Distinctive Plants For Your Landscape
2010 Selections

- 2009 Plants of Distinction -
  Cercis chinensis ‘Don Egolf’ – Chinese Redbud
  Helleborus x hybrids ‘Pine Knot Strains’ – Lenten Rose
  Ilex x ‘Virginia’ – Holly
  Agapanthus x ‘Monmid’ ‘Midnight Blue’ – Lily Of The Nile
  Hydrangea quercifolia ‘Snowflake’ – Oakleaf Hydrangea
  Thuja x ‘Steplechase’ (PP) – Giant Western Arborvitae
  Buxus x ‘Green Velvet’ – Boxwood
  Stokesia laevis ‘Peachie’s Pick’ – Stokes’ Aster
  Musa basjoo – Hardy Banana
  Cercis canadensis ‘Hearts of Gold’ – Eastern Redbud

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www.beautifulgardens.org
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**COVER:** Claudia Swanson is on the left and Rose, a long time employee is on the right.
**VNLA Mission, Vision and Objectives for 2009**

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

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

**Objectives**

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

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

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

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

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

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

---

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President’s Message

Hopefully everyone’s Fall is starting off well! From those that I have spoken with the early indications are good and everyone’s been quite busy so far. This is a really good thing considering the slow summer most all of us had.

Field Day was a BIG success this year! Our overall attendance numbers were up by double over the past few years. I’d like to give Kevin Warhurst and the entire Merrifield Garden Center crew a HUGE “THANK YOU” for all of their hard work and effort they put in and it showed! I heard numerous remarks about how amazing their new greenhouse was as well as the overall site. Just the pure size and layout alone were amazing, but the expertise that their staff showed was outstanding. I can see why they are a successful company.

There are a couple of issues going on now that we need some feedback from our members on:

One is the Chesapeake Bay Program Reauthorization.

Congress is currently proposing legislation (Cardin-Md) to reauthorize the Chesapeake Bay Program and expand federal authority by including in law:

- a) the provisions of President Obama’s Chesapeake Bay Executive Order, b) setting an enforceable deadline for Chesapeake Bay (Bay) restoration, c) setting deadlines for Bay Total Maximum Daily Load (TMDL) development and implementation, d) establishing citizen right of action (civil suits), and e) banning activities such as commercial menhaden fishing which are generally controlled by the states.

A possible proposed position would be:

- The reauthorization of the Chesapeake Bay Program is important to continued progress toward the restoration of the Chesapeake Bay; however, federal authority should not be expanded.
- The Executive Order should not be codified because it will not become final until 2010; it is a precedent setting document with questionable authority.
- While the TMDL development is court ordered, it should not be codified because it is under development with unknown outcomes and codification would bypass the authority of the Virginia General Assembly.
- The Chesapeake Bay Milestones should not be codified because they are established by each state individually and beyond the current two-year cycle are not yet established.
- Civil suits cannot be codified because they will generate unnecessary suits that are simply intended to stop a project or prolong the issuance of permits.
- Banning activities such as commercial menhaden fishing should not be codified because they are issues that should be determined by the states. Federal intervention will be disruptive to established industries.
- We support as much flexibility and authority as possible be given to the individual states.

What are our members concerns / remarks regarding the above?

The second issue we need feedback on is:

On September 4, 2009, the Department of Labor proposed significant changes to the regulations governing the H-2A temporary and seasonal alien agricultural worker program. See, 74 Federal Register 45906-65. The comment period ended on October 20, 2009. There are far more issues with the proposed changes than I can include here in my message, but please refer to the article “Summary of Issues with Proposed H2A Regulations” located on page 58 in this newsletter. Listed below are the highlights of the proposed changes:

- Streamlined Application Process Eliminated
- Lengthened Recruitment Period Retained And 50% Rule Reinstated
- Onerous Recruitment Obligations Imposed
- State Work Force Agencies (SWA) Not Required to Verify Work Eligibility of Referrals
- Adverse Effect Wage Rate (AEWR) Reinstated
- Definition of Corresponding Employment Expanded
- Definition of “Agricultural Labor” Altered to Eliminate Incidental Farm Work
- Definition of Strike and Lockout Modified to Allow 2 or More Workers to Defeat an H-2A Application
- Requires Agents, Associations and Farm Labor Contractors to Provide to DOL Confidential Proprietary Business Information
- Expands Record Retention Requirements
- Extends FLSA Transportation and Subsistence Reimbursement Cost Requirements into the H-2A Program
- Broadens Liability of Grower Agents and Associations and Their Members
- Expands Discretion of DOL To Revoke Certifications and Debar Farmers From Future Program Participation
- Substantially Increases Civil Money Penalties and Make Whole Remedies for Program Violations that far Exceed Those Available in Prior Regulations

Please send us any feedback you have on these issues or any other issues you feel we need to know about!

I’d also like to welcome Jim Snyder (Riverbend Nursery), Kirk Quillen (Waynesboro Nurseries) and Tom Saunders (Saunders Brothers, Inc.) to our Resource Committee. The board has decided to bring on these three (3) new committee members to help assist the executive committee on various issues such as budgetary items, software issues, strategic planning, etc… All three of these men have served as President of our association and will bring a lot of knowledge and expertise to us.

Thanks Again!

Duane Shumaker, VNLA President

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VNLA Newsletter
September / October 2009
7
Letters – Support Hahn Horticulture Garden

On behalf of the Department of Horticulture I extend my sincere appreciation for your financial support of the Hahn Horticulture Garden. Our mission is to "Improve the World, one Plant at a Time." We strive to do this throughout our teaching, research and outreach efforts. Your thoughtful gift allows us to better answer this high calling. We are, very grateful that you are an active member of our Horticulture family!

Roger Harris, Interim Department Head
Department of Horticulture

Letters – HRI Annual Giving

You are a part of a community that makes a difference and understands the importance of research for the green industry. I would like to thank you for participating in HRI's annual giving and membership program. Your donation of $250.00 to the Emerging Issues & Technology Projects Fund was received on July 23, 2009.

Your donation supports HRI's current focus on the creation of a biodegradable nursery pot using waste feathers. This research brings together the industry's focus on sustainability while also supporting the growth and sustainability of HRI. HRI has negotiated an exclusive license on behalf of the nursery industry for the commercial production of products developed from this research effort. Income from any licensing agreement will be returned to the HRI Endowment Fund to support future nursery industry research.

Remember that your charitable contribution is tax deductible to the fullest extent of the law. Please be advised that HRI gave no goods or services in return for this donation. We hope that the research supported by your generous donation will be rewarding enough. For your records, Hill's federal identification number is 52-1052547

Thank you for your support
John Brailsford, Jr. Shady Grove Plantation & Nursery Inc HRI /EF President

Editorial - Economy

Most, if not all, of us have had to adopt some strong and effective coping skills this past year. It has not been a pleasant experience. Involved in these coping skills have been looking at some of our wrong doings and determining how we may have contributed to own economic problems or issues. There has to be a learning lesson with this bad experience. After we have decompressed and put things into perspective we must move forward and continue to believe in the positive and have an optimistic attitude about this coming fall business.

Mother Nature has delivered us the perfect summer scenario with adequate and timely rainfall and cooler temperatures. From a retail perspective, it has been a few years since we have been blessed with such a good set up heading into our busy fall season. Is this the silver lining we are looking for? I wish I had a crystal ball to make this forecast for all of us. We can only do our best. More than ever we need to support our fellow VNLA members by buying local as much as possible.

Doug Hensel, The Great Big Greenhouse & Nursery, Richmond

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News - Federal Guidelines for H1N1 Flu

Encourage Employers to Plan Now for Upcoming Influenza Season

Recommendations Range from Encouraging Hand Washing to Allowing Some Employees to Stay Home

Department of Commerce (DOC) Secretary Gary Locke, Department of Health and Human Services (HHS) Secretary Kathleen Sebelius, and Department of Homeland Security (DHS) Secretary Janet Napolitano today announced new guidance for businesses to plan for and respond to the upcoming flu season.

The guidance, released by the Centers for Disease Control and Prevention (CDC), is designed to help employers prepare now for the impact of seasonal and 2009 H1N1 influenza could have this fall and winter on their employers and operations.

Employers’ plans should address such points as encouraging employees with flu-like symptoms or illness to stay home, operating with reduced staffing, and possibly having employees who are at higher risk of serious medical complications from infection work from home, according to the CDC guidance.

It is not known whether the 2009 H1N1 influenza virus will cause more illness or more severe illness in the coming months, but the CDC recommends that everyone be prepared for influenza. Because seasonal and 2009 H1N1 influenza pose serious health threats, employers should work
with employees to develop and implement plans that can reduce the spread of flu, and to encourage seasonal flu vaccination as well as H1N1 vaccination when that vaccine becomes available.

Secretary Locke suggested businesses set the right tone in the workplace. That means implementing common sense measures to reduce the risk of spreading the flu and encouraging workers who are sick to stay home.

“The President has mobilized the federal government to get America prepared,” DOC Secretary Locke said. “But government can’t do it alone. For this effort to be successful, we need the business community to do its part.” Making the right decisions will not only improve public health, it also has the potential to protect economic productivity: employees who are sick and stay home will not spread the flu in the workplace.

“This new guidance will help our private sector partners continue to prepare for the upcoming flu season to keep our economy functioning and our critical infrastructure secure,” said DHS Secretary Napolitano. “Ensuring business continuity is important to our cooperative efforts to keep Americans safe.”

There are many actions that can be taken to help reduce the spread of flu. The guidance notes the importance of using these actions, including regular and frequent hand washing and routine cleaning of commonly touched surfaces.

“One of the most important things that employers can do is to make sure their human resources and leave policies are flexible and follow public health guidance,” said HHS Secretary Kathleen Sebelius. “If employees are sick, they need to be encouraged to stay home. If people begin to experience flu-like symptoms at work, they should be sent home and possibly encouraged to seek medical treatment. ”

Employers should review sick leave policies and ensure employees understand them, according to the guidance. Employers should try to make sick leave policies flexible for workers who may have to stay home with ill family members or if a child’s school is closed, the CDC says.

Employers should consider offering vaccine against seasonal flu, and encourage employees to be vaccinated against seasonal and H1N1 flu, the guidance says.

Employers also might cancel non-essential face-to-face meetings and travel, and space employees farther apart, the report says. And employees who are at higher risk for flu complications might be allowed to work from home or stay home if the flu is severe, it says.

“Keeping our nation’s workers safe is a top priority,” said Deputy Secretary of Labor Seth Harris, who partici-
For more information, visit www.flu.gov
For more information, go to:

Virginia Department of Health – H1N1
www.vdh.virginia.gov/epidemiology/Dise
asePrevention/H1IN1/index.htm Hotline:
1-877-ASK-VDH3 (1-877-275-8343)

SHRM H1N1 Flu Resources
www.shrm.org/hrdisciplines/safetysecurit
y/articles/Pages/SwineFluNewsResources .aspx

Communication Toolkit
for Businesses and Employers
www.flu.gov/professional/business/toolkit.pdf

2009 H1N1 Flu Resources
for Businesses and Employers
www.cdc.gov/h1n1flu/business

News Update from AN-
LA: H-2A, E-Verify,
USDA

NEW H-2A RULES LOOM: On September 4, the Department of Labor proposed new H-2A agricultural guest worker program rules that constitute a virtually total rewrite of the rules promulgated in the waning days of the Bush administration. Early review suggests that the new proposal would be a significant challenge for employers using or considering the program. H-2A is already rather widely used among nursery and greenhouse growers. A copy of the proposed rule is being posted at AN-
LA.org, under "Government Rela-
tions, recent news." (http://anla.org/docs/Government%20Rela-
tions/DOLProposedRuleH2A9409.pdf)

E-VERIFY BECOMES MANDA-
TORY FOR FEDERAL CON-
TRACTORS: New federal rules have taken effect making use of the E-Verify electronic employment eligibility verification program manda-
tory for most federal contractors and some subcontractors. The good news is that the sale of most products (such as nursery stock) falls under the "commercial off the shelf, or COTS" exemption. The bad news is that larger contracts for landscape services could be covered. (see details in the next article)

QUARANTINE 37 CHANGES
ALSO IN WORKS: During August, USDA's Animal & Plant Health Inspection Service published a proposed rule pertaining to creation of a new regulatory category for plant imports, called Not Authorized Pending Plant Risk Assessment. The proposal has been a long time in the making, and is intended to make APHIS more responsive to new and emerging pest risks associated with live plant imports. However, some fear it will complicate trade. We wrote on the subject in the last National Issues articles, are carefully reviewing the rule, and will be commenting, hopefully in coordination with a diverse group of national partners working on improving Q-37. Happy to share a copy of the rule with anyone who would like to review it!

Colleen Beirne, Member Services Coor-
dinator, American Nursery and Land-
scape Association, ph. 202.789.2900, ext 3019 cbeirne@anla.org

News - Immigration
Alert: E-Verify

E-Verify and Federal
Contractors — What it Means
for Your Business

This past May, the implementation of the Federal Acquisition Regulation (FAR) E-Verify requirement for federal contractors was postponed until September 8, 2009, with the agreement of the Department of Defense, General Services Administration and the National Aeronautics and Space Administration. This was the fourth such extension, but it seems that time has finally run out and the requirement will go into effect in the coming days.

The FAR E-Verify requirement will require a contractor, and any covered subcontractors on a federal contract, to enroll in the E-Verify program within 30 calendar days of the contract or subcontract award date. The final rule applies to solicitations issued and contracts awarded after September 8, 2009, and which include the FAR E-Verify clause (73 FR 67704).

Federal contractors may NOT use E-
Verify to verify current employees until the rule becomes effective and they are awarded a contract that includes the FAR E-Verify clause.

The most recent legal challenge to the 2008 Executive Order 13465 seeking implementation of the FAR E-Verify requirement was dismissed by a federal judge on August 25, 2009. The suit, filed in the Southern District of Maryland by the U.S. Chamber of Commerce, Associated Builders and Contractors, Society for Human Resource Management, the American Council on International Personnel and the HR Policy Association in the District of Maryland, challenged the Executive Order and its regulatory authority. The plaintiffs sought declaratory and injunctive orders, based upon its argument that the rule and its requirements exceed governmental authority.


Judge Alexander Williams Jr. granted the government’s Motion for Summary Judgment, ruling against most of the points raised by the plaintiffs. Click here for the Memorandum Opin-
ion and Order. Laura Reiff, co-chair of Greenberg Traurig’s Business Immigration and Compliance Group, and Counsel for the Essential Worker Immigration Coalition, is not optimistic that an appeal of the most recent
rule will ultimately be granted. She believes that “federal contractors must take inventory of their personnel and set up standard operating procedures for handling the new regulation.”

**Action Required Under the Executive Order and Regulations**

What follows are basic facts regarding the FAR E-Verify rule and steps federal contractors will need to take. For further details, companies should consult with legal counsel regarding the necessary internal steps that should be taken. Note that, contrary to what was previously understood about the E-Verify program, which did not allow for the re-verification of existing employees, under the new regulation there will be mandatory re-verification of existing employees in certain circumstances.

By September 8, 2009, federal contractors not yet enrolled, or who have been enrolled for less than 90 days, in the E-Verify program AND who have accepted federal contracts that extend over 120 days and are valued at $100,000 or more, must:

- Enroll in the E-Verify program within 30 days from the date of contract award;
- Commence verifying all new hires within 90 days of enrolling in E-Verify; and,
- Initiate verification of all existing workers assigned to a new federal contract within 30 days after the initial 90 day enrollment time frame.

Note that federal contractors currently enrolled in the E-Verify program for less than 90 days must initiate verification of existing workers assigned to a federal contract within 90 calendar days after date of enrollment or within 30 calendar days of the employee’s assignment to the contract, whichever date is later.

Contractors who have been enrolled in the E-Verify program for 90 days or longer must:

- Continue to verify all new hires within three days of hiring;
- Verify all existing workers assigned to a new federal contract within 90 days from the contract award.

**Subcontractors**

The FAR E-Verify rule only covers subcontracts if a prime contract includes the clause. For subcontracts that flow from those prime contracts, the rule extends the E-Verify requirement to subcontracts for services or for construction with a value over $3,000. Existing indefinite-delivery/indefinite-quantity contracts should be modified by Contracting Officers on a bilateral basis in accordance with FAR 1.108(d)(3) to include the clause for future orders if the remaining period of performance extends at least six months after the final rule effective date, and if the amount of work or number of orders...
expected under the remaining performance period is substantial.

