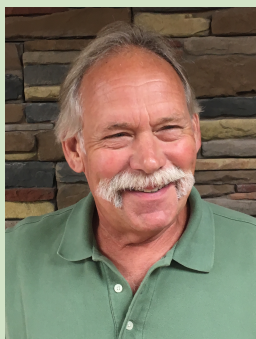


President's message

"I was interested in doing my job better and being great. Not good...great. Whatever that took, I was in. Now, if you don't have the raw talent, you can't will yourself



Bud Cottrill,
WVNLA president

there. But if you have the talent, then will, ambition and the determination to expose yourself to new thoughts, counter-arguments, (and) new influences,

will strengthen and fortify your work, driving you closer to home."

A few days after our summer Designer's Choice Tour in Lewisburg and White Sulphur Springs, I read those words in Bruce Springsteen's autobiography *Born to Run*. They struck a chord with me. (Pun intended). Being one of the most affluent communities in West Virginia, the properties in Lewisburg and the Greenbrier Sporting Club that we toured exposed everyone attending to new thoughts and influences. The landscapes, hardscapes and scenic views were inspirational. For more details, see Lynne Schwartz-Barker's review of the tour on page 3. Thanks to all who organized, sponsored and attended the tour.

Diversifying your operation requires the commitment to study, plan and implement new practices or techniques. Whether you decide to begin landscaping, hardscaping, irrigation, planting, mowing,

(Please see *PRESIDENT'S MESSAGE* on page 2)

Jump start your 2018 season at the Winter Symposium

Prepare to be inspired and informed at the 2018 Winter Symposium on January 26 in Charleston. Speakers with backgrounds in design, outdoor lighting, public gardens, plant research, software design, marketing, and labor are poised to present concepts and answer questions. The 2018 conference will be held at Embassy Suites in downtown Charleston.

As usual, two sessions will run simultaneously, one with a focus on design elements and the other featuring successful business practices. Attendees may connect with colleagues and the speakers over breaks and lunch and hear from other WVNLA members and horticulture and landscape architecture students from WVU during a post-lunch forum.

Cost to attend is \$50 for WVNLA members and \$100 for nonmembers. Registration is open online, and information will also be mailed soon.

Design speakers

NatureScape Lighting owner Michael Deo will present "Designing a lighted landscape." Michael is the president and founder of NatureScape Lighting in New Jersey, where he is an award-

winning lighting designer. Since he is also formally trained in landscape design, his lighting projects reflect a deep know-

ledge of horticulture. He is keenly aware of how plants change, not only with the seasons but also over time and how each will react to light. His signature style is evident anywhere there is texture – beautiful millwork, exfoliating bark, the transparent leaves of a Japanese maple.

Richard Hawke of the Chicago Botanic Garden will discuss "Top performing plants from trials" as well as "Green roof plant trials." Richard is the plant evaluation manager for the botanic



Photo courtesy of NatureScape Lighting.

(Please see *SYMPOSIUM* on page 2)

Winter Symposium speakers *(Continued from page 1)*

garden. He'll hone his presentations to include plants selected to thrive in our local horticultural zones, which he points out constitute a more inclusive list than those that will survive Chicago's winters.

Timothy Tilghman of Untermyer Gardens in Yonkers, New York, will present a fascinating look at the garden's "Past, Present and Potential." Timothy is the horticulturist at Untermyer Gardens. In the



Richard Hawke



Timothy Tilghman
(Credit: Jessica Norman)

1920s and 1930s, the privately owned Untermyer Gardens were among the most celebrated in the United States. Sixty gardeners were employed to maintain the 150-acre estate. The gardens languished after the owner's death in the 1940s, but are being restored today with Timothy at the helm.

Tim Edick of Unilock Pavers will walk attendees through a demonstration on "3-D design of hardscapes with software." Unilock is a manufacturer of concrete interlocking paving stones and segmental wall products.

Business speakers

Kerry Scott of MASLabor, or an associate, will shed light on the evolving challenges of hiring seasonal workers through H2B Visas. Help is available, but the process is complicated. Hear the details as the MASLabor representative presents "Wading through H2B."

