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VNLA Mission, Vision and Objectives for 2009

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

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

Objectives

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

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

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

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

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

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

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President's Message

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

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**Wednesday,
August 19, 2009**

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attend and learn some of their
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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,

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*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."

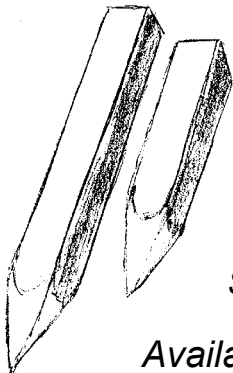
Candy Lindenzweig, VNLA President

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

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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

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%
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State Fair of Virginia and the FFA 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:



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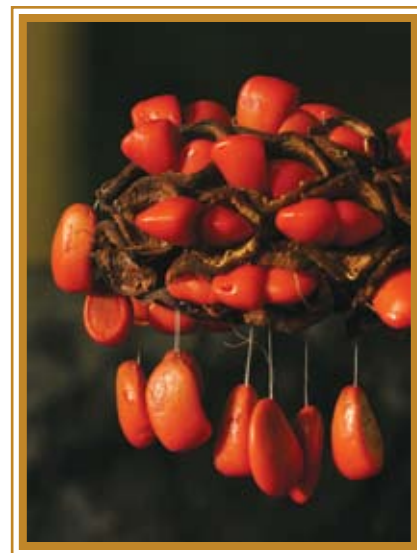
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Details at: www.vnla.org/AboutVNLA/photography_contest.htm

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!

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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 fall 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 that 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.

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 members need to be aware of the priority on reducing spending and should



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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 nim-

ble. 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

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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



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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)



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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,



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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



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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

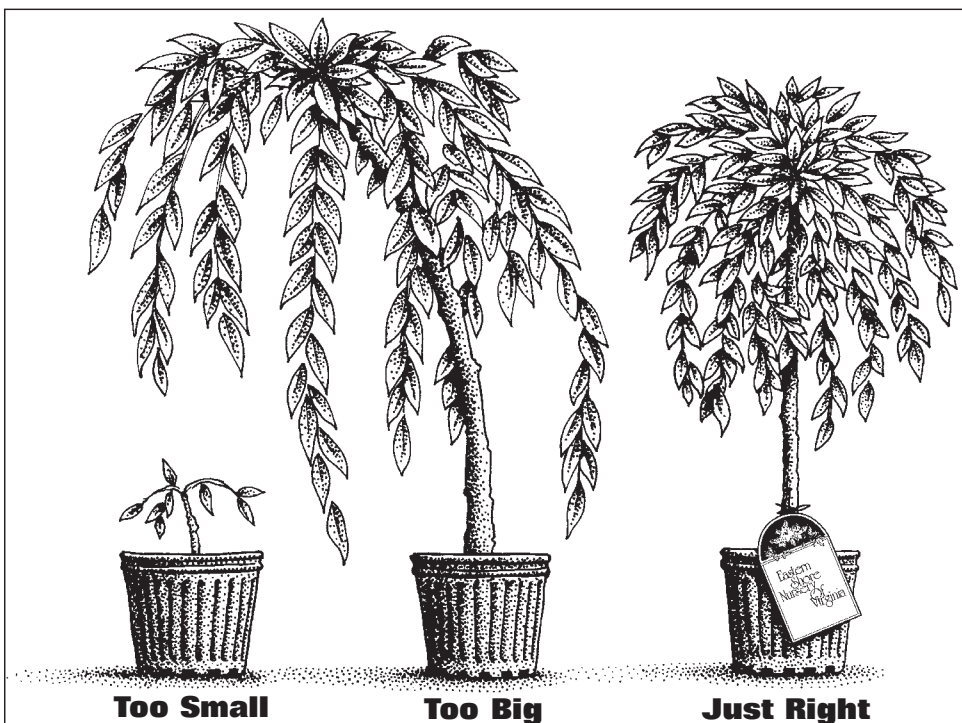
The Shenandoah Valley Nursery Greenhouse Association has been serving valley and regional growers over the course of years in establishing and strengthening ties within the

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

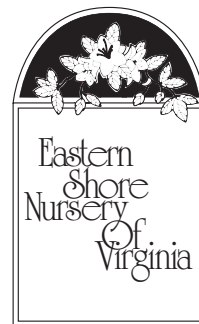


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scholarship, periodic and informative dinner meetings of the general membership and the annual SVNGA Short Course.

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 nantsinc@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.

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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](http://www.GreenBeamPro.com)*

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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-

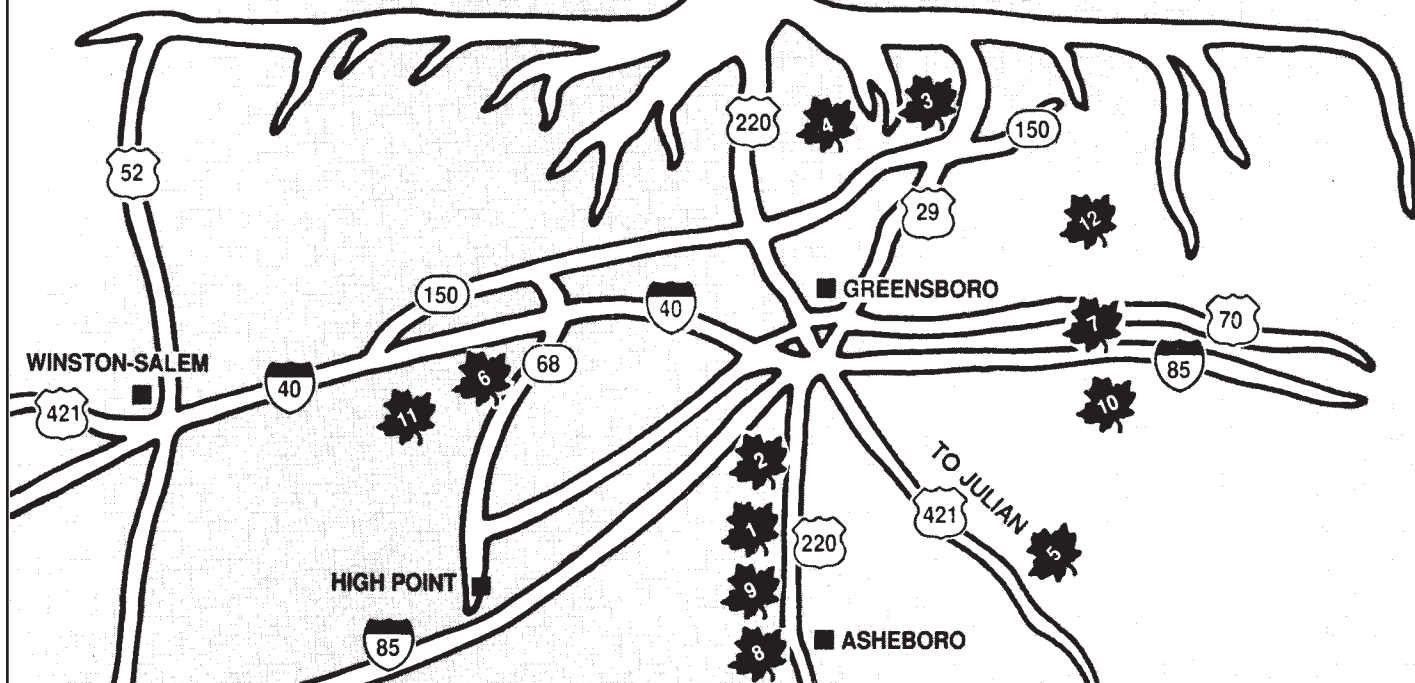
ry funding and stronger authorities for USDA to use in preventing invasive plant pests from arriving and establishing in the U.S. In mid-December, the Office of Management and Budget released the 2009 funds destined for USDA for the plant pest provisions. Also, USDA's Animal & Plant Health Inspection 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.

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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



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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, Horticipia 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

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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-

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

83 Nursery Sources listed with name, address, phone, email, website
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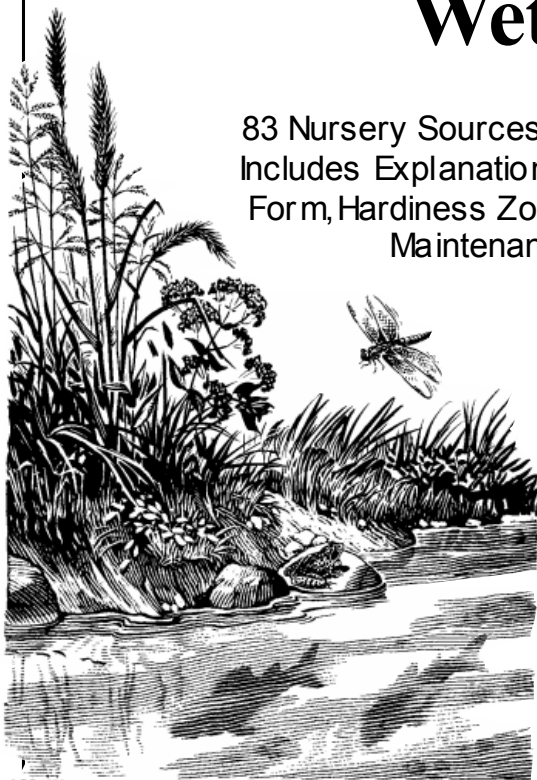
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VNLA - Newsletter Survey

Provided by Matt Shreckhise,
VNLA Communication Chair

Below are the results of the online/faxed VNLA Newsletter Survey to members.