Finally, if a federal contractor or subcontractor wishes to re-verify its entire workforce they will be given 180 days to do so. This option will include both new hires and existing employees, including those not assigned to federal contract. If a company elects to do this, they must notify the Department of Homeland Security. A federal contractor that chooses to exercise this option must initiate an E-Verify query for each employee in the contractor’s entire work force within 180 days of updating its company profile.

We are currently awaiting additional guidance from the Department of Homeland Security regarding the FARE-Verify requirement. We will provide updates accordingly.

What the Future Holds?

To understand the future, it is important to revisit the history of this rule to better understand the federal government’s motivations. The new rule implements Executive Order 12989, as amended by President George W. Bush on June 6, 2008, directing federal agencies to require that federal contractors agree to electronically verify the employment eligibility of their employees. The amended Executive Order reinforces the policy, first announced in 1996, that the federal government does business with companies that have a legal workforce. The new rule requires federal contractors to agree, through language inserted in their federal contracts, to use E-Verify to confirm the employment eligibility of all persons hired during a contract term, and to confirm the employment eligibility of federal contractors and current employees who perform contract services for the federal government within the United States.

Recently, Homeland Security Secretary Janet Napolitano strengthened employment eligibility verification by announcing the administration’s continuing support for the FAR E-Verify regulation and the importance of electronic employment verification programs such as E-Verify and IMAGE. Clearly there is a sense that worksite enforcement operations will continue and that the E-Verify and IMAGE programs designed to facilitate employment verification will continue to gain importance. Given the growing problem with identity theft, it is very likely that the government will continue to push biometrics and secure identification documents. A mandatory electronic employment verification program, with biometrics a key feature, isn’t too far in the future. How these programs will be impacted by comprehensive immigration reform on Capitol Hill in the fall and into 2010 should be watched as well.

This GT Alert was written by Montserrat Miller and Nicole Ezer. Questions about this information can be directed to Montserrat Miller (millermo@gtlaw.com; 703.749.1343), Nicole Ezer (ezern@gtnlaw.com; 713.374.3613) or your immigration professional listed below.

Tysons Corner, 703.749.1300, Kristin Bolayir†, Patty Elmas†, Dawn Lurie, Montserrat Miller, Laura Reiff, Glenn E. Reyes†, Rebecca Schechter, Martha Schoonover Washington, D.C., 202.331.3100, Montserrat Miller, Laura Reiff†Not admitted to the practice of law.

†Not admitted to the practice of law. This Greenberg Traurig Alert is issued for informational purposes only and is not intended to be construed or used as general legal advice. Please contact the author(s) or your Greenberg Traurig contact if you have questions regarding the currency of this information. The hiring of a lawyer is an important decision. Before you decide, ask for written information about the lawyer’s legal qualifications and experience. Greenberg Traurig is a service mark and trade name of Greenberg Traurig, LLP and Greenberg Traurig, P.A. © 2009 Greenberg Traurig, LLP. All rights reserved. *Operates as Greenberg Traurig Maher LLP. **Greenberg Traurig is not responsible for any legal or other services rendered by attorneys employed by the Strategic Alliance firms. Greenberg Traurig’s Business Immigration and Compliance Group has extensive experience in advising multinational corporations on how to minimize exposure and liability regarding a variety of employment related issues, particularly I-9 employment eligibility verification matters. In addition to assisting in H-1B (Labor Condition Application) audits, GT develops immigration-related compliance strategies and programs and performs internal I-9 compliance inspections. GT has also successfully defended businesses involved in large-scale government worksite enforcement actions and Department of Labor Wage and Hour investigations. GT attorneys provide counsel on a variety of compliance-related issues, including penalties for failure to act in accordance with government regulations, IRCA antidiscrimination laws, and employers’ responsibilities upon receiving Social Security Administration “No-Match” letters.

Legislative – ANLA Lighthouse Updates

Social Security No Match Saga Nearing End

Shortly after the Senate failed to move comprehensive immigration reform legislation in 2007, the Bush Administration announced a series of "get-tough" measures that many believe were intended to force Congress back to the table by causing an outcry from business and immigrant advocates alike. One of these was the so-called Social Security No-Match rule. The rule would have required employers who received notice of name and number matches in their tax-related filings to take specific actions to rectify them, or terminate associated employees after 93 days.

The response from both business and labor was to seek relief in the courts, and a federal district judge in northern California issued an injunction that blocked the rule's implementation through the change in administrations. Leading the effort for business was the U.S. Chamber of Commerce. The American Nursery &
Landscape Association joined as a litigant, based on the severe harm and disruption that the rule would have brought, if implemented without broader immigration system reforms.

In August, Homeland Security secretary Janet Napolitano issued a notice of her department’s intent to withdraw the no-match rule. Napolitano’s proposal indicated that the DHS had determined that there were more effective ways to address employers’ hiring responsibilities. Indeed, the DHS is moving swiftly to expand the use of E-Verify, the federal electronic employment eligibility verification system. For instance, on September 8, use of E-Verify became mandatory for many federal contractors and subcontractors. While ANLA supports improvement of E-Verify, there are concerns about mandating the use of the system as it exists today, in part because of lingering error rates. More importantly, E-Verify does not routinely detect identity theft, so if an employee shows documents with a legitimate name and number, the system won’t usually detect the fact that the documents may not belong to the person presenting them. Back to “no-match.” ANLA and the National Christmas Tree Association on September 18 filed an official statement with the Department of Homeland Security (DHS) in response to its proposal to rescind the so-called “social security no-match rule.” ANLA and NCTA supported rescission of the problematic rule, and urged the Obama administration to go further, by preferably ceasing to send "no match" letters altogether, or at a minimum, providing clear compliance guidance to employers on actions required when such letters are received. The statement can be viewed at ANLA.org.

Meanwhile, a Senate amendment offered by Sen. David Vitter (R-LA) to the DHS’ appropriations bill would prohibit use of funds to withdraw the rule. However, most observers believe that the pending withdrawal will be finalized before that provision could become law, making it moot.

**Broad Coalition Examining Proposed Quarantine 37 Revisions**

In late July, USDA’s Animal & Plant Health Inspection Service (APHIS) published a significant proposed change to Federal Quarantine 37 (Q-37), which governs the importation of most types of living plants and propagative materials. The proposal would create a new category of plants, known as “not authorized pending pest risk analysis” or NAPPRA. As USDA explains, they believe this new category would allow the agency to respond faster to restrict a plant if there is scientific evidence that the plant itself may be a noxious weed in the U.S., or if there is scientific evidence that the...
Go ahead .... shoot!

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

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

Details at: www.vnla.org/AboutVNLA/photography_contest.htm
VNLA - Photo Contest

Rules & Winner

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

2. Each photographer may enter up to three (3) digital images per Newsletter deadline (see #6).

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.

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.

Winner of the September/October ’09 Photo Contest

A Tiger Swallowtail shot on a Tithonia

Taken with a Canon Power Shot A710, in full daylight with the macro setting

Photo Winner: Rick Baker, VDACS Marketing

“Win $50, submit your photos!

Good Luck and Happy Photographing!
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.

[Q-37 continued from page 13] A plant could be a host of quarantine plant pests or pathogens that may be introduced into the U.S. if the plant itself is allowed entry.

The NAPPRA proposal has received the general support of the Continental Dialogue for Forest Pests, a coalition of environmental and conservation, nursery, greenhouse, scientific, and government interests collaborating to improve the safeguarding system against foreign pests that may attack natural and urban forests. ANLA and others involved in the Dialogue effort are carefully reviewing the rule and preparing comments. A copy of the proposal can be downloaded from www.ANLA.org under "Recent GR News".

Health Reform State Of Play: And Then There Were Three

In mid-September, Senate Finance Committee Chairman Max Baucus (D-MT) introduced a health reform package as a product of negotiations between three Democrats and three Republicans on the committee. This bill, coupled with the House "tri-committee" package and the Senate Health, Education, Labor and Pensions Committee mark-up means that there are three very different health insurance reform packages under consideration by Congress. And while there are similarities between the three, the differences between each proposal may prove very difficult to overcome.

In the Senate, the passing of Senator Ted Kennedy (D-MA) has prompted leadership to reconsider how health reform could pass in the upper chamber. The loss of Senator Kennedy's solidly liberal vote, and questions regarding whether an interim replacement can be named and the timing of a special election to serve the remainder of his term, have caused some to speculate that Senate Democrats may use a legislative maneuver known as "reconciliation" as a means of avoiding a Republican filibuster on the measure.

Discussion of using reconciliation through the budget resolution to pass health care legislation pre-dated Kennedy's death. Reconciliation requires only a majority vote, or nine votes less than the 60 necessary to break a filibuster on the Senate floor. Since the budget resolution included a request that the Senate HELP and Finance Committees and House Energy and Commerce adhere to the deficit reduction threshold, this has been interpreted to mean that reconciliation can be used for health care legislation.

In the House of Representatives, the "tri-Committee" package is basically the result of a very aggressive insurance reform bill that was slightly scaled back at the behest of moderate Blue Dog Democrats. The primary issue in the House Bill is the inclusion of a "public option" for health coverage. The animated and heated discussions between House members and their constituents during the August town hall meetings was enough to convince more than 40 moderate Democrats that they could not support a public option. The more than 50 members of the liberal caucus in the House have vowed not to vote for a bill that does not contain a public option. Losing either block of votes would mean that House leadership would fall short of being able to pass a bill, with no Republican support, unless a compromise could be reached.

In the event that both chambers pass health reform legislation during this session of Congress, there are sure to be vast differences when a bill gets to conference committee that both Representatives and Senators can vote for. For these reasons, some are speculating that the ongoing debate could last until Christmas time, if not extend into next year as members try to complete President Obama's top domestic priority.

WaterSense® Program Update

The Environmental Protection Agency (EPA) is planning to expand the WaterSense® program by the end of year to include voluntary water conservation specifications for newly built homes. In order to limit home water use, these specifications would also include "voluntary" landscape guidelines for home builders. Specifically, one of the specifications would limit the amount of turfgrass in a yard to 40% of the landscape area. When proposing national voluntary guidelines there are many factors that are in play and a close look at the scientific data is essential before including a landscape water management component into the current WaterSense program. One of the major concerns of the Green Industry is the EPA "voluntary" landscape water guidelines being adopted by local cities, municipalities and water districts and suppliers as mandatory requirements. As other concerns regarding this approach arise in the green industry, the Irrigation Association, the turfgrass industry and other organizations are in ongoing discussions with the EPA regarding the development of appropriate, research based recommendations.

For more information visit the Irrigation Association website at www.irrigation.org
ARS Study Sheds Light On Sudden Oak Death Pathogen

The pathogen that causes sudden oak death disease in California has a different genetic fingerprint than fungal strains found in nurseries in Oregon and Washington, according to USDA Agricultural Research Service (ARS) scientists. This discovery will allow scientists to distinguish infections in other states as likely having originated from either California or the Pacific Northwest. The pathogen Phytophthora ramorum affects not only oak and tanoak trees, but also popular ornamental plants such as rhododendrons, viburnums and camellias. Movement of infected plants from one location to another can contribute to the spread of the disease.

ARS plant pathologist Nik Grunwald, based in Corvallis, Ore., has been working on this project for the past four years. He and his research team examined samples of the pathogen collected from nurseries on the West Coast of the United States and across the country. The researchers were able to show that the pathogen from California is different from isolates found in the Northwest. The results could help scientists and the nursery industry in tracking the movement of this pathogen around the country and the world.

Puzzled By State Quarantines And Shipping Requirements?

Keeping up with individual state quarantines and other regulations governing plant shipments can be a major challenge for growers and purchasers. Some years ago, ANLA partnered with the National Plant Board to publish annual summaries of individual state rules. State summaries are now available online, at www.nationalplantboard.org. Click on "Laws and Regulations."

Estate Tax Debate Ahead

Lost in the shouting over major legislative initiatives like health reform, climate change and immigration are whispers that Congress will begin to examine changes to the tax code, and specifically the estate tax, before this session comes to a close. In 2009, the unified credit effective exemption amount was increased to $3.5 million, with a rate of 45%. In 2010, the estate and generation-skiping transfer taxes are scheduled to be repealed, but the repeal will be short-lived as the tax returns full-force in 2011. In the administration's FY2010 budget request, President Obama has asked Congress to freeze the estate tax at the FY2009 levels. And though this is the most likely course, there are some alternative proposals floating out there that could affect the green industry.
### VNLA – Welcomes these New Members for 2009!

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

SPECIALIZING IN CONTAINER GROWN TREES

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Reps. Mike Thompson (D-CA) and John Salazar (D-CO) have introduced H.R. 3524, the "Family Farm Preservation and Conservation Estate Tax Act." This bill would provide a limited exclusion from the gross estate for certain farmlands and lands subject to qualified conservation easements. There appear to be limitations with the bill, including a "recapture" tax if the land is disposed of or used for a different purpose. There are also limitations as to what is defined as a "qualified use," to be eligible for the program in the first place. But the bill represents the thinking of some members of Congress regarding the taxation of family farms, and it could get traction in the debate.

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

**News - Robbins Landscaping, Inc.**

**Celebrates One Year in Their New Home and the Premiere of the First Phase of Their Display Gardens**

Last year Robbins Landscaping, Inc. moved into a new 6,000 square feet design center and production facility in Chesterfield County. The move to their new home has helped fulfill their current needs and future growth as they strive to keep up with trends in the landscaping field. RLI teams have been hard at work creating on-site gardens, hardscapes, and a water feature to provide a beautiful and comfortable place for clients to come to and get a "hands on" look at the kind of services and products they offer. The results were a showcase of what RLI could do for clients to transform their home into a place to enjoy coming home to each day as well as increase a home's resale value by up to 15%.

RLI held their 'Open House Anniversary Celebration', on Saturday, October 17, 2009 from 9:00 a.m. to 1:00 p.m. They introduced the company to prospective new clients, visited with current clients, and celebrated where they have been as well as the future they envision for the company. The public was invited to join RLI for a tour of their facility and display gardens.

Contact: Kathryn Jacoby Robbins Landscaping, Inc. is located at 1820 Ruffin Mill Circle in Colonial Heights. For more information call their offices at (804) 748-3978.

**News - Perennial Plant Association Honors Paul Westervelt**

HILLIARD, OH – The Perennial Plant Association (PPA) recently recognized recipients of the 2009 PPA Special Awards. The event was held in St. Louis, Missouri.

The winner of the Young Professional Award for 2009 is Paul Westervelt of Roseland, Virginia.

The Young Professional Award is one of seven Special Awards granted each year by the PPA. It is given to a member to recognize, honor, and encourage participation, achievement, and growth of an individual in the industry who is a talented and promising newcomer. The award is given to a PPA member who has shown involvement in the PPA, has contributed to the success of that member’s company, and has portrayed a positive image of the perennial industry to the public.

Nominations for the annual Special Awards come from PPA members. The award recipients are then selected by the PPA Board of Directors. The Perennial Plant Association is a professional trade association dedicated to improving the perennial industry by providing education to enhance the production, promotion, and utilization of perennial plants.

Paul, a native of the Winchester area, has been an employee of Saunders Brothers, Inc., of Piney River, VA, for nearly five years. He is the Color Production Manager and is responsible for selecting, purchasing and growing all annuals and perennials. He is married to Sonya Lepper Westervelt, also a Saunders Brothers, Inc., employee.

From: Perennial Plant Association

**News - State Fair Opens at New Location**

Meadow Farm in Caroline County

The theme for the horticulture school garden competition as “Back to the Farm” this year and this “Farmer’s Market” won first place. It was designed and installed by Virginia Randolph Community High School, Glen Allen, VA.
**Faculty Departures:** Jerzy Nowak left the department last summer to head the Virginia Tech Center for Peace Studies and Violence Prevention. The center is a transdisciplinary undertaking intended to build on the cultural, academic, and security initiatives of the university's community that evolved after the tragedy of April 16, 2007. The center occupies space on the renovated second floor (front wing) of Norris Hall and welcomes visitors.

Jerry Williams retired last year. Dr. Williams has remained active, however, by teaching our indoor plants class last spring along with classes in the university's Earth Sustainability core program.

Robert Wright retired this past summer. Dr. Wright was honored right before his retirement with the 2009 CALS award for research excellence for his applied research on container substrates.

Tang Dai a visiting scholar from the SW China College of Forestry in Kunming, recently returned home after a year of study of our teaching program.