Dave Tucker, who developed CLIP software, will speak on two topics, both geared toward improving business systems, processes and profit through technology. Dave is the president of Sensible Software. He developed CLIP software to efficiently handle the routing, scheduling, and reporting needs of lawn care companies. He will present "Motivating employees: how to make your employees think like you do." and



Dave Tucker

"Systems: the name of the game. Creating a business that runs itself."

Michael Deo of NatureScape, who is also speaking on lighting design (above), will address the business potential lighting can provide with a presentation on "Lighting as a profit center."

Profits Plus speaker Tom Shay will present "Strategies to win in a changing economy." As consumers change the way they do



Michael Deo



Tom Shay

business, owners must adapt to survive. Tom is a fourth generation small business owner who has written and spoken extensively on small business management. His teachings provide the "nuts and bolts" necessary to improve the operation and profitability of businesses.

PRESIDENT'S MESSAGE *(Continued from page 1)*

growing, arboring, wholesaling, or retailing, you will take a chance. You will make investments of time and money. You will need more equipment and employees.

If you are smart enough and dedicated, you will make it. If you deal with a lender, you can get the money. What about employees? We all seem to be having difficulty finding and keeping dependable help. Even though I paid him well and treated him well, I recently had to let a key employee go. After several instances of being late or absent, always with a lame excuse, it was apparent that his priority was not working. Eventually, the line must be drawn.

In an upcoming planning session, your board of directors hopes to identify ways to improve our future workforce. If you have any suggestions, please contact any board member.

As the cold weather brings welcome relief, may you be inspired to move forward and be to great. "Not good...great."

Happy Holidays!!!

--Bud

Ingenuity abounds in Greenbrier County garden tour

By Lynne Schwartz-Barker

Don't you love a good garden tour? I'm fascinated to see how other designers and talented amateurs develop their outdoor spaces. I love to learn new plants, schmooze with like-minded people and enjoy a gorgeous day out.

I was recently privileged to view the work of talented designers in Lewisburg and White Sulphur Springs, when the West Virginia Nursery & Landscape Association sponsored its third annual Designers' Choice tour.

Josh Polan of Riverbend Nursery, Rudy Horst of Tallyho Landscaping and Leo and Ryan Lewis of Windy Knoll Nursery wowed us with their posh landscapes.

Four of the six gardens we toured were on the grounds of The Greenbrier Sporting Club. Several of these, sited on hilltops, had spectacular views.

One homeowner's salt-water infinity pool, the water tinted a dark blue, was perched on the edge of the hill, surrounded by white marble paving, hydrangeas, boxwoods and mounds of purple and white New Guinea impatiens — the view was priceless.

This large property had a series of simple gardens, using a limited, but choice plant palette. Young weeping copper beeches and weeping Alaska cedars were used as sculptural elements, kousa dogwoods grew flat on walls. Clipped boxwood hedges strictly defined garden spaces, echoing the modern lines of the house.

Another of the homes, sited on a narrow piece of land, had a rock-bordered creek below it, complete with a small waterfall spilling into a pond and handy stepping stones crossing the creek to a hiking trail on the other side.



Photo by Lynne Schwartz-Barker.

The ingenuity, engineering and finances required to create a completely planned, natural-looking environment were impressive. Mature, gorgeous Japanese cedars and Norway spruce were planted to instantly enclose the space, making the creek and waterfall a private hideaway.



Josh Polan leads the tour group through a landscape he designed.

A long, private gravel driveway led to a third hilltop home, the drive ensconced by maple trees, oak leaf hydrangeas and masses of black-eyed Susans in bloom.

Near the house, a massive retaining wall that shored up the parking area was expertly camouflaged using beautiful boulders along the top of the wall with ferns, hellebores and junipers nestled into pockets of soil between the boulders, softening and enriching the stone.

The fourth Greenbrier home was more traditional, with a beautifully laid cobblestone parking court. An assortment of healthy shrubs, trees, begonias, vinca and roses enhanced the garden space, and a natural stone seating area and fire pit below the house looked like it would be fun to use on a lovely summer night.

The last two homes were in Lewisburg, one a 20-year labor of love between homeowner and designer. This was our favorite of the day, with a large, comfortable gazebo, an outdoor swing suspended from the upper branches of a massive shade tree, a patio with the biggest umbrella I've ever seen shading the seating area and a very cool, asymmetrical garage, in addition to a scrumptious plant collection.