616 People were contacted about the survey

There were 112 Respondents

Not every respondent answered every question

Questions	Yes	No	Sometimes
Do you read the Newsletter?	99 (88%)	2 (2%)	11 (9%)
Do you like the Newsletter layout and content?	90 (80%)	7 (6%)	
Is there information that should be in the Newsletter and is not currently there?	20 (18%)	74 (66%)	
Is there information that is not needed in the Newsletter?	7 (6%)	80 (71%)	
Are you satisfied with the frequency of the Newsletter? (Bimonthly)	99 (88%)	6 (5%)	
Would you like a shorter Newsletter more frequently?	18 (16%)	83 (74%)	
Would you like a Newsletter Quarterly with electronic updates via E-Newsletters sent monthly?	51 (46%)	50 (45%)	

Questions	Yes	No	Dial-up	High Speed
Do you have internet access?	93 (83%)	4 (3%)	13 (12%)	75 (67%)
	Hourly	Daily	Weekly	Do not use email
How often do you check your email?	34 (30%)	62 (55%)	7 (6%)	7 (6%)

What is your business type?	Results
Landscape Installation	50 (45%)
Landscape Maintenance	37 (33%)
Landscape Designer	45 (40%)
Retail/Garden Center	17 (15%)
Wholesale Grower and or re-wholesaler	43 (38%)
Allied (supplier)	14 (13%)
Associate	19 (17%)
Out of State	10 (9%)
Student	7 (6%)

Newsletter Income

Based on ad billings, the Newsletter should generate about \$82,000.00 in income and about \$72,000.00 in expenses this year. This does not include Jeff's labor.

	\$/issue	Issues	Total in-come/costs
The average income was \$14,242 per issue for the last 6 issues, not counting this year's Nov/Dec	\$14,242	6	\$85,452.00
The average printing cost was \$10,841 per issue	\$10,841	6	(\$65,046.00)
Mailing and other expenses averages \$940 per issue.	\$940	6	(\$5,640.00)
Net Income/year			\$14,766.00

Quote for Electronic Newsletter

EZ-Flip magazine 85 pages 6 / yr.	\$425 /issue
-----------------------------------	--------------

Other States that offer their Newsletters online

States	Fre-quency	Kept Cur-rent
Hawaii	Quarterly	No
Illinois	Monthly	Yes
Maine	Quarterly	Yes
Maryland	Bi-Monthly	No
Mississippi	Quarterly	Yes
Oregon	Monthly	Yes
Texas	Monthly	Yes
Utah	?	No
West Virginia	Bi-Monthly	Yes

The VNLA Newsletter survey generated many comments, compliments, criticisms and suggestions. We consider and appreciate all of your input and we hope as members you continue to give us suggestions on improving your Newsletter.

Many of the comments had a similar theme and in the interest of space we've summarized them.

The most frequent comments were in regards to the layout. While 80% of the respondents like the layout and content others believe that the layout

could be more "like a magazine", by adding more "human interest" stories, pictures, and features.

People would also like to see more updates on issues facing growers, pesticide problems, weather conditions, national legislation, and dealing with a down economy.

In addition members want more information on regional associations, and industry news from surrounding states.

Most everyone is satisfied with the frequency of the Newsletter and about half would be open to a

monthly E-Newsletter and a printed Newsletter sent quarterly.

A common concern about E-Newsletters is that people get too much email as it is and they probably wouldn't read it or at least very thoroughly. There were also comments to the contrary.

Thank you again to everyone who participated in the survey. We appreciate all of your comments and suggestions.

- *provided by Matt Shreckhise,
VNLA Communications Chair*

Tips – Recognizing Winter Damage

VNLA – Certification Quiz Article #41



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



I can find symptoms that are subtle or profound, and chronic or acute, but I have also noted over many years of dealing with it that its symptoms can range from nothing more than an evergreen shrub's burned or scorched leaf margins to total kill of deciduous tree flower and leaf buds. As we cross the United States its expressions will vary due to differences in macro- and micro-climates, and obvious differences in plant pallets, but it is none-the-less unwanted, and unfortunately, difficult to avoid. I have also observed, and have confirmed in discussing it with colleagues, that it is increasing as extremes continue to intensify and exceed past records.

It is winter damage to landscape plants, whether anticipated or unexpected, and whether occurring in New Mexico or New York. Winter damage can range from total destruction of plants to minor "inconveniences" that come spring may necessitate a bit of pruning or leaf removal, to many in-between responses.

Many of the in-betweens, such as late frost turning lovely early flowers on deciduous magnolias to mush, are chronic, meaning you can do something about these problems. What is hard to predict, and almost impossible to help plants avoid, is acute damage that forces plants to almost immediately begin expending stored food reserves for replacement parts or repairs. This just as spring arrives when the plant normally uses these reserves to produce the new season's vegetative and reproductive growth. These physiological effects on plants, especially if they occur over multiple growing seasons, can reduce a plant's sustainability, regardless of region of the country, type of winter damage, and range of plants affected.

Types of Winter Damage



Desiccation

Whether deciduous or evergreen buds, leaves, and other tissues dry out from wind or ice-melting chemicals,

lack of moisture in the air or soil, or a "wrong plant – wrong location" combo, desiccation is far less difficult to identify than to prevent or control. Desiccation occurs year round but is skewed more towards damaging broad and needled- evergreens in the winter because their leaves never stop losing or evaporating water, even during what is considered winter dormancy. When these leaves have evaporation rates that exceed winter root absorption rates, then you're guaranteed to see winter damage symptoms.

During severely cold fall and winter weather, the ground can freeze to a depth beyond the root system's spread, decreasing or stopping the uptake of water. If, however, the weather turns warm and sunny, evaporation continues or increases and discolored or "burned" needle and broad evergreen leaves start appearing. They damaged leaves generally concentrated on the plant side facing the wind or where wind will blow salt-laden (from deicing or brackish water) moisture into plants. This can be particularly serious if plants are installed near light colored buildings from which the sun's rays reflect.

Just as sufficient soil moisture is critical during the active growing season, it is likewise critical during the winter. If the preceding summer or fall was droughty, and you didn't supplement missing rainfall with irrigation, then water reserves will be insufficient. Soak the ground before and during the winter regardless of actual calendar month. Also maintain a 2- to 3-inch mulch layer to reduce water loss and erosion, and to help maintain uniform soil moisture around roots.

During the winter do not bother to apply antidesiccants, which put waxy coatings on evergreen leaves, because they degrade rapidly and are of little value other than to you psychologically! Although unattractive, small evergreens can be protected by installing around them windbreaks of burlap, canvas, or similar materials. Do

this in the fall to help reduce the wind's force while shading the plants. Don't worry about desiccated leaves until new spring growth appears. Most leaves will fall or be pushed off by new growth, but any that don't can be hand stripped or pruned away. Premature pruning can increase damage by exposing additional vulnerable inner leaves, so resist coming to the rescue of your plants too early.

Frost and Freezing

Winter frost and freezing damage occurs on deciduous and evergreen plants alike, varying only in tissue affected. Late summer or early fall fertilization or pruning may stimulate new growth unable to acclimate (harden off) prior to the onset of adverse weather (sudden temperature drops to



below freezing, desiccating late storm winds, etc.). Dead tips and branches may appear as a result of ice crystals rupturing cell walls.

To protect more borderline hardy plants certain landscape chores may need curtailing late season. Supplemental fertilization shouldn't be necessary, but if leaf signs suggest an application, use only a slow release or organic fertilizer, not something quick release. Also do only minimal pruning (for hazards, unexpected damage, etc.) until full dormancy.

We've produced some pruning calendar guidelines available through the Virginia Tech website (this and other pubs available through Virginia Cooperative Extension - <http://www.ext.vt.edu/pubs/nursery/430-462/430-462.html>).

A type of winter damage once called sun scald is still being researched. While bark opening and closing may indeed be related to winter damage, bark split appears to relate more to pre-winter wounds or injuries than to any one season's temperature extremes. Previously recommended trunk protection methods, such as tree wraps and reflective paints, are generally unnecessary protection against frost or freeze damage.

Temperature protection for relatively temperature sensitive plants such as azaleas can be challenging, but you can always use a more sustainable protection by citing them properly and using them as understory, not full sun, plants. Once plants achieve their internal number of degree days, allowing them to break bud for spring growth when temperatures warm, late frost and freezing temperatures can again cause damage. Selection of later blooming cultivars or varieties (as as newer cultivars of deciduous magnolias), can help deal with that winter damage problem.

Breakage and Wounds

Ice, snow, hail, wind and other winter weather extremes may lead to breakage of branches, altering plant appearance and possibly productivity. If trees and shrubs have dense canopies full of live leaves and dead branches, pruning in the spring when leafing out can show which tissues are dead or alive. It can help with future breakage by removing the most susceptible parts prior to the next weird winter weather causes damages.



Tip – Dealing with Salt Damage

If you have to deal with ice and snow soon after it occurs in the winter landscape, there is an acute problem and some solutions, and a chronic problem and solutions, for you to consider.



The acute problem is dealing with unwanted or unexpected, but rarely welcomed, ice and snow atop trafficked surfaces. Among the latest chemical means to deal with the problem each time or season or year it occurs, new products containing calcium chloride (which can cause corrosion problems) or more earth friendly products such as Green Fire should be considered. Throwing just any chemical listed as a de-icer is irresponsible and contributes to the pollution of our nation's estuary (the Chesapeake Bay).

The chronic problem is whether to remove salt sensitive plants. Drainage patterns have changed, as have clientele, instructions, etc.

The azaleas are dying from saturated soil. Time for a change to more sustainable plants with salt tolerance. We've analyzed the problem backwards!

