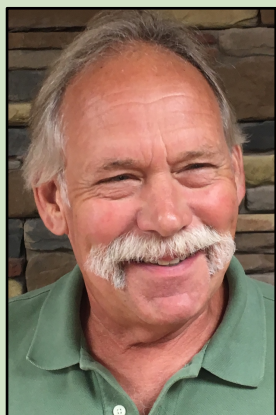


## President's message

Happy Summer!!! Looks like another hot, humid one. But isn't that why we do this work? To be outside, feel the sun and the breeze,



WVNLA President  
Bud Cottrill

breathe the clean air, and create a wonderland to be enjoyed. Whether you turn a spade, push a mower, fork some mulch or lay a block, if you love what you do, you keep going. Glad to see a butterfly or squirrel or honeybee.

Happy to see a client's smiling face or hear words of thanks. Makes the blood, sweat and tears worth it!

Speaking of honeybees, my brother-in-law and I purchased two honeybee nucs (nucleus hives) this past spring, along with all the necessary equipment. The spring weather was almost perfect for honeybees: plenty of nectar, pollen, and sunny days. Both hives are growing and hopefully we'll get some surplus honey to enjoy. Honeybees are truly amazing creatures. To watch them work and socialize is miraculous. If more humans had the work ethic of a simple honeybee, that would make America great again.

To expand your greatness, WVNLA continues to offer important opportunities. On July 12, we sponsored a Pesticide Applicators Recertification session and administered the Certified Professional Horticulturist (CPH)

*(Please see PRESIDENT on page 2)*

*From mountaintop to valley, country to town*

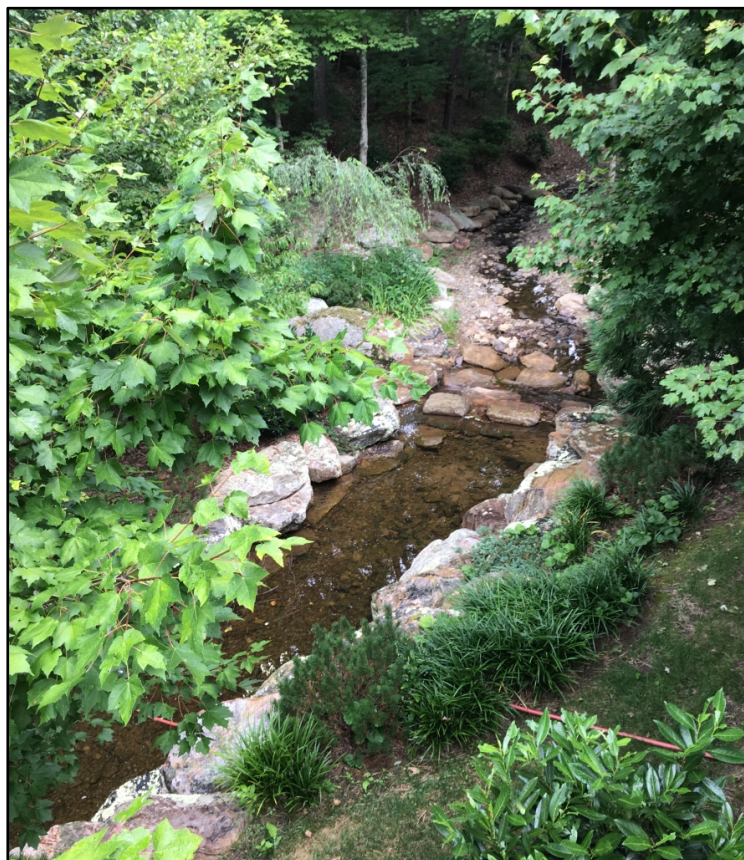
## This tour has it all

You won't want to miss the 2017 Designers' Choice Garden Tour on Saturday, Aug. 26, in Greenbrier County. The tour features a country estate with generous outdoor entertainment space, a plant lover's cottage garden in historic Lewisburg and four breathtaking settings in the exclusive Greenbrier Sporting Club.

The landscapes to be toured were designed and/or installed by WVNLA members Rudy Horst of TallyHo, Ryan and Leo Lewis of Windy Knoll and Josh Poland of Riverbend Nursery, all of Greenbrier County. The landscapers will lead attendees through the private gardens they created for the owners. Attendees will meet at Riverbend Nursery, 34383 Midland Trail E. in Caldwell, and then caravan, led by the landscapers, to the Sporting Club's private entrance.

