

2008 VNLA Officers & Directors

OFFICERS

President

DUANE SHUMAKER '06
RSG Landscaping & Lawn Care
PO Box 110
Concord, VA 24538-0110
434-993-2753
Fax: 434-993-3489
President@vnla.org

Vice President

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

Secretary/ Treasurer

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

Ex-Officio

Past President

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

Executive Director

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

1 YR DIRECTORS

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

MATT SHRECKHISE
– Communications '08
Shreckhise Nurseries
PO Box 428
Grottoes VA 24441-0428
540-249-5761 fax: 540-249-5762
Matthew@shreckhise.com

MARY WILLIAMS
Environmental Affairs '08
Dover Nurseries
111 Deer Keep
Richmond VA 23238-6164
804-784-5715
Fax: 804-784-5000
okiemary@comcast.net

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

MANTS' DIRECTORS

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

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

TOM SAUNDERS '96
Saunders' Brothers Inc.
2508 Tye Brook Hwy
Piney River, VA
22964-2301
804-277-5455
FAX: 804-277-8010

2 YR DIRECTORS

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

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

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

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

Beautiful Gardens™

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

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

VIRGINIA REGIONAL ASSOCIATIONS

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

Eastern Shore
Nurserymen's Association
Mike Graham
757-442-7681

Hampton Roads
Nursery & Landscape Assoc
Wes Bray
(757) 422-2117

Northern Virginia
Nursery & Landscape Assoc
Paul Eden
(703) 327-5161 x299

Piedmont Landscape Assoc
Tim Reese
434-295-2159

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

Southwest VA Nursery
& Landscape Assoc
Jim Snyder
540-763-3362

Educational Advisors

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

DR. BONNIE APPLETON
HRAREC
1444 Diamond Springs Road
VA Beach, VA 23455-3363
757-363-3906
FAX: 757-363-3950
bapple@vt.edu

Table of Contents

Ad - Aggrand Natural Fertilizers	53
Ad - Bennett's Creek Nursery	37
Ad - Buds & Blooms Nursery	60
Ad - Cam Too Camellia Nursery	13
Ad - Carolina Bark Products	31
Ad - Eastern Shore Nursery of Virginia	27
Ad - Echo Ridge Nursery	72
Ad - Erle D Anderson Lumber Products	11
Ad - Fair View Nursery	78
Ad - Goodson and Associates	21
Ad - Gossett's Landscape Nursery	55
Ad - Griffin Greenhouse & Nursery Supplies	59
Ad - Griffith Bag	64
Ad - Guthrie Nursery	31
Ad - Hanover Farms	7
Ad - Harwood Mulch	50
Ad - Hawksridge Farms	79
Ad - Hortica Insurance & Employee Benefits	49
Ad - Johnston County Nursery Marketing Assoc	76
Ad - Lancaster Farms	48
Ad - Latham's Nursery	2
Ad - Lilley Farms & Nursery	29
Ad - Long Branch Farm	54
Ad - Maryland Plants & Supplies	23
Ad - Maryland Plants & Supplies	78
Ad - Mid-Atlantic Solutions	68
Ad - Parsons Nursery	33
Ad - Pender Nursery	70
Ad - Piedmont Triad Nurserymen	35
Ad - Plantsource N.C.	61
Ad - Plantworks Nursery	72
Ad - Shemin - The Landscape Supply Company	57
Ad - Sherman Nursery Company	62
Ad - Shreckhise Nurseries	18
Ad - SiteLight Id	19
Ad - Tankard Nurseries	25
Ad - Tree Source	74
Ad - Turtle Creek Nursery	9
Ad - Virginia Turfgrass Council	66
Ad - Waynesboro Nurseries	17
Ad - Willow Springs Tree Farms	72
Ad - Winfall Nurseries	11
Events - Upcoming	82
Legislation - ANLA Updates	32
Legislation - H-2A Regulation Changes	38
Legislation - President Obama & 111th Congress	36
Legislation - Lighthouse Program Tools	80
Letter - Horticulture Garden Gift	7
Letter - Niemiera	7
News - Dean Quisenberry moves on to Iowa State	24
News - Delegate Sherwood Named 2009 Distinguished Friend of Agribusiness	22
News - EPA WaterSense for Homes	77
News - Hakonechloa macra 'Aureola' 2009 Perennial Plant of the Year	28
News - HRNLA President's Report	26
News - Honoring a Leader and a Friend	56
News - Ingleside Plantation Nurseries Recognized for Good Stewardship	23
News - MANTS another Successful Show	28
News - Project EverGreen Joins with PLANET	30
News - Saunders Elected Chairman of the Virginia Agribusiness Council	21
News - Shorts	30
News - SVNGA Association Update	27

News - VGIC 2009 Officers and Strategic Plans	26
News - White Oak Nurseries Relocates, Expands	24
Obituary - John Ferrara	9
Obituary - Manny Shemin	9
PPA names 2010 Plant of the Year	32
President's Message	6
Research - HRAREC 2008 Flower Trials	57
Research - HRAREC Displays Perennials	58
Tips - Crisis Management Plans	65
Tips - Myth Busters For Managers	69
Tips - Myth Busters About Workers	73
Tips - People Solutions - Decisions	67
Tips - Recognizing Winter Damage	46
Tips - Shooting Through the Economic Rapids	13
Tips - Understanding Generational Perspectives	63
Tips - Winners Support Their Own Team	77
VNLA - Certification Quiz	49
VNLA - 2009 Winter Board Meeting Minutes	39
VNLA - Awards 2009 Research Grants	42
VNLA - Beautiful Gardens Meeting Notes	50
VNLA - Behind the Scenes VNLA	10
VNLA - Certification Promotion Signs Available	41
VNLA - Certification Quiz Article #41	46
VNLA - Green Industry Careers Website	81
VNLA - Annual Membership Meeting Minutes 2009	52
VNLA - Newsletter Survey	44
VNLA - Photo Contest Rules & Winner	15
VNLA - Professional of the Year 2008 - Koci	10
VNLA - Profile Duane Shumaker 2009 President	8
VNLA - Report from the 2008 Green Industry Leadership Forum	62
VNLA - Source Guide Mid-Atlantic Wetland Plants	43
VNLA - Source Guide Mid-Atlantic Wetland Plants	78
VNLA - Photo Contest Previous Winners	14
VNLA - THANKS to these Sponsors of the 2009 Annual VNLA Breakfast Meeting	19
VNLA - THANKS to these Sponsors, Donors and Buyers at the 2009 VNA Horticulture Research Foundation Gala/Auction!	20



Specializing In Shade, Evergreen & Ornamental B&B

Gray Howard
803-695-0588 (o) or 803-309-6261 (c)

www.longbranchfarminc.com
longbranchfarm@netscape.com



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.

Specializing in English Boxwood

C.W. REESON NURSERY

8263 Colonial Trail West
Spring Grove, Virginia 23881

(757) 866-8479

Classified Ads

Help Wanted

K & D Round's is a full service Commercial and Residential Landscaping, Hardscaping, Ground's Maintenance, Lawncare and Irrigation Contractor serving the Hampton Roads area for over 23 years. We are always looking for motivated, career-minded individuals to join our growing team.

Current openings include: Account Managers, Project Supervisors, Foreman and Application Technicians. We are always looking for quality individuals for all positions.

We offer an excellent pay and Benefit Package which includes Health, Dental, Life and Disability Insurance, Paid Vacations, Paid Holidays and a Company Matching Retirement Plan.

For more information, please email
HR@kdrounds.com or call 757-857-4277

For Sale

West Nursery and Garden Center

25 + Acres with
Existing Garden Center
and
Greenhouse operation

Over 1350' of Road Frontage on US
Route 360

Contact Cyndi Wyatt Blake

Phone: (804) 569-1529

Fax: (804) 746-8988

or

Todd Rogers

Phone: (804) 569-1534

Fax: (804) 730-2079



Virginia Nursery & Landscape Association, Inc.

383 Coal Hollow Road; Christiansburg, VA 24073-6721

Internet E-mail Address: info@vnla.org

www.vnla.org (Association Info)

www.VirginiaGardening.com (Consumer Info)

Telephone: 540-382-0943 or 1-800-476-0055 Fax: 540-382-2716

Disclaimer: Published for your information, this newsletter is not an endorsement for individual products or editorial comments.

President's Message

As the new VNLA President for 2009 I would like to **Thank You** for the opportunity you have given me to represent our industry! I am looking forward to traveling throughout the state and meeting as many of you as possible and discussing what the VNLA is doing and can do for you.

Hopefully, all of you, or most of you, were able to attend MANTS this year. I know from talking to different folks at the show that the overall mood of the show was extremely positive and upbeat; very different from what everyone was expecting due to the status of the economy. This is very encouraging for us an industry, we just need to keep the enthusiasm up!

Also, with the economy being stressed, please continue to re-new your membership dues, as well as invite others who are not members to join. If you want to re-new or become a new member, and financially now is not a good time, please contact Jeff Miller at (800) 476-0055 and he will be glad to work out a payment schedule with you. Now is also a good time to be updating your Virginia Certified Horticulturist (VCH) CEU's while the weather outside allows you the time.



I tend to agree with the Principium Group and their "Key Trends for 2009" which they list as:

- **Continuing Economic Woes** ~ Economy won't revive in any significant way until 2010.
- **Green Business Practices** ~ Growing interest in Environmentally friendly products & services
- **Water conservation** ~ Conserving techniques including Rain Water retention / re-use & Xeriscapes
- **Access to Employees** ~ Although thousands of people are losing their jobs due to the economy; very few are coming into our field
- **Continued Financial Discipline** ~ the number of buyers will be limited and prices will most likely fall.

www.principiumgroup.com –
Editor Mr. Ron Edmonds



Lastly, I would like to encourage all members to contact our board and let us know where you think the association is currently at, where you think it needs to be and recommendations on how we can get there. I encourage open communication good or bad, so please **Communicate, Communicate, Communicate.**

Looking forward to working with all of you!

Thanks!
Dhane Shumaker

2009 VNLA President

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

VNLA Field Day 2009

Merrifield Garden Center

NEW Gainesville location

**Wednesday,
August 19, 2009**

Mark your calendar now to
attend and learn some of their secrets to success!

**Thursday,
August 20
Summer Tour,
Northern VA**

Letter – Horticulture Garden Gift

On behalf of Virginia Tech, please accept my sincere gratitude and appreciation for your recent gift to the Horticulture Garden given in memory of Jocelyne Couture-Nowak.

Your gift is a tribute to the importance of Virginia Tech in the life of Jocelyne and validates our common belief that higher education changes futures and makes the world a better place. Through your generosity, you have joined with us in helping the entire Virginia Tech community achieve their highest potential.

Support such as yours strengthens Virginia Tech by giving our faculty and students the resources necessary to engage in innovative thinking, teaching, and research and allows us to look toward our promising future while remaining true to the memories

of those we have lost.

Thank you for your generosity, and the thoughtfulness of your gift.

Sincerely, Kim M. Christopoulos

Director of Donor Relations

***[Editors Note: The VNLA Contributed
\$5,000 from the 2008 VNLA budget to
the gardens.]***

Letter -Niemiera

Thank you for funding my Development of Woody Landscape Plants Online Courses project. As mentioned, the course materials will be available to VNLA members as a continuing education tool. As with my woody landscape plant courses taught here at Virginia Tech, the subject matter will be presented so that course participants obtain a real-world, working knowledge of the identification and use of woody plants.

*Most Appreciatively, Alex Niemiera
Associate Professor*

VNLA Field Day 2009



Merrifield Garden Center

NEW Gainesville location

**Wednesday,
August 19, 2009**

Mark your calendar now to
attend and learn some of their
secrets to success!

**Thursday, August 20
Summer Tour, Northern VA**



HANOVER FARMS

Fine Ground Covers

Specializing in Liriope, Vinca, Ivy, Pachysandra and more...

13262 Spring Road • Rockville, VA 23146
(804) 749-4304 • FAX (804) 749-4350
www.hanoverfarms.com

VNLA – Profile Duane Shumaker 2009 President



Duane Shumaker was elected as President of the Virginia Nursery & Landscape Association (VNLA) at its Annual Membership Meeting in January. Since 2006, he has served on the VNLA Board as the Chair of the Certification Committee, as well as, serving as Treasurer and Vice President. Under his leadership, the Certification Committee has developed a high school level lesson plan for the Virginia Certified Horticulturist (VCH) program and distributed it to high schools and technical centers to use in their teaching programs to prepare these students to become Virginia Certified Horticulturist. A VCH seal has been developed for Certified Horticulturist to use on their landscape plans and the Advanced VCH program is being promoted.

He is the Vice President of RSG Landscaping and Lawn Care, Concord, Virginia (Lynchburg area). Their market niche is large scale commercial and residential landscape design/installation/maintenance, irrigation, water features, hardscapes, seeding and sod installation. Their business philosophy is to always provide their customer with more than they requested, at a fair price, as well as provide all services for the client with one call, rather than having multiple contacts/contractors to provide the services. After graduating

from Virginia Tech in 1992, Duane joined RSG as the seventh employee in 1993; now they currently employee over 100 full and part-time staff and work throughout the Commonwealth of Virginia.

Duane grew up in Buckingham County and graduated from Virginia Tech in Horticulture in 1992 and was the first person in his family to graduate from college. He and his wife Rachel, live in Lynchburg with their three children aged 11, 8, and 8 months.

His hobbies include bow hunting, rabbit hunting, fishing, softball and he's working on golf. Fishing is another story – he's looking for GIANT fish and his largest so far is a 65.5 pound Blue Catfish and a 682 pound Blue Marlin at 13'8" and a girth of 67". His dream vacation is an African safari.

Some things that make him tick are:

Favorite flower color: bluish purple

Favorite plant: Harry Lauder Walking Stick

Dislikes: People who lie and steal, as well as dealing with 'smart alecks'

Hero: His Mom and Dad

Aspirations: successful and retired by age 50

Hardest part of his workday: dealing with clients or inspectors who are not familiar with our industry

Best part of his workday: dealing with different people throughout the state

Helpful hint when handling employees: be honest in your request and expectations

Hottest upcoming trend: "Living" retaining walls

Best advice ever received: A previous employer once told me "I don't want it good, I don't want it bad, I want it Perfect". It really opened my eyes to how an owner looks at things and how customers want things.

Biggest challenge in business: Qualified labor shortage

His most significant mentor is Al Doss, owner of Environmental Enterprises of Virginia, Richmond who taught him a tremendous amount about this industry through hands-on training and hones, sometimes tough evaluations!