- Dr. Bonnie Appleton, Virginia Tech
HRAREC, VA Beach, bapple@vt.edu

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



VNLA - Certification Quiz

Recognizing Winter Damage

1. Desiccation is caused by?
 - A. Wind
 - B. Ice melting chemicals
 - C. Lack of moisture in air or soils
 - D. All of the above
2. Desiccation only occurs during the winter months?
 - A. True
 - B. False
3. Sufficient soil moisture is critical during plants growing season only?
 - A. True
 - B. False
4. Remove desiccated leaves?
 - A. Immediately
 - B. In the spring season
 - C. In the winter
5. Pruning anytime of the year is ok?
 - A. True
 - B. False
6. Anti-desiccants should not be applied?
 - A. True
 - B. False
7. Deciduous plants never stop evaporating moisture from their leaves?
 - A. True
 - B. False
8. Fertilizers that can be applied late if absolutely necessary are?
 - A. 10-10-10
 - B. 10-20-10
 - C. Slow release or organic fertilizer
9. During the fall or winter severe cold can cause the ground to?
 - A. Become saturated
 - B. Become dry
 - C. To freeze to a depth beyond the root system's spread.
10. Maintain a 2"-3" layer of: _____ to reduce water loss and erosion of the soil.
 - A. seed
 - B. fertilizer
 - C. mulch
 - D. grass

WHEN DEVASTATION STRIKES YOUR HORTICULTURAL BUSINESS

option 1:



fig. 1

Bravely hold back tears.



fig. 2

A noble effort. However, noble only gets you so far. Go ahead and let 'em rip. Hope that someone takes pity.



fig. 3

Dry your eyes. Abandon all hope. Accept your fate.

OR

option 2 (the wiser decision):

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***VNLA – Beautiful
Gardens Meeting Notes
January 7/8, 2009***

*Wednesday, January 7, 2009, 3-5:30 pm
and Thursday, January 8, 2009, 10 am –
12:30 pm*

Baltimore Convention Center, Room 334

The meeting was called to order at 3:10 pm by Doug Hensel, Committee Chair, with the following people present: Jack Campbell, Jeff Miller, Fred Duis, Rick Baker, Lisa Lipsey, Candy Lindenzweig, Duane Shumaker, Don Hyatt, Butch Gaddy, Tina Epperly, Billy Crigler, and Stan Quillen. (Rumen Conev after 4:30 pm due to traffic issues)

Jeff Miller reviewed the current grant allocation balances (approximately \$40,000) and noted that some of the funds need to be reallocated to different categories and expended by the end of June 2009. Some of the funds are committed to expenses that have



not been paid yet. He also reviewed the 2009 Proposed Budget that had been updated some from the previous meeting. If all of our reimbursement requests are approved by the Tobacco Commission, there will be approximately \$23,000 balance at the end of 2009. Lisa's salary is funded via a grant to Virginia Tech, using VNLA Beautiful Gardens funds, through the end of 2009.

There was a discussion on the Beautiful Gardens report to be made to the membership on Thursday at the Annual VNLA Membership Meeting. It

needs to be pointed out that the VNLA has invested \$75,000 over the last four years which has enabled the Beautiful Gardens program to apply for and receive over \$329,000 from the Virginia Tobacco Commission. Rick Baker will make the report and review the 2009 marketing program of the Plants of Merit.

There was also a discussion of future funding avenues, plants for liners that could be bulked up quickly through tissue culture, and getting one or more tobacco growers setup and producing liners from tissue culture and



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cuttings.

- Tag sales will basically only cover the cost of the tags.
- Need to become less dependent of Tobacco Commission funding
- Need to establish a Plant Breeding Course, introduce it at the Master Gardener College in June and they start regional courses for a fee to come back to Beautiful Gardens.
- Need for a stream of new plant material for evaluation

The meeting was adjourned at 5:30 pm to be continued on Thursday at 10 a.m.

**Meeting Notes, Thursday, January 8, 2009, 10 am – 12:30 pm
Baltimore Convention Center,
Room 334**



*Dr. Rumen Conev and Lisa Lipsey and
Beautiful Gardens display at MANTS*

The meeting was called to order at 10 am by Doug Hensel, Committee Chair, with the following people present: Jack Campbell, Fred Duis, Rick Baker, Lisa Lipsey, Candy Lindenzweig, Duane Shumaker, Jeff Miller, Roger Harris, and Rumen Conev.

Doug Hensel and Fred Duis discussed the disconnect between the different participants and partners in the Beautiful Gardens Program and possible

solutions, which are summarized below:

- IPM, Essen, Germany – Rumen will not be going this year, but he will utilize this time to make contacts with potential plant breeders, hobbyist, collectors, etc to find new sources of germplasm.
- Rumen Conev will concentrate on the scientific side of the plant introduction program.
- Coordinate with IALR on plants that need to be tissue cultured
- Continue to research and apply for grants that would help the BG program continued development
- Institute and coordinate one or more BG Growers Liner Workshop(s) in the tobacco region with assistance from Rick Baker, Bill McCaleb and Joyce Latimer.

Lisa Lipsey will focus on coordinating the program via:

- Coordinating and having direct supervision of plant evaluations at the test sites
- Manage and recommend solutions to site maintenance issues and coordinate with the master Gardeners and site managers
- Maintain a database of plants at test sites, potential plants for testing at JSRCC
- Provide direction to JSRCC on plants that need to be propagated and potted for liners for testing and for 2010 Plants of Merit and for future years.
- Assess needs for liners for future Plants of Merit and at testing sites, determine current market availability. Then arrange for propagation and liner production through JSRCC and offer propagation and liner production opportunities to VNLA members. Then if there is a still a potential shortage of liners, to contract with grower(s) to have them available to sell to growers.

- Rick Baker will continue to develop and promote the BG Marketing program and work with potential BG plant producers and retail outlets
- Doug Hensel will monitor the different activities of the BG participants and insure that activities are completed in a timely and coordinated fashion.
- Jeff Miller will continue to monitor the finances and work with the committee on new sources of revenue and filing and reporting to the Tobacco Commission.

Roger Harris, Interim Horticulture Department head indicated that the department is fully behind and supports the work of Rumen and Lisa on the Beautiful Gardens Plant Introduction Program.

- Rick Baker will be visiting with each BG participating garden center this spring and will continue to work with them throughout our introductory year.

We want to also ask participating growers to 'reach out' to the participating garden centers about their availability of BG plants for 2009 - this can generate additional sales!

Compiled by Jeff Miller



This shows just how beautiful the 'Snowflake' Oakleaf Hydrangea is. It is one of the 2009 "Plants of Distinction". The panicles of blooms on the 'Snowflake' cultivar of Hydrangea quercifolia are extremely long (12-15") and appear as double because of the way the bracts stack up. Michael Dirr calls it the "most beautiful" of this type.

Virginia Nursery & Landscape Association, Inc.

2009 Annual Membership Meeting Minutes

*at the Baltimore Sheraton Inner Harbor Hotel, Harbor View Room
Thursday, January 8, 2009 7 – 9 a.m.*

7:00 a.m. Breakfast Buffet

7:20 a.m. Meeting Call to Order – Candy Lindenzweig, Pres, called the meeting to order and introduced the following guests who made brief remarks.

Roger Harris, Interim Head, Virginia Tech Department of Horticulture, spoke for Dean Sharon Quisenberry, Virginia Tech College of Agriculture & Life Sciences, noting that the Dean had just announced that she would be leaving Virginia Tech in April to take a position in Iowa. He noted that VA Tech had a 3.5% budget cut in 2008 and expected more cuts in 2009. They can replace some of the cuts with increases in tuition to cover the teaching side. They have also sustained a 4% budget reduction in research and extension, which they can not get additional funding. They are absorbing nearly \$5 million in cuts by not filling positions. The Horticulture Department has five frozen positions and even though he is serving as interim department head, Dr. Harris is also still teaching his regular classes.

He presented a plan from the VA Tech CALS to establish the “Robert Wright Endowed Professorship” to honor Dr. Wright for his contributions to the nursery industry. The endowment will enhance this position above the normal staff salary and provide additional funding for research. An industry committee will be appointed to work with this position to determine nursery/landscape needs. This will guarantee that this position remains in the Horticulture Department and that this person will

have funding to conduct meaningful research and extension. This has an endowment goal of \$1,000,000 over the next five years and he asked that everyone consider contributing to this fund.

The 2009 Hahn Garden Gala will be held on June 13, in Blacksburg It is a major fund-raising event for the gardens. The VNLA contributed \$5,000 to the gardens in 2008.



Craig Regelbrugge, ANLA Senior Director of Government Relations, gave an update on the new political scene in Washington. The economic concerns facing the new Congress will be a backstop for other legislation. The nursery industry is well-positioned as they supported a bipartisan group of legislators during the elections. He thanked the VNLA members for their support of the ANLA’s Lighthouse program and the members who went to DC several times in 2008 to meet with congressional representatives.

He indicated that a lot of the economic stimulus will be in the form of infrastructure investments, which will have trickle down effects to the green industry which has products and services that are good for the environment and also creates jobs. He urged

everyone to establish a strong relationship with landscape architects and planners.

The 2009 ANLA Legislative Conference will be July 20-22 in Washington, DC.

Eelco Tinga, President, Southern Nursery Association, reminded everyone of the new location and dates of the 2009 SNA Trade show which will be held on February 12-13, 2009 at the Cobb Galleria Centre, in Atlanta. The SNA is also working on the next version of BMP’s which will cover water management. The SNA is re-structuring their board to have 16 board members.



Herman Ellison, State Statistician with the National Agricultural Statistical Service reported that they will be hiring a new person and hope to finish the 2007 green industry survey compiled soon.