**Faculty Arrivals:** Susan Day recently joined the department as Assistant Professor. Susan has a joint appointment between us and the Department of Forestry. She will be teaching our Urban Horticulture class and our Landscape Establishment & Maintenance class. Susan's research focus is Urban Horticulture/Forestry.

**Linkai Huang,** recently joined Bingyu Zhao’s lab. Linkai is from Sichuan Agriculture University in China, and he will be with us for one year.

We currently have 15 tenure-track faculty in the department, 11 at the Blacksburg campus, and 4 at the ARECS. In addition, we have several non-tenure-track faculty and post-doctoral fellows. We have not been able to fill vacant faculty positions because of the economy. Our fall undergraduate class numbers 85. This is roughly a 20% decrease from recent years. This mirrors a (hopefully temporary) national trend in agriculture. We currently have 21 graduate students at the Blacksburg campus (14 PhD and 7 MS). In addition, we have 4 MS students at the HRAREC campus. These numbers are stable compared to recent years.

**Horticulture – an Engaged Department:** The Horticulture Department recently won the university-wide Engaged Department Initiative Grant. According to CSEP, “The Engaged Department Initiative, adapted from the national Campus Compact model, institutes a paradigm of scholarship that is built on collaboration over individualism, and demonstrates a collective commitment to teaching and discovery for the common good.” Our proposal was chosen for its innovative plan for community engagement across our curriculum and its documentation within electronic portfolios to be compiled by all horticulture students. The $10,000 award will help implement this program. The team putting the proposal together was led by Alex Niemiera. Barbara Kraft, Holly Scoggins, and Susan Day also worked very hard on this project.

**Horticulture Club Report:** The Horticulture Club participated in several community service projects this past year, including, Adopt-A-Highway, a science night at Kipps Elementary school, and the Big Event. The banquet was held April 22. The Big Lick Brass Band entertained us after a delightful dinner and faculty/staff roast. The plant sale was a big success this year due in part to the club members volunteering almost 800 hours during the week of the sale. The officers for the upcoming year are: President, Rebecca Dabney; Vice President, Jamie Stuart; Secretary, Ericka Bowling; Treasurer, Samantha Hugo; Historian, Laurie Whitham; Social chair, Tiffany Farley; Programs Chair, John Pancake; Plant Sale chair, Samantha Massa, Sanders Bed Chair, Mennen Middlebrooks, and the SGA representatives are Josh Wills and Rachel Caskie. Faculty advisors are Barbara Kraft and Jeff Burr.

**Rumen Conev** and Alex Niemiera embarked on a seed collecting trip to China in last fall. The goal of their eleven day trip was to collect ornamental plant species that have potential as landscape plants for Virginia. They collected seeds from the mountains of Yunnan Province in Southwest China which is one of the richest areas of plant diversity in the world. Dr. Chunlin Long, from the Kunming Botanical Institute in China spent the
month of October visiting the department. Dr. Long assisted with importation of the seeds collected in China. He also taught a class on medicinal plants and herbs and helped prepare a grant proposal that would fund collaborative research on the Chinese goji berry with Greg Welbaum.

Juan Ruiz-Rojas spent three months this past winter in the UK working with Dan Sargent at the East Malling Research Station in Kent, UK. A major part of Juan's dissertation is to map the position of T-DNA insertions of strawberry knockout mutants. Dan Sargent has generated the most extensive genetic map of diploid strawberry and has been collaborating with Richard Veilleux and Vladimir Shulaev to place single nucleotide polymorphisms (SNPs) that mark the position of strawberry knockouts on his genetic map.

Robert McDuffie exhibited 40 photos entitled, "Gardens of the World" this past spring at the Bower Center for the Arts in Bedford.

Tony Wolf has just published a book that he has been working on for over 5 years. This new book is called Wine Grape Production Guide for Eastern North America. Tony is the editor and author/co-author of 10 of the 16 chapters. The book includes: 336 pages; 174 color photos; 40 line drawings; 42 tables of useful information; 45+ variety descriptions; a key to insect and mite pests; a key to fertilizer recommendations based on plant and soil tests; an extensive glossary and an extensive index. An Excel spreadsheet that drives the budget chapter is also available. This book is a “must have” for anyone interested in viticulture and it is essential for those wanting to produce wine grapes!

### News - FFA Horticulture Demonstration Contest

A special thanks to the VNLA for giving support ($500) and encouragement to the 31 students competing in our 2009 FFA Horticulture Demonstration Contest at the State Fair of Virginia. These students came from 10 schools, from Norfolk to Salem to Winchester, and presented 18 very interesting and educational demonstrations.

#### Final placings were:
1st Katie Harris from Liberty High School, Bealeton
2nd Bailey Lambert & Kyle Hammond from Hanover High School, Mechanicsville
3rd JoJo St. John & Alex Pearce from Randolph-Henry High School, Charlotte Court House
4th Jessica Ashby & Brooke Brown from Liberty High School, Bealeton
5th Elizabeth Haas & Savannah Dillender from Sherando High School, Stephens City
6th Diana Damian & Dana Walsh from Hanover High School, Mechanicsville
7th Taylor Pileski & Holly Shelton from Buffalo Gap High School, Swoope
8th Mindy Mahala from Burton Center for Art & Technology, Salem
9th Sandi Francis & Meagan March from Halifax County High School, South Boston
10th Britney Baber from Ft. Defiance High School, Ft. Defiance

#### Honorable Mention Awards
- Sierra Athey from James Wood High School, Winchester
- Kristen DeJarnette & Kaitlyn Lapradd from Randolph-Henry High School, Charlotte C.H.
- Phillip Glover & Luke Michaels from Spotswood High School, Penn Laird
- Emily Kline & Kendall Cline from Buffalo Gap High School, Swoope
- Jessica Morris from Burton Center for Art & Technology, Salem
- Megan Peggs & Teresa Frumheller from Ft. Defiance High School, Ft. Defiance
- Joe Torp & Brooke Bukowski from Sherando High School, Stephens City
- Nicole Wilson & Jason Madsen from Norfolk Technical Center, Norfolk

The State Fair of Virginia recognizes the top students with ribbons, premiums, and credits toward scholarship awards later. The VNLA is also recognized in the awards ceremony for their part in supporting competition at the national level through the National Junior Horticulture Association (NJHA). VNLA recognizes our top state team attending the NJHA Convention (October 16-19 in Harrisburg, PA) with a travel award to make their national competition possible. Everyone involved with our state event – students, coaches, judges, and I – thank the VNLA for this continuing visible support from the industry so many of these students hope to join in their careers.

*Alan R. McDaniel, Virginia Tech Department of Horticulture*
News - Robert D. Wright Honored With Emeritus Status

BLACKSBURG, VA., September 16, 2009 -- Robert D. Wright, professor of horticulture in the College of Agriculture and Life Sciences at Virginia Tech, has been conferred the "professor emeritus" title by the Virginia Tech Board of Visitors.

The title of emeritus may be conferred on retired professors and associate professors, administrative officers, librarians, and exceptional staff members who are specially recommended to the board of visitors by Virginia Tech President Charles W. Steger. Nominated individuals who are approved by the board of visitors receive an emeritus certificate from the university.

A member of the Virginia Tech community since 1973, Wright served as head of the Department of Horticulture from 1989 to 2000. During this time, he guided the department through major changes in its curriculum, he recruited many faculty, and fostered the development of a new departmental research emphasis in molecular biology.

He contributed significantly to the study of plant production in containers through a lifetime of research that led to the publication of many research papers, reviews, and book chapters. He helped the nursery industry though his innovative work in the nutrition of container grown nursery and greenhouse crops and sustainable container substrates. His easy-to-use method of monitoring container substrate nutrition, better known as the “Virginia Tech Pour-Through Method,” revolutionized the science of container plan production and is used by nursery growers around the world.

Wright received his bachelor’s degree and master’s degree from the University of Tennessee and a Ph.D. from Purdue University.

By Mark Owczarski (540) 231-5223, maowczar@vt.edu

Need Extra CEU’s???
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Contact: 800-476-0055 Email: info@vnla.org

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

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

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

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

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

Contact Dawn Lerch, Virginia Tech CALS Development Office dhlerch@vt.edu 540-231-9086
Nomination Form

**Environmental Steward of the Year Award**

Name: __________________________________________

Company: __________________________________________

Address: __________________________________________

City: ____________________________ ST _________ Zip: _______________

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

Email: __________________________________________

Website: __________________________________________

Name of Project: ____________________________

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

Date Project was implemented: ____/____/_________

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

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

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

This form is also available online at www.vnla.org/about.htm
A.S. Gresham Jr Scholarship Awarded to Kyle Ayres

The Award for the A.S. Gresham Jr Scholarship was awarded to Kyle Ayres. Kyle is from Reisterstown, Maryland. He anticipates graduating in 2010. He is majoring in Horticulture with special interest in Landscape Contracting. Below is his essay that was presented to the scholarship committee.

I am fortunate that I found my way to horticulture, for it truly is what I am most passionate about in life. While I have learned a great deal during my time here, I know I have much more to learn, and my career path has yet to be determined. I am confident I would be very satisfied to graduate and go to work doing what I enjoy most, creating and caring for landscapes. However, recently I have begun to consider an alternative career path; one I believe would be most rewarding.

I was not introduced to horticulture or agriculture in high school, and I have discovered here at Virginia Tech, just how important the role of not only horticulture, but agriculture as a whole, is to our world. The future brings uncertainty and necessary advancement and change to all aspects of agriculture. New technologies must be developed and implemented, and we will need the brightest and most enthusiastic people to accomplish this. This is why I am now considering a career teaching and introducing young people to what is often the misunderstood and overlooked field of agriculture. Without this introduction potential minds will never be put to use, and the industry will suffer. I hope that through teaching agriculture to high school students I will be able to share my experience and passion in a way that will influence these young adults to consider careers in agriculture.

At a young age, thanks in large part to my grandfather of was an avid gardener his entire life, I discovered my passion for horticulture. When it came time to decide on a college and major, and ultimately the rest of my life, the choice was clear. I could have gone to an in-state school and...
studied history. I like history, and if I had made this choice I would most likely be graduating in a few weeks, and I would have spent a fraction of the money on tuition. However, I knew what would make me most content. I choose Virginia Tech, and despite not choosing the exact correct major in the beginning, I have never regretted it for one minute. That is not to say it has been easy. I have paid for my own education along the way, through aid and loans. Changing majors means paying for a fifth year of school with a possible sixth if I should pursue a master in agricultural education. This will put a considerable strain on my life after I graduate. Despite the considerable costs, however, I know the benefits and rewards will be great, and I look forward to wherever my passions lead me.

Edited by Sandy Miller

Letters – Kyle Ayers, A.S. Gresham JR Award

I am honored to have been selected to be a recipient of the A. S. Gresham Jr. Award of the Virginia Nursery and Landscape Association. Your generous support will be most helpful in furthering my education.

I have come to believe that higher education is the ultimate investment in the future that one can make. Unfortunately, this investment not only requires time and commitment, but also money. Coming from a family raised by a single mother, with another sibling in college, I know the heavy financial burden of college.

I am fortunate to be attending Virginia Tech, a university I love while studying Horticulture, a subject about which I am most passionate. I owe much gratitude to many people for helping me down the path towards a career in horticulture. Again, I would like to thank you and the Virginia Nursery and Landscape Association for selecting me to receive this scholarship.

Kyle D. Ayres
Reisterstown, MD 21136

VNLA- Scholarship: David E. Laird Award

Awarded to Thomas Eanes

The award for the David E. Laird scholarship was presented to Thomas Eanes. Thomas is from Earlysville, Virginia. Thomas anticipates graduation in the Fall of 2009. He is majoring in Horticulture with special interest in Landscape Contracting.

My name is Thomas Eanes and I am a senior majoring in horticulture and with a minor in agricultural and applied economics. I graduated from Piedmont Virginia Community College in Charlottesville, VA in May 2007 and transferred to Virginia Tech August 2007. I am concentrating my horticulture degree on landscape contracting.

So how did this interest in horticulture start? It all started when I was little. My mom is an avid gardener and she would let me help her garden. My mom not only exposed me to gardening, she encouraged it when she noticed I began to make a hobby out of it. It is one thing we have in common, and we still go plant shopping and garden together. I have enjoyed many kinds of gardening including: Vegetable gardening, annuals and perennials, bog gardening, water gardening, and container gardening. My first job was working at a retail garden center for four and a half years and I was exposed to many

kinds of plant material and that resulted in an increase in knowledge and the decision to make horticulture a career.

So what are my plans after graduation? When I graduate from Virginia Tech in the fall, I want to enter graduate school at Virginia Tech and study Career and Technical Education. I have come to realize that I am so passionate about horticulture that I should teach it to middle and high school students in Virginia. I look forward to teaching in the classroom and also teaching hands-on in the greenhouse. I think that horticulture deserves more attention from the public and that can start in the school system. I enjoy the practical aspects of horticulture including general plant care, growing, and propagation and I feel that I would enjoy teaching that to students.

Edited by Sandy Miller

News - Beautiful Gardens 2010 Begins

I hope that most if not all of you are familiar with the Beautiful Gardens® plant introduction program of the VNLA – Horticultural Research Foundation. This program evolved from the old plant introduction committee of VNLA with the goal of bringing new plants to market through Virginia growers. We are currently just a few short years from introducing our first ‘new’ plants. Until those first new plants are available we are featuring ‘plants of distinction’ to introduce the Beautiful Gardens program to the public and to assist production and sales of Virginia grown plants.

Plants of distinction are plants already being sold at wholesale and retail that the BG selection committee
feels are underutilized. Selection and promotion by the BG program stimulates interest and sales. Virginia growers are presented with the opportunity to grow more and sell more of one or more of these plants each year. The plants of distinction are currently featured at participating independent retail garden centers across the state of Virginia.

The plants of distinction program was initiated in 2009 with 25 garden centers participating. Each garden center was asked to prepare a Beautiful Gardens display and mention the program in their ads, newsletters and spring presentations. Some did an excellent job and others were less enthusiastic because of reduced staff and sales caused by the economy. I visited many of the garden centers during the spring to help with displays, tag plants and give presentations. I will be surveying the participating garden centers this fall to determine sales results for 2009, prepare for 2010 and discuss improvements to the program.

The selected plants of distinction for 2010 are listed on the inside cover of the newsletter and on the Beautiful Gardens web site at www.beautifulgardens.org. I have and will be contacting Virginia growers / VNLA members to participate as growers for 2010. 2009 plants will continue to be promoted through at least 2011 so keep those plants coming. As we get the garden centers and publics attention with each plant we will sell more – take advantage of the visibility and interest created by BG.

A list of participating growers will be prepared for 2010. A list of participating independent retail garden centers will also be prepared for 2010. While this may seem like a small activity compared to the size or interests of your operation, it is an opportunity to make contacts and expand your sales beyond just the BG plants. The Beautiful Gardens program has an appealing ‘locally grown’ approach that is very popular today. Posters, banners, brochures, sales yard identification and releases will continue to be utilized for promotion in 2010.

You may contact me at rick.baker@vdacs.virginia.gov for more information or to participate as a grower or garden center for 2010.

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Loadin’ The Truck
Claudia Swanson, owner of Dirty Hands Garden Center, is a single mother of four. She had opened a garden center with a partner prior to opening Dirty Hands Garden Center. But when finances became suspicious she severed her partnership. She opened the current garden center in 2000 in Powhatan. Claudia feels that her best idea was in naming her garden center “Dirty Hands Garden Center” inspired by the book “People With Dirty Hands”. Prominent in her business logo are dirty hands which her clientele relates to. Her garden center is small but upscale and the only one in Powhatan county.

Claudia’s garden center specializes in native plants, hard to find perennials, trees, shrubs, annuals and herbs. “She has many years of experience in the horticulture trade, both as a grower and a retailer. She has a strong background in environmental education, which she applies to her business. She is a certified Nature Quest leader with the National Wildlife Federation, a facilitator for the Virginia Department of Game and Inland Fisheries, for Project Wild, Project Wet, and Project Learning Tree. She has served as a Waste Watcher for Chesterfield County and has been a Master Gardener since 1993. She is a Virginia Certified Horticulturist. Claudia has achieved Reiki Master-ship. She hopes to help others facilitate gardening as an art of healing, not angst. Dirty Hands Garden Center is a proud member of the Virginia Nursery and Landscape Association. Claudia's customers are important to her and she tries, along with her friendly, helpful staff, to offer knowledgeable, personal service.”

The following are questions that were posed to Claudia with her unique and straight forward answers.

