Respectively submitted, Jeff Miller, Exec Dir

Upcoming Events

VNLA MANTS Board Meeting, Tuesday, January 5, 2010, 1-5 pm

New Board member Orientation: noon-12:45 pm

VNLA Annual Membership Meeting, Thursday, January 7, 2010, 7-9 a.m. Sheraton Inner Harbor Hotel

VNLA Research Reception/Silent Auction, Thursday, January 7, 2010, 5-7 pm. Baltimore Convention Center, Camden Lobby (behind MANTS registration area)

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

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

What are member’s problems? How are we going to help them become more successful?

Regional Association Reports

PLA – Tim Reese, reported that the PLA had just done board nominations, but they don’t have a treasurer, yet. They have monthly meetings, some as field trips. Their big revenue producer is the February seminar which will feature Steven Still and others in 2010. They are planning on having Michael Dirr on 2011. The programs are now held at the Charlottesville Performing Arts Center, where they have room for several hundred attendees. Monthly meetings attendance is low and they are looking for options for better attendance.

HRNLA President’s Report

Fall membership meeting was OCT.1 @ Jack Frost Nursery in Virginia Beach hosted by Dave Durbinsky & Tom Colby (owners). Our speaker was Greg Lonergan on the topic of different types of slow release/ time release fertilizers and how they work. Approx. 35 members attended including one new member who has been in industry for over 30 years and this was his first HRNLA meeting! Picnic meal and adult beverages were provided by our hosts. Tom and Dave gave tours and answered questions about their nursery and their services. Jack Frost Nursery is giving all HRNLA members a price discount on most products and supplies purchased from JFN. A great time was had by all and as the night ended many were talking about looking forward to the next meeting.

HRNLA is encouraged to work with the retail garden and nursery centers in our area because for many people entering our industry they are the first point of contact for information on horticulture and plants. It is at this point when the garden centers provide information about VA Cooperative Extension, HRAREC, HRNLA, and area schools for further learning and knowledge. After someone joins HRNLA we then encourage them to become involved with state organizations like VNLA and the VTC to take advantage of the knowledge and networking opportunities throughout VA.

The HRNLA is very committed to our mission which is “To promote education and professionalism in our industry”. Currently we offer a 30 hour review class for VA Certified Horticulturist every February and are looking to offer pesticide training, crew leader training, and possibly a lecture series with VA Tech & HRAREC for our members.

HRNLA also provides scholarships to local students (they do not have to be HRNLA members) enrolled in any horticultural program at a local college. Last year we awarded three scholarships totaling $3500.00. Funds are raised for this purpose through silent auctions held each year at the HRAREC Field Day in September and at the Mid Atlantic Horticultural Short Course in January along with meeting dues and meeting sponsorships. Unfortunately this year we had to cancel the September auction because of rain so we are looking to have HUGE auction at MAHSC in January. Please contact myself or John Salzman (757-484-4421) with your tax deductible donations today.

Wes Bray, HRNLA President, Lawns and Gardens Plus
**VNLA Newsletter 59 November / December 2009**

**Executive Director’s Report**

**VNLA Board Meeting**  
– October 21, 2009

**Websites**

www.VNLA.org – August and September unique visitors were the highest months so far this year. The most viewed pages, other than the home page, were the Grower Guide Lookup and then Certification

www.BeautifulGardens.org – Unique visitors has been relatively consistent through the year with September the highest. The most viewed pages, other than the home page was the 2009 Plants of Distinction.

The top referring domain is Google.

Copies of the detailed stats were available at the board meeting for review.

Other than data updates and photo changes, major changes in the design of the website have not been made in anticipation of moving to the online association management software, which is integrated into the current website.

**Grower Guide** – Most of the listing 2009 companies are renewing, with only 2 not renewing as of now (one is out of business). We will be soliciting additional ads from current Newsletter advertisers.

**Certification** – We are currently sending out CEU transcripts to about 700 Virginia Certified Horticulturist with customized letters on their status, CEUs, renewal dates etc.

**Field Day and Summer Tour** were successful events this year with a positive income. One of the keys to the success was the committee working together planning early on and tremendous support from Merrifield Garden Center.

**Economic Impact Analysis** – The NASS 2007 Economic Survey Analysis was to be not finished due to the early September state budget cuts. I contacted VDACS Commission Todd Haymore, who checked into the situation and was able to find funding to finish the survey report by December 15. I have also met with Scott Sink, with the Virginia Tech Ag Eco-

--

**Factoring Solutions, Inc**  
**Personalized, Dependable Service**

**Gregory G. Wilson** – President

**Cash For Your Accounts Receivable**  
**Serving Western Virginia and the New River Valley**

1015 Long Level Rd  
PO Box 642  
Floyd, VA 24091-0642

540-745-6245  
fax: 540-745-6259
nomics Department, and he will be able to take this data and expand it to show the total economic impact of the green industry to the Commonwealth this winter and he is re-evaluating the cost. The following associations have pledged support of $20,019, with an original estimate cost of $26,000.

- $1,100 Mid-Atlantic Chapter of the International Society of Arboriculture (MAC-ISA)
- $1,300 Virginia Society of Landscape Designers (VSLD)
- $2,619 Virginia Flower Growers Association (VFGA)
- $13,000 Virginia Nursery & Landscape Association (VNLA)
- $2,000 Virginia Christmas Tree Growers Association (VCTGA)

Hokie Hooray - Represented the VNLA at the Virginia Agribusiness Council’s Hokie Hooray event for industry to meet legislators and VA Tech faculty. Part of the VNLA’s contribution to VAC helps fund this event. I met the Dr. Allan Grant, new dean of CALS and invited him to a VNLA meeting. It would be very good if we could get him to MANTS.

VGIC GoGreen Garden Festival was successful with over 2,300 attendees and had a positive income for the event. The VNLA/Beautiful Gardens and VGIC booths were staffed by Jeff, Lin Diacont and one volunteer VCH. A second person had volunteered but didn’t show up. We had emailed over 200 VCH in the Richmond area to help staff the “Ask the Experts” booth for 1 CEU per hour, but only had 2 responses.

MANTS income was just received Friday, for this year was $180,000.

- Jeff Miller, Exec. Dir.

Report: Mary Williams Representing the Environmental Affairs Committee

- Proposing to the VNLA Board to vote on the Voluntary Code of Conduct for Nursery Professionals. This code was written by the Center for Plant Conservation.

- The VNLA has put a link to “The NatureServe Plant Data” the Invasive Species Assessment Protocol on its website.

- The Beautiful Gardens program has agreed to use more native plants in their ‘Plants of Distinction’ selection.

- The Invasive Species Advisory Group, Educational Outreach Committee has developed a poster/brochure named “Stop the Invasion!” It lists” the 12 worst invasive species Virginians should know about and what you can do about them.”

- Kevin Heffernan with Natural Heritage, Virginia Department of Conservation and Recreation and the Invasive Species Advisory Group has asked the VNLA to revise the brochures “Native Plants for Conservation Restoration and Landscaping.”