Rick Baker, VDACS Mid-Atlantic Marketing Director reported that everything was in place for the inaugural kickoff of the Beautiful Gardens™ marketing program of “Plants of Distinction” for the Spring of 2009, which are under-utilized plants. They will be marketed under the BG brand in 20 VNLA member garden centers and supplied by VNLA grower members. There new plants in the pipeline, but they are still being evaluated

at the five VNLA test sites. Rick will be meeting with the participating garden centers this winter and delivering POP materials. These plants will have BG brand tags on them which will be available to growers for 13 cents each for pot stick tags and 23 cents for hanger tags. The website www.BeautifulGardens.org has additional information, listings of participating growers and retailers and information on the "Plants of Distinction" for this year and future years. There will also be a media campaign this spring.

Danny Shreckhise gave an update from the Virginia Agribusiness Council (VAC) on behalf of Jim Saunders, Saunders Brothers and current VAC president. He noted that the VNLA was one of the larger contributors to the VAC and thanked the VNLA for their support. The VAC works on issues affecting agriculture in Virginia, including water issues, fertilizer application, immigration and

many others. Over the Thanksgiving weekend, Jim Saunders worked with Jeff Miller to develop a letter to the Virginia Farm Bureau in response to a proposed resolution at their annual meeting to require the labeling of all plants that might be toxic to livestock.

Lin Diacont, President of the Virginia Green Industry Council (VGIC), noted that he was excited about the future of the green industry and reviewed some of the goals in the VGIC's 5-year strategic plan in unifying the green industry and working cooperatively and pooling resources on common goals. Some of the goals are to increase the participation and membership of the allied green industry groups, complete the Economic Impact Analysis, working with the VAC and the VNLA. On behalf of the green industry, the VGIC is providing and decorating the Arthur Ashe Center for the VAC's annual appreciation banquet on January 15,

sponsoring a luncheon forum at the Mid-Atlantic Horticulture Short Course on water issues in conjunction with Scott Kudlas, Director of the DEQ's Office of Surface and Ground Water Supply Planning. The VGIC is also hosting the 4th annual **GoGreen Virginia Garden Festival** on September 12 at the Science Museum of Virginia.

Doug Hensel, one of the VNLA's MANTS directors, reported that the show was sold out for exhibitors with 972 exhibitors and a 90% retention rate and a waiting list of over 200 potential exhibitors. Due to current economic conditions, they expect attendance to be down about 10-15% from last year's high of 12,000 plus.

Secretary's Report - A motion was made to dispense with the reading of the minutes from the last annual meeting and approve them as presented, seconded and passed.

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Treasurer's Report – Ed Tankard did a brief review of the Year-to-Date Income/Expense Report and the proposed 2009 Budget. A motion was made to provide an expanded version of the Budget and year-to-date income and expenses to the membership when the Budget committee begins working on the 2010 budget in the fall, seconded and passed.

A motion was made to send a copy of the proposed budget to the membership two weeks prior to the annual meeting, seconded and passed.

A motion was made to approve the 2009 VNLA Budget as presented, seconded and passed, three opposed.

Legislation – Ed Tankard thanked the ANLA for their support on the national level and gave an update on possible gubernatorial candidates for this year.

Field Day – Candy announced that the 2009 VNLA Field Day would be held at Merrifield Garden Center at

their new Gainesville location sometime in mid-August.

Old Business - none

New Business: Candy thanked the sponsors of the Annual Breakfast Meeting for their generous contributions.

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Nominations 2009 Officers and Directors – Butch Gaddy presented the following slate of officers and directors. It was moved to accept the slate as presented, seconded and passed.

Officers:

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

Award Presentations

VNLA Professional of the Year Award for 2008 was presented to Joel Koci, Arborcare Professional Tree Service, Rockville, Virginia by



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the 2007 recipient, Fred Duis for his passion working in the green industry, willingness to encourage and teach others and his thirst to stay abreast of current standards and upcoming trends. He is truly a professional in the green industry. This award was formerly known as the VNLA's Nurseryman of the Year Award.

Duane Shumaker presented Candy



Lindenzweig a past president's plaque and thanked her for her service as president in 2008.

910 a.m. **Adjournment** – a motion

was made to adjourn the meeting, seconded and passed.

*Respectively submitted,
Jeff Miller, Exec Dir*

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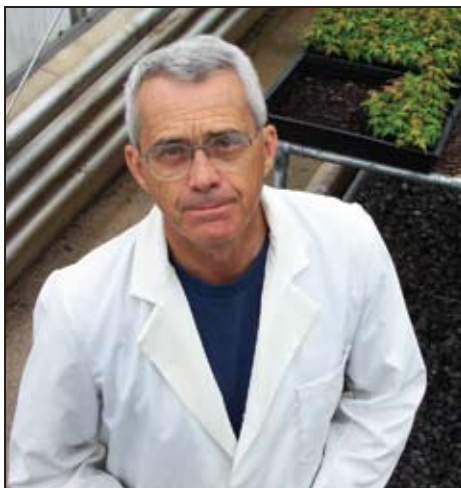
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News - Honoring a Leader and a Friend

The Robert Wright Professorship in Applied Nursery and Landscape Research



Dr. Robert Wright, highly respected academic nursery researcher and tireless champion of the nursery industry, is retiring. His impact on the industry cannot be overstated – without him it would not be what it is today. To honor his outstanding career and his landmark contributions to urban horticulture and the nursery industry, we invite you to join with others in the field to create the Robert Wright Professorship in Applied Nursery and Landscape Research at Virginia Tech.

Dr. Wright's career at Virginia Tech began in the 1970's. He was instrumental in developing practices that are taken for granted today, but were unknown at the time — how to overwinter, what kind of media to use, how to manage nutrition, and more.

The "VT Pour-Through Method" for monitoring the nutritional status of growing media is famous all over the world. Fertigation regimes he developed early in his career are still used by progressive growers. Most recently, he has developed a novel container media made from ground pine logs, which is much less expensive than current alternatives, and creates a sustainable opportunity for private wood lot owners.

Robert Wright brought the container nursery industry through uncertain times and his influence continues through his many Ph.D. students, who are also now leaders in academic research and teaching. The Robert Wright Professorship in Applied Nursery and Landscape Research will create a prominent and permanent faculty position at Virginia Tech to continue the type of practical, industry-centered research pursued by Dr. Wright during his career. The duties of the Robert Wright Professor will be allocated 75% to research and 25% to teaching future generations of industry professionals and researchers.

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

ber.



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

Your contribution to help establish



the Robert Wright Professorship in Applied Nursery and Landscape Research will honor one of the truly great contribu-

tors to the field while assuring a long and productive relationship between university research and industry needs. Future generations of industry professionals, researchers, and scholars will begin their careers with solid, practical training and experience and a deep appreciation for their role in supporting a thriving industry.

We deeply appreciate your thoughtful consideration of this proposal, and we look forward to a bright and productive future.

- provided by Dawn Lerch, Virginia Tech
CALs Development Office
dhlerch@vt.edu 540-231-9086



Research - Highlights from the HRAREC 2008 Flower Trials



Four companies, Benary Seed, Grimes Seed, Fischer USA, and S & G Seed, as well as The All America Selection Winners participated in our 2008 Annual Flower Trials at Virginia Tech's Hampton Roads Agricultural Research and Extension Center. This year our flower trials consisted of over 200 varieties of plants grown from cuttings as well as seed. Each year brings new and exciting varieties and among these are some that are especially beautiful, displaying tolerance to heat and humidity and showing improvements in size, color and length of bloom period. We highlight below some of the plants grown in our 2008 flower trials that we thought were especially beautiful and that would be an asset in any garden. Please visit our trials along Diamond Springs Road at the Hampton Roads AREC, and see these wonderful plant introductions each summer!

***Diascia* 'Darla Series'** - Blooms are light pink, appleblossom, salmon, and rose. *Diacias* have become popular and these four varieties from Fischer are the reason why.

www.fischerusa.com/default.aspx?tabid=7&pid=35-467

***Dianthus* 'Elation Series'** - This beautiful series from S&G Seed consists of eight colors. Plants are compact and bloom from seed in about 2 ½ months.

<http://greendemon.net/retail/series.aspx?series=896&category=1>

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www.benary.com/index.cfm/addin/plants/startid/166/artnr/C4140.html

Impatiens 'Sweetie Mix' - Series from Benary consists of eight colors, is compact and good for window boxes and baskets.

www.benary.com/index.cfm/addin/plants/startid/166/artnr/N5500.html

Salvia 'Oceana Blue' - This deep blue salvia introduction from Fischer is bushy in habit and a good choice for containers as well as the landscape. Blooms last over a long period of time.

www.fischerusa.com/default.aspx?tabid=7&pid=35-3198

Vinca 'Pacifica Burgundy Halo' - This eye catching 2007 All America Selection variety has large blooms and is a vivid color. www.all-americaelections.org/Images/Library/HiRes/Vinca_Pacifica_Burgundy_Halo.jpg

Cosmos 'Double Chuckle Mix' - This cosmos from Grimes Seed blooms all summer producing red, pink, white and single and semi double blooms.

Lantana 'Bandana' - These showy lantanas from Fischer branch well and hold up to the heat and humidity of our area. They also attract butterflies.

www.fischerusa.com/default.aspx?tabid=7&pid=35-3198

Vinca 'Nirvana Series' - This beautiful series from Fischer is available

in eight colors. Bushy plants produce 2" blossoms and are good for sunny, hot locations.

www.fischerusa.com/default.aspx?tabid=7&pid=35-1389

New Guinea Impatiens 'Sonic Series' - This lovely series from Fischer is incredible! Plants produce blooms up to 3" across. They do well outdoors in shady beds containing plenty of organic material and also are good in large containers and baskets.

www.fischerusa.com/default.aspx?tabid=7&pid=20-280

The seed providers:

www.all-americaelections.org/

www.benary.com/

www.fischerusa.com/

www.grimes-hort.com/ordering.asp

www.syngentaflowersinc.com/

submitted by Peter Schultz,
Director, HRAREC

Research - HRAREC Displays Perennials to Beach Visitors



The Perennial Display Gardens continue to welcome visitors to the gardens as we show plant materials in a landscape situation rather than in nursery containers. Plants are labeled and the visitor can see the size and color combinations that will work in their own yards.