What is your business philosophy?
- “Work your ass off. “
- “Be Honest (ALL the time).”
- “Be respectful (of yourself, as well as others) Know what you are doing.”
- “Learn AND teach, as you go.”
- “Be reliable.”
- “Keep a sense of humor!”

When not at work, what do you do?
“(which is hardly ever): I love to travel, kayaking (keeps me semi-sane), sharing good food and good wine with friends and family, reading, writing, photography, and, embarrassingly, making pot holders and doing crosstitch. I am also a new student of Qi Gong.”

What is your favorite plant
“No absolute favorites but prefer plants that offer four season interest and make good "bones" in the garden/landscape. Plants that provide food and shelter for wildlife (except for the deer!) are important to me.”

What is your favorite flower color?
“Prefer the "hot" tones, particularly reds and oranges, avoid purples and lavenders. I also happen to believe that green is a color, too, and lean more towards shrubs and trees, less flowers.”

What are your dislikes?
“Smoking--we do not allow it at the garden center, for SO many reasons,”
“Litter- I have to "patrol" the grounds every day, as we have a lot of frontage on a major highway, in addition to the fact that it is just plain ignorant behavior.”
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Dependable Service
Exceptional Plants

www.bcnursery.com
“Fast foods and/or processed foods--avoid the ubiquitous box stores, if at all possible.”

What is your best habit?
“Having been at the original Earth Day in DC, back in the 70's, I still keep true to the "Back to the Earth" way of living. In fact, our tag line is, "Compost, because a rind is a terrible thing to waste". We sometimes have Earth Day celebrations (Back to the Earth? Some of us never left!) Walking, several miles week, and kayaking as much as possible. Writing letters to friends and family the old fashioned way. Good Food, Good Wine. I work very hard to not just talk the talk, but walk the walk.”

What is your dream vacation:
“What's a vacation?”

Market Niche?
Small upscale garden center located ON THE Flat Rock, in the center of Powhatan County, Virginia. The only garden center in county, specializing in natives, hard-to-find perennials, trees, shrubs, annual, and herbs. Also carry soils, amendments, and "cures" with emphasis on organics. Provide garden accessories, statues, gift items, etc., too.

Best Idea You Ever Stole?
The name of my business, Dirty Hands Garden Center was INSPIRED (not stolen) by the book, "People With Dirty Hands", by Robin Chotzinoff.

What are some of your favorite quotes?
“From time to time, sit down in a favored spot in your garden, sip a glass of chilled wine, and inhale the scents of growing things. This won't get any potatoes planted, but it will peel away a few cares.”

Texas Bix Bender
“Adopt the pace of nature: Her secret is patience.” Ralph Waldo Emerson

“From time to time, sit down in a favored spot in your garden, sip a glass of chilled wine, and inhale the scents of growing things. This won't get any potatoes planted, but it will peel away a few cares.”

Who is your hero:
“My father, Colonel Frank Lewis Jensen, Jr. (deceased), Helen Keller, Amelia Earhart, Collette, my firstborn son, Nicholas.”

What are your aspirations?
I enjoy writing and would like to parlay that into a lucrative sideline, along with photography. I have written professionally for Richmond Times-Dispatch, V Magazine, Powhatan today, Natural Awakenings and Virginia Gardener Magazine. I would like to eventually sell my business location; perhaps re-locate and begin another one; travel more, spend more quality time with friends and family. Machu Picchu, Croatia and Viet Nam are at the top of the list. I would also like to skydive, zip line, hot air balloon, and scuba dive (only did it once--love it).

What is the hardest part of your workday?
“People (Remember, this is RETAIL)-- the impatient, testy, and disrespectful who simply drain energy.”

What is the best part of your workday?
“People (Remember, this is RETAIL)--the loyal, informed customers and vendors who remain supportive, caring, informative, and FUN--the people who are genuine, and share their lives, interests, and love of plants—who confide their stories to us and remind us of why we do what we do.”

At the end of the day, I love our little place in the universe, as the sun sets. It hits the plants just right, so that they literally "shine". The critters come out and avail themselves of the bounty at hand; stealing seeds and berries, gathering nectar. I sometimes sit out on the rock, and for a moment forget the day's irritations and the cacophony of the highway.

What are your helpful hints with handling Employees?
“Make sure they look you in the eye, and vice versa. Keep High Standards.”
“Be tough, but fair”
“Never ask anyone to do anything you wouldn't do and/or do not do.”
“Respect is a two-way street.”
“Teach/train by example.”
“Don't get involved in their personal lives, and vice versa.”
Call for Entries:

**Virginia Professional of the Year**

You are invited to submit your nomination for the 2009 *Distinguished Virginia Professional of the Year*. This award is given annually by the Virginia Nursery and Landscape Association to honor a member of our green industry.*

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

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

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

Name of nominee: ______________________________________________ Title ___________________________

Company: _____________________________________________________________________________________

Address: ______________________________________________________________________________________

City: _____________________________________________ ST _____ Zip code: ____________________________

Phone: _______________________________ Email: __________________________________________________

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

______________________________________________________________________________________________

______________________________________________________________________________________________

______________________________________________________________________________________________

______________________________________________________________________________________________

______________________________________________________________________________________________

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

Your Name: ______________________________________________ Title: __________________________

Company: _____________________________________________________________________________________

Address: ______________________________________________________________________________________

City: _______________________________ ST _____ Zip code: ____________________________

Phone: _______________________________ Email: __________________________________________________

Mail to: Selection Committee

Virginia Nursery and Landscape Association
383 Coal Hollow Rd; Christiansburg, VA. 24073-6721

Fax: 540-382-2716; Email: info@vnla.org . Questions: Call 1-800-476-0055

**DEADLINE: November 15, 2009**

*The selection committee has the option of not selecting a recipient if there is not an outstanding individual. In this case the selection committee members will remain the same for another year.*
**What do you think is the hottest upcoming trend?**

"Geez, if I knew that, I would be Queen of the Universe--I do see, however, a resurgence of interest in sustainable living. More and more customers are seeking fruit trees, edible berries, herbs, and veggies. Folks are finally realizing that the overuse of chemicals has a long-term negative effect on all aspects of life, especially in areas like mine, where most are on well water. I see a "full circle" effect in gardening practices, with many going back to our roots (pun intended). Container gardening is getting bigger and bigger, as people cannot afford either the time or the money to landscape large plots of land, so I think the demand for one gallon material is going to be greater. We have a lot of older (a relative term, I know) customers who do not want to spend a lot of time maintaining, but enjoy plants, and they are moving to containers, as well--the larger, the better. I have become less enamored of "the latest thing", myself, and prefer to invest in the more tried and true, which does NOT mean BORING. There seems to be a renewed attraction to growing plants by seeds, particularly heirloom varieties."

**What’s the best advice that you ever received**

"I guess I should have listed in the bad habit section that while I listen to "advice", I don't always take it. I do remember that my father once said that the biggest mistake small businesses make is being under capitalized, to start. He was right. I also know that it is often said that when one owns one's own business, one should pay themselves. FIRST. Oops!"

**How or Why Your Company Managed to Stay in Business So Long?**

"We work VERY hard to provide honest, good service. We sell high quality, well maintained plants. I have a reputation for being a "plant Nazi", among other things. We will not sell a plant, just to make a buck. We make sure that, given the information our customers provide us, we offer them the best choices to suit their needs. Other than that, it is sheer will power; a "can do" philosophy (We have a tin poster of Rosy the Riveter, saying "We CAN do it", hanging in our storage/employee shed). While we sometimes get knocked down, we do not get knocked out. Personally, I would rather die standing up, than live on my knees."

**What has been your biggest challenge, obstacle or disaster in business history?**

"Geez. If I knew that, I would be..." I mean customers are coming in. Staffing is an issue. It's hard to have quality co-workers (I refrain from the term employee), being seasonal in nature (more puns). Erratic cash flow, due to the aforementioned seasonal nature of our industry, is a constant."

"Dirty Hands is truly a SMALL business, with only one person responsible for it all, good and bad. I often wish I could get fired and collect unemployment. No matter how bad my behavior gets, it doesn't happen. Damn."

**Who is your most significant mentor and why?**

"Honestly, I find that we have become "mentor" for others. Dirty Hands Garden Center has established a scholarship at the local high school. We advertise in the school yearbooks and help with Habitat for Humanity, the sheriff's department, and cancer concerns. Additionally, we sometimes hire people with disabilities, which is near and dear to my own heart (huge pun). My firstborn son is visually impaired and will need a heart transplant, as the result of a sudden death experience. That has made me more sensitive to those..."
among us with various mental and/or physical limitations. It is my four adult children, daughter-in-law, and grandchild, who ground and humble me. They, along with some loyal, long-time customers and vendors remind me to "keep it real". Other than that, I would have to once again refer to my late father. He was born and raised in the slums of Charleston, SC., and I was raised in a military family. We moved constantly, all over the globe. No matter where we were, my father would find some way to plant a little something "green", even if it was a dixie cup of dirt on the windowsill. He hardly ever knew what he was doing, not having had any experience in horticulture. He always had the desire and will, though. Yikes! I think I just had an epiphany."

**What are your future plans?**

"What's a plan?"

**How has the industry changed since you started in business?**

“It seems to me the industry has changed to be less about the plants and the environment, and more about making money. I think we are challenged now, more than ever, by "BIG Business" interests, with less support for the "little guy/gal". I feel we have strayed somewhat, from our cares for the future planet, and should do more to recycle pots, etc., and "police" ourselves. There are far too many charlatans with the removable magnetic signs on their trucks. Every day, I hear about someone who is operating without credentials, licensing, permits, and the like--all the things the VNLA stands for. It is most notable in the landscaping/grounds keeping/tree service area, although I know of some retail locations that continue, while conducting transactions under the table. gr-r-r-r-r-r-r-r-r-r-r I am not intending to be self-righteous. It's just that if we're all playing in the same sandbox, we need to adhere to the same rules.”

**What do you know now, that you would have liked to know when you started in business?**

“I would pay more attention to the bottom line and do better planning for "harder times", fiscally.”

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

“Again, if I knew that, I wouldn't be the schlep standing out by the road selling plants. That said, I think we are all going to have to "buckle down" and be less frivolous with our endeavors, while providing even higher quality products and services that are grown/created/manufactured under environmental responsible conditions.”

I thank you for this opportunity. I sometimes feel a lack of relevance, concerning my membership with the VNLA. It seems that it is geared
more towards growers and landscapers, and always “the big boys”. I represent a huge minority (I know that is an oxymoron)—the SMALL business owners. Additionally, I am a woman. Unfortunately, I still think we are on the negative side of numbers, as well. I often feel all alone out here. I guess we’ll see, based on any response, yes? I must wan you, that I was brutally honest. As far as I’m concerned, though, don’t ask me a question if you don’t want my answer.

Live Happy, Plant Well! Woo-Hoo!
– Claudia C. Swanson

For more information: Contact Claudia Swanson, Dirty Hands Garden Center, 804-598-8945, www.dirtyhandsgardencenter.com

Edited by Sandy Miller

**News - The Green Thumb Nursery: Growing Trees, Changing Kids**

According to the 4-H Youth Development Model, at-risk youth need a relationship with caring adults; a safe physical and emotional environment; opportunities to master skills and content, for service to others, for self-determination, decision-making, and goal setting, and to be an active, engaged learner; a positive connection with the future; and an inclusive atmosphere. In 2005, a $13,250 grant for development of a small tree production nursery and utility line arbor-retum was obtained from the Virginia Urban and Community Forestry Assistance program. W.W. Moore, Jr. Detention Home, Danville, VA students and teachers helped assemble the nursery units and planted over 2,500 tree seedlings and liners, and students are responsible for helping maintain the nursery and trees. In 2007, the initial grant was used to obtain a $5,700 grant from the Danville Community Foundation for nursery and arbor-retum completion. A fall 2008 plant sale is planned and will include an open house and arbor-retum dedication. Money generated from the sales will be used to purchase additional tree liners and supplies to help develop a self sustaining program.

At-risk youth are children, generally in their teens, who struggle with complex issues and scenarios brought on by peers, mentors, family members, and difficult social environments. Issues associated with at-risk youth include youth crime, violence, sex, substance abuse poor academic performance, and more (Boyd et al. 1992; Anonymous-1 2008). According to the 4-H Youth Development Model, at-risk youth need a relationship with caring adults; a safe physical and emotional environment; opportunities to master skills and content, for service to others, for self-determination, decision-making, and goal setting, and to be an active, engaged learner; a positive connection with the future; and an inclusive atmosphere.

The horticulture and arboriculture industries in the United States need skilled and semi-skilled labor to fill a work force not being populated by US citizens. One current source of employees is unskilled horticultural migrant or “guest worker” labor, but another potential source is at-risk youth. Vocation training and horticulture therapy programs in high schools, detention homes, botanical gardens, and arboreta are beginning to train a small number of semi-skilled personnel from this underdeveloped potential labor force (Bradley et al. 1999; Parsons and Scott 2004; Pentz and Straus 2003; Scott and Parsons 2005; Anonymous-2 2008, Anonymous-3 2008). One objective of this project was to support Virginia’s green industry by providing training, including sustainable landscaping practices, to entry level workers.

First portion of the Green Thumb Nursery, MDH Utility Line Arboretum, and larger greenhouse.

In addition, inappropriately tall trees used under or near over head utility lines annually cost utility companies in excess of $2,000,000,000. per year for tree and debris removal. These trees are hazards that interfere with reliable utility service, pose dangers to utility company employees and line clearance contractors, and are now viewed as an issue under biological and homeland security.

One solution to the problem of utility incompatible trees is to produce and plant more small trees of appropriate height (Appleton et al. 2002). Utility providers in Virginia are willing to cooperate in tree replacement programs but more species of appropriately sized trees need to be identified, tested, and produced under Virginia conditions. As more of these species are identified via the selection work currently underway at the various utility line arboreta in Virginia, nurseries willing to produce these trees need to be developed. Additional objectives of this project were, therefore, 2) to develop a prototype nurs-

**Students, Danville Master Gardener, Virginia Tech and Moore Detention Home faculty and staff give their number “green thumbs” up**

For more information: Contact Claudia Swanson, Dirty Hands Garden Center, 804-598-8945, www.dirtyhandsgardencenter.com
ery for the production of overhead utility line-compatible trees, 3) to increase the availability of overhead utility-line compatible trees, and 4) to develop a setting where workshops could be held to teach nursery design and production to other clientele including tobacco growers, reforestation organizations, etc.

**METHODS**

The W.W. Moore, Jr. Juvenile Detention Home (MJDH) is a 60-bed facility that detains juvenile offenders, ages 10 through 17, until their court date. The detention home is a regional facility that serves the cities of Danville, Martinsville, and South Boston, VA. The following Virginia counties are also served: Franklin, Halifax, Henry, Lunenburg, Mecklenburg, Patrick, and Pittsylvania. The average length of stay for students is approximately 15 days. However, a student may be adjudicated and sentenced to MDH for a period of three to six months, at which time they are assigned to the Post Disposition Program (PDP). The PDP allows the student to stay in the community as well as provide educational and career opportunities to the student. Students, both male and female, in the PGP are aged 14-18.

The education program is a vital component of the MJDH-PDP, the purpose of which is to provide appropriate educational services to students residing in the facility. The education program is designed to provide a continuum of program alternatives to meet the individual needs of each student. The MJDH goal is to ensure that the educational services provided will allow the student to maintain and/or advance his/her current level of functioning. In an effort to ensure a smooth transition into and out of the detention home, MJDH provides instruction that follows as closely as possible the student's home school curriculum.

Filling a CelluGRO™ with bark and sand substrate.

The mission of the school program at MJDH is to provide instruction that is based on the Standards of Learning (SOL's), to provide educational support that will meet the individual needs of students, and to promote academic achievement. Faculty and administrators further believe that it is their mission to provide character education in order to foster the development of learners who are responsible and productive citizens.

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MDH Horticulture Program Timeline

The MDH horticulture program was started by MJDH teacher Jane Clardy in 1998. Though Clardy was capable of partially meeting the school’s program mission via her horticultural program, MJDH’s actual facilities were extremely limited. The following outlines the progression of the program and its facilities from an insufficiently-sized greenhouse to a small overhead utility line compatible tree production nursery that is currently producing trees for sale.

• 1998 – Clardy writes grant to International Paper Company that funds a small indoor $1,000 National Gardening Association Growlab indoor 1.8 m x 1.8 m (6 ft x 6 ft) greenhouse. Starts with “Wisconsin Fast” plants to permit students on short term detention to observe from seed to flower. Grew transplants for outdoor garden.