Duane's 682 pound Blue Marlin and children Andrew, Elizabeth, Billy

Obituary – John Ferrara

It's with great sadness that I inform you of the passing of John Ferrara at the age of 88 years of age. He passed quietly, at home, on Tuesday, December 16. In 1945, John Ferrara co-founded Campbell & Ferrara Nurseries Inc, Alexandria, VA, where he worked until his retirement in 1991. He was actively involved in the green industry and was instrumental in helping to define the development of the garden center and landscaping design/build industry for the Washington DC Metropolitan area. He is survived by his wife, Madeline and son Michael. His memorial was held on Tuesday, December 23, 1:00 pm at Everly Wheatley Funeral Home, 1500W.Braddock Rd., Alexandria, VA.

- provided by Amy Lyon,
Campbell & Ferrara Nurseries

Obituary – Manny Shemin

Emmanuel "Manny" Shemin, founder of Shemin Nurseries, passed away this morning. Manny opened Shemin Nurseries in Greenwich, CT in 1955 after serving in as a Lieutenant in the US Air Force. Manny is credited with creating the Landscape Distribution industry by identifying the market niche for landscape installation materials one-stop-shopping. During the most recent years of his life, in addition to serving as an advisor to Shemin Nurseries, Manny co-founded Genesis Seeds, Ltd., an organic seed company operating in Israel.

Manny was a strong supporter of ANLA's creation and unique support of that community, giving generously of his time and experience. He was also a firm believer in the efforts of the Horticultural Research Institute (HRI) and established a named fund, now valued at over \$100,000, supporting research

in the areas of marketing and sustainability.

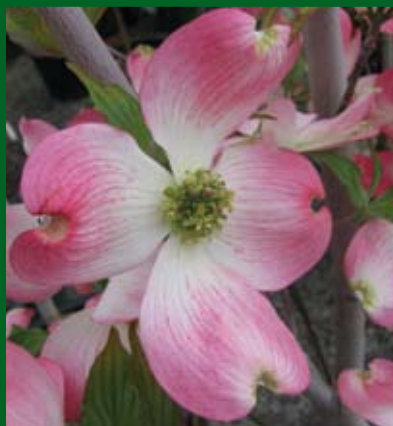
This past June, Manny was featured in ANLA's Annual Report as an elder statesman, sharing his outlook and advice for companies in today's marketplace. Still a visionary in identifying market niches, he spoke passionately about the opportunities he saw created by the strong consumer and municipal interest surrounding sustainability.

Manny's insight, passion and generosity will be missed by all within the ANLA family and by our broader industry.

A funeral service was held on Friday, January 30th, 2009, at the Temple Shalom in Greenwich, CT.

The family has asked, in lieu of flowers, that donations be made, in Manny's name, to The Sidney Kimmel Comprehensive Cancer Center Leukemia Program at John's Hopkins, Sidney Kimmel Comprehensive Cancer Center, Leukemia Program, Attention: Ellen Stifler,

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



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

Dogwoods
Weeping Willows
Cherries
Rhododendrons
Nandinas

Crape Myrtles
Maples
Conifers
Azaleas
Hydrangeas

Magnolias
Hollies
Redbuds
Lilacs
Viburnums

**GROWING TOP QUALITY
SHRUBS AND TREES SINCE 1972**

WE DELIVER

www.turtlecreeknursery.com

password: tcn



Turtle Creek Nursery

PHONE: **1.800.762.7062** • FAX: **704.663.4204**

EMAIL: **webmaster@turtlecreeknursery.com**

12037 Mooresville Road • Davidson, NC 28036

Located 20 miles north of Charlotte



100 North Charles Street, Suite 234,
Baltimore, MD 21201,
www.hopkinskimmelmccancercenter.org/contributions/index.cfm

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

VNLA - Professional of the Year 2008 - Koci



*Fred Duis (l) 2007 recipient presents the
2008 Professional of the Year Award to
Joel Koci*

Formerly VNLA Nurseryman of the Year
Joel Koci, Arborcare Professional Tree Service, Rockville, VA was unanimously selected as the 2008 VNLA Professional of the Year, formerly the: "VNLA Nurseryman of the Year". The award was presented at the 2009 VNLA Annual Breakfast Meeting in Baltimore on January 8, 2009.

The nominator of Joel stated: "My interest perked up this year when it was mentioned that the "Virginia Nurseryman of the Year" did not necessarily have to be a nursery person, but someone who has made an impact on the green industry. I think it would be great if someone from the tree sector of the industry could win this year, and I cannot think of a better representative than my husband, Joel Koci."

Joel obtained a B.S. in Horticulture from Virginia Tech in 1975 and diligently traveled to the Virginia Tech Research Station in Virginia Beach over the course of several years for his M.S. in Horticulture in

1999. He spent as much time on the road as in the classroom!

He started his company, Arborcare Professional Tree Service, Inc. in 1982, and it has operated successfully ever since. His customers know that he handles their job as if he was doing it for himself. He has many loyal and satisfied customers.

Joel has been an active (and charter) member of the International Society of Arborists since 1982 and represents the group in booths throughout each year and is an active proctor of the Certified Arborist exam (of course of which he is one). Joel completed the strenuous academy program with the American Society of Consulting Arborists (ASCA) in 2004 and stays abreast of current standards and laws by attending their conferences.

He is on the Virginia Green Industry Council Membership Committee and has been very supportive of the VGIC for many years. He also serves on the Henrico County Extension Leadership Council.

Joel imparts his love of trees to the many students he has come into contact with. He has taught at J. Sargeant Reynolds Community College (Horticulture Program) and the University of Richmond School of Continuing Studies.

He shows his enthusiasm for the green industry in general by giving lectures (more than once) at the Central Virginia Nursery & Landscape Association Short Course and the Maymont Flower & Garden Show. He has taught Tree Pruning for several years for the CVNLA Certified Horticulturist Course.

All the master gardeners in the Richmond area know him from teaching them about his love of trees in their program. He has taught in James City County, Chesterfield, Hanover, Henrico, Goochland/Powhatan, etc. In fact, that is where I met him about 20 years ago. He was my teacher for Tree Pruning in my Hanover Master

Gardener class. He impressed me even then with his passion for what he does. It truly does come across in his teaching and people consistently remark on it.

Even though Joel has certainly been around a good while, he stays abreast of current standards and upcoming trends. He attends classes, conferences, and reads about innovative findings. He definitely is on the "cutting edge" of what is going on in the industry; and not just about trees. He is well versed on many topics regarding the green industry.

This is just a sampling of information about the marks Joel has made on the industry.

Joel is always there when there is a chance to "save a tree", but conversely, he knows when it is time to take out a tree due to a hazard situation. In the Richmond area, instead of calling the "Ghostbusters" Joel is called on. He is constantly quoted in our Richmond Times Dispatch and interviewed on T.V. He is Richmond's resident "tree expert." He was quoted several times in the recent book written by Nancy Hugo and Jeff Kirwan, "Remarkable Trees of Virginia." He was a contributor to Bonnie Appleton's "Horticulture Book of Lists."

I could go on and on regarding Joel's contributions, but I know this is getting lengthy. To sum it up I would say, "Joel is a champion of trees" and a representative of the tree (and green) industry's finest."

- provided by Terry Koci

VNLA – Behind the Scenes

MANTS Update – the overall mood a MANTS this year was very update and cautiously optimistic. Exhibitors were writing orders and getting new customers, not as much as last year, but business was being transacted. Attendance was approximately 10,600, down slightly from highs of

12,000 in 2007 and 2008, with companies generally sending less people.

Poisonous plant labeling – Over Thanksgiving, Jim Saunders, Doug Phillips, Candy Lindenzweig and Jeff Miller worked to resolve an issue with a resolution that was being presented at the Virginia Farm Bureau Convention in Hot Springs on December 2. One of their proposed resolutions was to require the appropriate labeling of all plants that were potentially poisonous to livestock, as a result of plant trimmings from a residential area in southwest Virginia being disposed of in fields with livestock. A letter was drafted, and signed by Candy as VNLA President, and was sent to the Virginia Farm Bureau. The president of the local Montgomery County Farm Bureau agreed to present and read the letter at the Farm Bureau meeting and VNLA member Doug Phillips attended the meeting to be available to answer any questions. As a result of these actions, the Farm Bureau withdrew this

resolution. Below is the text of the letter that was sent:

"I am writing to you on behalf of the Virginia Nursery & Landscape Association. It has come to our attention that there is a resolution before the Farm Bureau that will be considered at your Annual meeting. We are very concerned about this resolution and the impact it will have on our industry. The resolution as I understand it reads as follows:

"We support requiring that all nursery plants which are toxic to livestock be labeled with proper disposal of pruned limbs and trees."

A nursery plant does not necessarily go directly from the grower to the landscape. It may pass from nursery to broker to retailer to landscaper to homeowner before it is planted in the landscape. Who is responsible if a tag is lost? How will established landscapes be handled and what if that house or property is sold? Who identifies the origin of cuttings or discarded plants? Who will be responsible for monitoring

and enforcing this resolution? What criteria will be used to establish negligence?

We are also concerned about the additional expense in both labor and materials to nurserymen who will have to reformat their tags or create additional ones for their products.

How will native plants be addressed?

We hope you will consider our concerns as you debate this resolution and vote against it. We would be most interested in further discussion of this topic with you. Thank you for your consideration in this matter."

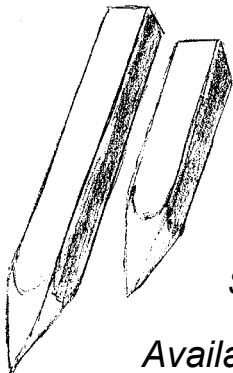
Candy Lindenzweig, VNLA President

Landscape Architect Licensing Bill

– From October through January, Candy Lindenzweig represented the VNLA at meetings with the Virginia Society of Landscape Designers and the Virginia Chapter of the American Society of Landscape Architects to work out an equitable wording of HB521 that would allow the licensing of landscape architects and not restrict any design activities currently

HARDWOOD STAKES

Pencil point Sharpened for easier installation



USED FOR

*Tree Stakes - Plant Stakes
Support Potted Plants*

*Grade Stakes - Markers
Silt Fence - Survey Stakes*

Available 36 to 72 inches

ERLE D ANDERSON LUMBER PRODUCTS

15610 JAMES RIVER DR
DISPUTANTA VA 23842

804-748-0500

www.woodstakesupplier.com



Our Reputation is **Growing.**
Every Day.

**Field Grown and Container Trees
Container Shrubs**

Call Jessica or Wyatt Elliott
for Catalog or Availability

Located in Central Virginia

434.332.5701 phone

434.332.5700 fax

Containerized
Trees
Available
Summer '06

being done by landscape designers.

Pesticide Board Appointments – **Robin Rinaca** of Accomac, owner and general manager of Eastern Shore Nursery of Virginia, a wholesale grower of ornamental trees and shrubs, and past president of the VNLA. **Richard Nunnally** of Chester, host of Virginia Homegrown on WCVE, garden columnist for the Richmond Times-Dispatch, and adjunct instructor at J. Sargent Reynolds Community College were appointed to the Pesticide Control Board by Governor Timothy Kaine in 2008.



Jeff Schell, (left) Owner of Cookes Gardens and Cookes Landscaping has been awarded the Small Business Person of the Year for 2009. The award, presented by the Greater Williamsburg Chamber and Tourism Alliance signifies the strong community support, dedication to building the business, and the strength of the company. Mr. Schell spoke highly of all the great employees that have contributed to the success of Cookes and all those friends that have been customers and all those customers that have become friends.

Cookes is located in Williamsburg Virginia, It is a full scale garden center and landscape company offering landscape design, installation, irrigation, maintenance, and hardscape construction. Cookes is going on 20 years of service to the Williamsburg and surrounding areas.

VNLA Contributions to Research, Scholarships and other Activities

In 2008 the VNLA invested 28% of it's budget in research, scholarships, and sponsorships that had an overall impact on the green industry and helped meet the Mission of the VNLA "to enhance and promote Virginia's nursery and landscape industry" as well as the VNLA's Vision "to become the leader and resource for the Virginia nursery and landscape industry".

Legislation – (\$16,832) the VNLA contributes to the Virginia Agribusiness Council which acts as our state lobbyist/watchdog on state issues and the American Nursery and Landscape Association which acts on our behalf on national issues.

Scholarships – (\$9,000) the VNLA awards eight scholarships to students enrolled in green industry related curriculums in 2- and 4-year colleges and universities.

Grants – Research – (\$33,500) for the Beautiful Gardens™ Plant Introduction Program, ANLA's HRI research program and additional funding to the VNLA's current research project funding in January 2008.

Sponsorships and non-research grants – (\$17,870) grants and sponsorships were made to help promote the green industry at the Virginia Green Industry Council and their annual consumer GoGreen Garden Festival, the Master Gardener College at Virginia Tech (Fred

Duis made a presentation on the Beautiful Gardens™ program, which Master Gardeners are helping), the CVNLA Short Course/Lewis Ginter Botanical Garden Forum, Virginia Tech student support to the PLANET Careers Day events, support of expenses to the Virginia Tech Educational advisors, FFA nursery/landscape awards at the State

Jan - Dec
08

Legislation

Plants for Legislators	1,142
Dues - VAC	1,650
VAC Donation	6,850
VAC Banquet Tickets	1,080
Beacon Fund ANLA	2,500
LighthouseANLA/Legislative website	3,610

Total Legislation 16,832

Grants/Donations/Contributions

Scholarships VT Laird/Gresham	3,000
Scholarships Shoosmith	6,000
Total Scholarships	9,000

Grants - Research

Grants - PIP Beautiful Gardens™	22,500
ANLA HRI Contribution	1,000
Grants - Research Foundation, current research 1/08	10,000

Total Grants - Research 33,500

Sponsorships/Non-Research Grants

VT Hahn Gardens for the Jocelyne Couture-Nowak Memorial Terrace	5,000
International Plant Propagators Society Virginia Tour	5,000
Sponsor of GoGreen Virginia Garden Festival	500
Sponsor of Master Gardener College at VA Tech	250
Sponsor CVNLA Short Course/LGBG Forum	500
VT Field Trips	1,000
Hort Dept Board Meetings \$150@	70
Board Meetings Dr Appleton	1,500
FFA Awards at State Fair	500
FFA Nursery Professional Award (State)	550
Ag In The Classroom	1,500
Virginia Green Industry Council	1,500
Total	77,202
Savings for the Future	18%

Savings for the Future

Money to VNLA Rainy Day Fund	35,000	8%
------------------------------	--------	----

State Nursery Proficiency Award, and the Virginia Farm Bureau's "Ag In The Classroom" program.

Rainy Day Fund – (\$35,000) was set aside for the VNLA's contingency fund for un-budgeted emergency expenses.