The final home, where we enjoyed refreshments and conversation, had a simple, lovely garden and a great outdoor living space that generously

Please see TOUR on page 4.

WVNLA representatives discuss issues on Capitol Hill

By Julie Robinson

It wasn't exactly exactly "Mr. Smith goes to Washington" when Zach Crede of Crede Lawn and Landscaping and I participated in AmericanHort's Impact Washington event September 12-13, but there were some similarities. In a sea of smooth-talking lobbyists and politicians, we undoubtedly stood out as we made our way to meet with West Virginia's Congressional representatives and ask for their support on key green industry issues.



Rep. Evan Jenkins (right) listens as Zach Crede talks about the importance of H2B workers to his family's business.

Before AmericanHort planners unleashed about 100 event attendees representing 24 states (including business owners, association staff and board members, officials, and others), we heard presentations on labor, tax reform and horticultural research, and development dollars. Craig Regelbrugge, AmericanHort's longtime industry advocate briefed us on key points to make, while other speakers encouraged us to let legislators know how the issues personally affected businesses in our states.

Specifically, we discussed modernization and lifting the cap on the H2B Visa program. For permanent reform, we requested that senators and representatives sponsor the Save Our Small And Season Business Act and the Strengthen Employment and Seasonal Opportunities Act, respectively. We also asked for support for fixes to the H-2A Visa program.

Zach's story of how his business has grown since enrolling in the H2B program was especially compelling to the representatives and staff members with whom we met. He told them that business is up 25 percent after just one year in the H2B program. The growth has provided better jobs for his American employees as well, because it created a need for additional managerial positions.

"I know H2B has a stigma, but the program actually creates American jobs," said Zach. "We're no longer turning down jobs because we don't have the labor to complete. Instead, we're actually advertising for work now, when before we couldn't keep up with the work that came our way."

Every H2B worker is estimated to create and sustain more than four American jobs.

Both Sen. Shelley Moore Capito and Rep. Evan Jenkins both made time in their schedules to meet with us. They both listened attentively and asked thoughtful questions. We met with aids in the offices of Sen. Joe Manchin and Reps. Alex Mooney and David McKinley.

We also discussed the protection of horticultural research and innovation in initiatives that partner industry and universities. We asked for support of four Farm Bill programs such as the Plant Pest and Disease Management and Specialty Crop Block Grant Program.

In the area of tax reform, we asked our representatives to support cash accounting and interest expensing, as many small businesses rely on these practices to remain solvent.

Although we didn't get firm declarations of support, we are confident that we gave our representatives food for thought.

Julie Robinson is WVNLA's Executive Director.

TOUR (Continued from page 3)

accommodated 25 guests with a fabulous meadow/mountain view.

We learned a few new plants on this trip too. The designers recommended: Chicagoland boxwoods for their hardiness, green velvet boxwoods for clipped hedges, hydrangea vanilla strawberry for its long-lasting pink and white flowers and lemon drop daylilies, a 3-foot-tall stunner with very fragrant flowers.

They also recommend regularly spraying with a deer deterrent, of course, to keep the lush flowers blooming.

I can't wait to see where next year's garden tour takes us and which talented West Virginia designers we'll get to meet.

Lynne Schwartz-Barker is the senior garden designer and a partner in Flowerscape in Sissonville. She is a WVNLA board member and garden columnist for the Charleston Gazette-Mail.

Reprinted with permission from the Charleston Gazette-Mail.

Youthful new owner leads Riverbend Landscaping

Byron Black knows a good deal when he sees it. The landscape architect who grew up working on the family's Christmas tree farm was in the market for a business opportunity. Friends told him that Josh Polan was selling Riverbend Nursery, the landscaping business Josh started in Caldwell 42 years ago.

It didn't take long into his visit to the nursery or extensive conversations with Josh before he was convinced that Riverbend Nursery was a perfect fit for him. "I knew this was a great foundation on which I could build," Byron said. "I knew everything Josh was telling me was true. He had a great business and crew. Some of them have been with him the whole 40 years. That speaks volumes."



The owner of this property designed by Riverbend said she finds the bordered walkway to be useful as well as beautiful.

Under Byron's ownership, the business was renamed Riverbend Landscaping, LLC.

