

President's message

In January, Bud Cottrill was elected WVNLA president, a position he will hold for two years. Bud owns and operates ProScope of West Virginia, a landscaping company in Dunbar.

November 12, 2016. Charlotte Motor Speedway. Passed two on the backstretch. Hit 153.73 miles per



WVNLA President
Bud Cottrill

hour on the front straightaway. A birthday gift from my wife and daughter, I was one of several driving the "NASCAR Experience" that Saturday morning.

Though I'm not a huge racing fan, I do like to catch some bits of races on the weekends. My son-in-law shoots video for most races on Fox and NBCSports, so I've been exposed to that sport more lately.

So...what's my point? Do something different!!! Whether for relaxation or for work. Try some new plants. Try out a new piece of equipment. Take a trip - go to MANTS!

Read our mission statement and you will see that one of WVNLA's fundamental goals is to educate our members. One of my horticulture professors at WVU always said "Travel is the cheapest form of education." I guarantee that if you go to the Mid-Atlantic Nursery Trade Show in Baltimore in

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

You replied and we listened!

About 25 percent of WVNLA members recently completed an e-mail survey regarding the strengths, weaknesses and direction of the Association. WVNLA leaders have already taken action in response to the survey feedback.

The areas respondents listed as most important were

- Education and Continuing Education Credits
- Professional Development
- Professional Certification
- Communication

The majority of respondents were satisfied with the Certified Professional Horticulturist program, the value they receive for membership dues, the Association's education programs, and WVNLA funding levels for scholarships and projects. However, they would like to see more involvement in governmental affairs, should there be threats to the industry.

Respondents listed communication, worthwhile projects, stable finances and a dedicated board of directors as Association strengths. Areas that could use improvement included member apathy, a sense of community among members, networking opportunities, certification opportunities and membership size.

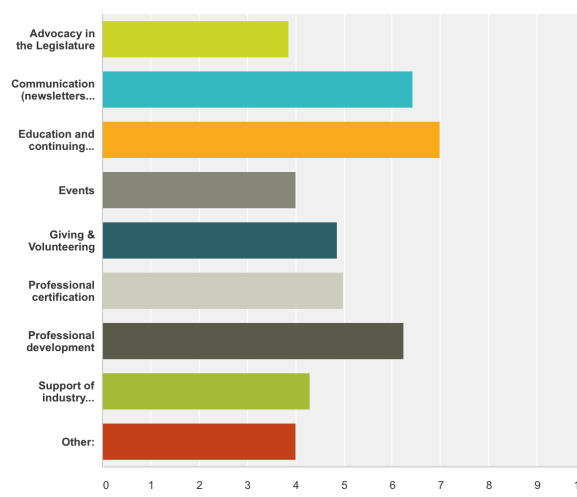
Among the challenges survey respondents said the industry will face in the future were retaining good staff, labor and taxes, getting young people into landscape design, and a tough economy.

Last December, board members met in a special strategic planning session to review the survey results. Using the results and WVNLA's mission

statement as guides, the board decided to concentrate on improving education, certification and networking opportunities. *(Find the mission statement in the box accompanying this article.)*

(Please see **SURVEY** on page 2)

What respondents said is most important



SURVEY (Continued from page 1)

As a result, WVNLA is offering National Concrete Masonry Association Level I Segmental Retaining Wall Installation certification on April 19 at Peerless Block & Brick in St. Albans. In addition, the Association is planning to sponsor an irrigation installation training session this summer in cooperation with Biafore Landscape Development, LLC in Morgantown. These sessions also represent the Association's first steps toward the goal of providing more technical training to our members.

In the area of external education, WVNLA's newly revised Certified Professional Horticulturist manual is being used by West Virginia University as the basis for an online summer course. Assistant Professor of Horticulture Dave Davis has taken the lead on this exciting project. *(See article on page 3.)*

In response to some members' desire for

WVNLA to be more involved in governmental affairs, the board instructed Executive Director Julie Robinson to reserve and staff an exhibit table at Agriculture and Conservation Day at the Legislature on February 22. There she made a number of contacts and increased legislators' awareness of WVNLA.

To expand member networking opportunities, board members Dave Hill and Lynne Schwartz-Barker are planning casual gatherings for members to get together to talk over ideas, problems and solutions. These events will be held throughout the state, to

reach as many members as possible. Details are still in the works and members' suggestions are welcome.