Tips – Shooting Through the Economic Rapids

Yesterday, October 6th, Jim Cramer of CNBC's "Mad Money", told the "Today" show audience that they should take out whatever money they

had in the stock market that they would need in the next five years. That day the Dow Jones Industrial Average traded as low as 800 points down breaking the 10,000 mark for the first time in ten years amidst panics in Europe trading and influenced by America's favorite and most entertaining stock picker. Moral to garden center owners: Your customers and your staff are influenced by your demeanor, your actions, and your ability to make calm and thoughtful business decisions amidst the swirl of economic turmoil. They will also respond, but probably not in the way you had intended, by erratic, panicky, and shoot-from-the-hip actions.

We are in turbulent whitewaters, and everyone is looking to you for navigational leadership and skill.

I am not an economic prognosticator, but my guess is that by the time you read this after the election the turmoil will not have given way to calm waters. My guess is that unprecedented

government actions domestically and throughout the world will not have created a significant bounce in the U.S. or other economies and that there are dangerous rapids ahead. The question that you as a business owner or manager must address is what does this mean for your business, what is beyond your control, what can you influence to navigate through these turbulent waters? Most humbly, I offer these suggestions gleaned primarily by how I have seen your colleagues navigate rough waters, in recent times:



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

Cam Too

Camellia Nursery, Inc.

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

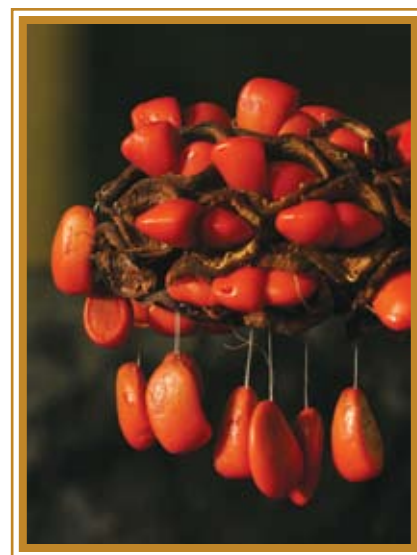
**Liners and 1, 3, 5, 7,
15 and 20 Gallons Available
Wholesale Only**

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

one of the world's largest camellia nurseries.

Go ahead shoot!

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



VNLA Photo Contest

A winner and prize for each bi-monthly VNLA newsletter
– 6 total per year.

One Grand Prize winner chosen at the end of the year.

Details at: www.vnla.org/AboutVNLA/photography_contest.htm

Winner of the January/February '09 Photo Contest



Photo Winner: Laura Tory

Passion flower in a butterfly garden in a state park

Taken with a Canon A-640

“Win \$50, submit your photos!”

Good Luck and Happy Photographing!

VNLA - Photo Contest Rules & Winner

1. The contest is open to any photographer (amateur and professional) except members of Board of Directors of VNLA and their families.
2. Each photographer may enter up to three (3) digital images per Newsletter deadline (see #6). E-mail images to info@vnla.org. Include your name, phone number and occupation. **One winning entry per photographer per year.** You may re-enter non-winning entries.
3. Please e-mail images separately. Feel free to elaborate on any story surrounding the photograph. **Photos should be 300 dpi high resolution.**
4. All photographs submitted must have been taken in Virginia within the past five years.
5. All photographs must be related to the Green Industry. The subject can be located in a nursery, back yard, or in a landscape--just so it is obviously related to the green industry profession.
6. Deadline for submission is 5:00 p.m. on the Newsletter Copy Deadline, which is the 15th of January, March, May, July, September and November. All submissions become the property of the VNLA.
7. Model Release forms are required with each photograph which contains a clearly identifiable person. Release forms are available from the VNLA office, on request, and are also available for download from the VNLA website at Model release in MS Word format or Adobe PDF format.

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



1. Ready, Aim, Fire. Most businesses are under stress and some if not many are in crisis. You need to analyze your own company's situation carefully drawing from a number of sources both inside and outside your business. **You should develop a 3, 6, and 12-month plan. You should communicate THE PLAN with your staff, banker, and accountant, and methodically and doggedly implement it.** You must continue to be nimble and react to changing circumstances, but unless you have a well thought out plan during these turbulent times, navigation is going to be exceedingly difficult.

2. Who's on the Bus. Staff decisions are among the most difficult an owner and manager must make, but if your sales and profits are diminishing, you have to take a hard look at your staff levels. Using Jim Collins' From Good to Great principle, you must first ask the question, who, then what. 1) Do you have the right people on the bus doing the right job? Do you need to move some staff from full-time positions to part-time or seasonal status? Are there underperformers or those who do not fit on your team who should look for other opportunities? This may be the most essential part of THE PLAN, and the one that requires your strongest leadership in acting in a measured but decisive manner to ensure that your staff retain their confidence in your leadership. Not doing anything is also a decision that will be analyzed and perhaps criticized by your staff, your banker, and your supplier partners. Those who remain on the bus, or in this metaphor the whitewater raft, should have a renewed sense of optimism about your business and their role in ensuring its continued success.

3. Get Lots of Input. There is a temptation to draw in and incu-

bate when times get tough. This is the time to call or visit colleagues to see what they are experiencing and to get ideas on how they are handling various aspects of their business. It is the time to attend educational sessions at the Green & Grow in' show. This may be a good time to join your local Rotary Club to gain insight about the local economy and to develop relationships with businesspeople who can provide solid advice. If you visit your accountant seldom, you may want to up those contacts and listen to sage advice about how to lead by the numbers in the coming months. There are other resources through your local community college, SCORE, and among business people you already count as friends who can help you in developing and implementing THE PLAN.

4. Cash is King. This was the principal message provided to us at last year's Green & Growin' retail education sessions by Toni Young, accountant turned successful garden center owner. Tom developed a worst case scenario for his Charlotte area garden center, Young's Garden Center, for this past spring based on an extremely tight marketing budget, a very conservative purchasing budget, and a very lean staff. With water restrictions at a draconian level, Tom was interested in laying out as little cash as possible to run his business and depended primarily on the company's reputation for quality and service to bring customers through the front door. His staff and he took an excruciatingly detailed look at the turnover and profit margin of virtually every item sold in their store – eliminated a number of items, increased pricing on some, and bought more of the items that were often sold out and/or had strong margins.

The result this past spring was a dramatic increase in the company's gross margin and very little inventory left over at the end of the season leaving money in the bank and not on the sales floor. A different approach was employed this summer and fill by Chuck Carter, owner of A Growing Concern in Hendersonville. Faced with a complete ban on water by his county, Chuck by necessity ran a deep-discounted, across-the-board plant sale. It drew in crowds in the depths of the drought from all over including areas where there were no water restrictions. He worked with his suppliers to replenish him with deeply discounted plants to extend the sale and keep plants moving through the register at a reasonable margin for his business. It meant that he had cash coming through the registers, plants going out the door, and fresh plants being restocked – nothing surprising about this mode of operating except that it was happening during a time of major crisis. The rule book what plants should sell for was thrown out the door, and cash became king for his business. If these anecdotes stimulate your thinking about your own plan of action, then you will definitely want to attend this year's Green & Growin' sessions with garden center financial guru, Steve Bailey, who spoke two years ago to standing-room only crowds. His topics: "The Numbers Garden Centers Manage And How They

5. Paint Outside the Lines. When Raleigh enacted its total water ban last Fall, Logan Trading Post stepped up and asked the question: "If we sell a lot fewer plants, what can we sell a lot more of?" The answer was rain barrels and rainwater collections systems. So what? — everybody was selling rain barrels. But did your store sell \$100,000 worth in the midst

of a deep drought? Logan's did, and Josh Logan, General Manager, will go behind-the-scenes in his Green . Growin' presentation to discuss how his company made lemonade out of lemons through a well-planned, well-researched, and comprehensive program to market, display, and sell a wide array of rain barrels and cisterns. Josh and his staff discovered an unconventional need and jumped on an opportunity in the midst of crisis. What needs do your customers have in these turbulent times that you can satisfy and also help make you money?

6. Keep Marketing but Spend Less.

I am a proponent of e-newsletter marketing as a cost-effective medium. I would recommend that you do more e-newsletters and less of other advertising. If you want to get started or step up your efforts, Brad Rollins of Fairview

Garden Center and Kathryn Brown Of Beyond E-Mail in Greensboro will discuss e mail marketing at the Green & Grin w' retail sessions. Others have trimmed their newspaper budgets significantly it not eliminated spending on that medium altogether. Newspaper readership is significantly down. Discount schemes that newspapers have for enticing subscribers make even their existing circulation numbers suspect. The most effective marketing representatives tend to be those for the Yellow Pages — the question you must ask him or her, especially now, is how is this medium working during a time of fewer housing starts and new moves into your marketplace — you probably detect my bias against this passive and very expensive form of advertising. If you do not have a marketing budget, develop one and stick to it. If you have a marketing

budget, assess those media that are the most effective and reduce or cut out the least effective.

7. Become an Expense Hawk.

THE PLAN should have as a major centerpiece holding the line on spending and keeping borrowing costs to a minimum. Vendors who provide you liberal terms should become major partners in helping you with cash flow — the less you have to tap your credit line the better. Vendors need to understand that your pricing must reflect the increasing value orientation of your customers and that buying decisions will reflect the supplier's responsiveness to this concern. All buyers need to understand what the rules of the road are for these times — do they need to run every buying decision by you, is there a spending moratorium after a certain date, etc. All staff mem-



Quality Plants - Extensive Selection

Field and Container Grown Plant Material
Shade and Ornamental Trees, Conifers,
Evergreen and Flowering Shrubs, Perennials,
Ornamental Grasses, and Ground Covers

Exceptional Service and Competitive Prices



Contact us about our Specials and Availability

P O Box 987
Waynesboro VA 22980

1-800-868-8676
Fax: 540-946-3814

www.waynesboronurseries.com

bers need to be aware of the priority on reducing spending and should help self-police the myriad of ways that operating expenses can be reduced. These are inflationary times when fuel, health care, workmen's comp, heating, and many more costs are spiraling upward - there is no magic bullet to containing costs, it has to be everyone's job with the best ideas or programs heralded and celebrated. If you aren't the expense hawk in your company, who is your designee, and what steps will you take to ensure that their efforts are fully supported?

Retailing in general and garden center retailing in particular is in very choppy waters. The raft you are steering needs everyone paddling in the same and most purposeful direction. Those in and close to your business need to have the confidence that your

navigation skills are steady yet nimble. There are other rafts in these same waters, and you may learn a thing or two by asking other navigators for advice. And one last observation — you've had lots of experience in paddling down choppy rivers, and while this particular one is especially challenging, you should have the confidence that you can emerge at the end of this run successful and as a better leader.

Happy paddling, Larry Newlin

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

Call 800-476-0055
or email info@vnla.org
for advertising information, today!

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



Since 1936

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

SPECIALIZING IN CONTAINER GROWN TREES

LOCATED IN THE HEART OF THE SHENANDOAH VALLEY OF VIRGINIA

1903 FOREST AVE | PO BOX 428 | GROTTUES, VA 24441

NURSERY@SHRECKHISE.COM

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

WWW. *Shreckhise* **.COM**

THANKS to these Sponsors of the 2009 Annual VNLA Breakfast Meeting

Colesville Nursery
Colonial Farm Credit
Great Big Greenhouse
& Nursery
Griffin Greenhouse &
Nursery Supply
Hortica Insurance &
Employee Benefits
Ingleside Plantation
Nurseries

John Deere
Landscapes
Lancaster Farms
Landscape Supply
Lilley Farms
& Nursery
Merrifield Garden
Center
Mid-Atlantic
Insurance Associates

Nursery Supplies
OHP Inc
RSG Landscaping &
Lawn Care
Waynesboro Nurseries



The East Coast's premier outdoor lighting distributor.



For over 20 years of quality service and technical expertise.

A reliable source for all of your lighting and design needs.

We stock all major brands

- | | | |
|--------------------|-------------------|-----------------------|
| • Arroyo Craftsman | • Hadco | • Lumiere |
| • B-K Lighting | • Hanover Lantern | • Nightscaping |
| • CopperMoon | • Hunza | • RSL Lighting |
| • Focus | • Kichler | • SPJ Lighting |
| • Greenlee | • Kim | and many more. |

Visit our website: www.sitelightld.com

SiteLight Id



OUTDOOR LIGHTING DISTRIBUTOR

1-800-635-1068

14345 Justice Road, Midlothian, Virginia 23113



THANKS to these Sponsors, Donors and Buyers at the 2009 VNA Horticulture Research Foundation Gala/Auction!

Food & Beverage Sponsors

Mid-Atlantic Insurance
Red Oak Nursery
Tinga Nursery

Auction Donors

10-20 Media
AM Leonard Inc
Atlantic Garden Center
Bennett's Creek Nursery
Botanico
Brent & Becky's Bulbs
Buds & Blooms Nursery
Cam Too Camellia Nursery
Campbell & Ferrara Nurseries
Carolina Nurseries
Carroll's Plant Center
Classic Groundcovers, Inc
Colesville Nursery
David's Nursery
Dayton Bag & Burlap
Duis Nursery
E.P. Henry
Eagle Bay
Eastern Shore Nurseries
Flowerwood Nursery
Glen Allen Nursery & Garden Center
Goodson & Associates
Greenleaf Nursery

Greensboro Shrub Nursery
Griffin Greenhouse & Nursery Supply
Hanover Farms Inc.
Hawksridge Farms
Hoffman Nursery Co.
Horticulture Management Associates
Ingleside Plantation Nursery
Ivy Farm
J. Frank Schmidt & Son
Jaderloon Company
James River Nurseries
Lancaster Farms
Lilley Farms & Nursery
Lowry and Company, Inc.
Maine Bucket Company
Manor View Farm, Inc.
Maryland Nursery & Landscape Association
May Nursery
Mayerfield Supply Company
Mid-Atlantic Insurance Associates
Mobjack Nurseries
Monrovia Nurseries
Monterey Nurseries
Odom Nursery
Piedmont Carolina Nursery
PotLifer Inc
Proctor Brothers Nursery
Red Oak Nursery
Riverbend Nurseries
RSG Landscaping & Lawn Care
Saunders Brothers Inc.
Tankard Nurseries
Taylor's Nursery Inc
TD Watkins

The Scotts Company
Tideland Gardens
Tidwell Nurseries
Tinga Nursery
Virginia Nursery & Landscape Association
Waynesboro Nurseries
Wetsel Inc
Willow Springs Tree Farm

Auction Buyers

Wayne Sawyer
Gary Stockner
Judd Vaughan
Butch Gaddy
Cheryl McDonald
Mark Landa
Terry Kline
Elizabeth Mundy
Jim Bruce
Robert Watkins
Lisa Lipsey
Chuck Fry
Holly Scoggins
Danny Shreckhise
Nico Rvijnbeek
Doris Salem
Jessica Lilley
Anne Muecke
Larry Lilley
Ronnie Guthrie
Tom Saunders
Dabney Turley
Tony Guthrie
Paul Eden
Doug Phillips
John Lancaster
Mark Morton

News - Saunders Elected Chairman of the Virginia Agribusiness Council



[Jim Saunders (l) received gavel from outgoing chairman, Charles Wood]

James W. Saunders, a principal of Saunders Brothers, Inc., in Piney River, Nelson County, has been elected Chairman of the Board for the Virginia Agribusiness Council. Saunders was installed at the Virginia Ag-

ribusiness Council's Annual Meeting on November 19, 2008. He succeeds Charles T. Wood of Attributes of Success, Inc., Richmond, who will continue to serve on the Executive Committee.