• 1999 - For under $3,000 the City of Danville give MJDH an outdoor 2.4 m x 3 m (8 ft x 10 ft) greenhouse (physically too small for large students). Additional small grants from the Danville Pittsylvania County Chamber of Commerce and the DPC Foundation funded plants and for picnic tables to create an outdoor green classroom (usable March-October). The students “adopted” a local nursing home and raised plants for gifts for the residents, as well as designed and installed a vegetable and flower garden for them.

• 2001 - Clary invites Danville Virginia Cooperative Extension horticulture agent Stuart Sutphin to lecture on propagation. Sutphin creates the Moore Horticulture Job Skill program.

• 2005 - Virginia Cooperative Extension Nursery/Landscape Management Specialist Dr. Bonnie Appleton writes grant to Virginia Urban and Community Forestry Assistance that funds partial development of a CelluGRO™-based nursery for the production of overhead utility line compatible trees ($13,250). Nursery started with purchased liners and seedlings from Appleton’s Virginia Tech research program.


• 2005 - Groundbreaking ceremony for MDH Green Thumb Nursery. In attendance were Danville City Council and School Board members, other local officials, and the local newspaper. A story about the program runs in the local newspaper (Davis 2005).

• 2006 - Board of Directors of Hughes Memorial Home donates a larger 13.7 m x 21.3 m (45 ft x 70 ft) greenhouse.

• 2007 - Students presented Green Thumb Nursery program concept at the Danville Community College Entrepreneurship Conference and won first place.

• 2007 - Clardy writes grant to Danville Community Foundation that funds completion of the nursery and arboretum ($5,700).

• 2008 - First sale of trees from the Green Thumb Nursery.


MDH Nursery Development

Recognizing that insufficient numbers of overhead utility line compatible trees were being grown in Virginia for new installation and hazard tree replacement, and that the MJDH had land on which a special form of production nursery could be developed, Appleton proposed and found funding for said nursery. The nursery’s design is based on the use of CelluGRO™ units (www.cellugro.com), an alternative production method that has not yet become mainstream in the U.S. nursery industry (Eaton and Appleton 2002).

In 2005, four 3.8 l (6 qt) cell and two 26.5 l (7 gal) CelluGRO™ units were installed above ground and filled with a 6:1(v:v) pine bark:sand substrate. Shredded hard wood bark was bermed around the unit perimeters for root zone insulation. At present all irrigation and weeding is done by hand, and slow release fertilizer is top-dressed onto the substrate after seedling and liner planting.

The smaller units are used to grow liners and seedlings to a larger caliper (generally 1.3 cm [0.5 in]), and the larger units to finish the trees off to landscape size (generally 2.5 cm to 5.1 cm [1 in to 2 in]). Harvested trees are potted into conventional nursery containers for holding and sales.

Jane Clardy and students planting tree seedlings into a CelluGRO™ unit

Students and staff then planted over 2,000 tree seedlings and liners representing 25 species of small trees and large shrubs. In 2008 the nursery was “completed” with the installation of four additional larger units. The combined cells within the units now provide for the production of over 3,500 trees, which are harvested from the smaller units with a modified post hole digger, and from the larger units via wire baskets inserted into the larger unit cells prior to filling with substrate. Harvested trees are put into containers for eventual sale.
MJDH Utility Line Arboretum

In 2006 the first of 32 overhead utility line compatible trees were planted around the perimeter of the nursery to begin development of a utility line arboretum using the Virginia Municipal Tree Restoration Program model (Appleton et al. 1997; Appleton 2006). The purposes of the MJDH utility line arboretum are to showcase appropriate tree species, to let customers see landscape-sized trees, to have trees for teaching plant identification, and to give the students tree installation and maintenance experience.

Students research the trees and develop informational fact sheets. The trees are labeled with both their Latin and their common names.

RESULTS AND DISCUSSION

The greenhouse, nursery, and arboretum are used as integral parts of the MJDH education program. The program, with both classroom instruction and outdoor work sessions, is repeated twice each year. The students and educational staff named the nursery the Green Thumb Nursery and designed its logo and slogan – “Growing Trees – Changing Kids”.

Starter plant sources now include trees that the students raise themselves from seed, and plants needing rehabilitation that are donated by corporate sponsor Lowe’s. As the MJDH-PDP is a second chance for the students, so is the MJDH horticulture program a second chance for struggling plants. Plant sales now are sufficient to cover the greenhouse heating cost.

Some plants raised are given to nursing homes, classroom guest lecturers, probation officers, and counselors to teach the students to give back to society. Other plants are sold, with the students developing the advertisements, informational brochures, t-shirt, and signs, and conducting the sales.

In addition to the MJDH nursery and arboretum work the students also have landscaped and maintained a garden in a Danville city park, developed landscape plans which homeowners have implemented, and developed and installed a flower and vegetable garden at a local nursing home.

While the students are often hesitant about the horticulture program at first, none have ever refused to stay in the program once they have started. Students have learned not only horticultural and teamwork skills, but will have the opportunity to learn sales work and to interact in a positive way with the community.

There are many personal success stories from this program. One female student designed and taught everyone a better way to bend the wire baskets for the larger unit cells, and had her confidence greatly boosted by seeing others use her suggested method. She also initially
hung back from involvement since she was the only girl among the students working, but when she saw Appleton stepping substrate into the larger unit cells, joined in and “outed” her mentor.

One male student in the program had been denied entry into another program because he was very mentally ill. MJDH administration would not allow the students to go outside during their horticulture program because they were worried that he might harm himself because the student was a self mutilator. After several weeks the student made a deal with Clardy that if he would not hurt himself at night or on the weekends she would get permission for the class to go back to work in the nursery. His self mutilation stopped and he was probably the best "arborist" ever seen in the program. His mother was employed in the landscape industry and he planned to work with her upon release. He did well in school and work for six months after release but then personal problems occurred and he committed suicide. When Clardy spoke with his mother at his funeral she said that her son was prouder of what he accomplished while working at the Green Thumb Nursery than anything he had ever done in his life. The horticulture program had been his salvation and it was with regret that he did not have a horticulture program to continue in upon release.

Another male student asked the judge to let him stay in the program longer so that he would learn enough to be able to help his father with a landscape company once released. Another female student, who helped with the initial unit installations and planting, but was subsequently released, asked to come back for the groundbreaking ceremony to be a part of the nursery she proudly started.

Upon realizing that they were more capable than many of the staff at performing demanding manual tasks, many of the students would ask the staff to step aside and would complete jobs without staff requests, often forming unlikely teams to accomplish the tasks. Though these examples may seem trivial to many, small advances such as these are significant in the lives of students who lack self esteem, motivation, and teamwork skills.

Sutphin is now working with the Virginia Tech (VT) Department of Sociology and the new VT Center for Peace Studies and Violence Prevention to expand this program and possibly create opportunities for VT student internships. Additionally, grants are being sought to sponsor workshops to share the MJDH Horticulture Program model.

LITERATURE CITED

-provided by Dr. Bonnie Appleton, bapple@vt.edu

Beautiful Gardens
Grow with confidence
Tips – VSLD:  
Color in the garden

We've all heard of complementary and harmonious colors. We're told that blues calm the nerves, that yellow encourages vivacity. In the garden, we can make use of additional tenets of color theory.

The so-called "hot" colors (red, yellow, orange) are the first recognized by the human eye. Painters have used this technique to subtly draw the eye of the viewer—look for tiny red dots at the focal points. You can use this, too, to direct attention to a specific portion of a landscape. It's a great group of colors to include in a planting intended to pump up "curb appeal," and one to avoid using where you don't want the eye to go! Just be careful how much you use; it's said that yellow is the most fatiguing color.

White flowers or foliage draw that portion of a landscape closer by reducing the apparent distance to the white plant. It's the reason a white flower seems to hover above a darker background. If you have a long, narrow garden, you can use white flowers or pale-leaved plants to bring the space back into balance.

Dark foliage or flowers have the reverse effect, increasing the apparent distance between viewer and plant. This is a great tool to keep in mind for making small spaces seem larger, or for drawing attention to a particular portion of a landscape by making the background appear to recede.

Chris Coen, Nature's Palette, 9205 Packard Court, Glen Allen, VA, 23060-3534

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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

**Tips – Virginia Farm Link Program**

The Virginia Farm Link program was established by the General Assembly in 2001 as a part of the Virginia Department of Agriculture and Consumer Services' (VDACS) Office of Farmland Preservation (OFP), with the purpose of providing assistance in the transition of farm businesses and properties from retiring farmers to active farmers. In 2003, VDACS partnered with Virginia Farm Bureau to develop a Farm Link database to help bring together farm owners and farm seekers as the first step in the implementation of this new program. In May 2008, a significantly revised version of the database was launched at www.vafarmlink.org. In addition to simplifying the applications for farm owners and farm seekers, the revised database also allowed participants to input their own information online and to electronically contact each other.

Since its release in May 2008, the Virginia Farm Link database has resulted in 55 farm owners contacted by 193 farm seekers, representing 599 individual contacts between farm owners and farm seekers. In August 2009, OFP conducted an evaluation of the Farm Link database and interviewed 24 farm owners who had participated. Those interviews revealed that ten of the 24 farm owners have had additional conversations with at least one of the farm seekers. Based on farm owner comments shared with the OFP in the August interviews, we believe that three of these ten will most likely result in successful farm transitions.

To find out more about participating in the Virginia Farm Link database, please go to www.vafarmlink.org.  
Elaine J. Lidholm Director, Office of Communication Va. Dept. of Agriculture & Consumer Services Oliver W. Hill Building 102 Governor Street Richmond, VA 23219  
804/786-7686
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.

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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.

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.
News - Cashing in on Berry and Bramble Sales

In the previous issue of the VNLA Newsletter we discussed the rage of vegetable backyard gardening and edible landscaping. Part of the edible landscaping equation is the sale of berries and brambles. If your sales do not reflect this growing interest in backyard (and sometimes front yard) gardening, then consider these facts:

* 70% of consumers want to know where their food comes from and are willing to pay more for safely grown food from local farmers

* Organic agriculture in America has grown by 20% a year since the 1990’s and now accounts for $23.6 billion in sales.

* USDA reports that direct farm to consumer sales (primarily farmers markets and Consumer Supported Agriculture -CSAs) have more than doubled in the past ten years...greatly outpacing overall agricultural sales 104.7% vs. 47.6% respectively.

* George Ball of Burpee Seed reports that vegetable and herb seed sales increased by forty percent this spring.

* A survey conducted by the Garden Writers of America found that half of all gardeners were planning on expanding or starting a vegetable garden this spring.

* The National Gardening Association reports that there are 7 million new vegetable, herb, and fruit gardeners, a 19% increase from 2008 to 2009.

* The National Gardening Association reports an even greater rate of increase in organic gardening from 5 million households in 2004 to an estimated 12 million in 2008.

* The return on investment for producing your own food is considerable. The National Gardening Association estimates a $9 return for every $1 invested, while the US Department of Agriculture estimates that $1 invested will yield from $10 to $17, and W. Atlas Burpee Seed Company touts a 25 to 1 return on investment. Whichever figure you choose, it is not too shabby an investment in today’s investment world where most investors are still licking their wounds.

* There are 18,000 community gardens in America, a movement that stated during the depression of 1890, and the number is exploding during our modern economic turmoil.

Your mission as a garden center owner/manager/staff member is to become your city/region’s Mecca for backyard edible gardening. That means being an expert on vegetable, fruit, and herb gardening including preferred varieties for your area as well as recommended cultural practices. That means having either your own handouts handy for every conceivable question that might arise and/or home gardening handouts on various “crops” from the Cooperative Extensions Service.

That means having one or more of your staff becoming Master Gardeners where vegetable, herb, and fruit production methods are a core of the training. That means you need to have an in-house expertise on designing aesthetically pleasing kitchen gardens and the materials and/or services to build, fill, amend, and water these new gardens. (If you want to see some phenomenal kitchen gardens we have visited on our garden tours, visit www.gardendiscoverytours.com.) That means you need to invest in a strong inventory with an unmatched (in your city/area) selection of edibles and garden accessories in an edible landscaping/kitchen garden departments (both inside and outside).

If you want to visit a garden center doing a great job at all of this, visit RHS Wisley’s Plant Centre in London. Their ques in late May were 10 to 12 deep with shoppers filling their carts with veggies, herbs, fruits and garden supplies – my guess is that the average sale that day was well over $100. Alternatively, save your dollars and take a closer trip to Logan Trading Post in Raleigh. Manager Joshua Logan will be a featured speaker at the retail sessions of the Green n Growin’ Show in Greensboro in January. Joshua and his father, Robert, have been to England on Ian Baldwin’s garden centre field trips and have implemented what they have learned about merchandising, marketing, and inventorying with creativity, passion, and commitment.

By the way, Garden author Pam Beck is also a featured speaker in January and will be discussing the new interests in sustainable gardening among your customers; plus, Steve Moore, farm manager for the Center for Environmental Farming Systems near Goldsboro and a thirty year veteran organic farmer, will be discussing the basics of organic vegetable growing. So, we’re not just whistlin’ “Dixie”, or is it humming “God Save the Queen” – we’re providing you and your staff a jump-start in becoming the aforementioned expert in your city/region on edible gardening.

Can’t wait until January to begin? Below is a beginning primer to enable your staff and you to have success in promoting and selling berries and brambles to your customers.

Berries and Brambles

The following information was gleaned from a Guilford County Master Gardener Workshop led by Extension Associate Connie Fisk, a specialist in muscadine grapes stationed in Duplin County, NC. A great deal more information is available from the website of the Southern Region...
Small Fruit Consortium – www.smallfruits.org and from bulletins from your local Extension Service or by visiting at the NC Cooperative Extension Service website www.ces.ncsu.edu.

The health benefits touted were from Whole Foods’ website, www.wholefoodsmarket.com, and specific variety and cultural information was gathered by consulting Extension bulletins.

Blueberries, according to the June, 1999 edition of Prevention Magazine, help stop aging, help you live longer, and help keep your mind sharp. They are a superfood – low in calories and rich in antioxidants and nutrients fighting cataracts, glaucoma, varicose veins, hemorrhoids, peptic ulcers, heart disease and cancer. Blueberry wine contains 38% more of the antioxidant, anthocyanins which are highly touted for cardio-protection. Blueberries also improve night vision and protect against macular degeneration. O’Neal is an excellent Southern Highbush Blueberry released by NCSU in 1987 – it doesn’t grow as large as Rabbiteye varieties and has a more ornamental growth habit, is self-pollinating, and produces early before the birds are out in full force. It is good for eastern and Piedmont NC. It is possible to utilize various NCSU varieties to produce blueberries from mid-May to early August in eastern NC (a bit later in the Piedmont). Recommended Rabbiteyes include Climax, Powderblue, Premier, Ira, Robeson, Columbus, and Tifblue. Mountain residents should consider Northern highbush varieties for cold hardiness. The pH recommended for highbushes is 4.0 to 5.0 and 4.5 to 5.3 – adding sulfur is recommended and a light amount of an organic azalea fertilizer such as Espoma Hollytone. Avoid liming. Newly planted bushes should be pruned dramatically to 3-4 upright shoots and reducing height by one-half or more. Six highbushes are recommended for a family of four and will produce about 8 pounds per bush per season. Blueberries require 1 to 2 inches of rain or irrigation equivalent a week during the growing season.

Strawberries are rich in Vitamin C and mangnesium, high in antioxidant phenols, high in anti-cancer elgitannin acid, and they are more potent than carrots for promoting good eye health. While they are sweet and wonderful, one cup is only 55 calories. Chandler and Sweet Charlie are the strawberry plants of choice at the demonstration farm at Central Ad – Guthrie Nursery
Carolina Community College in Pittsboro. Other varieties touted by NCSU include Atlas, Appolo, Titan, Earlibelle, and Earliglow. Everbearing varieties perform well only in NC in the mountains. Strawberries should be planted in the spring and will produce ½ to 2 pounds per plant in soil in raised beds with pH of 5.8 to 6.5. Strawberries last from 1 to 4 years, but commercial growers plant each year for best production. Plant spacing should be 1-2 feet between plants and 3-4’ between rows. Mulch with pine or wheat straw in December and provide frost protection as needed in March and April. Berries do not turn redder when picking, so gardeners should pick only fully ripe berries – harvesting about three times a week. They require 1 to 1.5 inches per week from mid-June to mid-August. Botrytis/grey mold is the biggest disease problem. Avoid planting where there is excessive moisture or where tomatoes or potatoes have been grown.