Thanks to all those who returned surveys. Your feedback offered valuable direction to WVNLA leaders. If you have further concerns, contact a board member. Their names and contact information are on the back of this newsletter.

Mission Statement

Established in 1939, the West Virginia Nursery & Landscape Association is a professional trade organization dedicated to the promotion and advancement of the nursery and green industries and to the education of its members and the public they serve.

PRESIDENT'S MESSAGE (Continued from page 1)

January, you will learn more in one or two days than you can possibly imagine. The knowledge value received from the exposure to new products and ideas will more than cover the cost of the trip. You won't regret it. Along with Maryland and Virginia, West Virginia is a co-owner of MANTS and WVNLA's board of directors would like to see more attendance and participation from our state.

To further emphasize that educational aspect, during a strategic planning session last fall your board of directors approved a training program for our members. While still in the planning stages, we decided to immediately implement a hardscape training course which will provide certification in both retaining wall construction and paver installation. National credentials can be earned and received through a series of classes and tests. Subsequent training in landscaping, irrigation, horticultural practices and other topics are possible if attendance numbers justify the effort. This is YOUR organization. If you have ideas for group training, or ideas for any improvement, please let a board member know.

Winter temperature swings have already caused significant damage to some ornamental and fruit

plants. The forecast calls for a warming trend, though remaining wet. I hope your phone begins ringing and your work schedule grows. Wishing you a productive and profitable spring season.

Bud Cottrill
WVNLA President



Hellebores seem to bow their heads under the weight added by a spring rain shower.

Greenbrier County student earns WVNLA's 2017 scholarship

Zackary Grossl, a junior majoring in landscape architecture at West Virginia University, was recently selected as the 2017 recipient of the Marcus W. Rennix Memorial Scholarship. Zack graduated from Greenbrier West High School and is the son of Dale Grossl and Tina Grossl.



Zackary Grossl, 2017 Marcus W. Rennix Memorial Scholarship winner

Zack didn't start his college career in landscape architecture, but childhood memories and teenage work experience drew him to it.

"I enrolled at WVU in the pre-pharmacy program in 2013, and by mid-semester I knew that I didn't belong there. I then found landscape architecture," Zack said.

On his scholarship application, Zack described his early experiences and growing interest in landscape architecture this way: "Throughout my life, I was always up and doing something outside. Being outside ranged from being in the woods hunting with my father to playing football in an open field. I worked at a landscaping business throughout high school, and seeing a project completed was very rewarding, but I knew there had to be more to this than just placing the plants. I wanted to know who was making the bigger decisions."

Zack finds the variety of work in the green industry appealing. He is interested in all aspects of it, including design, installation, plant production, and sales.

According to WVU landscape architecture Assistant Professor Elisabeth Orr, Zack has earned a reputation among his instructors for being an intelligent problem solver, as well as an attentive, friendly student. His mastery of course work and his good rapport with fellow students led Orr to ask him

to be a teaching assistant. Competition is stiff for these positions. Orr said it is a "significant honor" to be chosen.

"As a native West Virginian, I am very proud of exceptional in-state students like Zack. I expect him to continue to excel in our program and to be an accomplished professional in the field after he graduates," Orr said.

Upon graduation, Zack hopes to find a position in a firm with strong ecological design principles, in which he can work on a variety of projects. "My desire in landscape architecture is to design everything from large-scale urban design to small-scale projects. In the everyday world, everyone is influenced by the surrounding landscape. I hope to find a position in a firm that allows me to be as creative as I can be, so that I can help create a more beautiful landscape."

We wish him every success.

WVU Davis College adopts CPH manual for student use

WVNLA's updated Certified Professional Horticulturist study manual caught the eye of a West Virginia University professor, who plans to use it in a college course this summer. David Davis, assistant professor of horticulture, will teach "Expert Horticulturist," a 12-week, online course, which he says will provide an opportunity for students on a tight academic schedule to work on a horticulture minor.

"Most of the landscape architecture students don't have room for minors. Taking this course and another in the summer would constitute a horticulture minor," David said.

In the course, students will work their way through the manual and take quizzes on each chapter. David will host discussion groups. Students who receive a passing grade will get three credit hours for the course, but they will also have the opportunity to receive CPH certification through the Association. At the conclusion of the course, WVNLA will administer the CPH exam to the students, who could add that certification to their credentials as they graduate and look for jobs.