Riverbend's employees, all of whom are staying with the business, will be joined by others Byron plans to add. He plans to keep the garden center open, although he might tweak its focus a bit and concentrate on specialty plants. Combined with the charming restaurant and tourist attractions of nearby Lewisburg and White Sulphur Springs, the nursery could become a destination garden center.

On the landscaping side of the business, Byron doesn't plan to make big changes to the business that has grown steadily with Josh at the helm.

"Josh has a good business model. I appreciate what he has done and will probably just continue that for a year or two," Byron said.

Usually with Josh at his side, Byron is in the process of meeting all the clients and suppliers. Some of them might be surprised by Byron's youth. He graduated from West Virginia University in 2015. Josh is not one of them.

"I started the nursery at 23. Byron reminds me a lot of myself then. I feel so lucky to have found a young person who is interested in the nursery business, is a hard worker, has great horticultural knowledge, and who also had the means to buy the business. It's rewarding to find an ambitious student who really wants to learn," said Josh, who is enjoying the transition. Josh and his wife and business partner Judy worked hard to find just the right buyer for the business they had nurtured together.

Although Josh finds tremendous satisfaction in his work, which he can see in nearly every corner of Greenbrier County, he wanted to retire while he and Judy were strong enough to enjoy vigorous outdoor pursuits. Both are avid fly fishers, birdwatchers and boaters. He also wanted to sell the business while it was thriving.

Before he purchased Riverbend, Byron hadn't spent much time in Greenbrier County. After graduation, he worked in Morgantown and Charleston. He finds that he loves the people, community and beautiful scenery of his new home and is glad for the opportunity to own a business in West Virginia.

"I never considered leaving the state. I'm a West Virginian through and through," Byron said.

Riverbend Landscaping, LLC, is located at 35917 Midland Trail East in Caldwell, West Virginia. Phone: 304-645-6251.

Who should be WVNLA's Member of the Year?

During the Winter Symposium on January 26 in Charleston, we will recognize WVNLA's Outstanding Member of the Year. If you have a suggestion for a WVNLA member whose achievements and contributions to the industry and to the Association have been exceptional, please let Julie Robinson know. Reach her at wvnlassoc@gmail.com or (304) 553-1234.

Proposed changes to member classifications require vote

Official Notice

In keeping with the requirements set forth in WVNLA's bylaws for the acceptance of any change to the bylaws, Active members attending the January 26 Annual Meeting to be held at 4 p.m. at the Embassy Suites in Charleston will vote on the language changes to member descriptions as indicated below.

The changes were prompted by a board decision to no longer require a board vote on new member applications. If an applicant meets the criteria of membership, completes an application and provides the application fee, as noted by the Executive Director, membership will be granted. The board reached this decision after learning that the majority of nursery and landscape associations has removed the voting requirement due to concerns about legal liability.

All Active Members in attendance at the Annual Meeting will be asked to vote on these changes. A 2/3 majority vote of the members in attendance is required for passage of the proposed changes. (See Article VII below.)

ARTICLE V. Members

Section 1. Any person who is a resident of the State of West Virginia and who grows, sells and/or provides services related to ornamental nursery stock as a registered nursery or nursery dealer, including trees, evergreens shrubbery and perennials, and has actively engaged in the retail or wholesale business of these products of which represents a major portion of their economic livelihood (personally or through a business entity), ~~and who bears a reputation in the industry of trustworthy dealings (which must be maintained as a condition of membership),~~ and is interested in carrying forth the purposes of the corporation, may, ~~upon application and acceptance by the Board of Directors,~~ become a Member affiliated and associated with the corporation and each shall be known as an "Active Member" of the association/corporation, and entitled to 1 vote on each matter, each respectively, and may hold an elected office of the association/corporation.

Section 2. Those individuals or business entities who furnish materials or render services to the nursery and landscape business or who are associated with the nursery and landscape business in any business way (e.g., superintendents of parks and estates, technical officials of the Department of Agriculture, state educational institutions, out of state of WV nurserymen) may, ~~upon application and acceptance by the Board of Directors,~~ become

affiliated and associated with the corporation and each shall be known as an "Associate Member" of the association/corporation, without voting rights or elective office rights, or Board Member privileges, elected office, or Board Member rights.