Saunders graduated from Nelson County High School, and received a Bachelors of Science degree in Animal Science from Virginia Tech. His career in Agriculture began as an Agriculture and 4-H Agent for the Virginia Cooperative Extension Service in Madison County. In 1991, he joined the family business, Saunders Brothers, Inc., as Shipping Manager and serves today as Personnel Manager and Retail Farm Market Manager. Since 1915, Saunders Brothers has carried on a family tradition as a wholesale nursery with sales throughout the Mid-Atlantic. Their 150-acre apple and peach orchard provides delicious fresh fruit for wholesale and local retail markets.

Saunders has been a life-long leader

in the agribusiness community in Virginia. He served on the Board of Directors of the Virginia Angus Association, the American Boxwood Society, the Virginia Beef Cattle Improvement Association, the Nelson/Amherst Beef Producers Association, the Virginia Tech College of Agriculture Alumni, and the Central Virginia Angus Association. In addition, he was a District Director of the Culpeper Soil and Water conservation District. He has been a member of the Board of Directors of the Virginia Agribusiness Council since 2002.

"Jim Saunders brings valuable experience and first-hand knowledge of the agribusiness industry to the Board Chairmanship which will undoubtedly enrich the Council's ability to advance the interests of our members," said Donna Pugh Johnson, President of the Virginia Agribusiness Council.

Others members who were elected to



Established 1992

**David T. Goodson
Goodson and Associates**

12113 Tharrington Rd.
Wake Forest, N.C. 27587
1 (800) 947-9568 Toll Free
(919) 562-0114 Local
(919) 562-0115 Fax

*Representing Finer
Growers With
Classic Service*

GOODSON AND ASSOCIATES

"We've got the plants for you!"



Loadin' The Truck

the Council's Executive Committee include the following: Vice Chairman, Matt Faulconer, Rappahannock Electric Cooperative, Fredericksburg; Secretary, Ollie W. Kitchen, Jr., MeadWestavco Corporation, Covington; Treasurer, Bob Bahr, Pilgrim's Pride, Broadway; At-large members, Larry Seamans Jr, Maryland and Virginia Milk Producers Cooperative Association, Chase City, Eric Holter, Augusta Coop Farm Bureau, Staunton; and Bill Hayter, First Bank & Trust Company, Abingdon.

The Virginia Agribusiness Council represents agricultural & forestry producers, suppliers, marketers, processors and commodity associations throughout the Commonwealth with a unified voice through its government affairs activities visit www.va-agribusiness.org. Contact: Donna Pugh Johnson, (804) 643-3555, donna.agribusiness@att.net

News - Delegate Beverly Sherwood Named 2009 Distinguished Friend of Agribusiness



[Del. Sherwood receives award from Jim Saunders]

Frederick County Legislator Honored for Unwavering Support of State Farming and Forestry Industries

Virginia Delegate Beverly J. Sherwood of Frederick County has been named the Distinguished Friend of Agribusiness for 2009 by the Virginia Agribusiness Council.

The award was presented at the Virginia Agribusiness Council's 38th Annual Appreciation Banquet on January 15 at the Arthur Ashe Center in Richmond.

Delegate Sherwood represents the 29th House district which consists of the City of Winchester and part of Frederick County. She was first elected to the Virginia House of Delegates in November 1993 and currently serves as chair of the Militia, Police and Public Safety Committee and as a member of the Appropriations; Agriculture, Chesapeake and Natural Resources; and Rules Committees. A former member of the Frederick County Board of Supervisors and Frederick County Planning Commission, Sherwood holds the distinction of the most senior female legislator in the Virginia House of Delegates.

"Delegate Sherwood's interest in farming, forestry, and rural issues comes naturally as she and her husband earned their livelihood from the land, growing timber and raising Christmas trees," said Donna Pugh Johnson, president of the Virginia Agribusiness Council. "Her background has given her an exceptional understanding of the impact of legislation on our industry and rural Virginia."

In presenting the award to Delegate Sherwood, Agribusiness Council Board Chairman Jim Saunders of Saunders Brothers in Nelson County said, "She is truly deserving of this highest recognition for her efforts on behalf of Virginia agriculture and forestry." Saunders deemed Delegate Sherwood "an exceptional legislator" who has shown "unwavering concern and support for rural Virginia."

Saunders also noted that Delegate Sherwood has been a consistent supporter of the industry's Agriculture & Forestry Initiative every election year since its inception in 1999, and has been a tireless advocate for funding of Virginia Cooperative Extension, Reforestation of Timberlands, and Agriculture Best Management Practices (BMP) cost-share programs. She has supported efforts to streamline the permitting processes for alternative

energy generation and ensure that energy efficient building standards recognize the importance of Virginia wood products.

Sherwood was also praised for her support of many other important rural issues from the repeal of the estate tax and the reform of eminent domain laws to the protection of farm water rights and laws to allow farm wineries to more easily distribute their products.

Since its inception in 1978, the Virginia Agribusiness Council's Distinguished Friend of Agribusiness Award has been presented 29 times to a Member of Virginia's Congressional Delegation, a State Legislator, Governor or other influential government official "for exceptional support of Virginia's agribusiness industry over a period of years."

Over 800 agribusiness and rural leaders from throughout the Commonwealth attended the Council's Annual Appreciation Banquet, and joined Governor Timothy M. Kaine, Congressman Bob Goodlatte, Attorney General Robert McDonnell, Virginia Secretary of Agriculture and Forestry Bob Bloxom and other members of the Governor's Cabinet and administration, and members of the Virginia Senate and House of Delegates and their staffs for a celebration of the Commonwealth's leading economic industry.

The attendees, who dined on an extensive menu of Virginia products, were addressed by Governor Tim Kaine who praised Virginia farmers and foresters for their roles in continuing to keep agribusiness the largest sector of the state economy.

The Virginia Agribusiness Council represents agricultural and forestry producers, suppliers, marketers, processors and commodity associations throughout the Commonwealth with a unified voice through its governmental affairs activities, visit www.va-agribusiness.org Contact: Donna Pugh Johnson or Katie Frazier, 804-643-3555 (va.agribusiness@att.net)



Virginia Agribusiness
*Growing in Harmony
With the Environment*

News - Ingleside Plantation Nurseries Recognized for Good Stewardship



Ingleside Plantation Nurseries (IPN) was recently presented with the 2008 Bay Friendly Clean Water Farms Award. Each year, the Virginia Department of Conservation and Recreation (DCR) sponsors the Clean Water and Bay Friendly Farm Award to honor the Virginia farmers who implement

nutrient management plans and that are exemplary in their protection of the state's soil and water quality. Virginia's 46 soil and water districts across the state determine the winners.

Overuse of nutrients or using them at improper times, as well as soil loss, creates water quality problems in Virginia and for the Chesapeake Bay. Virginia agricultural producers can voluntarily incorporate nutrient management and other environmental safeguards within agriculture operations as their contribution toward protecting water quality for citizens throughout the Commonwealth. Producers work with the DCR technical specialists and other agency personnel to determine site-specific, customized methods of reducing potential pollutants that rain might carry off their fields. The results are usually more efficient production and improved quality in nearby waters.

IPN has participated in the cover crop cost-share practice for the last five years. In 2005, IPN cooperated with Tidewater Resource and Development

Council (RC&D) in a Best Management Practices demonstration and grant and shared the results in a successful field day for the nursery industry. Two sediment ponds were developed as part of the RC&D project. The water is utilized for irrigation and is caught and recycled through these ponds.

IPN, following industry Best Management Practices, has an up-to-date Nutrient Management Plan and even utilizes a small quantity of chicken litter according to the plan, to enhance soil organic matter. During the award ceremonies, DCR said "IPN sets a good example in soil and water stewardship."

Ingleside Plantation Nurseries is widely recognized as the largest wholesale nursery in Virginia, serving retailers, landscapers and garden centers throughout the Mid Atlantic and New England regions since 1949. The nursery consists of 3000 acres with over 1800 acres currently in production and the balance in woodlands and ponds. IPN produces a wide selection of quality-grown stock including trees, shrubs,



MARYLAND PLANTS & SUPPLIES, INC.

Greenhouse-Nursery Supplies, Equipment and Plant Material

"Servicing the Commercial Grower."



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



**Weekly deliveries to Maryland, Delaware and Virginia.
Pick-up at our warehouse or UPS shipment daily.**



9103-G Yellow Brick Road, Baltimore, Maryland 21237
(410) 687-3885 Fax (410) 687-3903; Toll Free: (800) 248-2818
Servicing the greenhouse and nursery growers by exchanging business ideas, knowledge of products they carry; and working with industry in developing new technology.



grasses, and perennials in both B&B and containers including large sizes of #45, #65 and #100.

Contact: Danny Summers Phone: (804)
224-7111 Fax: (804) 224-2032
dannys@inglesidenurseries.com
www.inglesidenurseries.com

News - White Oak Nurseries Relocates, Expands

American Home Landscape/White Oak Nurseries, Inc. has relocated their base of operations from Catharpin, Virginia to their 28 acre nursery located outside Warrenton, Virginia. The move will allow for expansion of the nursery growing aspect of the business.

Tom Neil, President and owner of the 31 year old enterprise has contemplated this move for several years. "The current economic dynamic created the perfect storm for my long term goal of growing distinct varieties of Japanese Maples and boxwood. We will continue to function as a full service commercial and residential design/build firm; operating the business from this site will simply add a new dimension to our capabilities.

White Oak Nurseries will maintain business offices at the Catharpin location

White Oak Nurseries was formed in 1978 to serve the commercial and residential building industry in Northern Virginia. A garden center operation was established in 1979 and the business relocated to Catharpin after purchasing the site of the former Red School Nursery in 1990. The company acquired a residential design/build firm with landscape architectural services. Coupling a strong background in horticulture with experienced landscape design talent, American Home Landscape has become a respected; member of the landscaping industry.

Contact Tom Neil at 703-754-2222 or visit www.ahlandscape.com for additional information.

News – Dean Quisenberry moves on to Iowa State



BLACKSBURG, Va., **January 7, 2009** -- Virginia Tech's College of Agriculture and Life Sciences Dean Sharron Quisenberry has accepted the position of vice president for research and economic development at Iowa State effective April 1.

"Sharron has been a transformative leader for the College of Agriculture and Life Sciences at Virginia Tech since her appointment in 2003. The college has made tremendous progress in all areas of its missions and is poised for continued success as one of the most progressive agriculture programs in the country. The decision to move on has been a very difficult decision for Sharron, but she will be embracing an exciting new opportunity as a senior administrator at one of our respected peer institutions. We have all benefited from the energy, creativity, leadership, and passion she brought to Virginia Tech," stated Mark McNamee, senior vice president and provost.

Provost McNamee has sought the Academic Council's input in seeking an internal candidate to fill the vacant position on a term basis. Quisenberry plans to step down as dean on March

1 and will prepare the leadership transition.

Quisenberry was appointed by President George Bush to serve on the board for International Food and Agriculture Development, had been the dean of agriculture at Montana State, and headed the Department of Entomology at the University of Nebraska-Lincoln. A Fellow of the Entomological Society of America, she is a national and international leader on plant/insect interactions and plant resistance to insects.

Quisenberry holds a Ph.D. and Master of Science, both in entomology, from the University of Missouri-Columbia; a Master of Arts in environmental biology from Hood College, and a B.S. Ed. in biology from Truman State University.

Nationally ranked among the top research institutions of its kind, Virginia Tech's College of Agriculture and Life Sciences focuses on the science and business of living systems through learning, discovery, and engagement. The college's comprehensive curriculum gives more than 2,500 students in a dozen academic departments a balanced education that ranges from food and fiber production to economics to human health. Students learn from the world's leading agricultural and life scientists, who bring the latest science and technology into the classroom.

Contact Kerstin Roan at ksroan@vt.edu or (540) 231-0447

Updated February 5

BLACKSBURG, Va., **Thursday, February 5, 2009**, Dear CALS Friends and Colleagues:

I want to thank everyone who contributed to the process of recommending and evaluating internal candidates for the position of Dean of the College of Agriculture and Life Sciences. The two forums held last week in Blacksburg and Richmond provided our three candidates with an opportunity to outline their vision and goals and answer questions. The college

can be proud of the quality, dedication, and leadership potential represented in these individuals. I have received very thoughtful and comprehensive evaluations from the survey forms and from direct communications. I am pleased to note that all three candidates received overall favorable evaluations. However, no one candidate emerged as a clear favorite and many respondents suggested that I consider conducting a full national/international search in lieu of a term appointment. Over the past few days I have given the overall set of options additional thought, and my consistent goal has been to do what works in the best interests of the college, university, and external constituents in both the short-term and the long-term.

I have concluded that a full national/international search is desirable, open to all potential applicants, including internal candidates. **My plan is to appoint a search commit-**

tee right away and launch the search. We will move aggressively, but with careful attention to best practices. My goal is to identify and interview candidates this spring with a goal of having a new dean in place before the end of the calendar year. I will appoint an interim dean to lead the college during this period and I pledge my full support to the college to ensure that we sustain the progress and momentum catalyzed by Dean Sharron Quisenberry.

The extraordinary level of positive participation and support that is evident both on and off the Blacksburg campus reinforces the critical role the college plays in the future of Virginia Tech and the Commonwealth.

Thank you for your patience and support. I will send a follow-up communication regarding an interim dean appointment as soon as possible.

*Mark McNamee, VA Tech Senior VP
and Provost*

Updated February 9

Monday, February 09, 2009, I am pleased to announce my decision about the appointment of the Interim Dean for the College of Agriculture and Life Sciences. I benefitted from all the advice I received in the earlier stages of consultation and I discussed several different options with groups and individuals.

I have asked Dr. Loke Kok, Department Head of Entomology, to serve as the Interim Dean and he has graciously agreed to serve. Dr. Kok is a highly respected faculty member and administrator. His wisdom, administrative skill, and commitment to the success of the college will serve all of us well during the time we conduct the search for the long-term dean appointment.