Expert Horticulturist, or HORT 493C, Course Number 52809, will be offered in both summer sessions, beginning on May 15. For more information, email Dave at dedavis@mail.wvu.edu.

Symposium speakers spotlight plants, plans and platforms

The weatherman was kind in late January and accurately forecast a clear day for WVNLA's Winter Symposium. Although attendees had to choose between talented and knowledgeable presenters who spoke simultaneously, they also had the option to hear them later at their own convenience. The symposium presentations were all recorded. Attendees were provided a link, so they can watch them as often as they like. That's a good thing because the speakers shared lots of great information and ideas, many worth revisiting.

Design presentations kicked off with South Carolina plantsman, author and designer Jenks



Jenks Farmer, plantsman

Farmer, who showed and discussed ideas for using natural, simplistic plantings. Dr. Andrew Bell (who recently left his position as curator of woody plants

at the Chicago Botanic Garden to join the U.S. National Arboretum staff in Washington, D.C.) whetted everyone's appetite for the planting season with an exciting presentation called "Hot, New Plants." Landscape architect Allan Summers inspired designers with photos and descriptions in his talk titled "Memorable Places." For the concluding presentation, West Virginia Department of Agriculture's Adam Champ ably stepped in to speak on pruning, after an emergency forced the originally scheduled speaker to cancel.

Meanwhile, in the Profit sessions,

Jody Shilan and Jan Bills made return appearances, since Winter Storm Jonas had disrupted their 2016 Symposium presentations. Jody of FromDesign2Build offered attendees valuable information gleaned from his decades in the



Jody Shilan of FromDesign2Build

landscape business. He was on stage again during a lunch session, in which he answered audience members' questions with unflappable grace. Jan, owner of the winsomely named business Two

Women and a Hoe, intrigued even those most averse to social media with her dynamic talk on using these free platforms to promote green businesses.



Jan Bills of Two Women and a Hoe

During the afternoon session, Larry Oxenham of the American Society for Asset Protection warned of the damage lawsuits and high taxes can do to a business.

Before Jody took the mic to address the lunch crowd, attendees heard from West Virginia University Davis College students who had competed at the National Association for Landscape Professionals Collegiate Competition and who embarked on a European Landscape Tour. The students spoke of the hands-on, real-world experience they received competing against other landscape students in nearly every skill required in landscaping. They also shared highlights of the landscapes they toured in Europe under the leadership of Prof. Sven Verlinden. WVNLA provided some funding for both of these experiences.

The next Winter Symposium will be held in Charleston, again at the Four Points by Sheraton Hotel, on Jan. 26, 2018.

Congratulations on CPH success

Congratulations to **John E. Doolittle** of Creation Gardens and Design in Lesage and **Aaron Stull** of Flowerscape in Charleston, who recently passed the Certified Professional Horticulturist exam.

The next CPH exam will be given on July 12 in Beckley. To register, e-mail wvnlassoc@gmail.com

Member focus:

Tallyho Landscaping & Tree Service is off and running

In 1997, a job offer from The Greenbrier enticed Rudy Horst to uproot from the Southwest and relocate to the Mountain State. Some years later, changes at West Virginia's flagship resort prompted him to start his own business. In 2010, he opened Tallyho Landscaping & Tree Services in Lewisburg.

A native of Michigan, Rudy earned a bachelor of science degree in biology from Central Michigan University. After graduation, and for the next 10 years, he managed the grounds and landscape departments of resorts in Arizona, before accepting the position of director of grounds and horticulture at The Greenbrier.

When Rudy opened Tallyho, pruning, edging, mulching and mowing were the primary services he provided. Today, Tallyho also provides landscape design and installation, arborist services, and pesticide and fertilizer application. In the winter

months, the company offers snow removal.

A Certified Professional Horticulturist and ISA Certified Arborist, Rudy has built a client base of primarily high-end residential customers in Greenbrier County. He also serves some commercial customers. Many of the properties are in Greenbrier Sporting Club, an area that was hit



Rudy Horst owns Tallyho Landscaping in Lewisburg.

hard by floods last June.

"I had quite a few Sporting Club customers on Howard Creek that completely lost their backyards and landscaping," he said. His crews got to work replanting right after homeowners completed the necessary grading and repairs.