This past year we conducted tours for more than 325 people including school children, children's summer camp, senior citizens, Master Gardener groups and garden clubs.



The garden beds around the gazebo are being redesigned to showcase new groundcovers. So far, we have added Golden Plumbago 'My Love', *Ceratostigma plumbaginoides*, Yellow Ice Plant, *Delosperma nubigenum*, Variegated Creeping Fig, *Ficus pumila* 'Variegated'; Angelina Sedum, *Sedum reptans* 'Angelina'; Limelight Sedum, *Sedum makinoi* 'Limelight'; Giant Purple Heart Wandering Jew, *Tradescantia pallida* 'Kartuz Giant'; and the *Hosta* 'Patriot' which provides a nice contrast to plants which have solid leaf color.



We are researching for small trees which have early spring bloom to brighten up the gardens when most of the plants are still dormant.

The *Loropetalum chinensis* 'Shang-hi' or *Loropetalum* 'Purple Diamond' has been added to an area showcasing shrub border ideas. It has multi-season interest with its dark purple foliage color and pink blooms with a compact growing habit.

Submitted by Peter Schultz, Director,
HRAREC

Research - Canopy Cover Provides Practical Clue to Plants' Thirst

When plants in your garden burst forth with lush new growth this spring, they may begin to shade and cover patches that just a few months earlier were simply bare ground. When scientists describe the amount of space that plants shade or actually cover, they use the term "canopy cover." The term applies to all kinds of plants, from a ground-hugging tomato plant to a tall cornstalk.

Agricultural Research Service (ARS) scientists are exploring the idea of using canopy cover measurements in a calculation to determine how much water plants have recently used, and how much they'll need at the next irrigation.

Knowing plants' precise water needs helps reduce risk of applying too much water. Excessive irrigating can lead to leaching of fertilizer and other potential pollutants into underground water supplies.

According to agricultural engineer Thomas Trout, leader of the ARS Water Management Research Unit in Fort Collins, Colo., satellite imagery of farmers' fields could be analyzed by computers to estimate crop canopy cover. Growers could visit a website to get those measurements for their fields. The figure, along with a few other pieces of information--such as locally relevant weather--could then be added to a standard equation to calculate the amount of water used and the amount now needed for each field.

The calculation could indicate, for example, that bell pepper plants in a field that has a canopy cover of 40 percent may have used one inch of water in one week, the amount the grower may choose to replenish at the next irrigation.

Trout and co-investigators Dong Wang, a soil scientist and research leader at the ARS San Joaquin Valley Agricultural Sciences Center near Parlier, Calif., and Lee Johnson, a satellite imagery expert with the National Aeronautics and Space Administration, are exploring this futuristic use of canopy cover measurements to save water and satisfy plants' thirst.

Marcia Wood, (301) 504-1662, marcia.wood@ars.usda.gov January 23, 2009 --View this report online, plus photos and related stories, at www.ars.usda.gov/is/pr Read more about this research in the January 2009 issue of *Agricultural Research* magazine, available online at: [/www.ars.usda.gov/is/AR/archive/jan09/canopy0109.htm2009](http://www.ars.usda.gov/is/AR/archive/jan09/canopy0109.htm2009) --View this report online, plus photos and related stories, at www.ars.usda.gov/is/pr

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VNLA - Report from the 2008 Green Industry Leadership Forum

Las Vegas, October 5-7, 2008
Duane Shumaker and Jeff Miller

The Green Industry Leadership Forum was conceived in 1998 for the purpose of providing industry leaders with an opportunity to meet and formulate more global approaches to issues faced by green industry professionals across the nation, but which are executed at the state level. The Forum provides an educational and networking opportunity for association and industry leadership which fosters an informed and unified approach to issues at the state, provincial, regional and national level.

The William E. Smith Institute for Association Research, established by SmithBucklin, the world's largest association management and professional services company, recently released a research project report entitled "*Where*

the Winners Meet: Why Happier, More Successful People Gravitate Toward Associations".

"Associations . . . Where the Winners Meet: What Associations Need to be Providing"

Mark Thorsby, CAE,
SmithBucklin Institute

From 1974 -2005 the percentage of individuals belonging to associations has grown from 13% to 32%

Association membership leads to success in life and in business!!

The reality is that success leads to association membership.

Associations are the meeting grounds for the winners – the successful people within their industries and professions.

Association members:

Earn the most (average \$10,381 more than people who do not belong to asso-

ciations).

Are most satisfied with their jobs

Tend to be happier people

One real secret to happiness: satisfying work

Through association involvement, upwardly-mobile professionals

Identify themselves

Learn from one another

Form communities of winners

Associations are good for employers, too

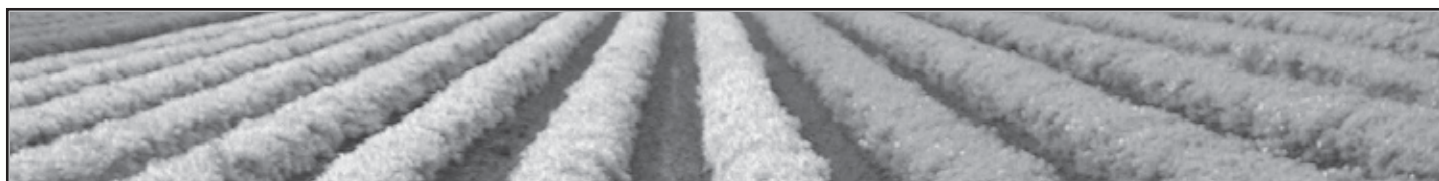
A third of employees are less likely to have plans to quit

Gen-X and Gen-Y Members are 42% less likely to quit than same-aged non-members

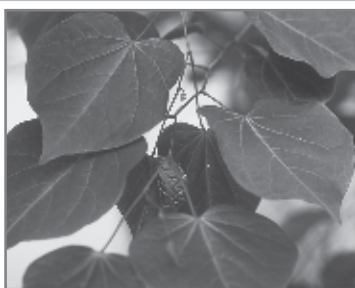
The Bottom Line

Happiness lies beneath the modern job market

Success = job satisfaction = happiness



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Associations are:

- In the happiness and job satisfaction business
- The right vehicles for professionals who want to be in communities of success.
- Good for employers who want more effective long-term employees
- Where the happy winners meet in the modern economy
- Understanding and communicating this will lead to growing association involvement

Tips - Understanding Generational Perspectives

Association Y "Why" Winners: The Reality Show Panel - Cassie Larson, Communications Director, (MNLA); Cody Lewis, Communications & Special Events & Webmaster (NCNLA); Corey Connors, Director of Legislative Relations, (ANLA)

Silent Generation

Characterized by a reverence for authority, a quest for stability and financial security, and a strong civic-mindedness.

Baby Boomers

End up focusing more on achieving ideals through support of teams, harmony, self-fulfillment, and a strong commitment to *the work* (in contrast to the silents' commitment to *the company*).

Generation X

Saw a much higher rate of divorce among their parents, was also the first generation of latchkey kids and the first to witness the effects of downsizing as their parents were laid off. Ended up with a more self-reliant pose, challenging leadership structures (not just leaders) and advocating for a work-life balance.

Understanding Generational Perspectives

Generation Y

Generally defined as the generation between 18 and 29 years old, is conservatively estimated to be 60 million strong, making it almost as large as the massive Baby Boom generation.

We are the hyper-glorification of pop culture, and we want to help people and make the world a better place. So, one of our deepest desires is to resolve the contradiction between financial success and making the world a better place. To us, it shouldn't have to be an either/or. We're looking to create a more integrated lifestyle and a more integrated career.

The Learning Shift: Gen Y learns through questioning and thinking critically. Therefore, we may question why you do things the way you do - not out of disrespect, but because that's the way we were taught to learn.

Applying the Knowledge

Understanding diversity is imperative, applying it is tricky. The primary danger is stereotyping.

Don't guess what volunteers/staff from different generations within your organization want - ask them!

Build a culture that enhances change as each new generation is embraced.

Hurdles Associations Face in Attracting Gen Yers

Show me the Value

Many Gen X and Gen Yers question why they should bother joining an association at all much less volunteer? I didn't need you in college why do I need you now?

Resistance to Change

Aversion from current members as to the value of including students/young professionals? What do they have to offer or will they just get in the way? They question everything

we do! They're lazy, uninterested, etc.

Outdated leadership structures - Many volunteer leaders support a culture based on martyrdom. The most worthy volunteers get Martyr of the Year awards. If they allow others to volunteer and have meaningful impact, the leader loses brownie points toward the big award. Why would they want to involve others?

A linear progression of leadership (one generation taking the reigns from the next) may be on the way out. Gen X (the smallest generation in history) doesn't have the numbers required to take over for the Baby Boomers. A new model of multigenerational leaders will develop in the near future. This will encounter resistance from current leaders so begin preparing them now.

Fear

Business owners not wanting to send younger staff to participate because they're scared of losing employees.

What does this mean for your association?