- The VNLA will be adding an “Environmental Affairs” chapter to the Virginia Certified Horticulturist manual with sub chapters including Native, Invasive and Wetlands plants, Water Quality, Drought issues, conservation, runoff, fertilizer and WaterSense program and the Mission H2o issues.

- I am presently working on the Native and Invasive plants chapter.

Voluntary Codes of Conduct for Nursery Professionals

February 2002 (Revised April 2002)

1. Ensure that invasive potential is assessed prior to introducing and marketing plant species new to North America. Invasive potential should be assessed by the introducer or qualified experts using emerging risk assessment methods that consider plant characteristics and prior observations or experience with the plant elsewhere in the world. Additional insights may be gained through extensive monitoring on the nursery site prior to further distribution.

2. Work with regional experts and stakeholders to determine which species in your region are either currently invasive or will become invasive. Identify plants that could be suitable alternatives if your region.

3. Develop and promote alternative plant material through plant selection and breeding.

4. Where agreement has been reached among nursery associations, government, academia and ecology and conservation organizations, phase-out existing stocks of those specific invasive species in regions where they are considered to be a threat.

5. Follow all laws on importation and quarantine of plant material across political boundaries.

6. Encourage customers to use, garden writers to promote, non-invasive plants.

Mary Williams, Environmental Affairs Chair, okiemary@comcast.net
Communications Committee Report

Matt Shreckhise reported on the Member Profile for Newsletter:

- March/April – Boulevard Flower Gardens
- May/June – Jim Shreckhise Landscape and Design
- July/August – J W Townsend INC
- September/October – Dirty Hands Garden Center
- November/December – Williams Landscape & Design

Please send me names of any VNLA members you’d like to see featured.

Online Newsletter – The PDF versions of the Newsletter have been posted at VNLA.org since the beginning of the year. An opinion survey should be conducted to see if we should pursue a more interactive/user friendly online newsletter. Texas Nursery & Landscape Association has gone 100% digital and others may be heading in that direction.

Other Items – A general survey should be conducted to get members’ opinions on the state of the industry, VNLA, etc.

Matt Shreckhise, Communications Chair

Education Report

1. Summer Tour was a great success. It sold out and made money. I would suggest that in the immediate future, that this model of mixing points of interest that have landscaping tie ins be followed.

   Mix points of interest with nursery tours etc.
   - Lewis Ginter
   - Kings Dominion
   - VA Tech
   - Etc

2) Would like to suggest that the VNLA co ordinate a meet and greet on Campus with the new dean; Industry and Facility.

   Could be held at the Hahn Hort Gardens Building.

   I believe that we need to be very proactive with meeting and working with the Dean.

   Would be a good way of getting a lot of faculty and industry together.

   If we can get the building for free, we should be able to cover the cost of coffee; etc.

3) Suggest we start looking at having a Facebook page. More and more businesses are doing this and the students all go there. Should be great exposure

Steve Grigg, Education Chair

JOHNSTON COUNTY NURSERY MARKETING ASSOCIATION

27 Nurseries.
Thousands of plants.
1 website.

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

www.jocoplants.com
Events - Symposium and CVNLA Short Course

Everything Old is New Again
February 3 – 5, 2010, 8 am – 4 pm
Massey Conference Center, Lewis Ginter Botanical Garden

In many ways the old adage is true that “the more things change, the more they remain the same.” Think of the horticultural practices today that resemble those of our grandparents. There’s a reason the “old ways” are back in vogue—rain barrels, home vegetable gardens, and edible landscaping are tried and true examples of man’s resourceful and respectful use of nature’s bounty. This symposium looks at innovations in horticulture and landscape design that are deeply rooted in the past and creatively adapted for the present and future emphasis on sustainability.

The event offers green business owners and their staffs, landscape architects and designers, master gardeners, and seasoned home gardeners opportunities to earn continuing education hours, update pesticide certification (Friday) for categories 3A, 3B, 8, 10, 60 and 91, visit industry exhibits, and network with colleagues.

On-line registration begins December 1; $40 per day includes morning coffee and lunch.

Check www.lewisginter.org for details.

Featuring
- Carol Reese, ornamental horticulture specialist, University of Tennessee Extension Service, on ornamental revivals and garden renovation
- Peter J. Hatch, director of gardens and grounds, Monticello, on Jefferson’s revolutionary garden
- Ray Mims, conservation and sustainability manager, U.S. Botanic Garden, on the Sustainable Sites Initiative
- Lisa E. Delplace, ASLA, Principal/CEO, Oehme, van Sweden and Associates, Inc., on the aesthetics of sustainability
- Michael Van Ness, executive director of Lynchburg Grows, on the wisdom and ways of composting
- Michael McConkey on edible landscaping
- Ira Wallace of Southern Exposure Seed Exchange on using heirloom seeds
- Nicole Schemerhorn of A Thyme to Plant and Lavender Fields Farm, on contemporary applications of herbal folkways
- Keith Tignor, apiarist for the State of Virginia, on beekeeping past and present
- Andy Hankins of Virginia Cooperative Extension on farmscaping for biological insect control

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

Tips – Understanding the Performance Evaluation

In this report we will focus on goals and objective setting, judgment and decision making, organization and planning and safety.

Goal and Objective Setting

Meets / Exceeds Expectations
- Sets attainable goals that match up with staffs abilities
- Ensures that staff and each individual staff member understands objectives and end results needed
- Establishes standards that will stretch the limits of staff’s abilities
- Reviews results with staff on a monthly and quarterly basis
- Proactively shares results and progress with her supervisors
- Provides opportunities for others to rotate into key roles of responsibility
- Holds himself accountable for meeting performance goals and objectives
- Defines measurable outcomes to ensure that goals are reached and to what degree

Needs Improvement
- Is inconsistent in making assignments and setting objectives
- Fails to prepare appropriate back-up plans or alternative resources
- Provides vague instructions when staff needs more specific direction
- Does not communicate in advance that a deadline will not be met
- Leaves management feeling as if it’s "flying blind" about progress
- Reluctance to delegate is causing delays and missed goals
- Is unwilling to assume responsibility for repeated errors, blames others

VNLA Apparel Now Available for Online Ordering!

Includes VNLA logo embroidery
Order one or 1,000
Hundreds of shirts: woven, sport, active wear, T-shirts – including ladies styles and sizes;
Outerwear
headwear
accessories
www.vnla.org/apparel.htm
Griffin can supply you with all of your Fertilizer & Container needs.

The Scotts Company provides growers with a full line of controlled release fertilizers for nursery stock, perennials, and greenhouse crops, among others. These versatile products help you feed your crops uniformly and consistently throughout the entire growing season.

For almost half a century, Nursery Supplies has been a partner with their Grower customers. They take an active role in developing new methods and products to help increase your productivity and profitability.