Tallyho employs between seven and nine workers, depending on the time of year. Like most landscaping business owners, Rudy said his greatest challenge is finding capable, dependable employees who stick with the job through the season.

Rudy considers communication and follow-up with clients to be two of his business's greatest strengths. "We want to make sure our clients are

totally satisfied with our work before we leave the project," he said. "I like transforming the look of a house with the right size and variety of trees, shrubs and groundcover, and having a very happy client."



A property in Greenbrier County landscaped by Tallyho.

Rudy and his wife, Suzanne, came up with the name "Tallyho" in a nod to the call hunters on horseback sound when they see a fox. A long-time WVNLA member, Rudy likes to golf and fish when he gets the chance. He is also a licensed pilot. He and Suzanne have three sons.

Contact Tallyho Landscaping & Tree Services at 304-646-2622 or rudy@tallyholandscaping.com.

Welcome new WVNLA members

We are pleased to welcome The Greens Keeper and Landscaping by Hillcrest as a new WVNLA members.

The Greens Keeper

Active member

Vernon R. Sexton Jr.

4671 Pisgah Road, Princeton, WV 24739

304-888-1803

keepitgreen60@yahoo.com

Landscape construction and maintenance

Landscaping by Hillcrest

Active member

Kristy Scarberry and Tom Scarberry

3200 Meadow Lane, Ona, WV 25545

304-544-6820

sberry23@aol.com

landscapingbyhillcrest.com

Landscape contractor, nursery, garden center, perennial grower, handscaping/retaining walls/outdoor kitchens

WVU students fare well in national competition

By Dave Davis, WVU assistant teaching professor

A team of 21 WVU students and two faculty members traveled to Brigham Young University in Provo, Utah, in mid-March to pit their skills against



College students from across the country tackle a plant installation in the National Collegiate Landscape Competition last month in Utah. WVU students are in the center of the photo, in gold shirts. Photo by Dave Davis.

horticulture and landscape design students from other colleges and universities. In the National Collegiate Landscape Competition, the students compete in events that are directly related to skills necessary for a career in the green industry. The three-day event also includes a career fair at which students can meet prospective employers. This year nearly 900 students from 63 schools participated.

WVU's team, led by faculty members Dave Davis and Sven Verlinden, competed in all 28 events and finished in 15th place overall. The results tied the school's highest finish, which was set last year. This competition also marked the first time WVU students took a first place in an event. Congratulations to Jake Abshire and Dustin Trychta, who placed first in the truck and trailer competition.

Other notable events were:

- Construction Cost Estimating – Josh Friedler, 3rd place
- Small Engine Repair – Jeremy Moore, 3rd place
- Turf & Weed ID – Erin Hartzell, 10th place
- Business Management – Dixie Green, 11th place
- Wood Construction – Dustin Trychta & Henry Liebermann, 13th place

Interior Plant Identification – Andrea Landis, 16th place

The 2018 NCLC will be held at Alamance Community College in North Carolina.

Congratulations to Member of the Year

Norman Cole, outgoing WVNLA president, was recognized at the Winter Symposium as **WVNLA's Outstanding Member of the Year**. Incoming President Bud Cottrill presented the award, which reads,

"It is with gratitude that we acknowledge Norman's many years of service as a board member and his recent term as WVNLA's president. As a long-term board member, Norman has exhibited great judgment, insight, thoughtful consideration and strong leadership. Norman has also served for many years on the boards of the Mid-Atlantic Nursery Trade Show and Southern Nursery Association, representing WVNLA.

We wish Norman success in all that he approaches and are thankful to him for his contributions to this organization and others."

Pesticide Recertification Training

WVNLA will partner with the West Virginia Department of Agriculture and West Virginia University Extension to offer a Pesticide Applicators Recertification Workshop on July 12 in Beckley. As always, WVNLA members attend free. Non-members pay \$50 to attend.

Registration information will be mailed to WVNLA members and licensed pesticide applicators in June.

CPH exam date

The Certified Professional Horticulturist exam will be given in Beckley at the conclusion of the Pesticide Applicator's Recertification Workshop on July 12. Call 304-553-1234 or email wvnlassoc@gmail.com to register to take the exam.

Garden Tour

A members-and-guests-only Designers Showcase Garden Tour will be held this fall in Greenbrier County, featuring properties landscaped by WVNLA members in the area. Tour date and details will be announced as they become available.