Education

- incorporate Gen Y education within your association, take most popular classes at your conferences and trade shows and offer them online or teleconference throughout the year.
- e-update in conjunction with the printed magazine. Offer up-to date information on the website
- Offer links and webcasts, etc. on your website or via e-news. Make sure that you use accurate information!
- Offer hands-on workshops and webinars for interaction and learning on own terms.
- Add non-voting generational advisory member to the board

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Networking

- Don't abandon face-to-face networking. It obviously has value.
- But, why not create a group on LinkedIn or Facebook sponsored by your association for those who want to use it. It's easy to set up and it's FREE!
- Consider creating a Young Professionals membership category. This will make it seem prestigious and special for them to join. But, make it affordable – remember they're just starting off on their career path.
- Consider a Young Professionals task force. Let them develop programs/services specific to young business owners/staff. This allows you to deliver to them what THEY want rather than trying to guess. This also eliminates the long time industry leader intimidation factor.

Communications

- Technology is the wave of the future, embrace it.
- Often conversations about recruiting or retaining younger generations turns to the topic of technology (i.e. Web 2.0, Facebook, etc.) and we overlook the message itself. Focus the message on what the association can do for them.
- The more technological options you are able to offer the more participation you'll get. Mix it up!
- Time is valuable commodity – don't waste it!

Work style preferences

- Younger generations want to know they can lead without 10 years of following. Create training opportunities for young professionals to prepare them for

these roles quickly. The opportunity to lead is appealing to them. But don't throw them to the wolves!

- Research shows that young professionals want dedicated tasks with a clear beginning and a clear end.
- Start initiatives within your organization that don't require becoming a committee member for life (e.g. golf outing task force, or mentorship program creation task force, etc.).

NLA Green Industry Leadership Conference, Las Vegas, October 2008

Tips – Crisis Management Plans

Winners Know the Importance of Having a Crisis Management Plan

*Tom Nassif, President & CEO,
Western Growers*

*Mission is to enhance the **COMPETITIVENESS** and **PROFITABILITY** of our members*

Basic Philosophy

Wisdom = The ability to make sensible decisions and judgments based on personal knowledge and experience

5 Main Ingredients

1. Audacity

- Audacity = Daring or willingness to challenge assumptions or conventions or tackle something difficult or dangerous
- Crisis management requires courage and immediate action
- Participation provides opportunity to frame the dialogue and shape the outcome
- Be certain that you are on the right side of the issue

2. Attitude

- Your attitude impacts how effective you will be in handling your crisis

- Whether you see problem as positive or negative
- Whether you approach problem aggressively or passively
- George Washington
- "Offensive operation, oftentimes, are the surest, if not in some cases, the only, means of defense."
- Must lead with sound ideas, reasonable arguments, and defensible positions
- Important to establishing credibility with media and key decision makers

3. Leadership

- Leaders remove obstacles to success for others
- Much of our work is accomplished in coalitions with industry partners
- Many of our issues transcend boundaries of commodity groups and geography
- Do not allow others to fill the vacuum of leadership during crisis

Leadership begets leadership

4. Transparency

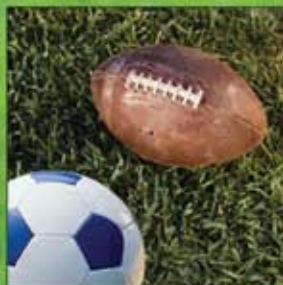
- Transparency involves clarity, simplicity, and intelligibility
- Never bluff your way through a crisis or fool yourself into thinking the crisis will "blow over"
- Opportunity to influence the rules of the game
- Crisis always brings the media spotlight to your door
- Dealing with the Media
- Don't run away from the media
- Brings the attention needed to raise visibility and increase credibility
- Leverage the media to bring about positive changes in your industry
- Don't lie to the media or use industry jargon
- Explain the problem clearly and provide simple, intelligent solution to address the crisis

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



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5. Communication

- Effective communication begins with preparation
- Develop your talking points in conjunction with your staff and members of your organization
- Make sure you have all of your facts and statistics straight
- Anticipate questions and remember that you don't always have to answer the question being asked
- Communicate your message on your own terms
- Learn From Your Mistakes
- We all make mistakes. The key is than we don't make them twice.
- "It's always helpful to learn from your mistakes because then your mistakes seem worthwhile." – Gary Marshall

Conclusion

- Trust your instincts
- There is no "one-size-fits-all" solution for every crisis
- You and your members are the best spokespeople to carry your industry's message forward

NLA Green Industry Leadership Conference, Las Vegas, October 2008

Tips - People Solutions - Decisions

Just Decide

One of the most crippling diseases that can creep into an organization or someone's personal life and affect productivity, enthusiasm and accomplishment is the mind-boggling condition of indecision. As we avoid, procrastinate and sidestep decisions that need to be made, we are not only "treading water," but slowly sinking into a sea of complacency and confusion. Individuals and organizations often find themselves in the mire of unfinished projects and unresolved issues because no one has the courage to simply make a decision. It is easier to offer someone else a multitude of choices and allow them to take the

blame if it ends up being the wrong one than to take the responsibility yourself and move forward confidently in your choice. As Earl Nightingale once said, "The minute we choose to not make a decision about something we put ourselves in the hands of circumstances, or under the control of others who will make a decision. Decide, and even if you make a wrong decision, it will usually become apparent, and you can correct it. But if you make no decision at all, you will never find out what is right or how you could have made it right."

It is so evident when I enter a company that has developed a culture where individuals can approach their daily work with confidence in making good decisions that people are thriving on the opportunity to think and act. Taking ownership for both good decisions and bad liberates individuals and allows them to grow and make better, more important decisions in the future. Children that have the opportunity to choose with the guidance of their parents and then pay the consequences of those decisions become more independent and develop a greater self-esteem than those that are told what to do and when to do it right up until the time they leave home. We learn by risking being right and we move forward by making better choices the next time around. If we limit our employees, our children or even ourselves by avoiding tough decisions, then the future is always in the hands of others and grows more uncertain and confusing than it needs to be.

Brain-Rattling Questions

Often our indecision comes from lack of clarity or lack of information. One of the best ways to get information that will help in the decision-making process is to ask thought-provoking, emotionally jarring questions that cause us to seek out an answer and take action. Here is a list of these types of questions that will make you think and may just cause

you to take action and move forward with an important decision:

Right now there may be somebody in your company or in your life that should not be there...Who is it and why are they still around?

At this moment there is someone needing information or a response from you so they can make a decision...Who is it and what is keeping you from responding?

There is a family issue that needs to come to closure...What is it and what is your first step to finding this closure?

You are considering buying something or getting rid of something...What is it and how will you benefit from taking action?

You are avoiding a health decision...What is it and how will someone in your life benefit from you taking action?

If the questions have caused you to think and motivated you to find the answers, you are on your way to doing just that. If the answers are just not there, you might consider one possible answer that could universally answer each: you're afraid of being wrong. Just go for it and know that taking action is the right decision that puts you far ahead of the disability of indecision.

Tips that Help You Decide

The way individuals make decisions varies as widely as the people making them, but a few common tips can help anyone aid the process and speed the results.

Prioritize the decisions you need to make. Delegate and enjoy the help of your decision-making team.

Trust your judgment in making the decision and focus on the next step. Even if the decision was wrong, move on. **Make a decision**, make it yours and die by it!



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Timing is a big player in the decision game. Do it when the time is right. The right decision at the wrong time is no better than the wrong decision at the right time.

Small and consistent decision making prepares and disciplines you for the bigger ones that really matter.

Weigh out the pros and cons of any choice by writing them down. This removes the questions and directs a clear decision.

Quotes

"There are really only two decisions you make in life: Who are you going to live your life with and what are you going to live your life for."

Charlie Tremendous Jones

"A man without decision can never be said to belong to himself."

- John Foster

"The man who insists on seeing with perfect clearness before he decides, never decides. Accept life, and you must accept regret."

- Frederic Amie

"An executive is a man who decides; sometimes he decides right but always he decides."

- John Patterson

"The block of granite which was an obstacle in the pathway of the weak becomes a stepping-stone in the pathway of the strong."

- Carlyle

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Tips - Myth Busters For Managers

As you set your sights on a successful career with your company, you may be looking forward to the day when you are promoted to management in recognition of and as a reward for your hard work and good results.

Then you will have the authority to make things happen your way. The company will have granted you a position with the formal power to control your direct reports and to lead by building individual relationships with the members of your team.

That's the way the story usually goes. But like many stories this one's a myth. When you talk to senior executives (and if you get an honest answer) it may sound more like the one given by Linda Hill, Wallace Brett Donham professor of business administration at Harvard University: "On day X minus one, you do not have a child and you are not pregnant. On day X, you are suddenly a mother with three growing children who all believe they are smarter than you." New manager tales are usually about a feeling of disorientation, and for some, overwhelming confusion. Is this because they're incapable or impaired or is it that their company is dysfunctional?

No. These are ordinary people facing ordinary problems of adjustment. Most will sur-

vive the transition and learn to function in their new role. But what is that transition? What needs to be adjusted? The answer to both questions starts by identifying the cause of the problem. And the cause of the problem is that your reference to success is no longer valid.

What you depended on for success in your prior job was your personal expertise and actions. As a manager you are now responsible for setting and implementing an agenda for a whole group. And there's been little training

SUBJECT	MYTH	MYTH BUSTER
1. Defining Characteristics of Your New Role	Authority "Now I have the freedom to implement my ideas."	Interdependency "It's humbling that someone who works for me could get me fired."
2. Source of Power	Formal Authority "I will finally be at the top of the ladder."	Everything But "Everyone was skeptical, and I had to earn authority."
3. Desired Outcome	Control "I must get compliance from my subordinates."	Commitment "Compliance is not the same as commitment and doesn't produce the same results."
4. Managerial Focus	Managing one-on-one "My role is to build relationships with individual subordinates."	Leading the Team "I needed to create a culture that would allow the group to fulfill its potential."
5. Key Challenge	Keeping the operation in working order "My job is to make sure the operation runs smoothly."	Making Changes That Will Make the Team Perform Better "I am responsible for initiating changes to enhance the group's performance."