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 Nursemens
Virginia Nursery & Landscape Association
- Allows distractions to get in the way of achieving goals
- Goals to Achieve
- Clearly communicate progress towards goals
- Employ metrics to track productivity and efficiency
- Set attainable goals for staff
- Ensure that your goals are in line with the company's
- Meet regularly with staff to review results
- Be as specific as possible when giving directions to staff

**Judgment and Decision Making**

**Meets / Exceeds Expectations**
- Displays sound judgment when deciding among multiple alternatives
- Reaches conclusive decisions after researching alternatives thoroughly
- Remains an impartial and objective evaluator of facts
- Does not allow emotions to cloud logical business judgment
- Is decisive even in times of tight deadlines and budget constraints
- Encourages direct reports to have equal input into decision making
- Is always able to identify the core issues at hand
- Makes confident decisions once she has gathered the facts
- Provides swift solutions to routine questions
- Demonstrates a specific focus on results
- Knows which problems require immediate solutions and which can wait
- Knows when to call in additional corporate support

**Needs Improvement**
- Makes decisions without weighing alternative courses of action
- Gets bogged down by "analysis paralysis" when forced to make decisions
- Complains openly about business problems to all who will listen

**Goals to Achieve**
- Use business knowledge to make timely and effective decisions
- Demonstrate sound judgment under pressure
- Use appropriate and relevant information when making decisions
- Don't get bogged down by "analysis paralysis"
- Remain decisive and steadfast once a plan of action is communicated
- Avoid sugarcoating disappointing news
- Wait to hear both sides of a story before making a decision
- Give more decision making responsibility to subordinates
- Always assume responsibility for decisions gone wrong
- Make more cost-effective decisions in line with the budget

**Organization and Planning Skills**

**Meets / Exceeds Expectations**
- Displays excellent organization and planning skills
- Takes a methodical and consistent approach towards organizing work
- Locates back-up information quickly
- Plans, organizes, and completes tasks in an acceptable time frame

**Needs Improvement**
- Has difficulty keeping two steps ahead of the current project load
- Quickly loses sight of the bigger picture
- Does not conduct proper needs assessments in the preplanning stage
- Does not consistently wrap up projects and loose ends cleanly

**Goals to Achieve**
- Plan the work and work the plan
- Become a more effective goal setter
- Prepare alternate contingency plans
News - CVNLA State Fair Workday

Dennis Robertson, Elizabeth Thompson, Tom Thompson, Penny Seay and many other CVNLA volunteers helped landscape the new State Fair site with permanent and seasonal plantings at the State Fair’s new home at the Meadow Farm in Caroline County, just past King’s Dominion.

Provided by Terry Koci, Exec Dir. CVNLA
• Rely on a daily planner to block periods of time for particular tasks
• Do not over-commit time or resources
• Automate several repetitive or paper-intensive tasks
• Establish both short-and long-term plans
• Establish both strategic and tactical action plans
• Translate goals into concrete action plans
• Always plan for the unexpected

Safety

Meets / Exceeds Expectations
• Adheres to company safety rules and security policies
• Remains aware of and reports potential safety hazards
• Consistently provides safety and emergency training to staff
• Duly familiarizes himself with safety instruments and resources
• Ensures employee compliance and disciplines workers who fail to wear appropriate safety gear
• Minimizes workplace injuries
• Is familiar with OSHA regulations
• Monitors visitors, vendors, and suppliers to ensure a safe workplace
• Consistently maintains a record of zero safety violations
• Leads disaster drills and emergency evacuation planning exercises
• Provides safety and security training during new hire orientation
• Regularly publicizes available safety awards and incentives
• Recognizes and rewards good safety records

Needs Improvement
• Fails to document potential safety hazards
• Fails to wear the appropriate safety gear in the field
• Fails to maintain equipment as per manufacturers specifications

 позволяет незнакомых людей оперировать оборудование
• Беспристрастен к учету и учету роста числа случаев травматизма
• Не делает шагов для разрешения опасных ситуаций вовремя
• Не забирает или не обеспечивает адекватные меры безопасности для продуктивности
• Разрешает общую безразличие или пренебрежение вопросами безопасности всех участников
• Не обеспечивает соблюдение правил и социальных вопросов

Events - Why All Farm Families Need a Farm Transition Plan

[Editors Note: The VNLA is a sponsor of this event.]

One of the most challenging issues facing today’s farm owners is the successful transition of the farming operation from one generation to the next. Concerns such as estate planning, business structure, retirement income planning, planning for long term care and interpersonal relationships of family members all impact the farm transition process. Without careful planning, farm businesses will not survive these ownership transitions.

Virginia Cooperative Extension has developed a workshop series which provides families with the tools to develop a written farm business transition plan. This will enable the family to start the process of transferring business and/or personal assets to the next generation. Congress and the Commonwealth of Virginia have passed legislation which mandates how property is transferred between generations. By writing and implementing a farm transition plan, families and not the government make the decisions regarding the transfer of business and personal assets to family members. A Farm Transition Workshop Series will be held on February 2 & 9 from 9:00 a.m. – 3:30 p.m. at the Randolph Pavilion, Virginia State University, Petersburg, Virginia. The cost for the program is $45 per person, $70 per couple and $90 per farm (3-5 people).

For more information, please contact Peter Callan, Extension Agent, Farm Business Management, in the Culpeper County Extension Office at (540) 727-3435, or by email: peter.callan@vt.edu. Registration for the workshop series is due January 27, 2010.
Farm Transition Workshop Series February 2 & 9, 2010

“A Comprehensive Approach to Farm Business Succession Planning” workshop series will be held on Tuesday, February 2 & 9, 2010, at Randolph Pavilion, Virginia State University, Petersburg, VA from 9:00 AM – 3:30 PM. Families with questions about tax, legal and family issues of transferring their land and agriculture, greenhouse, and nursery businesses are encouraged to attend the two day workshop series.

The two part workshop series will help farm owners and their families plan for the successful transfer of the farm land and business. Some of the topics that will be included in this program are:

- Goals for the Future of Your Farm – Handling the tough issues of family communication
- Business Profitability – Maximizing income to assist in farm transfer
- Retirement Planning – Developing a stable income stream in your later years
- Estate Planning – Approaching tough questions about fairly dividing your estate
- Tax Management Issues – Minimizing taxes in business and wealth transfer
- Business Organizations – Utilizing business entities to manage and transfer assets

Three nationally recognized attorneys who have expertise in ownership succession issues, the use of limited liability companies (LLCs), and other techniques to transfer wealth, tax management issues and elder law will be making presentations.

<table>
<thead>
<tr>
<th>Session</th>
<th>Number planning to attend</th>
<th>Cost Per Person*</th>
<th>Couples</th>
<th>Cost Per Farm (3 – 5 people)*</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two- Part Workshop Series</td>
<td>Workshops on consecutive Tuesdays 9:00 a.m. – 3:30 p.m. from February 2 &amp; 9, 2010 Randolph Pavilion Virginia State University Petersburg, VA</td>
<td>$45</td>
<td>$75</td>
<td>$90</td>
<td></td>
</tr>
</tbody>
</table>

Make Checks Payable To: VCE–Culpeper County

Please contact Peter Callan at the Culpeper office (101 S. West Street, Culpeper, VA 22701) at 540-727-3435 to register. Registration for the Workshop series is due January 27, 2010.