WVSU's experiments with beneficials prove successful

By Barbara E. Liedl, Associate Professor

Websites and social media sing the praises of using beneficials, but how many of us in the industry have fully embraced this or is it just another trend? I am ashamed to admit, that as an agriculture service provider, I was not walking the talk. Three years ago, I finally was called out on it by my greenhouse manager who said I needed either to commit to it or quit telling people to use beneficials. I was pretty much put on the spot and did not have any option to say anything other than yes. So began our adventure in running beneficials



Photo by Barbara Liedl.

to control our major problems with whiteflies and occasionally aphids.

To be honest, we have scouted for over a decade and have used that data to predict and prepare for problems. We are also religious in sanitation, which has also helped to reduce the onset of any issues. Both of these preparations helped with the

transition. However, committing to using beneficials as our major control was wandering into new territory and I really did not know what to expect. Our hope was we could save money by buying fewer chemicals to spray as well as reducing the risk to our staff and the environment with the sprays.

Early on we contacted a couple of companies to get quotes on how much it would cost and what they would provide. They asked about our crop(s), the space and any problems we had in the past. Ours was easy because we were only dealing with tomatoes for the entire season. We ended up with a company that offered us a shipment of mixed beneficials every other week arriving each Friday. They also told us to contact them if there were any problems with the shipments or if pest problems arose.

The next step was to get the greenhouse clean and free of any spray residue, which was easy because we thoroughly clean the greenhouse and equipment once a year when we pull the plants out. We started our seedlings and before you knew it, we

had our first shipment of beneficials arrive.

Thereafter, each Friday, there was a small box with paper hangtags with beneficials to be hung on the plants. We dated each one as we hung them so we would know when we could remove the old tags.

Then the waiting game began. Would they work or would we have to resort to spraying? I am happy to say we are now entering our third year of using beneficials in my greenhouse and I do not see us ever turning back. Not only have we saved money each year, but also we have only spot sprayed twice in the last two years. We are also storing fewer chemicals than in the past. However, the biggest boost in my opinion is our firsthand knowledge of using beneficials. Our student workers know about them and look forward to each new batch to see what we are getting. Visitors see them deployed and it becomes a great talking point about why we are using them and what we have learned. The best is that I can tell growers out there that I actually walk the talk.

So, do we have beneficials? Yes, we do. You should look at using beneficials as well.

For more information, contact Barbara Liedl, Associate Professor, West Virginia State University, at 304-932-0843.



Del. Vernon Criss (R-Wood), a WVNLA member, chats with Executive Director Julie Robinson at the Association's booth in the Capitol on Feb. 22. West Virginia Commissioner of Agriculture Kent Leonhardt, legislators and representatives of other green industry organizations stopped by the booth, which was in place for Agriculture and Conservation Day at the Legislature. Vernon owns West Virginia Geotextiles in Parkersburg.

WVNLA NEWS

P. O. Box 20284
Charleston, WV 25362

Dates to Note

- April 19** National Concrete Masonry Association
Level 1 Segmental Retaining Wall
Installation Course and Certification,
St. Albans. wvnla.org.
- June 14** WVNLA Board of Directors meeting,
Pipestem State Park Lodge.
- July 12** Pesticide Recertification Workshop,
Beckley. www.wvnla.org
- July 12** Certified Professional Horticulturist
exam, Beckley. www.wvnla.org
- July 17-19** Cultivate'17, Columbus, OH.
www.cultivate17.org
- Aug. 15-17** Independent Garden Center Show
(East), Chicago. www.igcshow.com

Welcome new board member

We welcome Zach Crede to the Board of Directors. Zach was elected to the board during the Jan. 27 annual members meeting. We also thank incoming officers Bud Cottrill, David Hill, Jason Testman and Mark Springer. The contributions of all of our board members are appreciated.

Officers & Board of Directors

President:

Bud Cottrill – westvirginiabud@yahoo.com

Vice President:

David Hill – threetrees@suddenlinkmail.com

Secretary:

Jason Testman –

jtestman@terracareinc.com

Treasurer:

Mark Springer – mark@lavalatte.net

Past President:

Norman Cole – colenurseries@frontier.com

Board Members:

Scott Barnitz – scott.barnitz@bobsmarket.com

Mike Bartholomew –

info@premierprosinc.com

Pat Biafore – patrick@biafore.com

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flowerscapewv@gmail.com

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