I will work closely with Dr. Kok to support him during this interim period, and Dean Quisenberry will work to ensure a smooth transition. I have



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

TANKARD NURSERIES

The Professional's Choice Since 1933



Sustainable Production

you can feel good about

Offering A Complete Landscape Palette

Exmore, VA ▪ Ph. 1-800-552-2088 ▪ Fax 757-442-5372

www.tankardnurseries.com

asked Dr. Kok to assess the overall structure and operations of the college-level administration so that we are well positioned to attract the best possible candidates. As I indicated in my earlier note, we will launch a national/international search as soon as possible. I welcome nominations for membership on the committee. I will be working closely with the Faculty Association in assembling the best possible committee.

The starting date for Dr. Kok's appointment will be March 1, 2009. Please join me in congratulating Dr. Kok on this important position.

I want to thank all of you once again for your dedication to the college, its students and its programs.

Mark McNamee

News - VGIC Announces 2009 Officers and Strategic Plans

The Virginia Green Industry Council (VGIC) elected 2009 Officers: President - Lin Diacont of the VA Turfgrass Council, Vice-President - Cary Gouldin of the VA Flower Growers Assoc. and Secretary - Gwen Hubbard of the VA State Fair - and implemented its 2009 strategic plan as of January 20th. Membership will be handled by Mary Williams of the VA Nursery and Landscape Association.

Strategic Plan 2009

As an umbrella association for Virginia's Green Industry, VGIC's mission is to unify, strengthen and promote the Industry by encouraging professional practices and principles that 'Keep Virginia Green and Growing'. The Council intends to continue its focus of an effort to encourage memberships to adhere to the highest environmental and professional standards. VGIC intends to further its recognition as the proactive voice for the Industry, hold additional events that contribute to its financial stabil-

ity, and develop transitional leadership within itself to ensure the stability of ongoing activities.



2008 VGIC Activities and Events

In 2007, VGIC was recognized by www.richmond.com as one of the Great Richmond Area's top 20 nonprofits for its sponsorship of a consumer educational event, the Virginia Garden Festival. Scheduled for September 12 and held at the Science Museum of VA, the 2009 program features Andre Viette's live radio show "IN THE GARDEN", vendor exhibits, children's activities, live-music and keynote style presentations. VGIC is presently soliciting speakers and exhibitors for details see web sites Industry www.viriniagreen.org and consumer, www.viriniagardening.com.

The Council is actively involved in other significant Industry events: the Virginia Agribusiness Council Appreciation Banquet, Arbor Day, and the State Fair Horticulture Gardens; as well as publishes Industry monthly bulletins and for consumers, supplies gardening news releases and monthly gardening articles.

About VGIC – Champions of the Environment!

As a Virginia coalition, the Virginia Green Industry Council is recognized nation-wide for its contribution to Industry and public sector services. Green Profit magazine featured VGIC for its contributions to furthering environmental awareness. Council's activities include consumer education, coordination and promotion of professional certifications, distribu-

tion of publications, maintenance of an online speakers bureau, promotion of Green Industry careers and scholarships, coordination of grant applications, "ask the experts" services, consolidation of the economic impact of specialty crops, and of course, proactive support and promotion of positive Industry values.

For detail of the Council's effort to unify the GoGreen effort in Virginia or information related to participating in VGIC's activities, contact executive director Jeff Miller at 540-382-0943 or see web site info@VirginiaGreen.org. For consumer activities, see web site, www.viriniagardening.org. Join VGIC in its effort to 'GoGreen! Keep Virginia green and growing. Be a champion for the environment!'

News - Hampton Roads Nursery and Landscape Association President's Report

"To promote professionalism and education in our industry"

Our association is very busy this month with fundraising, training, and Certified Horticulturalist / Advanced Horticulturalist review class's.

Many of our members will attend the annual Mid Atlantic Horticultural Short Course (MAHSC) January 26-29th at the Founders Inn at Virginia Beach again the year and receive training in their chosen fields. HRNLA will conduct a silent auction during the Short Course to raise funds for the HRNLA scholarship fund and the MAHSC scholarship fund. This is the first of two auctions we hold every year, the second is at the Virginia Tech annual Field Day held at Hampton Roads Agricultural & Research Center every September. Again this year we will present three scholarships (1 for \$1500.00 & 2 for \$1000.00) for persons who are enrolled in a college Horticultural program. For 2009 we are planning to add a grant program to include per-

sons seeking Certified Horticulturalist status. These scholarships are presented during the MAHSC Tuesday night social. HRNLA also holds a membership drive during the Short Course and have been successful in attracting new members during this event. We are grateful for the support of MAHSC has provided in the past and look forward strengthening our partnership in the future.

The Certified Horticulturist review class's began Feb. 3- Tues. & Thurs. until mid March with test given Jan 26, & March 14. The Advance Horticulturist review class (a first for HRNLA) Jan. 13, 15, 20, 22-Tue. & Thurs. with test Jan. 26. We expect about 30-40 people to attend the Certified Horticulturist review and 6 for the advance review class.

All students in review class's are invited to our next Membership meeting being held at Bay Equipment (Hampton or Chesapeake location to be announced) on Thursday March 5th. Go to HRNLA.com for more info. We hope to Pete Schultz as guest speaker on the topic of Fire ants.

Though conservations and networking at membership meetings and industry events in 2008 our members have expressed their desire for HRNLA to continue to work with like minded community & industry groups and associations in our region and state. We believe that through these partnerships we help each other with solutions to today's complex problems and realize the goals and objectives of our membership and our industry.

Wes Bray, President

News - SVNGA Association Update

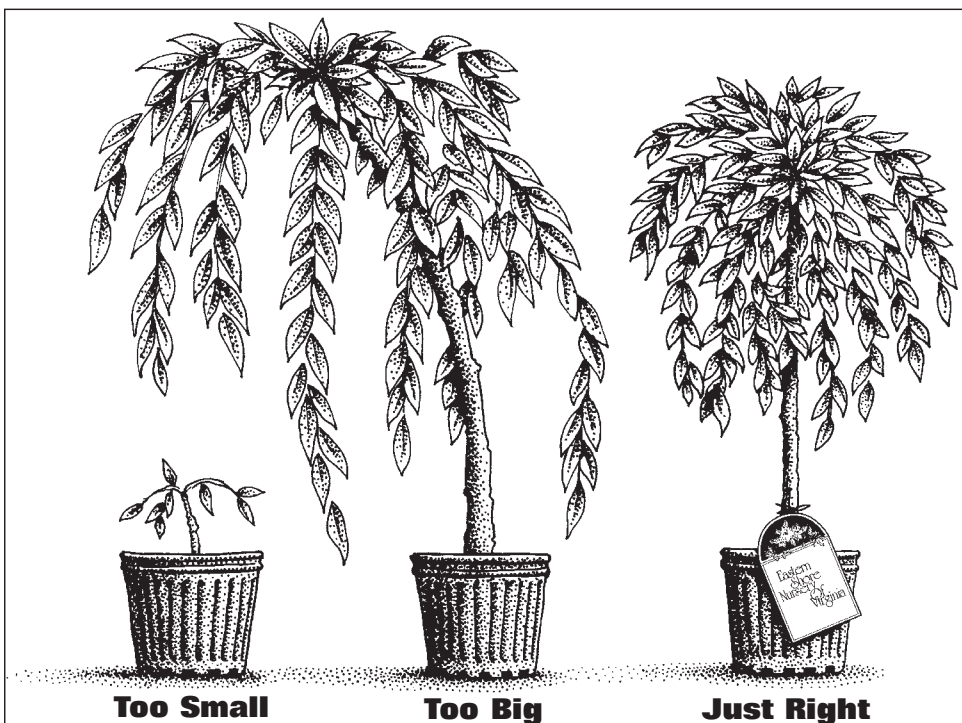
The Shenandoah Valley Nursery Greenhouse Association has been serving valley and regional growers over the course of years in establishing and strengthening ties within the

grower community.

Association membership is truly representative of the broad range of nursery and greenhouse growers, grower/retailers, and landscaping operations as found in the region while enjoying the active support and par-

ticipation of many institutions, educators, industry suppliers, distributors and manufactures.

Beyond the advantages of enhanced networking, problem solving and support, the association provides educational opportunities in the way of

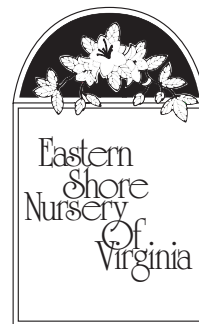


WHO CARES THAT WE AREN'T THE BIGGEST NURSERY AROUND?

Maybe you should care. Some nurseries get so big they can't consistently control quality. Some are too small to produce the volume of plants you require year after year. Luckily, we're the perfect size. We're large enough to get you the plants you need when you need them. But we're never too busy to give our trees and shrubs and our customers the care and attention they require. Which is no small feat.

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

Keller, Virginia • 1-800-323-3008 • www.esnursery.com



scholarship, periodic and informative dinner meetings of the general membership and the annual SVNGA Short Course.

The Short Course, typically held in late January or early February, has proven exceedingly successful in drawing a range of local and national speakers while providing topics that are both timely and pertinent to member needs and interests.

The Twilight Tour is another popular event where a SVNGA member graciously hosts the membership to an evening tour of their facility followed by a locally catered, on site dinner, provided by the SVNGA. Held in the autumn of each year, the Twilight Tour serves to both highlight the host's facility operation and allow attendees to catch up, compare notes, and simply relax a bit.

Scott Josenhans, SVNGA President and Rep. for Maryland Plants & Supplies, Mobile 443-801-1050, SCOTTJOSENHANS@aol.com

News – MANTS Concludes another Successful Show



(photos by Billy Crigler)

The Mid-Atlantic Nursery Trade Show Baltimore, Maryland: January 27: MANTS 2009 was held January 7 - 9 at the Baltimore Convention Center. This year, 972 companies exhibited in over 1500 booths and had 10,600 paid registrants including exhibitors. The number of non-exhibiting (buying) companies represented, that is those companies registering at least one person, was 3,343.



In addition, MANTS booked close to 5,200 room nights at ten Baltimore area hotels. MANTS Executive Vice President Vanessa Finney says that this tells us that despite skepticism about the economy, buyers still recognize MANTS as "the" place to be and conduct business in January. "The mood on the show floor was very positive and upbeat and the feedback we received from our exhibitors and attendees was - positive as well," said Finney; "People came in not knowing what to expect and left encouraged."

In addition, 41 companies provided 45 sponsorships to help support our goal of keeping MANTS' exhibitor focused and attendee driven. A list of sponsors and exhibitors as well as the history and other pertinent show information may be viewed at www.mants.com.

MANTS provides our industry with the premier, private marketplace for finding plants and nursery stock, landscape and garden items, heavy and light duty equipment, tools, furniture and hundreds of other allied industry products. The show is about meeting customers and making contacts, filling orders and greeting friends, and seeing the latest and greatest. Companies exhibit and industry members attend because MANTS means business.

MANTS 2010 will be held January 6 - 8 at the Baltimore Convention Center; additional information may be found at www.mants.com or by calling 410-296-6959. Please contact Kelly Finney at mantsinc@aol.com or 410-296-6959

MANTS is a trade show corporation sponsored equally by the State Nursery and Landscape Associations of Maryland, Virginia and West Virginia.

News - Hakonechloa macra 'Aureola' 2009 Perennial Plant of the Year



Hakonechloa muera 'Aureola' (golden hakone grass) is the Perennial Plant Association's 2009 Perennial Plant of the Year. This ornamental grass is a member of the Poaceae family. The species is native to Honshu Island, Japan. The genus derives its name from Hakon, a region in Japan, and chloa, the Greek word for grass.

Golden hakone grass grows 12 to 18 inches tall and 18 to 24 inches wide with an arching form that resembles a cascading miniature bamboo. Indi-

vidual blades are 1/2" wide and bright yellow color with very thin green stripes. In the cooler days of autumn the golden foliage becomes tinged with shades of pink and red. *Hakonechloa* is used mainly for its golden foliage, although it does produce tiny, inconspicuous flower spikes from late summer through mid autumn.

Hardy to zones 5 to 9, golden hakone grass grows best in moist, humus rich, well-drained soil. This grass will not grow well in poorly drained soil, heavy clay soil, or very dry soils. Partial shade is the optimum location in hot climates while more sun is suitable in cooler areas. Deep shade may reduce the golden leaf color. Golden hakone grass spreads by stolons but does so slowly so it is not a threat to other companions. Since golden hakone grass is a slow grower, it will not be necessary to divide for many years. However, if division is desired it should be done in early spring as

new growth develops. Nursery propagation is available by division or plugs. This shade tolerant grass has few insect or disease problems and is not favored by deer. This grass requires little maintenance, other than cutting the dead leaves back in late winter or early spring.

Hakonechloa macra 'Aureola' should find a place in many gardens. The combination of golden leaves with green stripes makes it a fantastic companion to *hostas*. This grass looks especially good with hostas that have a golden edge or have a bluish cast. Combine golden hakone grass with *tiarellas* that tend to have darker veination in the fall, or any purple or dark leafed plant, particularly *heucheras* or purple foliage bugbanes (*Actaea* - aka *Cimicifuga*.) Other good companion plants are *astilbe*, *epimedium*, wild ginger, bleeding heart and lady's mantle. As a container plant, golden hakone grass adds a lot of charm to any container when it cascades over the sides like a waterfall. It is also especially

useful as an edging plant where it can cascade into a path. This ornamental grass is an excel-lent addition to an Asian-style garden or can be used to provide a somewhat tropical look and feel.

Any area of the garden that is darker and somewhat drab can benefit from golden hakone grass. When planted in mass the entire area glows like thousands of lightning bugs on a dark summer's night. When it is breezy this grass looks like a golden ocean swaying to and fro. For those gardeners who always go for the gold this will be a medal winner in the garden.

Lilley Farms and Nursery, Inc

Specializing in field grown shade, ornamental & evergreen trees in Chesapeake and Suffolk, Virginia since 1987



info@lilleyfarms.com
OFFICE 757-484-3448
FAX 757-483-3245
2800 TYRE NECK ROAD
CHESAPEAKE, VA 23321

News - Project EverGreen Joins Forces with PLANET

Day of Service to Help Military Families

GreenCare for Troops Continues Mission of "serving them while they are serving us"

Project EverGreen is pleased to announce its supporting sponsorship of the PLANET Day of Service on April 22, 2009. The annual Day of Service is a new volunteer effort of the Professional Landcare Network (PLANET) that will allow PLANET members and partners to create volunteer landscape, lawn care, or tree projects that benefit their communities. The PLANET Day of Service is a perfect fit with Project EverGreen's nationwide outreach program, GreenCare for Troops, which connects local green industry professionals with military families who have a member serving away from home and offers them free lawn and landscape services.