This material is based upon work supported by USDA/CSREES under Award Number 2007-49200-03891.

The VNLA is a co-sponsor of this event.

If you are a person with a disability and desire any assistive devices, services, or other accommodations to participate in this activity, please contact Peter Callan, Culpeper Unit, Virginia Cooperative Extension, at 540-727-3435 ext. 342# during business hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, to discuss accommodations one week prior to this event.

Extension is a joint program of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and state and local governments. Virginia Cooperative Extension programs and employment are open to all, regardless of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. An equal opportunity/affirmative action employer.
Events - Hahn Horticulture Garden at VA Tech

Winter Seminar and Workshop Series

We have several great programs lined up for this winter – these are of interest to gardeners, growers, and landscapers alike. For times, places, and registration information, visit our web site at www.hort.vt.edu/hhg or call (540) 231-5970. Additional programs are forthcoming!

Hahn Horticulture Garden Events through February
[as of press time:]

Jan. 23 Hypertufa Mini Water Garden Workshop with Rachel Yungman. Roanoke-area artist and gardener Rachel Yungman will instruct this workshop on making a hypertufa mini water garden, each individually molded, approximately 12 x 18 inches with a small area for bog plants. Fee includes instruction and supplies to make one mini water garden and pre-registration is required.

Feb. 18. C. Colston Burrell on “The Sustainable Garden - Magic or Myth”

Everyone is talking about sustainability, but what does it really mean to landscape professionals and gardeners? Do our gardening practices have a negative impact on the environment? Can we make a difference by changing the way we approach design, planting and maintenance? These are a few of the questions to explore in terms of the hallmarks of sustainability like water harvesting, composting, fertilizing and creating habitat. This lecture highlights sustainable practices within the framework of both formal and informal gardens and their relationship to larger regional systems.

Cole Burrell is an acclaimed lecturer, garden designer, and award winning author who has shared his encyclopedic knowledge of plants and his respect for regional landscapes with international audiences for 35 years. He is a principal of Native Landscape Design and Restoration. In 2008 he received the Award of Distinction from the Association of Professional Landscape Designers. His book Hellebores: A Comprehensive Guide, coauthored with Judith Knott Tyler, received the 2007 American Horticultural Society Book Award. A regular contributor to Horticulture, Landscape Architecture, and American Gardener, Cole also lectures in the College of Architecture and Landscape Architecture at the University of Virginia.

From Dr. Holly Scoggins, Associate Professor and Directors
www.hort.vt.edu/hhg

Save the date!

6th Annual Garden Gala

Hahn Horticulture Garden at Virginia Tech

June 12, 2010
5:30 p.m. to 9:00 p.m.

Thank you to all our sponsors and auction item donors for the 2009 gala!

For information on becoming one of our valued sponsors (complimentary tickets provided), contact garden director Dr. Holly Scoggins – perennials@vt.edu or 540.231.5783
www.hort.vt.edu/hhg

Events – Gardens of the Riviera

Robert McDuffie

Announcing an incredible opportunity to visit the beautiful gardens of the Riviera!

From May 19 until June 1, I will be leading a group from Barcelona to the five villages of Cinque Terre in northern Italy. Along the way, we’ll see fantastic gardens and unforgettable views along the Mediterranean Sea in Spain, France, Monaco and Italy. There we find some of the most unique and exotic gardens in the world.

The cost of the tour is $3980 which includes lodging, entrance fees, ground transportation, local guides, all breakfasts, two dinners, and non-stop airfare from New York to Barcelona and Milan to New York.

This trip marks the 20th time in the past twelve years that I’ve taken a group overseas to visit the great gardens of the world. I will be your host for the entire journey and will be there to help make the trip more than memorable.

Won't you join us on this exciting tour? To learn more about it, visit our website at: www.mcduff.hort.vt.edu/Riviera2010/Index.html

If you have questions please don't hesitate to contact me. You can see my email and phone information below. This trip is sponsored by the Department of Horticulture and the Division of Continuing and Professional Education at Virginia Tech.

Robert F. McDuffie, Department of Horticulture, Virginia Tech, Blacksburg, VA, mcduff@vt.edu 540.231.7432
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...
Events - Mid-Atlantic Horticulture Short Course

Jan. 24 – 29, 2010

VIRGINIA BEACH, Va. – The Mid-Atlantic Horticulture Short Course will be held January 24 – 29, 2010 at the Founder’s Inn and Spa in Virginia Beach. Known as one of the nation’s most comprehensive horticulture educational programs, it features national speakers, educational sessions and hands-on workshops related to the horticulture and landscape management Industries.

Highlighted speakers include Nina Bassuk, Cornell University; Scott Calhoun, author, Designer Plant Combinations; Bernie Erven, Ohio State, Professor Emeritus; Jon Goldman, Brand Launcher; Jeff Lowenfels, author, Teaming with Microbes; Mary Palmer Dargan, ASLA, author, Timeless Landscape Design.

The five-day conference is divided into industry-specific tracks, and participants can mix and match subject areas. National and regional speakers present new techniques, university research and advances in Arboriculture, Business, Crew Manager, Horticulture Skills, Landscape Architecture & Design, Landscape Management, Pesticide Training & Renewal and Plants & Production. Hands-on workshop topics include Bonsai, Business Marketing, Exotic Insects, Insect ID, Landscape Design, Plant Propagation and Spanish Language & Culture.

The 2010 Mid-Atlantic Horticulture Short Course allows participants to qualify for all industry continuing education credits and certifications in one place including ISA, PLANET, NC BoLA, VSLD, TVHF, Crew Manager, Certified Horticulturist, Pesticide Applicators in 10 states + DC, and VA DCR Nutrient Manager.

Programs and registration forms will be available on the web site www.mahsc.org in the fall. More information can be obtained by calling 757-523-4734 or via email to info@mahsc.org.

The Mid-Atlantic Horticulture Short Course is produced by The Virginia Horticultural Foundation, a 501(c) (3) nonprofit organization that provides educational programs to assist and inform the general public and professionals in effective and efficient horticultural pursuits, landscaping, environmental concerns and general gardening activities.

Cindy Mackey, Mackey Ink, 609 Westover Avenue Norfolk, VA 23507 757-754-4553 cindymackey@cox.net

---

Did you know...

...that creating Top-of-Mind Awareness of your “brand” is key to an effective marketing campaign?

And, did you know that WORDSPRINT can assist you in creating a 12-month marketing campaign to increase your brand's Top-of-Mind Awareness with your customers?

Give us a call today at 800-359-6608 to schedule a meeting with one of our sales reps to discuss your next direct-mail marketing campaign.

