



# Growing a Great Landscape

## Winter Symposium

Jan. 27, 2017

Five Points by Sheraton Hotel  
600 Kanawha Blvd., E., Charleston, WV

[wvnla.org](http://wvnla.org)

[wvnlassoc.org](http://wvnlassoc.org)    304-553-1234

# Two Tracks

Its two distinctive speaker courses mean WVNLA's **Growing a Great Landscape** Winter Symposium truly offers something for everyone in the green industry.

Get twice the information in one location by attending one session and bringing an employee to attend the other.

Hear the top minds in the industry and sharpen your business skills in the **Great Profit** session or reinvigorate your plans and creativity with the top-notch **Great Design** speakers.



# Schedule

7:30 - 8:15 a.m. Registration/Check in  
7 a.m. WVNLA Board of Directors meeting  
8:15 a.m. President's Welcome — Ballroom

### Great Design Session Session A - Classroom B

8:30 a.m. Jenks Farmer, plantsman, "New Design Styles for Naturalistic, Sustainable Plantings"

9:30 a.m. Jenks Farmer, plantsman, "A Practical Guide to Use Naturalist Style"

10:30 a.m. Break

10:45 a.m. Andrew Bell, U.S. National Arboretum, "Hot, New Plants"

Noon Lunch — Ballroom

12:45 p.m. WVU Davis College student presentation

1: p.m. *Ask the Expert* — Jody Shlian fields questions on issues landscape business owners face

1:30 p.m. Allan Summers, RLA, LEED AP, ASLA, of Robinson, Anderson Summers, "Making of Memorable Places"

2:30 p.m. Tom Vasale, Tom's Word Consulting, "Specialty Pruning"

3:30 p.m. Refreshments — Ballroom

4 p.m. WVNLA Annual Meeting and Closing Comments — Ballroom  
Norman Cole III, Cole Nurseries, WVNLA president

### Great Profit Session Session B - Classroom C

8:30 a.m. Jody Shilan, FromDesign2Build, "The Ultimate Landscape Design/Build Sales Process"

9:30 a.m. Jody Shilan, FromDesign2Build, "Create the Unbiddable Landscape Plan"

10:30 a.m. Break

10:45 a.m. Jan Bills, Two Women and a Hoe, "Making Social Media Work for Your Business"

Noon Lunch — Ballroom

12:45 p.m. WVU Davis College student presentation

1: p.m. *Ask the Expert* — Jody Shlian fields questions on issues landscape business owners face

1:30 - 3:30 p.m. Larry Oxenham, American Society for Asset Protection, "How to Become Invincible to Lawsuits and Save Thousands in Taxes"

3:30 p.m. Refreshments — Ballroom

# Great Design

**Design** speakers will offer creative insights on trends in horticulture, design techniques, basic building blocks and practical tips.

**Jenks Farmer** is a renaissance plantsman. He fell in love with the natural world while growing up in a family of artists, musicians, and farmers. Jenks went on to get a more formal education in plant sciences at Clemson University and then botanical garden design at the University of Washington.

For 20 years he's led teams to establish and plant the vision for two of South Carolina's major botanical gardens. He is the former director of Riverbanks Botanical Garden and founding horticulturist of Moore Farms Garden. His designs for homes, museums, and businesses have received recognition and awards. Jenks has also written articles for *Organic Gardening* and *Horticulture*. He is the author of the quarterly publication *Gardening with Crinum Lilies* and the book *Deep Rooted Wisdom: Lessons Learned from Generations of Gardeners*.

**Dr. Andrew Bell** joins the U.S. National Arboretum in Washington, D.C., as a visiting scientist in January 2017. Previously Andrew was the Curator of Woody Plants at the Chicago Botanic Garden, where he was responsible for managing the development of the Garden's tree and shrub collections. He is the past cochair of the Research and Strategy Working Group for the Chicago Trees Initiative, a City of Chicago effort to protect and expand the urban forest.