GreenCare for Troops is in an ongoing project that has matched more than 2,000 volunteers with more than 7,000 military families nationwide. The cost to manage the GreenCare for Troops program is underwritten by Cub Cadet Commercial.

"The tremendous support the green industry continues to show our military families by volunteering through GreenCare for Troops over the past three years is nothing short of phenomenal," says Den Gardner, executive director of Project EverGreen. "By teaming with PLANET's Day of Service, we hope to meet the needs of even more military families."

"PLANET has a great partnership with Project Evergreen and the GreenCare for Troops program and many PLANET members already participate," said PLANET President,

Jason Cupp, CLP. "However, the PLANET Day of Service will provide a platform for many more members to get involved and help military families."

For more information about the PLANET Day of Service, visit planetdayof-service.org. To volunteer for GreenCare for Troops on the Day of Service or year-round, please visit projectevergreen.com/gcft/. Media contact: Katherine Brandenburg 402-437-0147 katherineb@swansonrussell.com

News - Shorts

New standards rate "greenness" of the garden

A recent article in The New York Times talks about the Sustainable Sites Initiative and its quest to formulate sustainability standards for landscapes. A 179-page report produced by the group includes a point system for rating a landscape, much like the Leadership in Energy and Environmental Design (LEED) Green Building Rating System, which rates the sustainability of buildings.

Oregon storm damage exceeds \$18 million

A survey conducted by the Oregon Association of Nurseries, 160 growers in 12 Oregon counties reported that damage to nursery structures and crops due to late December storms range from \$18 million to \$31 million. "It's now clear that damage to nursery and greenhouse structures and crops was widespread and extensive," said OAN President Tom McNabb of Yule Tree Farms. Hardest hit by the unusual series of snow and ice storms were many greenhouses and other structures used in the production of nursery and greenhouses and structures equals \$11.2 million. The association intends to ask for federal disaster aid on behalf of its members, OPB New reported.

Organics association to launch consumer campaign in 2009

The Organic Trade Association (OTA) announced that it's launching a consumer marketing and public relations campaign to reach more than 25 million consumers in 2009. The plan will generate purchase of organic products through the "Go Organic for Earth Day" retailers program and a new Go Organic for Back to School sales promotion. OTA will also create an Organic Input Almanac to quantify and communicate environmental benefits of organics. Other events are planned. OTA is a membership-based association for organic agriculture and products in North America. Its 1,700 members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants and retailers.

Organic gardening movement has grown, survey shows

Eighty percent of consumers would use more organic products if they knew they could get an effective result for no additional cost, according to Garden Writers Association Foundation's winter survey. Other findings: 60% of respondents said they would use more organic products if they could be convinced that organics are just as effective as non-organic products; 55% said they would like to use organic products more if they could simply find them in a store; 53% said they would use more organic products if they understood what to buy and how to use it. Read a complete recap of the survey here.

Retail sales drop for 6th straight month

Retail sales didn't rebound in December, CNN Money reported. Poor holiday sales contributed to a drop in retail sales for the sixth straight month—the longest consecutive stretch of monthly declines in at least four decades. The National Retail Federation reported that 2008 holi-

day sales for the combined November-December months fell 2.8%. This was the first ever decline in the period since the trade group first started to track holiday sales in 1995.

'Victory Garden' at White House selected as best new idea

Roger Doiron's idea to create a small 'Victory Garden' at the White House was selected as the best new idea for the Obama administration. Doiron, of the Web site EatTheView.org, was named winner of The Better World Campaign's OnDayOne.org contest. This nonprofit organization collected more than 4,000 ideas and nearly 70,000 votes to identify a top recommendation for incoming administration. "The White House is 'America's House' and should serve as a model at a time of economic and environmental crisis," Doiron said.

Expanded gardens, downsized homes big in 2009

Vegetable gardens, rain barrels and smaller interior spaces will be hot home trends in 2009, BradentonHerald.com reported. Also, expect Pantone's color of the year—mimosa yellow—to be popular as a wall color and shade for home accents.

Color of the year popping up everywhere

Mimosa yellow, Pantone's color of the year is popping up everywhere it seems. The Washington Post recently reported that this hue should be popular in home furnishings. Even plant producers are hitching onto this bandwagon. Anthony Tesselaar plants recently noted that its Flower Carpet Amber rose is practically a spot-on match with Mimosa yellow. And Proven Winners is touting several container combos that prominently feature this hot shade.

Food contamination feeds locavore movement

The recent salmonella scare tied to peanut butter and the desire to "eat local" should increase interest in backyard vegetable gardening, according to a Chicago Tribune article. Reporter Beth Botts spoke with several green-industry experts who are predicting strong sales for vegetable seeds and garden supplies. "The increase in interest is a warning to all gardeners to get their seed and transplant orders in early," the story said. "Last year, in catalogs and garden centers, 'There was a run on seeds, and vegetable plants were the first to go off of garden center shelves'"

*From the Weekly Dirt e newsletter,
Carol Miller, www.GreenBeamPro.com*

Shade & Flowering Trees B&B and Containers

Guthrie Nursery, Inc

1825 Crews Shop Rd
Lynchburg, VA 24504
Telephone: 434-993-0797
FAX: 434-993-3489
Email: info@guthrienurseryinc.com
Web Site: www.guthrienurseryinc.com

Guthrie Nursery has trees available
anytime of the year.
No need to summer dig.

10 to 45 gal. Containers
75 and 125 gal. Boxes
B&B Trees

Carolina Bark Products

P.O. Box 395
Seaboard, NC 27876

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

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

Memberships:

North Carolina Association of Nurserymen
Virginia Nursery & Landscape Association

PPA names 2010 Plant of the Year

Perennial Plant Assoc. named *Baptisia australis* (false blue indigo) as its 2010 Perennial Plant of the Year. This low-maintenance plant has an upright, spreading habit reaching a height of 3-5 ft. and width of 6 ft. Native to the eastern U.S., it produces thick stems with gray-green, ovate leaves and racemes of indigo-blue lupine-like, 1-inch flowers. Attractive, 1- to 2-inch dark-brown seed pods are produced in the fall. The plant can be used in borders and is well suited as a specimen plant, in cottage gardens and in prairie and native gardens. It is hardy in USDA Hardiness Zones 3-9. *Hakonechloa macra* 'Aureola' (golden Japanese forest grass) is the 2009 Perennial Plant of the Year.

Crop canopy may determine plants' water needs

Canopy-cover estimates, which apply to all sizes and species of green plants, provide a fast, accurate and affordable way for growers to avoid overwatering their crops. USDA-Ag. Research Service scientists have confirmed that canopy-cover measurements are invaluable for growers who want to determine how much water a plant has used and currently needs. Although the concept of using canopy-cover measurements to estimate a plant's water requirements isn't new, extensive ARS studies encompass 30 different locations and a wide assortment of crops of various ages growing in different spacings. Growers who have to estimate each crop's canopy cover might someday be able to rely on satellites and computers to do the work for them. Using crop-canopy measurement data and other info, such as locally relevant ag-weather data, growers could use computers to calculate the amount of water used and the amount needed for each of their crops.

*From GMPRO Green Mail e-newsletter,
David Kuack, www.GreenBeamPro.com*

Organic gardening movement has grown, survey shows

Eighty percent of consumers would use more organic products if they knew they could get an effective result for no additional cost, according to Garden Writers Association Foundation's winter survey. Other findings: 60% of respondents said they would use more organic products if they could be convinced that organics are just as effective as non-organic products; 55% said they would like to use organic products more if they could simply find them in a store; 53% said they would use more organic products if they understood what to buy and how to use it. Read a complete recap of the survey here.

Expect greenwashing backlash in 2009

Companies boosted their eco-friendly efforts last year, but an abundance of greenwashed products and services are sure to prompt backlash. That's what Kenneth Hein had to say in a recent commentary published in Brandweek. "As more and more companies go green, 2009 will likely be the year that consumers really start paying attention to their claims and offerings," Hein said. "Many of those who do won't like what they see."

Organic gardening still misunderstood

"Many still perceive the price of organic and natural solutions to lawn and garden issues to be significantly higher than synthetic alternatives," said garden writer Joe Lamp'l in a recent article. "Certainly there is plenty of confusion out there. It's one of the biggest obstacles to why we still haven't embraced more sustainable choices. But if we can gain a clearer perspective of realistic expectations going in, well, that's half the battle in my opinion

*From Project Green Industry
e newsletter,
www.GreenBeamPro.com*

Legislation – ANLA Updates



ANLA Makes Case for Green to Obama Transition Team

At the request of President-elect Obama's transition team, ANLA submitted a one-page briefing paper summarizing the environmental benefits of trees and plants, the economic significance of the green industry, and the wisdom of ensuring that any major new investments in national infrastructure place appropriate emphasis and priority on plants and the managed landscape. The paper emphasized that the turn-around time for landscape plantings from initiation and design through implementation is far shorter than many other types of infrastructure, and that the private sector has the current capacity to respond quickly to opportunities. This outreach effort is just one of many underway by ANLA to institutionalize an increase in the use and perceived value of plants.

Many in the industry are excited about the prospect of stimulus or infrastructure benefitting the industry. A few notes of caution are in order. First, all indications are that the portion of the expected stimulus package focused on infrastructure investment will flow to the states in the form of block grants, and priorities will be set

through the existing and customary channels (e.g., state highway commissions). The nursery and landscape industry widely lacks close linkages and working relationships with planners and decision-makers who set priorities. There is a real need for the industry to strengthen such relationships, even with "intermediaries" in the process such as landscape architects and planners. Secondly, beware the law of unintended consequences. For instance, some past efforts to stimulate major tree-planting evolved into volunteer programs planting donated stock that lacked quality control and a commitment to maintenance. Resources were squandered, as were private-sector job creation and stabilization opportunities so critical in the current economic crisis.

Bush H-2A Rules Scheduled To Take Effect in Mid-January

In mid-December, the Bush Administration's Labor and Homeland Security

departments published new rules that will bring about the most sweeping overhaul of the H-2A agricultural guest worker program in decades. The H-2A rules are scheduled to take effect on January 17, leaving many program users scrambling to figure out how they will be affected.

The rules could be blocked, delayed, or altered by legal or Congressional action. Farmworker advocates have vowed to file suit against the rule, and may also seek Congressional intervention. ANLA appreciates the well-intended efforts of the outgoing administration to improve H-2A, a program that is widely agreed to need an overhaul. However, even if the reforms were "perfect" from a user's perspective, and the incoming Obama administration were committed to their implementation, H-2A reform alone cannot adequately address the agricultural labor crisis. Furthermore, regulations are subject to change and interpretation, and are not likely to

provide the certainty, clarity, scope, and permanence of reform that legislation would.

The H-2A rule is a complete rewrite of the program's regulations. It is significantly improved from last winter's initial proposed rule. The proposal to dramatically increase user fees, for example, has been set aside. The recruitment process is significantly altered, and some recruitment costs are likely to be higher under the new program. On a positive note, several unpopular requirements of the current program will be set aside or phased out, such as the "50 percent rule" that requires the hiring of any domestic worker that applies during the first half of the H-2A contract period.

One of the most controversial changes pertains to the wage rate. While the concept of an "adverse effect" wage rate is maintained, the rule shifts to a new methodology and data source that proponents claim will result in wages more representative of

Legislation - Lighthouse Program Tools

Where to learn about federal actions that could affect your business

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

Where To Begin

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

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

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

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

local market conditions. Worker advocates believe that the new wage structure will mean lower wages for farmworkers, and have vowed to block implementation. The new system will rely on the Bureau of Labor Statistics Occupational Employment Statistics (OES) database, which groups wages into four levels based on experience. Some users fear DOL assignment of higher levels, meaning higher wages. Meanwhile, ANLA has received reports that this database is in some instances providing "prevailing wages" in neighboring counties for the same job that may be several dollars and hour different - a huge management and competitive challenge.

Any H-2A user with a date of need for workers that begins July 1, 2009, or later will need to meet all the new rule's requirements. In the interim, transitional provisions will apply.

Much Action On H-2B, No Legislative Relief Yet

On December 19, 2008, the Departments of Homeland Security (DHS) and Labor (DOL) issued final rules related to H-2B program administration. While the rules make changes to program administration and enforcement, they cannot address the statutory limitation of 66,000 visas per fiscal year cap, which requires that Congress pass legislation to amend the Immigration and Nationality Act. Under the new Department of Homeland Security rules, DHS delegated enforcement authority to DOL. The rule also prohibits recruiters or employers from collecting application or recruitment fees to H-2B workers and establish an attestation process for employers who utilize the program. The DOL rule gives the department the authority to debar attorneys and agents found to have committed fraud or willful misrepresentation concerning the H-2B program.

Almost three weeks after the issuance of these rules, United States Citizenship and Immigration Services announced that the second half cap for

the H-2B program had been reached on January 7, 2009. The failure of Congress to pass an extension of the H-2B returning worker exemption means that many landscape companies will not have access to the H-2B workers they need this spring. Though ANLA and other green industry organizations continue to advocate for a returning guest worker exemption for the H-2B program, a clean extension without significant concessions to labor, in the current political and economic climate, is unlikely. Still, legislative champions are expected to reintroduce bills soon to exempt returning workers from the cap. Visit your state association's "Capwiz" legislative action website or visit www.anla.org/lighthouse to monitor progress and calls to action.

AgJobs Reintroduction Expected

Congressional champions are preparing to reintroduce the landmark AgJOBS legislation. AgJOBS would overhaul the H-2A program and provide an opportunity for experienced farm, nursery, greenhouse, and Christmas tree workers to earn legal status if they meet strict conditions. AgJOBS, first introduced in 2003, passed in the Senate in 2006, and was folded into a larger immigration reform package in 2007 that lacked the political consensus to move. But, the bipartisan AgJOBS coalition remains intact, and stronger Democratic margins improve the odds for action. Also, President-elect Obama has been a long-time AgJOBS supporter, as have key Cabinet picks including Rep. Hilda Solis as Labor secretary, and Arizona governor Janet Napolitano as Homeland Security secretary. Visit your state association's "Capwiz" legislative action website or visit www.anla.org/lighthouse to monitor progress and calls to action.

2009 Funding Allocated For Farm Bill Plant Pest Provisions

The new farm bill passed by Congress last summer included mandato-

ry funding and stronger authorities for USDA to use in preventing invasive plant pests from arriving and establishing in the U.S. In mid-December, the Office of Management and Budget released the 2009 funds destined for USDA for the plant pest provisions. Also, USDA's Animal & Plant Health Inspection Service (APHIS) provided an initial draft of the agency's implementation plan. ANLA and coalition partners in the Specialty Crop Farm Bill Alliance are reviewing and will be commenting on the draft.