Visit us on the web at: www.wordsprint.com
Select Speakers:
Nina Bassuk, Urban Horticulture, Cornell University
Scott Calhoun, author of "Designer Plant Combinations"
Hallie Dozier, Forestry & Natural Resources, Louisiana State University
Mary Palmer Dargan, ASLA, author of "Timeless Landscape Design"
Bernie Erven, Ohio State, Professor Emeritus
Mike Goatley, Turfgrass Specialist, VTech
Jon Goldman, Brand Launcher
Jeff Lowenfels, author of "Teaming with Microbes"
Kevin Mathias, Turfgrass Management, University of Maryland

Workshops
Bonsai, Business Marketing, Exotic Insects, Insect ID, Landscape Design,
Plant Propagation, Using Social Networking, Spanish Language & Culture

Course tracks
Arboriculture, Business & Management, Crew Manager, Horticulture Skills,
Landscape Architecture & Design, Landscape Management,
Pesticide Training & Renewal, Plants & Production

Certifications or CEUs
Certified Horticulturist or Nurseryman
Crew Manager
ISA
NC BoLA
Pesticide Applicators in 10 states + DC
PLANET
VA DCR Nutrient Manager
VA Licensed Landscape Architects
VA Society Landscape Designers

Programs available in November.
For more information, visit mahsc.org or 757-523-4734.

Produced by The Virginia Horticultural Foundation, a 501(c) (3) nonprofit organization.

Sponsored by
Tips – Recycling Poly & Pots

Recycle #2 and #5 pots, greenhouse film (clear or white), #6 plug trays or any other item that is coded #2, #5 or #6

Contact: Steve Wasserman, 410-374-2196, swasserman9@yahoo.com

Toler Chemicals, Inc. of Plainview, NY is a large plastic recycling company. They will take any plastic that will melt including polystyrene. Several nurseries on the eastern shore have sent plastic to this company.

Contact: Dave Schneebaum, phone - 516.349.0090, fax - 516.349.7035, email - Dave@Tolerchem.com

Zook’s Plastic Recovery

Recycling Used Ag Plastics

Not currently picking up in Virginia, but will accept deliveries on your truck.

Daniel Zook
183 S. Farmersville Rd
Leola, PA 17054
717-656-4422
Daniel@zooksplastic.com
www.zooksplastic.com

SBC Recycling

6589 Bennington Chapel Rd
Centerburg OH 43011
740-893-3567 fax: 740-893-3568
Recycling greenhouse poly
Linda Wilson
lwilson@sberecycling.com

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)

Virginia
Nursery & Landscape Association

383 Coal Hollow Rd; Christiansburg, VA 24073-6721
800-476-0055 Fax: 540-382-2716
Email: info@vnla.org – www.vnla.org
Credit cards accepted
TELAMON’S flexible and interactive pesticide safety training is recognized by the Virginia Department of Agriculture & Consumer Services as complying with the requirements for training under the EPA’s Worker Protection Standard (WPS).

WHO NEEDS PESTICIDE SAFETY TRAINING?
The EPA requires that employers take steps to protect two groups of agricultural employees: workers and pesticide handlers. Workers who are involved in the following activities need pesticide safety training: weeding, watering, planting, harvesting related to the production of the plants on farms, forests, vineyards, nurseries and greenhouses. The EPA requires that Worker Protection Standard training be provided in the worker’s native language and within one to five days of employment depending upon the type of work performed.

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

WHAT OUR CUSTOMERS ARE SAYING

“Just want to share with you the outcomes of my recent inspection. The pesticide investigator had a very positive impression of the business. He told me that with companies like mine, it was very simple to do his work. I want to thank Telamon for its help and want to reserve a time every year to have pesticide safety classes for the workers.”

— Noel Hernandez, Manager, American Color

PROGRAM BENEFITS

- Telamon Pesticide Safety training is a free, flexible and interactive program that is delivered in one hour for workers to one day for handlers. Customized programs are available for your farm business.
- Workers participating in training receive EPA verification cards. The cards are valid for five years.
- Employers receive a roster complete with names and signatures of trained workers.
- A heat stress presentation with specific information on prevention, recognition and how to act in case of emergency.

TELAMON CORPORATION
Since 1965, Telamon Corporation, a private, nonprofit organization, has been providing resources and training to improve the lives of migrant and seasonal farmworkers and other rural disadvantaged populations. In 2006, Telamon-Virginia expanded its services to provide Worker Protection Standard training in accordance with EPA guidelines to farmworkers throughout the Commonwealth. Since then, over 5,000 farmworkers have been trained.

In 2008, the Virginia Department of Agriculture and Consumer Services and the Virginia Pesticide Control Board presented Telamon’s Trainer and three other individuals with a First Place Certificate of Recognition for their outstanding participation in that year’s Pesticide Safety Education Program.

Call 800-285-1676 or visit telamon.org and learn more about Telamon’s training programs.
Legislation - Lighthouse Program Tools

Where to learn about federal actions that could affect your business

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

Where To Begin

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

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

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

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

How Do I Look Up My Elected Leaders?

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

Alerts: Only Have A Minute?

The Lighthouse Program Makes It Easy.

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

How Can I Quadruple the Voice of My Business?

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

What if I Am An ANLA Member, Too?

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

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

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

Mid-Atlantic Solutions, Inc.
Telephone 434.263.4300
P.O. Box 507 • 650 Front Street • Lovingston, VA 22949
www.maslabor.com • solutions@maslabor.com
Leadership can be defined many ways. My personal favorite is the story of John F. Kennedy at his inaugural speech in 1961. Although, JFK was a charismatic, unique leader, he did have some weaknesses and made some unpopular decisions. But on that cold January day, he made the call to put a man on the moon and return him to earth by the end of the decade.

Kennedy didn't try to solve all of the country's technical, political, and financial problems in advance. He did, however, create the vision, the challenge, and the timetable. He then gave to those who could do it the power and the means to get it done and got out of their way. That's leadership.

There are many good views and opinions from many good people about what leadership is, how to find it, attract it, retain it, and best use it. To you, the most important issue may be whether or not you are one of those leaders. But the even larger issue is whether anyone wants to be led by you.

This question often strikes fear in the hearts of executives, and with good reason. You can't lead unless someone follows. Leaders can't get anything done without followers to carry out their direction. And in these "empowered times," followers are hard to find except by leaders who know how to capture people's hearts, minds, and spirits. So how do you do that?

Everyone agrees that leaders need vision, energy, authority, and strategic direction. But inspirational leaders need something more.

*Harvard Business Review,* in an article by Robert Goffee and Garth Jones, presented the results of their 25 years of research and theory testing on thousands of executives and recommended the following four qualities for leaders to magnetize people to their vision.

1. Be human, reveal your weaknesses
2. Be intuitive, become a sensor
3. Practice tough empathy
4. Dare to be different

**First, Be human, reveal your weaknesses**

When leaders reveal their weaknesses, they show us who they are, warts and all. This may mean that they're irritable on Monday mornings or somewhat disorganized or even shy. Admitting such weaknesses helps establish trust, and, in some ways, imparts confidence. Indeed, trying to establish perfection at everything tells folks that there's little need to help you with anything. It's a signal that you can do it all yourself.