Andrew has held adjunct faculty positions at Illinois Institute of Technology and in the Master of Landscape Architecture Program at Northwestern University. Andrew holds a bachelor's degree in horticulture and landscape design from the University of Tennessee; a master's degree in botany from the University of Edinburgh, Scotland; and a doctorate in horticultural science from North Carolina State University.

**Allen Summers**, RLA, LEED, AP, ASLA, is a registered landscape architect, a LEED accredited professional, a graduate of Longwood's Professional Gardener Training Program and an artist with a bachelor of fine arts degree from Cooper Union. A principal with Robinson, Anderson and Summers, Inc. in Wilmington, Delaware, he has been providing planning and design services through all phases of landscape architecture for more than 20 years.

Allan brings an awareness and understanding of landscape traditions rooted in the past, combined with the highest levels of creativity and horticultural and environmental stewardship expertise. His firm enjoys national recognition for its work in public and botanical gardens, residential estate design, hospital healing gardens, and restoring historic landscapes, and has been featured in numerous publications, including *Architectural Digest* and *Elle Décor*.

**Tom Vasale** Tom is a retired horticulturist residing in Charleston, West Virginia. He owned and operated Tom's Word Horticulture Consulting, a small design-build landscaping business, for 23 years before retiring. Prior to that, he was the director of municipal beautification for the City of Charleston, the agriculture extension agent for West Virginia University in Kanawha County, and the state horticulturist for the West Virginia Department of Agriculture.

Tom has published articles in *Fine Gardening*; *The Avant Gardener*; *People, Places, and Plants* magazine; and *West Virginia Executive*. He has lectured for the Perennial Plant Association and numerous garden clubs and civic organizations. Tom holds a bachelor of science degree in agriculture with an emphasis on ornamental horticulture from West Virginia University.

# Great Profit

**Profit** speakers bring decades of hands-on landscape business experience to presentations on the design/build sales process, creating unbiddable landscape plans, and social media. Hear also how to protect your assets from lawsuits.

**Jody Shilan** Jody is an award-winning landscape designer and former landscape design/build contractor who has sold millions of dollars of design and installation work throughout his career. Although he still does freelance design, he now uses his more than 35 years of experience to teach other landscape contractors how to increase their sales by following his unique landscape design/build/sales process. He does this through public speaking, private consulting, group workshops and his exclusive, members-only web site, FromDesign2Build.com.

Most recently Jody created and is the host of FD2B Talk Radio, a weekly Internet radio show aimed specifically at the landscape designer and design/build contractor. The show airs every Wednesday evening from 7-8 p.m.

**Jan Bils** owns and operates Two Women and a Hoe, a southeast Michigan boutique landscape company specializing in indoor/outdoor sustainable design, consultation, installation, and organic garden maintenance. Since 2006, Jan has been assisting clients with their landscape and garden needs, as well as sharing her extensive gardening experiences through lectures, presentations, social media and demonstrations.

Jan is an Advanced Master Gardener, Certified Landscape Designer, and contributing writer for *State-by-State Michigan Gardening*. She holds a bachelor of science degree in business and management and a master's degree in organizational management.

**Larry Oxenham** is an author and senior advisor to the American Society for Asset Protection. He is one of America's top asset protection experts, having helped thousands of professionals achieve financial peace of mind by teaching them how to properly structure their assets for lawsuit protection and tax reduction. He has authored and coauthored several articles and books on the subject, including *The Asset Protection Bible* and *How to Achieve Financial Peace of Mind through Asset Protection*. Larry is a nationally recognized speaker who has trained thousands of professionals at hundreds of conventions, conferences and seminars across the country.

Name: \_\_\_\_\_

Company/Association: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \$100 (non WVNLA members) or \$50 (WVNLA members). Includes lunch.

Please mail registration form and check made out to WVNLA to:

WVNLA, P.O. Box 20284, Charleston, WV 25362

OR register on line at wvnla.org.

**Deadline to register is Jan. 20, 2017. You will receive an email confirmation.**

[www.wvnla.org](http://www.wvnla.org)

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