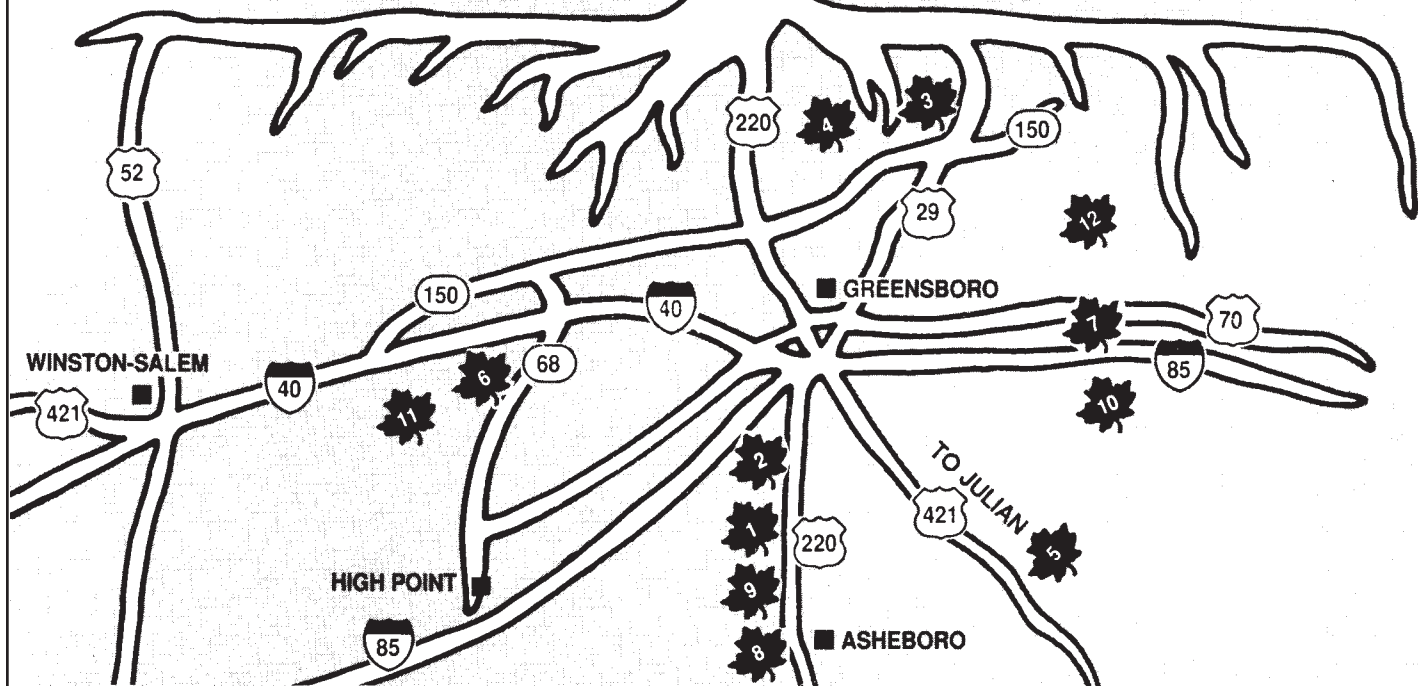
One very positive program that is now moving forward with the help of farm bill funding is the "National Clean Plant Network" (NCPN). The NCPN facilitates the safe importation and distribution of elite, pathogen-tested propagative material of high-value plant material of genera such as *Malus*, *Prunus*, *Pyrus* and *Vitis*. The NCPN will strengthen existing programs primarily in California and Washington, and expand the network to new locations, especially in the eastern U.S. Industry members Robert Woolley (Dave Wilson Nursery, CA) and Phil Baugher (Adams County Nursery, PA) are actively involved in the fruit tree expert committee guiding the effort.

Christmas Tree Farming Is Agricultural Activity Now

A years-long battle to get the intensive farming of Christmas trees recognized as an agricultural activity under the federal Fair Labor Standards Act (FLSA) has finally been won, according to the American Nursery & Landscape Association and National Christmas Tree Association, who lobbied for the effort. For years, the industry has suffered from inconsistent treatment that created management challenges and legal and financial liabilities for growers.

Ad – Piedmont Triad Nurserymen

GOOD ROOTS GROW HEALTHY PROFITS



Good roots grow healthy plants, just as good highway routes ensure on-time delivery. The Triad area of North Carolina has both.

Our long days and cool nights provide excellent growing conditions. And our Nurserymen are some of the best in the country, so you can be sure our plants are hearty and

healthy to withstand Mother Nature's elements.

And our central location and good route systems ensure on-time delivery everytime.

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

PIEDMONT TRIAD NURSERYMEN

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

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

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

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

Gossett's Landscape Nursery, Inc.
7801 Clinard Farms Rd.
High Point, NC 27265
336-454-2548

Monterey Nursery
1985 Mt. Hope Church Rd.
McLeansville, NC 27301
336-697-9042

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

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

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

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

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

Bryan Wagoner's Tree Farm
9948 Kerrs Chapel Rd.
Gibsonville, NC 27249
336-585-0052

In December, 2008, the Department of Labor published new rules amending the FLSA so that trees grown under typical horticultural management are considered an agricultural crop, and therefore are treated the same as nursery crops under labor law.

Specialty Crop Block Grant Program Protected

The Specialty Crop Farm Bill Alliance (SCFBA), of which the American Nursery & Landscape Association is an active member, responded strongly to Agriculture Secretary Ed Schafer's recent announcement to transfer \$3.18 million from the Specialty Crop Block Grant Program to implement the mandatory Country of Origin Labeling program. In a letter to Congress, Schafer proposed shifting the funds. SCFBA opposed the move, and stressed the importance of the Specialty Crop Block Grant Programs to producers across the country. The decision was later reversed. Many state nursery & landscape associations have taken advantage of these block grants for marketing, promotion, and statistical programs.

Regulatory Actions to Block Beetle Pests

On December 18, USDA-APHIS adopted a final rule that changes the regulations governing the importation of ash nursery stock to prohibit or restrict the importation of all *Fraxinus* spp. plants for planting, except seed, from all foreign countries except for certain areas in Canada that are not regulated areas for emerald ash borer. The prohibition covers all species of ash including green ash, white ash, black ash, and several horticultural varieties of ash. The rule is intended to prevent further introductions of emerald ash borer into the United States and to prevent the artificial spread of this destructive plant pest.

Meanwhile, in other news, USDA has issued an emergency order quarantining a significant part of Worcester

County, MA, for Asian longhorned beetle. The discovery of the pest there has alarmed forestry, agricultural and green industry interests. Survey and eradication efforts have been initiated.

Plan Now to Make Your Voice Heard In July

With a new administration and scores of new Members of Congress headed to town, ANLA leaders have lots of work ahead forging new political relationships. Mark your calendar now to attend the ANLA Legislative Conference, scheduled for July 20 - 22. The Legislative Conference is the green industry's premier event for growing the relationships needed to defend the industry's interests, and create new opportunities, in a time of tumultuous change. With all the new faces in Congress and a new administration, your active help is needed to let lawmakers know who we are and what we stand for. Commit now to being in Washington this July.

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

Legislation - Hello, President Obama and 111th Congress

New Challenges, New Opportunities

November 4 brought sweeping changes to our nation's capital, and enormous challenges confront our nation and our industry. What are some of the key items on ANLA's green industry legislative agenda?

ANLA Advocating for Federal Investment in Green Infrastructure

As Congressional leaders and the President-elect continue to focus on infrastructure investments to stimulate the economy, ANLA is actively informing the debate regarding the

environmental and economic benefits of privately-sourced plant material in our nation's "green infrastructure." ANLA is aligning with like-minded organizations to obtain an appropriate federal investment in plants and the managed landscape that can serve to improve the environment by trapping carbon, absorbing runoff and cooling our cities, while sustaining and growing job opportunities within and beyond the nursery & _ landscape industry. The new political landscape and the emphasis that is being placed on infrastructure and environment will provide new opportunities during the 111th Congress.

Labor and Immigration Reform and AgJOBS

The dramatically changed political landscape will mean new challenges and threats. It may also mean new opportunities, including possible action on comprehensive immigration reform, or at least steps in the direction of comprehensive reform. Agriculture, including the nursery and greenhouse sector, is well-positioned because of the years-long coalition-building and legislative effort to enact the Agricultural Job Opportunities, Benefits, and Security Act (AgJOBS). AgJOBS would overhaul the bureaucratic and unresponsive H-2A program, and allow experienced farmworkers to earn legal status if they meet strict requirements including years of future work in agriculture. AgJOBS was negotiated by employer and worker advocates, and first introduced in 2003. It passed the Senate in 2006, and was folded into a comprehensive bill that lacked the political consensus to move in 2007. ANLA co-chairs the Agriculture Coalition for Immigration Reform, which is advocating for the bill's passage.

2009 offers new possibilities. The AgJOBS bipartisan agreement is holding, and the bill will be reintroduced soon in the House and Senate. It is supported by farm, business, labor, faith, and immigrant rights



BENNETT'S CREEK NURSERY

Where Plants Are Never Out of Season

375 Acre Growing Facility
4 Landscape Distribution Centers
Expanded Plant Selection
Dependable Service
Exceptional Plants

MAIN FARM

ISLE OF WIGHT
17497 Benns Church Boulevard
Smithfield, VA 23430

LANDSCAPE DISTRIBUTION CENTERS

SUFFOLK
5635 Shoulders Hill Road
Suffolk, VA 23435

WILLIAMSBURG
1568 Penniman Road
Williamsburg, VA 23185

VIRGINIA BEACH
1241 Princess Anne Road
Virginia Beach, VA 23457

CURRITUCK
147 Fox Knoll Drive
Powells Point, NC 27966

www.bcnursery.com

groups, President-elect Obama is an AgJOBS sponsor, and key Cabinet nominees including Hilda Solis for Labor secretary and Janet Napolitano for Homeland Security secretary support AgJOBS. In a troubled economy, agriculture still needs workers and few Americans seek farm work. AgJOBS could be considered in the second half of 2009 either as a component of broader reforms, or as part of a first installment toward comprehensive reform.

H-2B Seasonal Workers

Improvement of the H-2B program, including a needed increase in the number of visas issued each year, remains a top ANLA priority. That said, the climb will be steep in 2009. Unions feel empowered in the post-November 4 world, and their political champions have vowed to block any H-2B returning worker exemption or visa increase unless it includes sweeping new domestic worker protections. A deal is possible, but no deal at all may be better than a bad one. Much hard work lies ahead.

Working to Defeat Union Organization Legislation

Under current law, individuals interested in organizing a union must file a petition with the National Labor Relations Board (NLRB). Within 45 days of receiving the petition, the NLRB then will conduct a secret ballot election to let employees decide whether they want to join the union. The secret ballot election allows employees to choose in private whether or not they wish to join the union. The so-called Employee Free Choice Act (EFCA), big labor's top legislative priority, would change all that. Instead of a secret ballot union election, EFCA or "card check" would allow an organizing campaign to collect signed authorization cards from more than 50 percent of the employees and request that the employer recognize the union.

Currently, there are a few green industry operations that have faced union penetration. While the family-held,

multi-generational and seasonal nature of our industry could keep us from being a top union target, it is clear that particular segments of the industry, primarily landscaping operations, could very well be at risk for attempts to organize. Organized labor's awareness of the green industry was evident during the H-2B returning guest worker exemption debate, when the local shipbuilders union LIUNA sent harassing letters to H-2B employers and public officials throughout the mid-Atlantic region directing that these businesses seek their labor solutions through their local labor union chapters.

Classification of Independent Contractors

President-elect Obama introduced a bill last fall to crack down on companies' ability to classify workers as independent contractors rather than employees. The IRS for years has tried to retrieve revenues from companies they say have "misclassified" workers as contractors, which some allege can save employers up to 30 percent on payroll taxes. We do not expect this to be a priority for the President-elect, but he will not stop somebody else from trying. Since the use of independent contractors in our industry is common, it is most certainly time to take a hard look at how your business is classifying its employees.

Social Security No-Match Rule

The Bush administration rule that would require employers and workers to either reconcile name and number mismatches reported by the Social Security Administration, or fire employees after about 90 days. The rule is still blocked by a judge's temporary injunction, but a court decision could come as early as the end of March. ANLA is a co-plaintiff in the case and is working to prevent the rule, which would be devastating to many small businesses, from taking effect.

*Provided by Craig Regelbrugge, ANLA,
www.anla.org -- 202-789-2900*

Legislation - H-2A Regulation Changes

Washington, D.C. - The Department of Homeland Security (DHS) and the Department of Labor (DOL) have released new rules governing the H-2A program effective January 18, 2009. The key changes are:

3 year retention policy for employers on all documentation relating to advertising, US recruiting and attestations.

DOL now has enforcement authority over program. Violations may result in debarment from the program for up to 3 years, as well as other penalties. DHS will require an APPROVED temporary labor certification in connection with all H-2A petitions filed; employers will have the ability to request review with DOL if application is denied.

By filing an H-2A application, employers consent to allow access to the site where labor is performed for auditing purposes.

Prohibiting H-2A employers and recruiters from imposing certain fees on prospective H-2A workers as a condition of employment or passing along application and other costs to H-2A workers participating in the program. Employer must notify DHS within 2 workdays when:

- A. Worker has not reported for work within 5 days of the start date (that employer designates);
- B. Worker completes contract 30 days before petition end date; and Worker is terminated.

*Must retain evidence of notification for 1 year

DHS has published a list of countries designated as eligible for participation in the H-2A program. For the list of countries, click [here](#). (Special request can be submitted.)

Employers must attest that they will inform workers of their duty to leave at the end of certification.

The amount of time an H-2A worker may remain in the U.S. following the expiration of the H-2A petition has been increased from 10 to 30 days. Workers are not allowed to continue working during this period.

To view the agencies' announcements and access the complete text of the rules, click here for DOL and here for DHS.

Contact: Arnulfo Hinojosa,
979-245-7577 ext. 101,

Email: ahinojosa@fewaglobal.org



Virginia Nursery & Landscape
Association Inc

VNLA - 2009 Winter Board Meeting Minutes

at the Baltimore Convention
Center, Room 334
Tuesday, January 6, 2009

Noon – 12:45 pm New Board Member Orientation was conducted by Jeff Miller with the following new 2008 and 2009 board members: Steve Grigg, Robert Saunders, Cheryl Lajoie, Matt Shreckhise, John Barbieri, along with current VNLA President Candy Lindenzweig.

1:00 p.m. Meeting Call to Order – by Candy Lindenzweig, President with one guest, Chris Brown.

Secretary's Report - previous meeting Minutes approval, Ed Tankard. – It was moved to dispense with the reading of the minutes of the fall board meeting and approve them as emailed to the board and published in the VNLA Newsletter, seconded and passed.