Muscadine Grapes are fat-free, high in fiber, and loaded with antioxidants especially elagiac acid (cancer prevention) and rezveratrol (lowers cholesterol and helps reduce coronary disease and aging). Carlos is the most popular Scuppernong in NC, is self-fertile, vigorous, high yielding, and refrigerates well. Noble is a popular muscadine with stable red pigments that don’t turn brown and is popular for making jellies, juice, and wine. Muscadines tend to suffer from a boron deficiency, and mature vines can be supplemented with simple Borax at 2 tablespoons mixed with fertilizer per 20x20 foot area. If leaves yellow – it is a sign of magnesium deficiency and should be supplemented with Epsom salt. Pruning vines correctly in February-March is critical to good production – consult your local Extension Service for advice. Plants should be set out in mid-Spring 20 feet apart in rows that are 10 feet apart. Developing an effective trellis system is also important to successful production. Grapes will begin producing in three years and at maturity will produce 50 to 100 pounds per vine. Vines last 15 to 20 years.

Raspberries are among the top performing superfoods with properties that help prevent cancer, irritable bowel syndrome, macular degeneration, and yeast infection. It is 50% higher in antioxidants than strawberries and is also high in Vitamin B, C, and manganese. Unfortunately, raspberries are difficult to grow in Eastern and Piedmont North Carolina due to being soft and highly perishable, prone to disease, and poor producers in warmer climates. NCSU is on the cutting edge of developing varieties better suited to our heat and humidity – so stay tuned. In the NC Mountains there are a number of varieties performing well with the potential of selecting varieties for continuous harvest throughout late spring to early summer. Domanedred, Southland, Caroline and Heritage are fairly good varieties for the Piedmont, and in the Coastal Plains Domanedred is the best variety to try for withstanding heat. Remove flowers the first year. They prefer a pH of 6.5 in well-drained raised beds and should be planted in the spring after the danger of frost three feet apart and ten feet between rows. Consult your Extension office or bulletin for pruning and trellising recommendations. They need at least one inch of rain or irrigation equivalent during the growing season. Raspberries are prone to a number of disease and insect problems, and good cultural practices are needed. Yield varies widely according to variety, region, and site.

Blackberries have antioxidants which combat oxidative stress, cancer, and cardiovascular. This caneberry/bramble presents a number of choices – trailing, semi-trailing, and erect and thornless or thorny. Among the NCSU recommended erect, thornless varieties (with greater cold hardness than trailing) are Navajo, Arapaho, Apache, and Ouachita. Blackberries can be planted in spring or fall in eastern and central NC and spring in the mountains 3-4 feet apart in a full sun location. Each plant can produce 10 to 20 pounds of fruit, so, four-to-six plants should be adequate for the average family of four. They require a lot of water – two gallons per day and should be fed with a balanced fertilizer in March for established plantings. Pruning and trellising is important – so, contact your Extension Service or consult their bulletins for advice. Pick when berries are dull black, or if you want to refrigerate, pick when they are shiny black (will be less sweet but will store better).

Kiwis contain more Vitamin C than the equivalent amount of oranges. They have been shown to help prevent respiratory illness in children, helps reduce the symptoms of arthritis, and helps prevent cardiovascular disease, macular degeneration, and cancer. It is also high in Vitamin E and is a great source of dietary fiber. The kiwi that we can grow is not the fuzzy kind you generally find in the grocery store which requires a more tropical climate to ripen. We can grow the smaller fruiting hardy kiwi with Issai the favorite among NC growers. Anna, and Ken’s Red are also good varieties. A male vine is necessary for fertilization with a ratio of 1 male to 8 females needed. Plant in the spring after the danger of frost. There are few pest or disease concerns, so, this is a fruit that is popular with organic growers. Kiwis grow very large and siting and trellising are important considerations along with pruning – consult the Extension Service for advice.

By: Larry Newlin lwn@triad.rr.com
Introduction

The Clean Water Act (CWA) is the cornerstone of surface water quality protection in the United States. Passed in 1972, and amended in 1997, this statute employs a variety of tools to, in part, manage polluted runoff. While initially focused primarily on “point source” (direct pollutant discharge) facilities (municipal sewage plants, industrial facilities), starting in the late 1980’s efforts increased to address “non-point” runoff sources such as streets, parking areas, construction sites, farms, landscapes, and other “wet-weather” sources (EPA 2008).

The pollutant loading found in urban runoff can have detrimental effects on water quality and water body ecosystems (Hsieh and Davis 2005). Pollutants are a major concern in stormwater runoff since these parameters are harder to control as a nonpoint source pollutant. Pollutant effects can include oxygen depletion, eutrophication, species stress and toxicity (Hsieh et al 2007).

The impact of nutrients, mainly phosphorus and nitrogen, on water quality is of particular concern, because nutrients in runoff can cause eutrophication where algal blooms grow excessively and deplete dissolved oxygen levels and increase turbidity. This can then result in poor water quality and low biodiversity. Nutrients in runoff can be contributed by fertilizers, atmospheric deposition, soil erosion, animal wastes and detergents. Phosphorus can exist as both dissolved and particulate forms in runoff and both include organic and inorganic components (Hsieh et al 2007). Nitrogen can exist as both organic forms and inorganic forms such as ammonia, nitrate and nitrite. Heavy metals such as copper, lead, zinc, and cadmium are carried in stormwater runoff and can bioaccumulate in aquatic systems because they cannot be broken down into less toxic forms. Sources of heavy metals are present almost everywhere and include car brake pads, building siding and roofs, tires, and atmospheric deposition. As these heavy metals bioaccumulate, the levels can become too toxic for aquatic life to tolerate and may lead to death (Davis et al 2001).

Storm water best management practices (BMPs) are used to lessen the impact of urban runoff on water quality, flooding, and erosion (Hsieh and Davis 2005). The use of plants to remediate contaminated soils and wastewater has been practiced internationally for some time, but new research is being conducted to determine how effective plants are at removing contamination from polluted waters due to both stormwater and wastewater discharges (Wang et al 2002).

Phytoremediation is an emerging technology that uses plants to degrade, extract, contain, or immobilize contaminants such as metals, pesticides, explosives, oil, excess nutrients, and pathogens from soil and water (EPA 2000). Phytoremediation has been identified as a more cost effective, noninvasive, natural, and publicly acceptable method of removing environmental contaminants than most chemical and physical methods (Arthur et al. 2005).

Both nitrogen (N) and phosphorus (P) are macronutrients needed for agro- nomic and horticultural plant growth, and are components of all complete fertilizers. Fertilizer application to residential, commercial, and municipal lawns and landscapes is a major non-point source of pollution with potential for reduction via phytoremediation. Though run-off from farms is generally decreasing due to nutrient management, run-off control techniques, and an overall decline in farmland, run-off from urban and suburban areas continues to increase as more land is developed, more native filtering plants are removed, and more hardscape is installed.

The heavy metals copper (CU) and zinc (Zn) are micronutrients for plants, and thus accumulate in the plant tissue in higher concentrations. Other metals such as cadmium and lead accumulate in the plant roots since they are not as mobile.

A variety of research studies have been conducted to determine what plant species, both aquatic and terrestrial, can best accumulate heavy metals without toxic effects to the plant, and are identified as metal hyperaccumulators. Metal uptake is dependent upon plant species and availability of dissolved metals in the water. Dissolved metals available for plant uptake can depend on the amount of organics in the system, retention time, pH, redox likelihood, and particle bound metals. Plants also affect dissolved metal availability due to their effect on soil pH and oxygenation (Fritioff and Greger 2003).

Expanding Phytoremediation Plant Selections

The majority of plants currently used in phytoremediation applications, including storm water ponds (BMPs), riparian buffers, rain gardens, green...
roofs, constructed wetlands, etc., are herbaceous or non-woody. New storm water runoff systems that incorporate woody landscape plants into the systems, such as the Filterra® Bioretention System (Americast 2009), are being designed for streetscapes and landscapes. If commonly used landscape trees could be used for storm water (and soil) phytoremediation our trees would have an added environmental value. It is therefore important to screen commonly available landscape trees for their potential use in these systems.

Phytoremediation research with woody trees and shrubs has been more limited, with the willows (Salix sp.) having been identified as significant hyperaccumulators. Pollutant bioavailability and uptake by plants is very much dependent upon the rhizosphere processes. A major part of the rhizosphere microbial community is mycorrhizal fungi which form a symbiotic relationship with plant roots. Because they help transfer nutrients and metals to plant roots these associations play an important role in mediating plant uptake. Microorganisms in the rhizosphere will biological transform pollutants into less toxic forms through enzymatic detoxification, thus making them available for plant uptake via the mycorrhiza (Arthur et al 2005). Willows do form mycorrhizal associations, and preliminary research has indicated a potentially significant contribution of mycorrhizas to accumulator willow heavy metal uptake (Wenzel 2005). A study by Wenzel (2003) found that the willow species accumulated the most metals in their leaves, with concentrations highest just before leaf fall. Wenzel’s study showed that willow, a fast growing species, is most suitable for phytoextraction of metal-contaminated soils. According to Arthur et al (2005), hyperaccumulator species are able to tolerate high metal concentrations in their biomass through the use of phytochelatins which are sulfur-rich proteins.

The objectives of our initial research have been to: 1. Use a nutrient uptake screening protocol for landscape trees and shrubs that was originally designed using water hyacinths as the remediation plant. This will determine what plants currently in nursery production have phytoremediation capabilities, or what plants not common in the industry need to be produced for phytoremediation use; 2. Screen landscape plants in situ and in Filterra® Bioretention Systems stormwater management units to compare nutrient and heavy metal accumulation from landscape soil vs. the Filterra® system substrate. For both objectives both native and non-native landscape plants were used to determine which might be hyperaccumulators with phytoremediation potential.
Sometimes the Best Way to Grow a Difficult Plant is to Give it a Few Pinches.

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To begin to identify woody hyperaccumulators we have used two basic research approaches:

**Modified Hyproponic Screening**

In 2007 and 2008, using a protocol developed for phytoremediation screening with water hyacinths (Fox et al 2008), several species of woody shrubs, including redtwig or redosier dogwood (Cornus sericia), buttonbush (Cephalanthus occidentalis), and deciduous holly or winterberry (Ilex verticillata) were subjected to increasing levels of N and P (Figure 1). Whole plants were harvested and dried, and leaves were weighed and subjected to N and P analysis using the method described for the water hyacinths.

**Landscape Screening**

In 2007 and 2008, to begin to compare the accumulation of N, P, Cu, and Zn accumulation, woody shrubs were planted in landscape sites adjacent to Filterra® units. A unique feature of the Filterra® unit is that it holds a substrate into which a shrub or tree is planted. These units have been field evaluated for their removal efficiency of N and P, along with suspended solids and some heavy metals (Figure 2). Several sites in Norfolk, VA and the Richmond, VA area were selected for evaluation.

For statistical purposes, a requirement of each site was a minimum of three same sized Filterra® units planted with the same shrub. That shrub was then planted into landscape soil a few feet from the Filterra® unit. The major species used for this evaluation were several hollies (Ilex sp.), and redb MW dogwood. Each fall, mature leaves evenly distributed around the shrubs were harvested, dried, and weighed, and then subjected to N, P, Cu, and Zn analysis again using the method described for the water hyacinths (Figure 3).

For statistical purposes, a requirement of each site was a minimum of three same sized Filterra® units planted with the same shrub. That shrub was then planted into landscape soil a few feet from the Filterra® unit. The major species used for this evaluation were several hollies (Ilex sp.), and redtwig dogwood. Each fall, mature leaves evenly distributed around the shrubs were harvested, dried, and weighed, and then subjected to N, P, Cu, and Zn analysis again using the method described for the water hyacinths (Figure 3).

The leaves of the shrubs planted in the landscape soil were used as a baseline nutrient content against which the shrubs in the Filterra® units could be compared. With a few exceptions and regardless of shrub species, there was more N, P, Cu, and Zn in the leaves of the plants in the Filterra® units than in the landscape plants. This suggests that these shrubs may be able to “luxury feed” or act as hyperaccumulators.

**Initial Observations**

Identifying trees and shrubs that can be used for phytoremediation would increase the perceived and real value of landscape plants, and would be an additional marketing tool available to nurseries. Incorporation of these plants into streetscapes and landscapes, or nursery buffers, could improve water quality and the image of the green industry that is seen as a contributor to water pollution.

Many of these plants might be appropriate to use not only in specific stormwater treatment systems such as Filterra®, but also in bioretention cells, riparian buffers, constructed wetlands and other landscape-based stormwater treatment features to increase the use of plants for phytoremediation. These hyperaccumulators could be available nationwide from nurseries and could thus be used by the green industry, governments, private businesses, non-profits, and communities.

It is hoped that once results are disseminated, nurseries will begin to produce effective plants, and that members of the landscape design and installation industries will begin to specify and install said plants. Future extensions of this study will evalua-
tion additional tree and shrub species in future Filterra® installations.

Several other commercial landscape species (and their cultivars), including the shrubs abelia (Abelia x grandiflora), inkberry (Illex glabra), anise (Ilicium floridanum), cherry laurel (Prunus laurocerasus), Scarlet Curls willow (Salix x ‘Scarlet Curls’), and vitex (Vitex agnus-castus), and the trees Amur maple (Acer ginnala), Little Gem magnolia (Magnolia grandiflora ‘Little Gem’), and corkscrew willow (Salix matsudana ‘Tortuosa’), have a size, configuration, and environmental tolerance that should make them good plants for Filterra® systems. Evaluation would follow the same protocol of testing them in both Filterra® systems and adjacent landscape sites at new installations. In selecting plants for hydroponic screening and landscape planting, choosing plants with fibrous root systems would allow for more adsorption sites for pollutant uptake.

Future investigations may look at protocols to include harvesting roots and shoots since different metals accumulate in different parts of the plant based on a study by Fritioff and Greger (2003). Plant heavy metal and nutrient concentrations may vary based on collection area due to different runoff concentrations, and may be due to uptake ability and uptake sites among the plants. Fritioff and Greger’s study could not identify pH or organic matter content in sediments having an effect on metal uptake. The study did demonstrate that metals are available for plant uptake at a pH near 6.0.

High accumulation of metals in terrestrial and emergent plant roots could stabilize the soil and prevent leaching of heavy metals according to Fritioff and Greger. Terrestrial plants show good uptake of cadmium and zinc in the root system. Certain plant species have storage organs in their rhizomes that also store heavy metals, and thus have potential to be used as phytoremediation, especially in a percolation system for stormwater treatment.

While current research has identified some specific plants for bioaccumulation of pollutants, future research is still needed for advancing phytoremediation as a technology. This includes studying how to screen and harvest plants, how to choose an assortment of plants for particular pollutants of concern, how to understand mechanisms for nutrient and heavy metals removal, and what are ideal environments for maximum plant uptake.

Our preliminary research is encouraging that the identification of specific plants for bioaccumulation of pollutants seems possible. Future research is still needed for advancing phytoremediation as a technology. This includes studying how to screen and harvest plants, choosing an assortment of plants for particular pollutants of concern, understanding mechanisms for nutrient and heavy metals removal, and ideal environments for maximum plant uptake.

**Literature Cited**


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

If you are a Virginia Certified Horticulturist and do landscape design plans, you can use this VCH Seal on your plans.

Contact the VNLA office for a copy of this graphic as an electronic file at vch@vnla.org or call 1-800-476-0055
VNLA - Certification Quiz #45: Landscape Plants for Phytoremediation

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. Phytoremediation is technology that uses animals to degrade, extract, contain, or immobilize contaminants.
   A. True
   B. False

2. Pollutants are not a major concern in storm water runoff.
   A. True
   B. False

3. Nutrients in runoff:
   A. have no effect on water quality
   B. cause eutrophication.
   C. causes muddy water
   D. A & B

4. Nutrient runoff can be contributed to by
   A. fertilizers
   B. soil erosion
   C. detergents
   D. atmospheric deposition
   E. animal wastes
   F. All of the above

5. Heavy metals copper and zinc are micronutrients for plants and accumulate in plant tissue in higher concentrations.
   A. True
   B. False

6. Modified Hydroponic screening and Landscape screening are two methods that have been used to research:
   A. how plants look with water quality filtering systems.
   B. to begin to identify woody hyperaccumulators.

7. Microorganisms in the rhizosphere will biologically transform pollutants into less toxic forms:
   A. through enzymatic detoxification
   B. by bioavailability.