Consider the experience of a senior executive who has a medical condition that regularly produces physical shaking. He agreed to give a major presentation at a global management consultancy. The otherwise highly critical audience greeted this courageous display of weakness with a standing ovation. By giving this talk, he had dared to say, "I am just like you, imperfect." Sharing this imperfection is so effective because it underscores a person's authenticity.

All that said, effective leaders know that exposing a weakness must be done carefully. They own up to a selective weakness. The golden rule is to never expose a weakness that will be seen as a major flaw. A VP of Finance cannot suddenly confess that he never understood discounted cash flow. A better weakness to expose may be that you're a workaholic. But remember, if your revealed weakness is not perceived as genuine, you'll open yourself to ridicule and even scorn.

**Second Be Intuitive, Become a Sensor**

Inspirational leaders rely heavily on their intuition. Although this is a trait people enerally have or don't have, many become intuitive of their specific environment. Ray van Shaik, chairman of Heinekin in the early '90s, is a good example. Van Shaik's genius, it was said, lay in his ability to read specific signals he received from his colleagues and from Freddie Heinekin, the family member who was "always there without being there." This was because van Shaik developed an ability to "just know" what Heinekin wanted. While other executives second-guessed and hoped for the best, van Shaik's ability was based on many years of working with Heinekin on the board, but even more so because he worked at and honed this sixth sense.

Collecting signals and striving to understand the values and goals of others will begin to give you the sense of knowing what's going on without having everything spelled out.

One successful leader pointed out that as a young man he worked as a tour guide responsible for groups of 100 or more people. "There was no salary, only tips," he recalls. He developed the intuitiveness to identify which groups and which individuals would produce the best tips. Then he focused on which techniques in his work produced even better earnings. This skill, once developed, helped lead him to his current CEO position.

Great sensors can sense unexpressed feelings, judge whether relationships are working or not, and understand the "hot buttons" that can motivate individuals.

Such stories as these come with a word of warning however. Contaminating your intuitive signals with your own motives can lead you astray. If your desire for a specific outcome is so strong that it clouds your ability to cleanly perceive unfiltered signals, you may end up with a distorted message. The employee who fears for her job may also read her boss's abruptness as a signal that she's going to be fired. Even the most gifted sensors may need to re-examine their own feel...
QUALITY GROWERS Specializing in Magnolias and Evergreens
15-200 Gallon Containers
Largest Containers in North Carolina
-ings, which may be interfering with their intuition. You may even want to discuss your feelings with a trusted advisor or a team member.

**Third Practice Tough Empathy**

Unfortunately, there’s altogether too much hype telling leaders that their purpose in life is to save bad employees and become more focused on social issues. It’s disappointing to see a manager return from the latest interpersonal skills training newly focused on making friends and developing social relationships. Real leaders don’t need a training program to convince them that they should care. They empathize fiercely with the people they lead and they care intensely about the work their employees do.

The true empathy of inspirational leaders is not the soft indulging style that’s centered primarily on employees’ personal issues. Real leaders manage through a unique approach called tough empathy. Tough empathy means giving people what they need, not what they want.

Organizations like the Marine Corps or consulting firms specialize in tough empathy. Recruits in the Marine Corp are pushed to be the best that they can be; “grow or go” is the motto. This is not a callous disregard for the personal problems an individual may have in the performance of his or her job. This is instead a concerted focus on the organization’s vision and goals, your team, and the development of future leaders.

At its best, tough empathy balances respect for the individual and for the task at hand. Attending to both, however, is not easy and certainly not when your business is in survival mode. At such times, real leaders draw the best and more from their people. They inspire new thought, concentrated energy, and renewed commitment. Executives who are more focused on being admired and making friends often fail everybody.

Consider a situation at Unilever at a time it was developing a new detergent that eventually failed dramatically because it destroyed clothes while cleaning them. Even though the problems became evident early on, the CEO, Neil Fitzgerald, stood by his troops and supported them. "That was the popular place to be," he says now. "But I shouldn't have been there." "I should have been looking out for the customer." Stopping the process, even though it would have cost some people their jobs, was the right thing to do. Now they're almost all gone.

Caring for people does not always mean giving in to their wishes and keeping everything as comfortable as possible. People want and expect more from their leader. They want someone who cares passionately about the people and the work, and they want to be part of a successful team.

**Fourth, Dare to Be Different**

Another quality of inspirational leaders, the authors discovered in their detailed research, is that leaders capitalize on what's unique about themselves. In fact, the research showed that this might be the single most important quality of the four.

Many leaders often don't know what that unique trait is, but when they identify it, the best leaders don't hide it — they emphasize it. This not only identifies and highlights who they are, but it also signals a separateness that also distinguishes leaders.

Your difference may be a creative imagination, an ability to speak well, or an expertise in something (even if it's not job related). It may be as simple as a handshake or a distinct style of dress. Whatever it is, find out what sets you apart and makes you an individual. Let it be an identifier for you.

One CEO found, after many years, that he motivated people through his emotions in the way he communicated. Once identified, he began to highlight this. Soon others characterized him by his emotional commitment and communication. Another leader found that being just a little aloof and private separated her from the crowd. She was not Machiavellian in her manner. She was an accomplished leader and her people took great pride in being on her team. Leadership is not a popularity contest.

One danger of course, is that an executive can overdo this. Some may find that their separateness becomes so pronounced that they've lost contact with their followers, and that's fatal. It was reported that Robert Horton, CEO of British Petroleum (BP), projected a conspicuous display of considerable intelligence. So much so, that he led others to see him as arrogant. That excessive separateness eventually led to his dismissal after just three years.

**Leadership in Action**

Based on their findings, Goffee and Jones have determined that all four of these qualities are necessary for inspirational leadership, but they cannot be used mechanically. They must become, or already be, a part of, who and what you are. That's why "recipe books" on leadership so seldom work. The qualities do not become part of the individual. No one can become a leader by just aping another leader. The challenge is to be yourself but with more skill, and that's not all that easy.

As long as we have businesses and people who work together, we will be looking for leaders and discovering all we can about true leadership. This research provides no universal formula, but it can and has identified the significant qualities of those we already recognize as true leaders. This can be a very good first step in developing yourself as a leader.

*Bill Cook, Human Resource Associates  Hotline: (703) 897-8511,  hrahtl@consulthra.com*
Join us as we make Virginia even greener

VIRGINIA TURFGRASS COUNCIL

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

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

Join
by mail • by phone • by web

For More Information: VIRGINIA TURFGRASS COUNCIL
PO Box 5989, Virginia Beach, VA 23471 • (757) 464-1004 • www.vaturf.org • E-Mail: VATurf@verizon.net
Plantsource N.C. is a plant locator service provided by The Central North Carolina Nursery Association Marketing Group. Fax your want list to Plantsource N.C. Your list will then go out to all CNCNA Marketing Group Members for quotations.