Treasurer's Report – Ed Tankard presented the Year-to-Date Financial Reports and the Proposed Budget for 2009. He noted that the Executive Committee had cut the management fee 20% (\$29,000) from the previously proposed budget that had been presented at the fall board meeting. After extensive discussion on this and other budget items, it was moved to approve the revised budget, seconded and passed.

Executive Committee – Candy Lindenzweig – nothing to update.

Strategic Plan Review: Jeff discussed the need to review the strategic plan and use it as a guideline for the committee goals for 2009

Resource Development Committee (nothing to update)

Governance Committee – Butch Gaddy presented the slate of officers and directors for 2009:

President - Duane Shumaker

Vice President - Ed Tankard

Secretary/Treasurer - Mark Maslow

1 Year Directors

John Barbieri

Doug Hensel

Mary Williams

Matt Shreckhise

2 Year Directors

Robert Saunders

Cheryl Lajoie

Steve Grigg

Regional Association Reports

HRNLA – Cheryl Lajoie (report attached)

MANTS – Doug Hensel reported that the show was sold out with a waiting list of 200+. There are exhibitors waiting to move in spaces of any exhibitors who don't show up today. They expect the show will be down about 10-15% from last year. The individual registrations are down more than the company registrations.

VGIC – Candy/Jeff - **Economic Impact Analysis:** Jeff reported that the NASS had advertised to fill their vacant position and they hope to have someone on staff by February to be-

gin training and to finalize the Green Industry Survey by late spring. The VGIC has sent letters to the major green industry associations soliciting support for the Economic Impact Analysis at Virginia Tech and has received contributions from the MAC-ISA (\$1,100), VFGA (\$2,619) and the VSLD (\$1,300) to date. The VGIC is providing all the floral/plant decorations for the Virginia Agribusiness Council Banquet.

Executive Director Report - Bonnie Appleton sent a report stating that the HRAREC 90-seat, dividable classroom is completed and ready for use. Due to low student numbers, they will no longer offer a MS in Horticulture degree from HRAREC. All future students will enroll in the on-line MS in the AG degree, but can have one of the HRAREC staff as their advisor, take on-line horticulture courses, and still do Independent Study projects with them.

The RSVP response to the breakfast meeting is slightly higher than normal. There are still slots for VNLA Board members to help staff the VNLA booth during the trade show. Jeff reviewed info for the booth, the "50% Off New Member Promotion" and handouts.

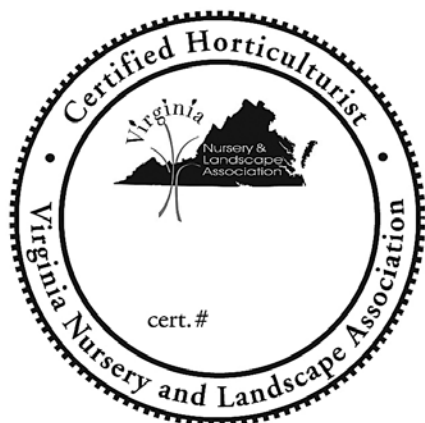
VNLA E-Store – Jeff reported that the VNLA E-Store was online and working. Users can order certification supplies, manuals, Hortiscopia CD's and register for the VCH exam. Membership renewal will eventually be online, but we need to review how the membership dues invoice is currently set up with multiple options which creates challenges with the E-Store format.

Committee Reports:

Certification – Duane Shumaker reviewed the 2008 test results and the final version of the VCH seal. The consensus was that the black-on-white seal would be easier to reproduce with a stamp. Jeff will check on pricing of stamps. **Electronic versions will be made available to Virginia Certified Horticulturist from**

the VNLA office, upon verification of the individuals Certification status. (see sample below)

Membership – John Barbieri reported



on the 50% Off Membership Promotion which will run through February 14. Jeff will be setting up the VNLA booth at the Virginia Turfgrass Conference in Fredericksburg next week and the Mid-Atlantic Horticulture Short Course (MAHSC) in Virginia Beach the last week of the January.

Public Relations – Mark Maslow gave a Grower Guide update and noted that 3,300 Guides were being mailed out and there were about 900 available for distribution at MANTS.

Legislation – Ed Tankard gave a Legislative Update (copy attached) The VNLA will be hosting a table at the VAC Appreciation Banquet on January 15 and working with the VA Agribusiness Council's General Assembly legislators gift delivery on the distribution of the VNLA violet baskets.

Landscape Architect 2009 Bill SB-940 – Candy Lindenzweig discussed the status of this bill and noted that she had met with the VSLD and the Landscape Architects and they had generally reached a consensus on the bill. They are all meeting again on Monday, January 12, to finalize an agreement on the wording.

Environmental Affairs – Mary Williams (absent)

Education – Lesley Sewell reported that the Summer Tour and Education Program plans for 2009 will be developed by the new chairman after the location for Field Day is determined.

VNLA Field Day 2009 – Ed Tan-

kard/Duane Shumaker/Mark Maslow reported that they had been contacting various large landscape firms in Northern Virginia to host the 2009 Field Day and hope to have a host finalized in the next several days.

Communications – Matt Shreckhise presented a summary of the Newsletter Survey that had been emailed and faxed to VNLA members (see attached report). He also discussed the proposal from Wicow, Inc. to put an electronic version of the VNLA Newsletter online. It was the consensus of the board to put a PDF version of the Newsletter on the website.

Research – Matt Sawyer reported on the Research Gala/Auction noting that the guarantee had been changed from 250 to 200 and approximately 135 tickets had been sold to-date. The Research Committee had met and awarded grants or \$22,500, a 10% reduction in planned awards. (awarded list is attached).

Beautiful Gardens™ Plant Introduction Program: update – Doug Hensel reported on plans for the 2009 Plants of Distinction promotion and that the committee was meeting on Wednesday to formulate plans for 2009.

Old Business:

VNLA Positions Statements – Candy Lindenzweig reported that this is ongoing and she will continue working on these in 2009.

New Business: None

5 p.m. Adjourn

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

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

What are members problems? How are we going to help them become more successful?

Reports

HRNLA Annual VNLA Report

Board Members

President Wes Bray
Secretary Marla Nock
Treasurer open

Certification / Education

Cheryl Lajoie

Membership Donna Burgess

Programs Carrie Bristow

Public Relations / Media

Tom Tracy

Scholarships Harry Delyannis

Silent Auction -John Salzman

Focus for 2009 - Providing value to membership through quality programs and educational opportunities. Growing partnerships to benefit the horticultural environment in Hampton Roads. Enhancing professional standards within our industry.

Certification – Cheryl Lajoie - 2008 was successful with increasing awareness and participation in Virginia Certified Horticulturist review classes and testing. We are now offering an advanced review class and testing this January. We are also looking at crew chief programs and pesticide education to add to 2009.

Membership – Donna Burgess - Organizing and updating membership lists, strengthening opportunities to work more closely with Norfolk Botanical

Programs – Carrie Bristow - Great Christmas meeting at Norfolk Botanical Gardens. Working on future meetings being sponsored by host, including access to financial information. Will repeat summer meeting aboard the "American Rover", everyone's favorite!

Scholarships – Harry Delyannis - Currently finalizing scholarships-award ceremony during Mid-Atlantic Hort. Short Course later this month. Many great applications were received – keep 'em coming!

Silent Auction – John Salzman - We being much more inventive this year as donors are feeling pressure from all sides. We happy to team up with the Horticultural Foundation for a better auction all around.

Provided by Cheryl Lajoie

Let Them Know!



You've spent considerable resources getting your employees certified. Reap the full benefits by letting the public know!

The VNLA has developed this 24" X 36" color banner as a flexible promotional tool. Graphic is printed on either high quality exterior grade banner ma-

terial or high quality exterior grade rigid board. Both are printed with UV resistant inks for many years of exterior use. Order yours today!

Call 1-800-476-0055

Flexible: \$49.50 + t&s

Rigid: \$59.50 t&s



VNLA - Awards 2009 Research Grants

January 30, 2009, The Virginia Nursery & Landscape Association's (VNLA) awarded \$22,500 in research grants for 2009 from the Virginia Nurserymen's Association Horticulture Research Foundation, Inc (VNAHRF) endowment fund, which has investments of over \$570,000. For this year's awards, \$22,500 came from earnings of the VNAHRF. There was a total of \$54,754 in grant requests with the following projects receiving funding:

⁽¹⁾Hampton Roads Agriculture Research and Extension Center, Virginia Beach, VA

⁽²⁾J Sargeant Reynolds Community College, Goochland, VA

⁽³⁾Virginia Tech, Blacksburg, VA

⁽⁴⁾Institute for Advanced Learning and Research, Danville, VA

The VNLA established a permanent endowment fund in 1982 when five nurserymen each contributed \$200 to establish the fund. Since then, the VNLA Research Committee has received additional donations from members and has held annual fundraisers. For the last 17 years, they have held a Gala/Auction on the middle evening of the MANTS trade show at different venues in the Inner Harbor area of Baltimore. Recent events have been held at the Hard Rock Café, B&O Railroad Museum, the Camden Club at Orioles Park, and the ESPNZone.

*For Additional information, contact
Jeff Miller at info@vnla.org,
1-800-476-0055*

*Virginia Nurserymen's Association
Horticulture Research Foundation,
Inc.*

Legislative Report – VNLA Board Meeting, January 6, 2009

Our political landscape is summarized best in Obama's latest address declaring. If we don't act swiftly and boldly, we could see a much deeper economic downturn that could lead to double digit unemployment." Obama reveals his preference for the economist John Maynard Keynes who argued that monetary policy is ineffective in depression conditions and that deficit spending on large scale government projects is the solution to mass unemployment. So far, Fed Chair Bernanke has been playing from the economist Milton Friedman play book in pumping liquidity to the banking system like a fire chief hosing down a five alarm fire. Despite a rapidly rising money supply, credit is still tight and the economy is still in free fall, so Washington will debate. Time is short.

On immigration, many think things have changed in our favor. However,

Researcher	Research Project	Amt. Req.	Amt. to Fund
Peter B. Schultz ⁽¹⁾	Evaluation of Flowering Annuals and Perennials for Virginia Landscapes	\$750	\$750
Peter B. Schultz ⁽¹⁾	Demonstration and Evaluation of Perennials in Landscape Installations	\$750	\$750
David L. Seward ⁽²⁾	Request for continued funding for the Beautiful Gardens New Plant Introduction Plant Material now housed at J. Sargeant Reynolds Community College	\$3,071	\$500
Eric Wiseman ⁽³⁾ , Bonnie Appleton ⁽¹⁾	Proposal to Update the VNLA Tree Canopy Spread and Coverage Database	\$5,000	\$1,500
Yinghui Dan ⁽⁴⁾	Development of an Efficient Micro propagation System for Helleborus	\$5,000	\$1,500
Jeffrey F. Derr ⁽¹⁾	Evaluation of New Treatments for Weed Control in Herbaceous Perennials and Woody Nursery Crops	\$6,000	\$4,500
Jeffrey F. Derr ⁽¹⁾	Longevity of Prostrate Spurge Control	\$5,000	\$5,000
Robert Wright ⁽²⁾	Determining the best particle size and combination of pine bark, peat moss or sand for plant growth in a pine tree substrate.	\$16,000	\$8,000

Total: \$41,571 \$22,500

we are still a long way from a real fix on H2A, H2B and the current immigrant agriculture workforce. It will be important for all members to communicate with their legislators about their labor needs and the problems they have incurred. These days, folks with legitimate businesses have considerable clout. Make your voice heard.

Our state has massive budget woes and legislators are scrambling to find the money to balance the budget. One place that lobbyists from the state's national education association want them to look is the tax credits from donated real estate easements. This is a bad deal for nurserymen and farmers who want to decrease their estates and pass their businesses on to the next generation.

Other state excitement manifests itself in the new democratic candidate for governor. Terry McAuliffe, a former Democratic Party Chair and pro-business candidate. He will square off in a primary, if necessary, with Creigh Deeds and Brian Moran who are both

viable candidates. McAuliffe brings a national and international perspective to Virginia politics and is notably different than the other candidates. In particular, he plays varsity ball. Note that Obama will name Tim Kaine as part-time chairman of the DNC with an understanding that he will become full-time when the governor's post is finished. Bob McDonnell, current attorney general has secured the Republican nomination for governor.

Finally, we should note how soundly Jim Gilmore was beaten and that Virginia went blue in the 2009 presidential race. Thelma Drake and Virgil Goode both Republican operatives lost close races while Joe Bouchard (D) took Republican Party chair Leo Wardrup's seat last year. What themes arise? I suggest that Democrats are following the Warner model of a business friendly centrist. It's a call to action for our Republican friends. However, given our 2009 landscape it's time for all of us to be involved.

Ed Tankard, VNLA Legislative Chair

VNLA Field Day 2009



Merrifield Garden Center

NEW Gainesville location

**Wednesday,
August 19, 2009**

Mark your calendar now to attend and learn some of their secrets to success!

**Thursday, August 20
Summer Tour, Northern VA**

A Source Guide for Mid-Atlantic Wetland Plants[©]

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

Order Your Copy today for \$17.95!

(Includes Shipping & Sales Tax)



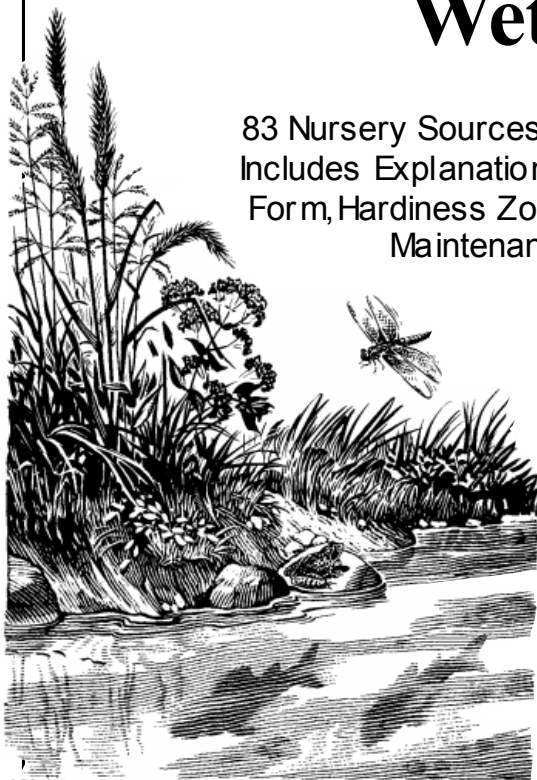
Non-Members
Add \$5.00

383 Coal Hollow Rd; Christiansburg, VA 24073-6721

800-476-0055 Fax: 540-382-2716

Email: vna@swva.net – www.vnla.org

Credit cards accepted



© DG 1993