8. High accumulation of metals in terrestrial and emergent plant roots could
   A. stabilize the soil
   B. prevent leaching of heavy metals
   C. Both A. and B.

9. Identifying trees and shrubs that can be use for Phytoremediation:
   A. would have no effect
   B. would increase perceived and real value of landscape plants.

10. In 2007 and 2008, to begin to compare the accumulation of N, P, Cu, Zn, woody shrubs were planted adjacent to:
    A. parking Lots
    B. known runoff sites
    C. Filterra units

VNLA – Field Day & Summer Tour Update

The VNLA Field Day at Merrifield Garden Center was a great learning experience for everyone attending, which was double the attendance of the last several Field Days. The off-site tours of Wetland Studies and Solutions was very educational and tied in with the Summer Tour visit to the River Farm, home of the American Horticultural Society, where they had just recently installed a green roof on two structures.

A BIG THANKS goes to the Warhurst’s and Merrifield Garden Center for hosting a great event!

See additional photos on pages 70 and 74

On the VNLA Summer tour, Dean Norton, Horticulturist at Mount Vernon, conducts a behind the scenes garden tour. (Photo by Michele Fletcher)
Research – Home Value and Landscaping

Impact of Improved Landscape Quality and Tree Cover on the Price of Single-Family Homes

Impacts of the quality of landscaping and percentage of tree cover on home prices were estimated from a sample of 75 home sales within the Melonie Park neighborhood in Lubbock, TX, from 2003 to 2005. Estimates were derived using a regression of house sale price on house characteristics, landscape quality, and tree cover. Homes that improved landscaping from average quality to good or excellent quality increased selling price by 5.7 and 10.8%, respectively. Approximately 30% of the increase in sale value was accounted for by added tree cover. The results show that each $1.00 invested in upgrading an average landscape to excellent quality returns $1.35 in added property value.

J. Environ. Hort. 27(1):24-30. March 2009 Andrea Stigarll and Emmett Elam, Department of Agricultural and Applied Economics, 301 Ag Sciences Bldg, Texas Tech University, Lubbock, TX 79409

Tips – Landscape Curb Appeal

Your Greatest Asset may be in Your Own Backyard!

[Note: this a consumer oriented article that was sent to newspapers around the state by the Virginia Green Industry Council. There are useful tips that you can use when you are selling the “curb appeal” of your landscape design.]

“One of your greatest assets may be in your own backyard –literally. As the housing market turns softer, Americans are realizing that one of the best ways to increase a home’s resale value is to revamp the landscape;” was the lead-in to the March 2003 issue of The Wall Street Journal Magazine of Personal Business SMART MONEY, which featured a cover special report “Fertile Ground – Add 15% to Your Home’s Value”.

While today’s housing market downturn is even more serious, and home values are declining, there are some things that you can do to maintain or add value to your home, whether you’re trying to sell your home or maintain it as one of your most valuable assets. Simple basic landscape maintenance and upgrades in your landscape are some of the few things that you can do that have been proven to add all value to your home and not depreciate.

What is the first thing your guests, potential buyers or bank appraisers...
see when the pull up in front of your home? It’s not the re-modeled bathroom or kitchen or the new carpet or hardwood floors; it’s your yard and landscape! First impressions are everything! It they have a great first impression; other problem areas won’t appear to be such a big deal. It’s all about curb appeal!

Trees are greatest asset, literally growing in value. They still need occasional maintenance – just like your car needs a periodic lube job and wash/wax.

Native plants in the landscape are the current popular trend and are a good idea under the right conditions. Native plants do not grow well if there is major construction/grading disruption of the existing soil. If you’re lot is graded, topsoil removed and replaced, it’s not a native situation any more. Native plants have a symbiotic relationship with other native plants. Some depend on others for shade – if they don’t have shade, they will have a difficult time surviving, even though they are in their “native soil”.

More than Money – reduce your carbon footprint!

While you are increasing the value of your home, you have another added value that automatically comes with this – improvement to the environment and a reduction in your carbon footprint! According to Bob Dolibois, executive vice president of the American Nursery & Landscape Association, “over a 50-year lifetime, a single tree generates $31,250 of oxygen, provides $62,000 worth of air pollution control, recycles $37,500 worth of water and controls $31,250 worth of soil control!”

Energy savings

Besides aesthetic value, that shrub is also valuable for its other properties such as noise abatement, windbreak, and energy savings. Research shows that shrubs surrounding a house reduce traffic sounds, offer a buffer against winter's chill winds, and if placed along the foundation, provide insulation against the cold and keep temperatures down during the hot spells.

That last feature translates into huge savings on heating and air-conditioning bills. The same is true of trees. In fact, studies show that three well-placed trees around a home can trim energy bills by 50 percent!

Landscaping Adds Value to Your Home

Did you know that the sale price of your home may be significantly higher if your property includes quality landscaping? According to the American Association of Nurserymen, installing healthy trees, shrubs, and plants can be a wise investment. Think of a $20 plant; as it grows into a $200 shrub it brings more value and beauty — among other benefits—to your home's property.

Reports show that a well-designed and maintained landscape can boost a home's sale price, by some estimates as much as 27 percent. Landscaping is so valuable to real estate agents, they say they prefer listing homes with attractive, neat low-maintenance yards and gardens because these properties sell faster. The agents reveal that besides the fact that they have an easier time selling landscaped homes. These properties sell closest to the asking price. Why?

According to these property experts, the public values homes with what is known as "curb appeal" — the curbside view of warm-looking inviting dwelling, surrounded by a lovely landscape.

This advantage, they say, yields a tremendous return on investment. And besides this financial profit, a homeowner reaps hefty rewards in the form of pride in and satisfaction with the home's appearance.

Experts say that if you're considering a first-time landscaping or re-landscaping project to revitalize and rejuvenate your home's looks, concentrate on the entrance of the property. They say that it’s important to place emphasis on this area because it, more than any other location, reveals a great deal about the people who inhabit the house.

Observations confirm that a person viewing the property from the street will focus on the point of entry, so this is where the viewer receives their very first impression of the dwelling, the structure, and by extension, its inhabitants. This information suggests then that the front of a home should be designed to communicate a friendly, inviting feeling.
It should be open, warm and welcoming to guests. And most important, the entryway design should also give the message that besides being friendly, the dwellers take pride in the appearance of their home.

**Wise Investments**

Today’s homeowners are becoming more and more selective about how and where they choose to spend their financial resources. Electronic gadgets and luxury trips are fast losing their appeal as consumers become increasingly sophisticated about making wise investments. They are rechanneling their resources into their most vital asset — the home that tells who they are, where their family will grow and share memories over the years, and where friends will remember parties and gatherings as much for the beautiful surroundings as the warm hospitality.

Unlike gadgets and other fleeting luxuries, your residence is a tangible investment in monetary terms and in other ways as well: It will always be home to all who’ve lived there. With that kind of value at stake, you’ll want the exterior of your home to exhibit the same high quality that you choose for the interior.

**Professional Advice**

Make sure that you set that quality, which provides a firm foundation for continued smart investments. To be certain that your landscape looks as beautiful as it can while it reflects your tastes and preferences get professional advice from your local retail nursery/garden center or landscape firm. These experts are well-versed in color, design, maintenance requirements, and selecting the best plants for your home landscape. Professional advice even if on a tight budget is a valuable investment for the long term success of your landscape project.

To find a Virginia Certified Horticulturist or a Virginia Certified Landscape Designer, go to www.virginiagardening.com

*For details of the Council’s activities, see www.virginiagreen.org*

540-382-0943 info@VirginiaGreen.org

Together, let’s ‘GoGreen’!
News - GoGreen Garden Festival Recap

Held September 12th at the Garner Pavilion located behind the Science Museum of Virginia, the forth Virginia GoGreen Garden Festival (and more …) is viewed as a huge success. Clear skies and the hint of fall encouraged consumers to think ‘green’ – participate in activities that challenged them to ‘keep Virginia Green and Growing’, become champions for the environment.

Sponsored by the Virginia Green Industry Council (VGIC), the event from a Trade perspective provided the opportunity to market individual Industry sectors to consumers; and General public, educational activities that inspire consumers to GoGreen – invest in living green.

Using a theme of Grown/Made in VA, media releases targeted the consumer markets of turf/lawn, kids GoGreen, ‘women in the Green Industry’, green lifestyle; and landscape/garden specifically highlighting the state of Virginia’s newly implemented Beautiful Gardens®, www.beautifulgardens.org, plant introduction program.

The membership of VGIC extends sincere thanks to all who attend, donate, participate, joint sponsor and/or volunteer to enable the 2009 Festival. While the Festival is VGIC’s interactive GoGreen event, the Council also provides the opportunity to market Industry activities through their web sites - Industry www.virginiagreen.org and consumer, www.virgiagiardening.com

Tips - The ABCs of Green Industry Communications

Market Share, Create Industry Presence
What are you doing to create your sector’s industry presence?

In an End Cap published by Today’s Garden Center October 2008 issue, I challenged the Industry to identify brand strategies that best represent the industry as a whole, then, through a series of articles, shift this challenge to individual participation. Still, an ongoing question remains: Specifically, how do individuals, as well as the collective industry, develop a symbol – a presence that highlights the significance and importance of our industry?

As previously emphasized, in today’s market, branding is injecting a product, service or organization with a unique, consistent, desirable persona position that reigns over a consumer’s mind and is so highly valued that you and/or your product are not simply seen as “a” product but “the” product. So, becoming a recognized brand, whether individual or sector, is the direct result of communicating an appropriate image sustained by viable products or services. Let me share an example of a Virginia product/service that appears to work well.

Virginia Green Industry Council’s VA GoGreen Garden Festival (VGGF)

Held annually, the Virginia GoGreen Garden Festival targets two distinct audiences – trade (providing the opportunity to market industry sectors to consumers) and general public (providing educational activities intended to inspire consumers to GoGreen). The Festival, a collaborative effort of diverse green Industry sectors, includes a range of activities: demonstrations, lectures, and seminars; panel discussions with audience participation, exhibits and vendors.

Key Factors that Contribute to Event Success

Developing a workable event has been a challenge; nevertheless, there are key factors that appear to contribute to its success.

First, the Council hosts the event at a site, the Science Museum of Virginia that appears to view the event as a partnership. Through incorporating Museum eco-exhibits into Festival activities, the combined events have increased consumer awareness as well as over all interest in the Festival’s theme – GoGreen.

Second, the 2009 Festival expanded theme, "GoGreen - Grown/Made in Virginia" highlights the industry’s newly implemented plant introduction program Beautiful Gardens®, which in effect, ensured newsworthy stories. To attract both consumer gardeners and those interested in green lifestyles, a variety of activities were provided; for example, the music of Timothy Seaman, tours of the Museum’s Bayscape garden provided by VA Alliance for the Bay Director Chris French, guest appearance of Smokey the Bear, stories told by the Tell Tale Hearts Storytellers Theater, live broadcast of Andre Viette’s radio call-in program “In The Garden” and on site author book signings.

Third, it is said for a consumer to notice an event, the event must be observed eight or more times. Using the diverse range of niche activity topics, notice was published through Twitter, Facebook, web sites, e-newsletter, TV, radio, participant site posters/handouts, public service announcements and print magazines and newspapers. Creating perhaps the more important form of notice, word-of-mouth, the synergy of all other
forms of communication as it spreads through personal referral.

**The Measure of Success**

How is an event’s success measured? Specifically, this event is measured through attendee data collected through a raffle, but there are other indicators. For example, it is a good sign when:

* You have a crowd gathered outside the gate before the event opens
* You still have consumers walking into the event after its official close
* There is a spirit of camaraderie and excitement
* There is talk of next year while the event is occurring
* Media inquires during the present event if they can sponsor next year
* Children and parents alike leave but return for later scheduled activities, continuing their GoGreen experience
* And in spite of behind-the-scene issues, all remain committed to a job well-done!

**Creating Industry Presence**

In prior columns, I shared the story of my involvement, explained that you are your product’s image, issued challenges to the industry as a whole and individual participants to grow green in their businesses through accepting accountability for their roles in acquiring market share. Individually as well as collectively, what are you doing to develop a symbol – a presence that highlights the significance and importance of our industry?

Industry branding is not simply advertising, public relations, a slogan, logo, Web site or even a multimedia campaign, a tagline or a color palette. It does consist of injecting a product, service or organization such as the Virginia GoGreen Garden Festival with a unique, consistent, desirable persona position that reigns over a consumer’s mind.

What are you doing to inject and create your sector’s industry presence?

[link]

*About the author: Sylvia Hoehns Wright, author of The ABCs of Green Industry Communications, volunteers as PR for the VA Green Industry Council. She is a graduate of the VA Natural Resource Leadership Institute and recipient of the VA Horticulture Foundation Educator award, details of Wright’s activities are available at her website, [www.TheWrightScoop.com](http://www.thewrightscoop.com).*

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Legislation - Summary Of Problems With Proposed H-2A Regulations

On September 4, 2009, the Department of Labor proposed significant changes to the regulations governing the H-2A temporary and seasonal alien agricultural worker program. See, 74 Federal Register 45906-65. Unless extended, a short 30 day comment period ends on October 5, 2009. Following is a summary of the most significant provisions included within the proposed regulations:

- **Streamlined Application Process Eliminated.** The streamlined attestation process of the current regulations that would allow for more efficient and timely processing of employer applications is eliminated and the discredited labor certification process is reinstated with greater discretionary authority provided to the certifying officer (CO). The 2008 regulations struck a balance—they paired an attestation process with elevated penalties for program violations. The proposed regulations would impose the worst features of the 1987 and 2008 regulations by reinstating a labor certification requirement while increasing the already elevated penalties.

- **Lengthened Recruitment Period Retained And 50% Rule Reinstated.** The requirement imposed for the first time in the 2008 regulations that expanded the domestic worker recruitment period from 60 to 75 days from the date of need is retained in the proposal. In exchange for a lengthened recruitment period, the 2008 regulations eliminated the 50% rule that required employers to hire any domestic worker who applies through 50% of the H-2A contract period. Instead, employers need only accept U.S. workers for 30 days after the date of need. The proposed rule retains the lengthened recruitment period but reinstates the 50% rule.

- **Onerous Recruitment Obligations Imposed.** Advertising and interview requirements are imposed that would be costly and almost impossible to comply with. Employers with remotely located farms would have to obtain physical locations to interview potential applicants for em-

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VNLA Newsletter
employment in areas where they apply. Given the national recruitment required, employers face the prospect of having to secure physical interviewing sites on a nation-wide basis.

- **State Work Force Agencies (SWA) Not Required to Verify Work Eligibility of Referrals.** SWAs in the past have referred U.S. workers to farmers seeking H-2A workers as part of the required recruitment of U.S. workers. The so-called U.S. workers often turn out to be undocumented workers. The current regulations require the SWAs to verify the employment eligibility of all referrals. The proposal eliminates this requirement, increasing the likelihood that falsely documented aliens will be referred as U.S. workers, displacing legally-authorized H-2A workers.

- **Adverse Effect Wage Rate (AEWR) Reinstated.** The discredited AEWR is a multi-state average of all nonsupervisory field and livestock jobs that ignores the prevailing wage rate for the specific job in the area of intended employment. It is not a true market based wage and as a result is unaffordable for many entry level or lower-skill jobs, putting U.S. producers at a disadvantage in competing with growers in third world countries with substantially lower labor and regulatory costs.

- **Definition of Corresponding Employment Expanded.** The definition of “corresponding employment” is expanded to include U.S. workers within the H-2A job occupation that were hired prior to the employer’s participation in the H-2A program. This greatly increases program costs and ignores market-based principles.

- **Definition of “Agricultural Labor” Altered to Eliminate Incidental Farm Work.** The proposal eliminates the ability of H-2A workers to work in incidental farm employment not described in the job application on a limited basis (no more than 20% of time) and subjects employers to potential debarment if workers engage in incidental employment. Incidental work is important because it allows workers to earn income when weather or other circumstances limit the ability to perform primary duties.

- **Definition of Strike and Lock-out Modified to Allow 2 or More Workers to Defeat an H-2A Application.** Past H-2A regulations have consistently held that H-2A workers cannot be admitted into a job occupation where there is a strike or lockout but only limits admission of that number of H-2A workers equal to those on strike or locked out. The proposal would allow 2 or
more workers declaring themselves on strike or locked out to block admission of all H-2A workers.

- Requires Agents, Associations and Farm Labor Contractors to Provide to DOL Confidential Proprietary Business Information.