Section 3. A nursery business entity - designating a person to represent it at Member meetings, and other representatives of such nursery business entity, and employees and/or spouse of an Active Member, may, ~~upon application and acceptance by the Board of Directors,~~ be associated with the corporation and each shall be known as an "Affiliate Member" of the association/corporation, sans voting, elected office, or Board Member rights.

Section 7. Application for membership in any class ("Active Member," "Associate Member," "Affiliate Member," "Allied Member") with the proper entrance fee shall be submitted to ~~the Board of Directors~~ (ADD: the Executive Director) for approval.

ARTICLE VII. Amendments

These bylaws may be amended, altered, changed, added to or repealed by the affirmative vote of 2/3rds of the members present and entitled to vote at any regular or special meeting of the members if notice of the proposed amendment, alteration, change, addition, or repeal be contained in the notice of the meeting.

This article shall serve as notice.



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Classes, exams & reminders

Pesticide Applicators Recertification

West Virginia Nursery & Landscape Association and the West Virginia Department of Agriculture will offer a Pesticide Applicators Recertification Training session on January 25 at the Embassy Suites Hotel in Charleston. Registration is free for WVNLA members and \$50 for nonmembers. Registration information will be mailed to WVNLA members and emailed to pesticide applicator license holders. Register online at wvnla.org.

Certified Professional Horticulturist exam to be offered in January

The Certified Professional Horticulturist exam will be given on January 25 at 4 p.m. at the Embassy Suites Hotel in Charleston. The exam includes 100 multiple choice questions that cover material presented in the CPH study manual and 25 plants to be identified. Study guides are available for \$60 for members and \$100 for nonmembers.

To register to take the exam, complete an exam application found on our website and return to WVNLA with a \$25 exam fee. Please note the education and experience requirements found at the bottom of the application.

To order a manual, email wvnlassoc@gmail.org.

Nominate a board member

Do you know a WVNLA member who you think would serve the Association well on its board of directors? The nominating committee will soon present its candidates. Active members will vote on the nomination at the Annual Members Meeting on January 26 after the conclusion of the Winter Symposium.

Contact any of the nominating committee members with your suggestions:

- Patrick Biafore, patrick@biafore.com or (304) 594-3006
- Brett Merritt, brett@gandgnursery.com or (304) 762-2100
- Lynne Schwartz-Barker, flowerscapewv@gmail.com or 304-988-9352

Encourage scholarship

The deadline for Marcus W Rennix scholarship (WVNLA's annual scholarship) is rapidly approaching. If you know any native West Virginians who have completed at least half of a 2-year or 4-year course of study in Horticulture or Landscape Architecture at an accredited program, please urge him or her to apply. Students must have a 2.5 GPA. Scholarship details are on the application, found on our website wvnla.org.



WVNLA members old, new, and potential visited at the Meet, Greet & Eat social gathering on November 14 in Charleston. From left, Jean Simpson, Kenny Williams, Bud Cottrill and Dave Hill talked over plates of TexMex fare.

Welcome new members

Landscape Solutions

Active member

Ray Wodgik

3108 Putnam Ave.

Hurricane, WV 25526

304-437-5263

landsolray@gmail.com

Landscape construction and maintenance

Andrew Sheetz

Associate member

West Virginia Division of Forestry

453 Second St.

St. Albans, WV 25177

304-549-4929

andy.i.sheetz@wv.gov

Sunrise Carriage Trail

Active member

Kenny Williams

2061 Newhouse Drive

Charleston, WV 25302

samsworld@suddenlink.net

304-553-5607

Landscape construction and maintenance.

WVNLA NEWS

P. O. Box 20284

Charleston, WV 25362

WVNLA Dates to Note

2018

Jan. 8-9 Southern Nursery Association Conference, Baltimore, Md. www.sna.org

Jan. 10-12 Mid-Atlantic Nursery Trade Show, Baltimore, Md. www.mants.com

Jan. 25 WVNLA Pesticide Applicators Recertification, Charleston www.wvnla.org

Jan. 25 Certified Professional Horticulturist exam, 4 p.m., Charleston

Jan. 26 WVNLA Board of Directors meeting, 7 a.m. Charleston

Jan. 26 WVNLA Winter Symposium, Charleston



Officers & Board of Directors

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jtestman@terracareinc.com

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Norman Cole – colenurseries@frontier.com

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Julie Robinson – wvnlassoc@gmail.com