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

Hickory Hill Nursery
812 Neely Road, Asheboro, NC 27205
336-623-6660, fx 336-626-7575, 1-800-942-1313

Irving Farms
190 Carter Dairy Road, Stoneville, NC 27048
336-932-0526, fax 336-623-2636
irvingfarms@yahoo.com

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

Kenneth E. Bell
5143 N. Church St., Greensboro, NC 27455
336-337-2322, fx 336-288-8811
bell3955@bellsouth.net

L & H Enterprises of Lowgap NC
9181 W. Pine Street, Lowgap, NC 27024
336-352-4048, fax 336-352-4642
www.landh-enterprises.com
Email: l.hevergreen@sury.net

Lewis Nursery
P.O. Box 90, Cascade, VA 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

Moon Meadow Perennials
805 Oakbury Ct., Greensboro, NC 27455
336-643-3727, fx 336-643-0840, 1-800-758-8121

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
336-348-3380, fx 336-616-1139

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

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

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

Ralph Modlin Farms
7256 Sleepy Hollow Drive.,
Ardendale, 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, fax 336-776-4974
raysland@bellsouth.net

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

Shiloh Nursery
164 Allen Road., Harmony, NC 28634
704-546-7582, fx 704-546-5366,
cell: 704-880-1285
shilohnursery@yahoo.com,
shilohnursery@hotmail.com

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

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

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

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

Wagoner’s Nursery, LLC
6818 Friedens Church Rd., Gibsonville, NC 27249
336-449-5332, fx 336-449-0134
www.wagonernursery.com,
wagonersnursery@embarqmail.com

A & A Plants
5392 NC 130 East, Browns Summit, NC 27214
336-656-7881, fx 336-656-9968
rapple656@aol.com

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

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

Buds & Blooms
7501 US 29 N., Browns Summit, NC 27214
336-656-7819, fx 336-656-7504, 1-800-772-2837
budbloom@bellsouth.net

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

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

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

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

Gilmore Plant & Bulb
9154 Old 421 Road, Julian, NC 27283
336-685-4431, fx 336-685-0261, 1-800-543-7537

Gossetts Landscape Nursery, Inc.
7801 Clinard Farms Road, High Point, NC 27265
336-434-2548, fx 336-434-6347, 1-800-487-5555 email: ghbpnc@aol.com
www.gossettsnursery.com

Greensboro Mulch Supply
4832 Hwy.150 E., Browns Summit, NC 27214
336-656-7007, fx 336-656-7977

Greensboro Shrub Nursery
4514 Old Burlington Rd., Greensboro, NC 27405
336-621-6579, fx 336-621-8867, 1-800-849-4514 email: sales@gshrub.com
www.gshrub.com

CENTRAL NORTH CAROLINA NURSERY ASSOCIATION
MARKETING GROUP
1867 Sandy Ridge Road, Colfax, NC 27235
Plantsource NC Fax Toll Free Fax 1-866-268-3509
www.cncna.org

TOLL FREE FAX:
1-866-268-3509
# 2010 VNLA Virginia Certified Horticulturist Review Class/Test Schedule

<table>
<thead>
<tr>
<th>Region</th>
<th>Review or Test</th>
<th>Dates</th>
<th>Location</th>
<th>Time</th>
<th>Fees</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>Advanced Review</td>
<td>January 11-21 Mon/Wed/Thur</td>
<td>Lancaster Farms’ Conference Room, Suffolk</td>
<td>6-9pm $75 $100 VNLA</td>
<td>Cheryl Lajoie</td>
<td>757-484-4421</td>
<td><a href="mailto:Cheryl@lancasterfarms.com">Cheryl@lancasterfarms.com</a></td>
<td>December 31, 2009</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hampton Roads</td>
<td>VCH TEST</td>
<td>1/25/2010 Monday</td>
<td>Mid-Atlantic Horticulture Short Course, The Founders Inn Virginia Beach</td>
<td>6-9 pm $55 $250 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 11, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hampton Roads</td>
<td>Advanced Test</td>
<td>1/25/2010 Monday</td>
<td>Mid-Atlantic Horticulture Short Course, The Founders Inn Virginia Beach</td>
<td>6-9 pm $75 $300 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 11, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hampton Roads</td>
<td>Review</td>
<td>February 2 - March 11 Tuesday/Thursdays</td>
<td>Lancaster Farms’ Conference Room, Suffolk</td>
<td>6-9 pm $125 $150 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 21, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hampton Roads</td>
<td>TEST</td>
<td>March 13, 2010</td>
<td>Lancaster Farms’ Conference Room, Suffolk</td>
<td>8am-noon &amp; 12:30-4:30pm $55 $250 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 5, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hampton Roads</td>
<td>TEST</td>
<td>June 16, 2010</td>
<td>Lancaster Farms’ Conference Room, Suffolk</td>
<td>6-9 pm $55 $250 VNLA</td>
<td>Cheryl Lajoie</td>
<td>757-484-4421</td>
<td><a href="mailto:Cheryl@lancasterfarms.com">Cheryl@lancasterfarms.com</a></td>
<td>June 2, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northern VA</td>
<td>Review</td>
<td>February 2 - 18 Tuesday/Thursdays</td>
<td>Merrifield Garden Center, Fair Oaks location, Fairfax</td>
<td>6:00 - 9:00 pm $75 $150 NVNLA</td>
<td>Paul Eden</td>
<td>703-327-5161  x299</td>
<td><a href="mailto:peden@southridingnurseries.com">peden@southridingnurseries.com</a></td>
<td>January 25, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northern VA</td>
<td>TEST</td>
<td>March 4, 2010</td>
<td>Merrifield Garden Center, Fair Oaks location, Fairfax</td>
<td>5:30 - 9:30 pm $55 $250 VNLA</td>
<td>Paul Eden</td>
<td>703-327-5161  x299</td>
<td><a href="mailto:peden@southridingnurseries.com">peden@southridingnurseries.com</a></td>
<td>February 18, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northern VA</td>
<td>TEST</td>
<td>March 18, 2010</td>
<td>Monroe Technology Center</td>
<td>5:00-9:00 pm $55 $250 VNLA</td>
<td>Deborah Chaves</td>
<td>703-771-6560</td>
<td><a href="mailto:dchaves@loudoun.k12.va.us">dchaves@loudoun.k12.va.us</a></td>
<td>March 4, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northern VA</td>
<td>TEST</td>
<td>May 20, 2010</td>
<td>Monroe Technology Center</td>
<td>10 am - 2 pm $55 $250 VNLA</td>
<td>Deborah Chaves</td>
<td>703-771-6560</td>
<td><a href="mailto:dchaves@loudoun.k12.va.us">dchaves@loudoun.k12.va.us</a></td>
<td>May 6, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>Review</td>
<td>Jan. 25 - March 15 2010</td>
<td>Henrico County Government Complex - Board Room</td>
<td>6:30-9:30 pm $25 $75 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 11, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>TEST</td>
<td>March 22, 2010</td>
<td>Henrico County Government Complex - Board Room</td>
<td>6-10 pm $55 $250 VNLA</td>
<td>Jeff Miller</td>
<td>800-476-0055</td>
<td><a href="mailto:info@vnla.org">info@vnla.org</a></td>
<td>March 8, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central SW VA</td>
<td>TEST</td>
<td>TBA March 2010</td>
<td>TBA Lynchburg or Charlottesville</td>
<td>1-5 pm $55 $250 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 13, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>Advanced Test</td>
<td>TBA September 2010</td>
<td>TBA Richmond</td>
<td>1-5 pm $75 $300 VNLA</td>
<td>Jeff Miller</td>
<td>800-476-0055</td>
<td><a href="mailto:info@vnla.org">info@vnla.org</a></td>
<td>August 20, 2010</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central SW VA</td>
<td>TEST</td>
<td>TBA September 2010</td>
<td>TBA Lynchburg or Charlottesville</td>
<td>1-5 pm $55 $250 VNLA</td>
<td>Jeff Miller</td>
<td>800-476-0055</td>
<td><a href="mailto:info@vnla.org">info@vnla.org</a></td>
<td>August 20, 2010</td>
<td></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/certification.htm](http://www.vnla.org/certification.htm).