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or experience in how to do that so far. Let's understand that as a new manager, this will be a stretch assignment. It will likely be even more demanding than you expected. These are new skills you'll be learning, and you'll be discovering new ways of measuring success and deriving satisfaction from your work.

Let's take a look at the five most prominent myths we need to bust.

Hill has done extensive research on the myths of management, and she provides some insights and quotes from managers on these five myths.

Myth Number 1 — Managers need to wield significant power.

When new managers describe their role, they tend to talk about the rights and privileges that come with being the boss. They assume the position will give them new authority, freedom, and autonomy to do what they feel is best for the organization. They may think, "I will no longer be burdened by the unreasonable demands of others."

More often they find that they are hemmed in by their dependencies on so many others. Instead of feeling free, they feel constrained. They find themselves in a web of relationships not only with dependencies on their subordinates but also with their bosses, peers, and others both inside and outside the organization. Most managers begin to feel that they are not in control of anything. "The only time I feel in control is when I shut my door. But then I feel that I'm not doing the job I'm supposed to be doing, which is being with people."

The people most likely to make a new manager's life miserable are those who do not fall under his/her authority: outside suppliers, other department heads, and even customers. The myth buster is the reality that managers need to negotiate interdependencies. They need to identify and build relationships with the people who are key to the success of their team.

Myth Number 2 — Authority flows from the manager's position

Recognizing the interdependencies that restrain them, new managers still do have power to use. The problem is that most of them mistakenly believe that that power is based on their formal authority.

New managers, however, often learn that when direct reports are told to do something, they don't necessarily respond. In fact the more talented the subordinate, the less likely he/she is to simply follow orders. After a few uncomfortable experiences, new managers come to the realization that their usable power is everything but formal authority. "I sometimes felt I was talking to myself." They find that authority emerges only as they establish credibility with subordinates, peers, and superiors. But most managers aren't aware of the three primary qualities that create credibility:

- A. Character.** It's the intention to do the right thing! Integrity and principle are noticeable. Subordinates will analyze every statement and nonverbal gesture for signs of who and what you are.
- B. Competence.** It's knowing how to do the right thing. Technical know-how is important, but more important is the ability to bring your staff into the action. "It's amazing how often the people doing the job know more about it than I do." For someone who is managing people, true competence comes from learning from and with them.
- C. Influence.** It's the ability to deliver and execute the right thing. "There's nothing worse than working for a powerless boss who can't get things done." As you establish the right, workable relationships and your team gets things done right and

on time you begin to see how real authority is established.

Myth Number 3 — Managers must control their direct reports.

Most new managers, in part because of their insecurity in their new, unfamiliar role, try to impose compliance from their people. They fear that if they can't establish this early on their direct reports will just walk all over them. They therefore rely on their formal authority, which is not nearly as effective as they expect.

But when people simply comply with authority so much is left out. There is no commitment to results or to the manager.

Compliance is not commitment. People won't take the initiative. They won't make the decisions or take the calculated risks that lead to change and improvement. They're not part of the solution or the process. They haven't bought in. Managers who ignore this find that they leave a lot of support on the table. Both you and your staff should feel free to ask questions of each other. Let team members build their own credibility.

Myth Number 4 — Managers must focus on forging good individual relationships.

Managing those necessary interdependencies and exercising informal authority based on your personal credibility will require managers to build trust, influence, and mutual expectations with a wide variety of people. Ultimately the new manager must figure out how to harness the power of a team. Simply building one-on-one relationships undermines that effort.

Too many new managers focus on individuality instead of team building. They communicate with and spend too much time on a small number of trusted individuals or friends, ignoring the need for group forums. They see people management as managing a few individuals instead of managing a team. Consider and de



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velop individual skills and commitment, but don't focus on individual relationships to the detriment of the team.

Myth Number 5 —Managers must ensure that things run smoothly. This one is partly true. It's misleading, however, because it's often assumed that this is the actual purpose of the job, and some even think it's the only reason the job exists. "Keep on keeping on."

But you won't be finding new ways to improve or to enhance your team's performance. Successful managers find that they need to challenge the organization's processes and results. Few managers see themselves as change agents, but they should. That includes change both inside and outside of their areas of responsibility

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Tips – Myth Busters About Workers

Merriam-Webster's Dictionary defines myth as, "A legendary narrative that presents part of the beliefs of a people or explains a practice; an imaginary or unverifiable thing." Worker is defined as "A person who works for wages."

So, our title suggests that some of what we believe about people who work for wages is imaginary and unverifiable. These myths about workers are not trivial matters because managers act on them. If a manager believes that people want a lot of supervision, guidance, and instruction, then he or she will give them very little latitude or freedom to act when it comes to how they do their work. If that manager is wrong, frustration, conflict, and turnover are often the result.

Wharton School Publishing produced a white paper reporting on the results of more than 30 years of research by Sirota Survey Intelligence (SSI), an

international consulting group. The authors of the report, David Sirota, Louis Mischkind, and Michael Meltzer found many inconsistencies in what we think about workers. In analyzing their findings, SSI discovered that so much of what managers and executives considered to be common knowledge, was imaginary and unverifiable. Moreover, the prevailing views expressed by them were mostly myth.

Let's take a look at some of the myths they discovered about workers.

Myth No. 1: Most employees dislike their immediate managers.

The Reality: It is one of the most prevalent of myths that the immediate supervisor is the cause of employee morale problems. It makes sense to target this supervisor because he or she is in direct contact with workers and is often-relatively inexperienced and not well trained as a supervisor. Yes, they are a big influence, but usually for the better! The research shows that the immediate managers are among the highest rated elements in the workers environment. The survey shows that 78 percent of employees are very positive towards their supervisor's technical skills. Although their rating on human relations skills is lower at 66 percent, it is still much higher than the ratings on the company's bureaucracy. Only 10 percent of supervisors received unfavorable ratings.

Myth No. 2: Worker's will never be satisfied with their pay.

The Reality: Across the board, 40 percent of workers rank their pay as good or very good, and 23 percent of them rate it as poor or very poor. The remaining 37 percent rate it as so-so. However, in individual companies that pay competitive rates or better, workers rank their pay as high as 69 percent for good or very good, while companies that pay less than competitive wages rank as low as 8 percent for good or very good pay. The authors found that when workers complained about pay it was not a cover

for something else, such as boring work or bad supervisors. Complaints about pay are almost always actually about pay.

Myth No. 3: Most people don't care whether they do a quality job or not.

The Reality: Almost everybody really wants to do a good job. They do care! The major frustration is not being able to get the job done or done well because of obstacles in the form of poor equipment, insufficient training, bureaucracy, and conflicts among various parts of the organization. The study showed that 95 percent of all employees surveyed wanted to do a good job. The other 5 percent can be described as "allergic" to work. But managers tend to see those 5 percent as the majority, so they institute harsh rules and practices on everyone, such as very close supervision or demeaning policies. When much of the 95 percent start to act the way they're treated, it all becomes a self-fulfilling prophecy.

Myth No. 4: Workers object to large differences between their earnings and the earnings of senior management.

The Reality: It has become a common belief that workers resent the high compensation that senior executives often earn. The authors found that this is not an issue when the company is doing well and workers feel they are also benefiting from that success. A standard comment was, "Let him make as much as he wants. He deserves it, and it's been good for me. Let him keep doing what he's doing, and I'll do what I do as long as it's working."

If employees see that better pay, benefits, and privileges come to those who advance and that advancement is because of productivity and quality work, they recognize that as something to aspire to. There is opportunity! Reward people who give you what you want. Whatever you reward, you get more of.



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Myth No. 5: Most employees resist change, regardless of what the change

The Reality: The belief that, "People hate and resist change" has become a truism that few dare deny. The fact is that people almost always say they want change. But they resist change they see as harmful to them or their organization. They resist change that they do not understand. They don't want change just for the sake of change, but change they understand and, particularly, change they helped create. The more people know about what is coming the less they fear it.

Often managers will secretly develop plans and spring them on employees at the last minute because they do not want to hear about legitimate concerns or problems. They don't want to take the time or effort to sell their ideas to employees. It's tempting to say, "Why waste time listening to employees? They're just resisting change."

After such surprise changes, people begin to complain about all changes and the self-fulfilling prophecy is at work again. The behavior of employees reflects the way they are treated. Begin to truly think of employees as thinking adults and partners, who will also be affected by the changes.

Myth No. 6: In white-collar jobs, employees should be involved in decisions about their work, but that's not necessary for standardized, functional work.

The Reality: Most managers accept the concept that employees doing professional or managerial work should be brought into the decision-making process. But in spite of that awareness, they also believe that blue-collar, clerical, and labor-intensive jobs just aren't the place for participative management. They feel that ideas are for "idea" jobs but not for physical or "functional" jobs.

The authors say that this bit of common sense doesn't hold up to the light

of day when it is contradicted by the history of extraordinary developments by the legion of blue-collar innovators who are largely responsible for most of the advancements in industry. Those blue-collar workers who participated in decision making and development changed the manufacturing processes in every country in the world.

In Japan the shop-floor decisions made by the people doing the work are credited with making Japan one of the world's greatest manufacturing economies.

In fact, say the authors, there is no category of work for which involving workers in decision making, which means asking them to help think through and brainstorm solutions, is not appropriate.

Myth No. 7: Different generations want different things in their work. Young people today resent authority much more than young people of two or three decades ago.

The Reality: The research demonstrated clearly there are no differences in the three basic things people want in their jobs based on age, sex, occupation, industry, nation, or culture. People everywhere and in every walk of life wanted to be treated fairly, be proud of what they do and for whom they do it, and have good relationships with the people they work with.