- Expands Record Retention Requirements. The proposal requires all H-2A documentations to be kept for 5 years. This is an administrative burden that goes beyond the 3 years required by the Fair Labor Standards Act and federal migrant Act (MSPA).

- Extends FLSA Transportation and Subsistence Reimbursement Cost Requirements into the H-2A Program. The effect of this extension of the FLSA is to repudiate the 2008 position of DOL and contradict H-2A regulatory requirements on transportation reimbursement. It also expands the scope of the travel costs from the worker’s home in a foreign country, rather than the consular office in that country, as well as the type of visa costs which are subject to reimbursement.

- Broadens Liability of Grower Agents and Associations and Their Members. Members of an association can be liable for acts of other members of an association or the association itself and agents can be liable for their grower clients if they had reason to know of a violation, rather than participating in or having actual knowledge of the violation.

- Expands Discretion of DOL To Revoke Certifications and Debar Farmers From Future Program Participation. The criteria and legal standards for revocation and debarment are lessened and the ability of employers to rebut allegations reduced. Employers can be barred from future program participation based on a single violation rather than a pattern of violations.

- Substantially Increases Civil Money Penalties and Make Whole Remedies for Program Violations that far Exceed Those Available in Prior Regulations.

provided by the American Nursery & Landscape Association

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**Research – Sudden Oak Death Pathogen Update**

New ARS Study Shows Pathways of Movement of Sudden Oak Death Pathogen

The pathogen that causes sudden oak death disease in California has a different genetic fingerprint than fungal strains found in nurseries in Oregon and Washington, according to Agricultural Research Service (ARS) scientists. This discovery, published today in the journal PLoS Pathogens, will allow scientists to distinguish infections in other states as likely having originated from either California or the Pacific Northwest.

Sudden oak death is responsible for the rapid death of live oak and tanoak trees in coastal California forests and in urban and suburban landscapes in the San Francisco Bay area. It is feared that it could spread to other vulnerable forests in the Eastern United States.

The pathogen *Phytophthora ramorum* affects not only oak and tanoak trees, but also popular ornamental plants such as rhododendrons, viburnums and camellias. Movement of infected plants from one location to another can contribute to the spread of the disease.

Plant pathologist Nik Grunwald, at the ARS Horticultural Crops Research Unit in Corvallis, Ore., has been working on this project for the past four years. He and his research team examined samples of the pathogen collected from nurseries on the West Coast of the United States and across the country.

The researchers were able to show that the pathogen from California is different from isolates found in the Northwest. Grunwald and colleagues compared his results to records compiled by the U.S. Department of Agriculture (USDA) Animal and Plant Health Inspection Service on known shipments of infected plants, and these two sources of data were consistent with each other. The results could help scientists and the nursery industry in tracking the movement of this pathogen around the country and the world.

**Alfredo Flores, (301) 504-1627, alfredo.flores@ars.usda.gov September 18, 2009 --View this report online, plus photos and related stories, at www.ars.usda.gov/is/pr**

**ARS is the principal intramural scientific research agency of USDA. ARS News Service**

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Help may be on the way for more than 100 plant species susceptible to sudden oak death (SOD). Agricultural Research Service (ARS) plant physiologist Daniel Manter has found that extracts from tree heartwood can limit the growth of Phytophthora ramorum, the microbial agent that causes this devastating disease.

Since it surfaced on the West Coast in the mid-1990s, SOD has killed an estimated 1 million oaks and tanoaks. For years, scientists have known that tree heartwood contains protective antimicrobial compounds, but it wasn't known whether these compounds could offer protection against P. ramorum.

Manter, with the ARS Soil Plant Nutrient Research Unit, Fort Collins, Colo., and his colleagues exposed P. ramorum spores to compounds, wood chips and essential oils extracted from heartwood. They found that extracts from incense cedar, western redcedar, Alaskan yellow cedar, western juniper and Port Orford cedar destroyed P. ramorum spores and inhibited fungal cell growth.

The western redcedar and incense cedar extracts damaged twice as many spores as the extracts taken from Alaskan yellow cedar, western juniper and Port Orford cedar. Douglas fir and redwood extracts, which were also examined in the study, showed little to no antimicrobial activity against the pathogen.

Tree heartwood extracts could provide easy-to-use, environmentally friendly, effective tools for SOD control. Heartwood could be processed into shavings, sawdust, wood chips or liquid extracts. These materials could then be distributed in areas with high human activities--such as park trails, walkways, and bike paths--to reduce spore movement and prevent the spread of the disease.

Read more about this research in the April 2008 issue of Agricultural Research magazine, available online at: http://www.ars.usda.gov/is/AR/archive/a pr08/oak0408.htm

ARS is the chief scientific research agency of the U.S. Department of Agriculture (USDA). This research was conducted with scientists from USDA’s Forest Service, and Oregon State University.

Agricultural Research Service, USDA Laura McGinnis, (301) 504-1654, laura.mcginnis@ars.usda.gov
@ars.usda.gov.

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It's Not What You Know

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

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

Nobody Said It Is Easy

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

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

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

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

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

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

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

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

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

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

-Jim Paluch

Networking Steps You Can Take

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

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

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

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

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

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

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

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<thead>
<tr>
<th>Dos &amp; Don’ts of Networking</th>
<th>Do</th>
<th>Don’t</th>
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<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>
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<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>
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<td>Do begin every conversation with a question — listen and learn from what you hear.</td>
<td>Don’t sit by an aisle, empty seat or in the back row — surround yourself with people.</td>
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<td>Do carry business cards — e sure you always have enough.</td>
<td>Don’t do all the talking — the best conversationalists say the least.</td>
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<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>
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<td>Do realize that networking improves with practice</td>
<td>Don’t become comfortable and monopolize one person’s evening — after 5 to 10 minutes, move on.</td>
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<td>Contributed by Phillip J. Stella</td>
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Joe: "How was your vacation?"

Mary: "Oh, it was great, thanks."

replaced by:

Joe: "What were your impressions of the Grand Canyon?"

Mary: "I'll tell you, it was the most breathtaking sight I've ever experienced. We planned to spend a few hours there and ended up taking two days to hike to the bottom."

DOs and DON'Ts of Networking Quotes

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

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

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

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Events - Mid-Atlantic Horticulture Short Course

Scheduled For 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 Bo.LA, VSLD, TVHF, Crew Manager, Certified Horticulturist, Pesticide Applicators in 10 states + DC, and VA DCR Nutrient Manager.
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
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For more information, visit mahsc.org or 757-523-4734.

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

Sponsored by
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

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**Tips – Recycling Poly & Pot**

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.

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**Zook’s Plastic Recovery**

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717-656-4422
Daniel@zooksplastic.com
www.zooksplastic.com

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27 Nurseries in Johnston and the surrounding counties make up the Johnston County Nursery Marketing Association. The Association includes over 1500 acres of field grown plants, 500 acres of container grown plants and 100 acres of pot-n-pot from propagation trays to 125 gallons.

When you need to locate quality plants, directly from growers with minimal effort, use JCNMA’s PLANT FAX™! You automatically will be contacting 27 nurseries to quickly find the one that can supply what you need.

FAX YOUR PLANT NEEDS TODAY! 919-233-0424 or TOLL FREE 1-866-404-5533

---

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Carroll’s Plant Center  Hinnant’s Nursery & Landscaping  Old Courthouse Nursery  Swift Creek Nursery
Casey Nursery  Jericho Farms  Panther Creek Nursery  Taylor’s Nursery
Char-Lynn Plant Center  Long Branch Nursery  Pender Nursery  The Landscaper’s Choice Nursery
Currie’s Nursery  McLamb Nursery  Powell’s Nursery
Fair View Nursery  Sampson Nursery  Rhodes Nursery
Fowler’s Nursery  Smith’s Nursery  Watson’s Nursery

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Donate to the
VNA Horticulture Research Auction

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

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

The auction will be at the Research Reception/Auction at the Baltimore Convention Center, Camden Lobby on Thursday, January 7, 2010

All donations are tax-deductible
Contact: Chairman Matt Sawyer at 757-483-1425 or matt@bcnursery.com
Economic Stimulus for Research
2010 Horticulture Research Reception and Auction

Thursday, January 7, 2010
5:00 - 7:00 p.m.

Baltimore Convention Center
Camden Yard Lobby
(behind the MANTS Registration area, lobby level)

$35 per person, 4 for $120 (limited to 300 tickets)
includes 1 Free drink ticket and snacks, cash bar
(Order tickets through MANTS pre-registration)

Jazz Ensemble and Silent Auction
Drinks, Cocktails, Beer & Wine (5:00 – 7:00 pm)
Silent Auction (5:00 – 6:30 pm)

To donate items for the auctions
contact Matt Sawyer at 757-535-6658
email Matt@bcnursery.com

Dress Attire is trade show casual, Ticket information will be in the MANTS pre-registration packet

VNA Horticulture Research Foundation, Inc.
This is the major fund-raiser event for the Foundation. The net proceeds from this event are added to the investment account managed by SunTrust Bank. The income from the investment account is used each year to fund worthy research projects that could benefit the nursery industry.
Donor Information Form

Donor Company: ________________________________________________________________

Contact Person: ________________________________________________________________

Address: ______________________________________________________________________

City: ____________________ ST: ___ Zip: ____________-__________

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$ _____ Reception/Auction Sponsor
$ _____ Direct donation to Research Foundation
$ _____ Gift Certificate (list who and where to redeem the certificate, or how to obtain the item, if different from the above contact information)

Item Donation and description: ____________________________________________________
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Retail Value: $ ____________________ (approximate)

VNLA member accepting donation: _________________________________________________

List additional items separately on the back of this sheet

The donor did not receive any goods or services from the VNA Horticulture Research Foundation, Inc in return for the above listed contribution(s). The Virginia Nurserymen's Horticultural Research Foundation, Inc is a non-profit (501(c)(3)) corporation. Over the course of time that this program has been active, we have funded in excess of $200,000 in original research from donations and income from our $550,000 research endowment. We are an active state association with an on-going fundraising program, which should further enhance our ability to support good research in the years to come.

It is the policy of the Virginia Nursery & Landscape Association that no overhead money be taken from funds donated for research projects. It is permissible to deposit these funds into various accounts that have been established for nursery research.

The Virginia Nurserymen’s Horticulture Research Foundation, Inc is a 501(c)(3). A financial statement is available upon written request from the Virginia Department of Agriculture and Consumer Services, Office of Consumer Affairs, PO Box 1163, Richmond, VA 23218-1163.
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MÁS navigates the complex world of the government H2 programs to furnish foreign workers when you can’t find local help to get the job done. We are experts. Our comprehensive service for one flat fee is everything you need.

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rappole656@aol.com

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beeson-nursery@aol.com
www.beesonnursery.com

Bryan Wagoner Tree Farm
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336-585-0052, fx 336-585-0039
bryanTreefarm@aol.com

Buds & Blooms
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budbloom@bellsouth.net

Cam Too Camellia Nursery
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336-643-3727, fx 336-643-0840, 1-800-758-8121

Clark’s Liner Farm
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919-692-1020, fx 919-693-9554
clarkslinerfarm@hotmail.com

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foxwoodcamellias@gmail.com
www.foxwoodfarmsnursery.com

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Gilmore Plant & Bulb
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Irving Farms
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irvingfarms@yahoo.com

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Email: J.evergreen@surry.net

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336-643-3727, fx 336-643-0840, 1-800-758-8121

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Elisa.Thames@yahoo.com

Oregon Hill Shrub
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336-348-3380, fx 336-616-1139

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email: dougl@plantworksnursery.com

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336-260-0989, fx 336-227-5979

Ralph Modlin Farms
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336-880-0317, fx 336-431-6350

Roy’s Creative Landscaping & Tree Farm
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336-399-7876, fx 336-776-4974
raysland@bellsouth.net

Reynolds Nursery
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336-627-1704, fx 336-627-1704
reynoldsnursery@earthlink.net

Shiloh Nursery
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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.
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terragenics@yahoo.com
www.terragenonline.com

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336-857-2131, fx 336-857-2227
brandon@tomscreeknursery.com

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On-line Registration is available 24/7 beginning October 1.
Advertising in the VNLA Newsletter

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<th>Non-Member Rates</th>
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<td>full page (7.5&quot; x 9.75&quot;)</td>
<td>$235</td>
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Business Card (2" x 3.5") $40 $60

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

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

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

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

The above rates are for camera-ready ads.
Any additional typesetting, at the VNLA Office
will be at $50.00 per hour with a minimum of $20.00.
Any additional work that needs to be done by the printer will be at cost plus 15%.
All non-member advertising must be prepaid. No commissions or discounts allowed.

Our printer uses "133-150 line screen" 4-color film, emulsion side down
8.75" x 11.25" with 1/8" trim, 4 edges to bleed
Mac or PC files in Adobe PDF, Illustrator, PhotoShop, Add all fonts and all linked images
Final trim = 8.5" x 11"; Bleed = .125" on each edge; Live area = Full bleeds are OK.
*Most of the pages within the book have the text block or full page ads within 7.5" x 9.75".

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

CLASSIFIED ADS: Members - $1.00 per line, minimum 5 lines
Non-members - $3.00 per line, minimum 5 lines

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<tr>
<th>Publication</th>
<th>Copy Deadlines</th>
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<tr>
<td>November/December</td>
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<td>December 30</td>
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For Additional Information, Call, Fax or Email:
Virginia Nursery & Landscape Association
383 Coal Hollow Road, Christiansburg, VA 24073-6721
800-476-0055 or 540-382-0943 ---- Fax: 540-382-2716
Email: info@vnla.org www.vnla.org
### Upcoming Events

**November 18, 2009, GREEN BUILDING LEADERSHIP AWARDS 09 & EXHIBITION** at the Virginia Historical Society, Richmond, VA
mail@jrgbc.org, 804-288-2950, www.jrgbc.org


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

**December 8-10, 2009, MAC-ISA Arborist Certification Course** Charlottesville, VA 703-753-0499, www.mac-isa.org

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

**January 6-8, 2010, MID-ATLANTIC NURSERY TRADE SHOW (MANTS)**, Baltimore, MD www.mants.com

**January 7, 2010, VNLA ANNUAL MEMBERSHIP BREAKFAST MEETING**; Sheraton Inner Harbor Hotel, Baltimore, MD 7-9 a.m. Contact: 800-476-0055, info@vnla.org

**January 7, 2010, VNA HORTICULTURE RESEARCH FOUNDATION RESEARCH AUCTION**; Baltimore Convention Center, Camden Lobby, Baltimore, MD Contact: 800-476-0055, research@vnla.org
Order tickets at www.mants.com


**January 20-21, 2010, GREEN INDUSTRY SEMINAR & PESTICIDE RE-CERTIFICATION** Annandale Campus of Northern Virginia Community College sponsored by the Northern Virginia Nursery & Landscape Association www.greenindustryseminar.org

**January 24-29, 2010, MID-ATLANTIC HORTICULTURE SHORT COURSE** The Founders Inn & Spa, Virginia Beach, VA www.vahort.org 757-523-4734, info@vahort.org

**January 25, 2010, "Basic" VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)** at the Mid-Atlantic Horticulture Short Course, Virginia Beach The Founders Inn, 6-9 pm VNLA 1-800-476-0055, VCH@vnla.org www.vnla.org/certification.htm

**January 25, 2010, "Advanced" VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)** at the Mid-Atlantic Horticulture Short Course, Virginia Beach The Founders Inn, 6-9 pm VNLA 1-800-476-0055, VCH@vnla.org www.vnla.org/certification.htm

**January 25-27, 2010, CENTS 2010 Trade Show**, Greater Columbus Convention Center, OH 800-825-5062, cents@onla.org www.onla.org

**February 3-5, 2010, CVNLA SHORT COURSE & WINTER SYMPOSIUM "Everything Old is New Again"** at Lewis Ginter Botanical Garden, Richmond, VA www.lewisginter.com

**February 12-13, 2010, SNA FORUM 2010** Cobb Galleria, Atlanta, GA www.sna.org

**February 18-21, 2010, MAYMONT FLOWER & GARDEN SHOW** with Macevents Home Show Richmond; 800-332-3976x111 jbmcl@macevents.com

**February 28-March 7, 2010, PHILA DELPHIA FLOWER SHOW "Passport to the World"** www pennsylvaniahorticulturalso ciety.org

**March 12-14, 2010, WASHINGTON HOME & GARDEN SHOW (50th)**, Washington Convention Center, Washington, DC www.washingtonhomeandgardens how.com

**May 14-17, 2010, AMERICAN RHODODENDRON SOCIETY Annual Meeting**, Long Island, NY

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