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.shop.vnla.org](http://www.shop.vnla.org).
## Upcoming Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEGISLATIVE APPRECIATION BANQUET, Virginia Agribusiness Council, Arthur Ashe Center, Richmond</td>
<td>January 14, 2010</td>
<td>804-643-3555, Contact: 804-643-3555</td>
<td></td>
</tr>
<tr>
<td>TURFGRASS TRADE SHOW &amp; CONFERENCE; Frederickburg, VA</td>
<td>January 18-22, 2010</td>
<td>757-523-4734, <a href="mailto:info@vahort.org">info@vahort.org</a></td>
<td></td>
</tr>
<tr>
<td>GREEN INDUSTRY SEMINAR &amp; PESTICIDE RE-CERTIFICATION</td>
<td>January 20-21, 2010</td>
<td><a href="http://www.greenindustryseminar.org">www.greenindustryseminar.org</a></td>
<td></td>
</tr>
<tr>
<td>MID-ATLANTIC HORTICULTURE SHORT COURSE</td>
<td>January 24-29, 2010</td>
<td>The Founders Inn &amp; Spa, Virginia Beach, VA 757-523-4734, <a href="mailto:info@vahort.org">info@vahort.org</a></td>
<td></td>
</tr>
<tr>
<td>&quot;Basic&quot; VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)</td>
<td>January 25, 2010</td>
<td>800-476-0055, <a href="mailto:VCH@vnla.org">VCH@vnla.org</a></td>
<td></td>
</tr>
<tr>
<td>&quot;Advanced&quot; VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)</td>
<td>January 25, 2010</td>
<td><a href="mailto:info@virginiagreen.org">info@virginiagreen.org</a></td>
<td></td>
</tr>
<tr>
<td>CENTS 2010 Trade Show, Greater Columbus Convention Center, OH</td>
<td>January 25-27, 2010</td>
<td><a href="mailto:cents@onla.org">cents@onla.org</a></td>
<td></td>
</tr>
<tr>
<td>CVNLNA SHORT COURSE &amp; WINTER SYMPOSIUM &quot;Everything Old is New Again&quot;</td>
<td>February 3-5, 2010</td>
<td>864-592-3868, <a href="http://www.scnla.com">www.scnla.com</a></td>
<td></td>
</tr>
<tr>
<td>South Carolina Horticulture Industry Trade Show &amp; Seminars (SCHI)</td>
<td>February 4-6, 2010</td>
<td>800-332-3976x111, <a href="mailto:jbmcl@macevents.com">jbmcl@macevents.com</a></td>
<td></td>
</tr>
<tr>
<td>SNA FORUM 2010 Cobb Galleria, Atlanta, GA</td>
<td>February 10-11, 2010</td>
<td><a href="http://www.sna.org">www.sna.org</a></td>
<td></td>
</tr>
<tr>
<td>MAYMONT FLOWER &amp; GARDEN SHOW &quot;Passport to the World&quot;</td>
<td>February 18-21, 2010</td>
<td>pennsylvaniahorticulturalsociety.org</td>
<td></td>
</tr>
<tr>
<td>PHILADELPHIA FLOWER SHOW &quot;Passport to the World&quot;</td>
<td>February 28-March 7, 2010</td>
<td>pennsylvaniahorticulturalsociety.org</td>
<td></td>
</tr>
<tr>
<td>AM. RHODODENDRON SOCIETY Annual Meeting, Long Island, NY</td>
<td>May 20, 2010</td>
<td><a href="mailto:info@virginiagreen.org">info@virginiagreen.org</a></td>
<td></td>
</tr>
<tr>
<td>VIRGINIA ARBOR DAY &amp; NATIONAL ARBOR DAY</td>
<td>May 14-17, 2010</td>
<td><a href="mailto:info@vnla.org">info@vnla.org</a></td>
<td></td>
</tr>
<tr>
<td>VIRGINIA GREEN INDUSTRY COUNCIL MEETING</td>
<td>June 9, 2010</td>
<td>540-382-0943, <a href="mailto:info@virginiagreen.org">info@virginiagreen.org</a></td>
<td></td>
</tr>
<tr>
<td>VIRGINIA ARBOR DAY &amp; NATIONAL ARBOR DAY</td>
<td>June 16, 2010</td>
<td>540-382-0943, <a href="mailto:info@virginiagreen.org">info@virginiagreen.org</a></td>
<td></td>
</tr>
<tr>
<td>&quot;Basic&quot; VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)</td>
<td>March 4, 2010</td>
<td>800-476-0055, <a href="mailto:VCH@vnla.org">VCH@vnla.org</a></td>
<td></td>
</tr>
<tr>
<td>&quot;Basic&quot; VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)</td>
<td>March 10, 2010</td>
<td><a href="mailto:info@virginiagreen.org">info@virginiagreen.org</a></td>
<td></td>
</tr>
<tr>
<td>WASHINGTON HOME &amp; GARDEN SHOW (50th)</td>
<td>March 12-14, 2010</td>
<td><a href="http://www.washingtonhomeandgardens">www.washingtonhomeandgardens</a> how.com</td>
<td></td>
</tr>
</tbody>
</table>
Take a Closer Look

You’ll like what you see at Carolina Nurseries

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

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

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

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

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

Contact your Carolina Nurseries representative,
Amanda Bass
abass@carolinanurseries.com
1-888-845-1989
Fax 1-843-482-1014
739 Gaillard Rd., Moncks Corner, SC 29461
Your Roots Are In Virginia!

383 Coal Hollow Rd.
Christiansburg, VA 24073-6721

Financing that’s as unique as your business.

We’re a member-owned lender providing custom tailored mortgages and loans for:
- Land Purchases
- Greenhouses
- Nursery Stock
- Operating Expenses
- Equipment

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

BREMO TREES
Phone: 434-842-8733
Fax: 434-842-3823
email: info@bremotrees.com
www.Bremotrees.com

Bremo Bluff, VA