Much of what is written about the generational differences may be true, but the concept that Generation X is less concerned about job security and more resentful of authority doesn't hold up. Resentment of authority is an individual attitude not a generational trait.

Myth No. 8: You just can't generalize about people at work because every individual is so different.

The Reality: Of course no two individuals are exactly alike and managers often need to take those differences into account when managing people. But there are broad and useful

generalizations that are well grounded in solid research that can be made about people at work. For example, as mentioned in myth No. 7, it is clear that while there are differences in the degree, the overwhelming majority of people do want to be proud of the work they do and the company they work for. (This satisfies a human need for achievement.) They do want to be treated fairly (the need for equity), and they do want to work harmoniously and productively with others (the need for camaraderie). When these needs are frustrated, the end result is a company with an indifferent workforce and a generally mediocre performance. Yes people are individuals, but there are very few individuals to whom these principles do not apply.

Myth No. 9: Whether or not a company is ethical and a good corporate citizen is of little concern to most of its employees.

The Reality: Except for gangsters and sociopaths, most people do not feel good about a day's work that requires lying, cheating, or stealing. And people don't want to work for companies that act this way. The ethics of their employers are of great concern to the large majority of workers.

The authors found that there are four main sources of pride people are attracted to in their company. These points of pride are seen as different facets of one attribute — Excellence:

- Excellence in the organization's financial performance.
- Excellence in the efficiency with which the work gets done.
- Excellence in the organization's products, including their usefulness, distinctiveness, and quality.
- Excellence in the organization's moral character.

People want to work for an organization that does well but also does good.

There is considerable research that indicates that companies that exude a



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ior produce more long-term business success. It may be a reflection of how employees in such an environment take as much pride in their work as they do in their company.

The Findings: The overwhelming majority of workers are shown to have three main goals in their work:

Achievement: To take pride in their accomplishments by doing things that matter and doing them well. To take pride in their and their company's accomplishments.

Equity: To be treated justly in relation to the basic conditions of employment, including pay, benefits, job security, and respectful treatment.

Camaraderie: To have warm, interesting, and cooperative relations with others in the workplace.

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EPA WaterSense for Homes

- Contained many negatives for the landscape industry
- Implications of a national water budget
- Created a central rallying point
- Next steps are uncertain

Overview

- We can be part of the problem or part of the solution
- We need to encourage our members to set good examples
- We need to participate in policy discussions and development

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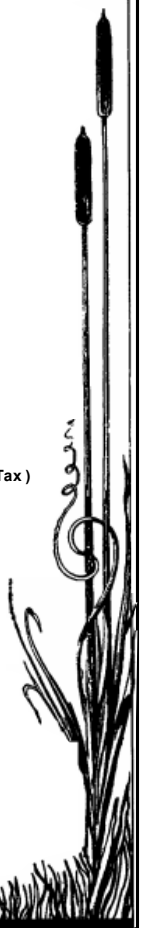
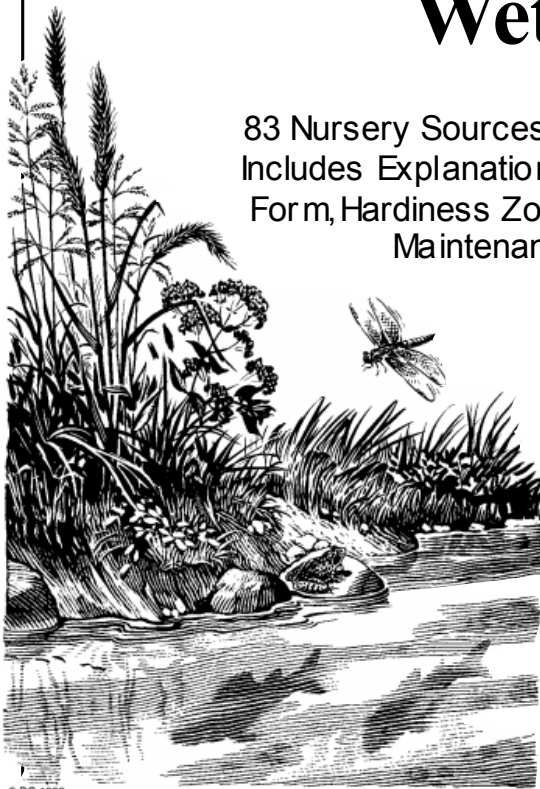
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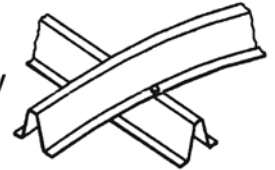
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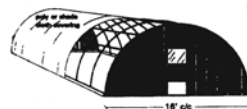
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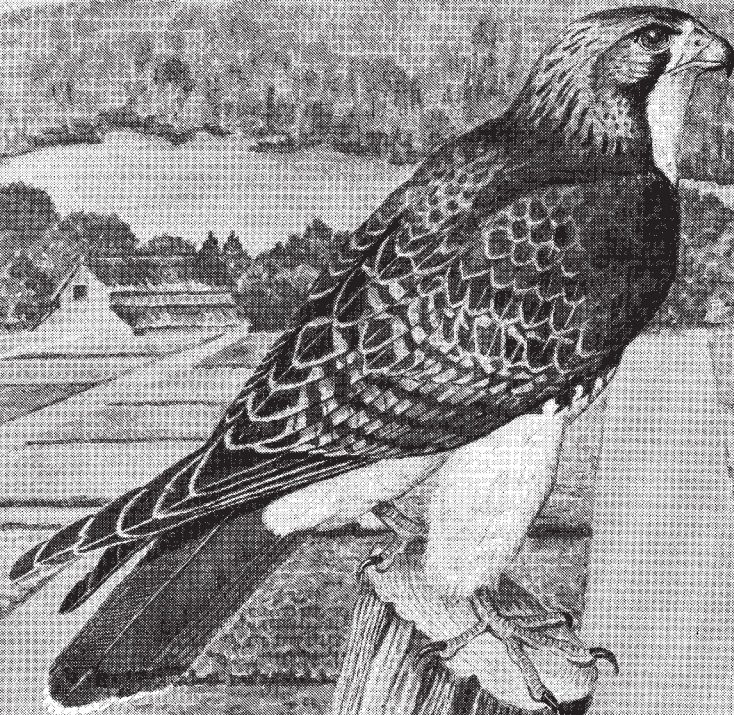
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Upcoming Events

March 17, 2009, **VIRGINIA GREEN INDUSTRY COUNCIL** Meeting
State Fair Office, Mechanicsville
Contact: 540-382-0943
info@viriniagreen.org

April 18, 2009, **COLONIAL VA CHAPTER OF THE HOLLY SOCIETY OF AMERICA**
Yorktown, VA 757-868-0496,
parkerew@aol.com

April 18-25, 2009, **HISTORIC GARDEN WEEK IN VIRGINIA**
"America's Largest Open House"
www.VAGardenweek.org
804-644-7776

April 30-May 3, 2009, **AMERICAN RHODODENDRON SOCIETY CONVENTION** Everett, Wash-
ington Contact: 425-837-8760,
dking4@gte.net

May 1-3, 2009, **AZALEA SOCIETY OF AMERICA NATIONAL CONVENTION** hosted by the
Northern Virginia Chapter of
ASA, Crowne Plaza Hotel,
Herndon, VA www.azaleas.org
703-242-8387,
ASA-2009-VA@hotmail.com

May 20, 2009, "**Basic "VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)** at: Monroe
Technology Center, Leesburg,
(10 am- 2 pm) 1-800-476-0055,
VCH@vnla.org
www.vnla.org/certification.htm

June 16, 2009, **PESTICIDE RECERTIFICATION** sponsored
by the Virginia Turfgrass Council
Williamsburg, VA
www.vaturf.org
vaturf@thevtc.org 757-464-1004

June 17, 2009, "**Basic "VIRGINIA CERTIFIED HORTICULTURIST EXAM (VNLA)**
at Lancaster Farms' Conference
Room, Suffolk (6-9 pm)
800-476-0055, VCH@vnla.org
www.vnla.org/certification.htm

June 18-20, 2009, **SOUTHEAST GREENHOUSE CONFERENCE**, Greenville, SC
614-487-1117, sgcts@ofa.org
www.sgcts.org

June 23, 2009, **PESTICIDE RECERTIFICATION**, sponsored by the
Virginia Turfgrass Council,
Charlottesville/Staunton, VA
www.vaturf.org
vaturf@thevtc.org 757-464-1004

June 24-28, 2009, **PLANET LEADERSHIP CONFERENCE**
Skamania Lodge, Stevenson, WA
Contact: 800-395-2522, in-
fo@landcarenetwork.org
www.LandcareNetwork.org

July 12-14, 2009, **PLANET LEGISLATIVE DAY ON THE HILL/RENEWAL & REMEMBRANCE**, Washington, DC
Contact: 800-395-2522, in-
fo@landcarenetwork.org
www.LandcareNetwork.org

July 21-23, 2009, **PA GREEN EXPO**
www.pagreenexpo.com
800-789-5068

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

July 22-23, 2009, **2009 WATER CONFERENCE** Water, Irrigation and
the Environment, Park City, UT
sponsored by The Irrigation
Association, www.irrigation.org
703-536-7080

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

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

August 20, 2009, **VNLA SUMMER TOUR**, Northern Virginia area

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

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

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

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

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

October 28-31, 2009, **PLANET GREEN INDUSTRY CONFERENCE (GIC)** Marriott Louisville Down-
town/Kentucky Expo Center,
Louisville, KY 800-395-2522, in-
fo@landcarenetwork.org
www.LandcareNetwork.org

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