In the Sporting Club, the first stop is a sweeping brookside property that shows no signs of being ravaged by the

*(Please see TOUR on page 3)*



*A rock-lined stream meanders through a Greenbrier Sporting Club property.*

## Board approves membership and CPH application changes

WVNLA's board of directors recently voted to update and simplify the process of applying for membership. Here are their changes to the application process:

First, because not every potential member is closely acquainted with a WVNLA member, the board lifted the requirement that applications include the name and signature of an existing WVNLA member as a sponsor. Board members also voted to remove the WVNLA member sponsor requirement on the Certified Professional Horticulturist application.

Second, applications are no longer subject to a vote by the board of directors. If an applicant meets the criteria of membership, completes all portions of an application, and pays the \$35 fee, the applicant will be welcomed into membership.



Finally, the board removed the Code of Conduct. In addition, a proposed change in the criteria of Active Membership has been drafted. Because the description appears in the bylaws, any change requires a vote of the membership. The updated description will be put before the membership for a vote at the annual meeting on Jan. 26 in Charleston. The new description, which will appear in the bylaws, reads as follows:

***Active membership** in the Association shall be open to West Virginia businesses that grow and/or sell ornamental nursery stock as registered nurseries or nursery dealers and to other West Virginia landscape professionals and educators. They must have been actively engaged in a green industry profession for a minimum of two years. Active members include*

- Nursery owners
- Landscapers

- Garden center owners
- Landscape architects
- Commercial horticulturists
- Christmas tree growers
- Horticulture educators
- Representatives of parks, estates, gardens, and arboretums

*Active members are entitled to one vote on each matter proposed to the members and may hold an elected office of the Association. They are eligible to serve on the board of directors.*

## PRESIDENT

*(Continued from page 1)*

exam in Glade Springs, a convenient location for our southern members. The training was well attended. (Remember, we move the summer session throughout the state to better serve our members.) Also, a paver installation training and an irrigation workshop are in the works. Details coming soon.

In other news, we sprang into action when we received word that the West Virginia Department of Agriculture is proposing the addition of Japanese barberry to the state's Noxious Weeds list. All Association members should have received several e-mails from WVNLA informing you of the proposed amendment and encouraging you to send comments. We'll keep you informed of the amendment's progress.

Another program that may be of interest is the Noninsured Crop Disaster Assistance Program (NAP) administered by the USDA Farm Service Agency (FSA). The program offers free basic coverage to growers of crops not insured by traditional crop insurance. NAP is available for specialty crops and crops grown for food, fiber and livestock. Many other crops are eligible, including Christmas trees, ornamental nursery stock, turf-grass sod, and more. Additional "buy-up" coverages are available as well. Contact your local FSA office for more information.

As always, if you have any suggestions or comments, please contact Julie, a board member, or me. Wishing you a profitable summer. Stay hydrated and find the shade when you can.

Regards,

Bud

*Bud Cottrill is WVNLA president and owner of ProScope of West Virginia in Dunbar.*

## TOUR

(Continued from page 1)

historic floods in June 2016. This gardens feature lots of color, with contrasting plantings that sweep smoothly from one area to the next.



The next property features a landscaped trail along a rock-strewn brook. The plantings here feature an interesting mix of mature conifers, azaleas and rhododendron.

At the next stop, on the way up the mountain, a stone home's landscape gently blends into the surrounding woods, with pops of bright-yellow color from rudbeckia

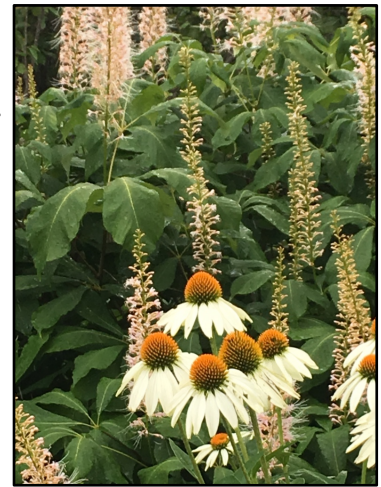
and lemon drop daylilies. The Greenbrier resort is visible in the valley below. The final stop in the Sporting Club is at a mountaintop showplace, with beds designed around an infinity pool, sprawling patios and an outdoor kitchen.

After the Sporting Club, it's on to Lewisburg, where it will be tough to take in all the details of the charming gardens surrounding a historic home there. The homeowner, a dedicated plantswoman, has worked with the landscaper for some 20 years to achieve the flowing, meandering effect. Strategically

placed sculptures enhance the beds, which are filled with a delightful variety of plants.

The tour's final stop will be for a reception at a country property just outside of town. The patios have ample seating to allow visitors to relax and fully take in the valley and mountain views.

The tour is free to WVNLA members and invited guests. Please reserve your spot no later than Aug. 23 by e-mailing [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com) or calling 304-553-1234.



## Make your voice heard at the Capitol at green industry summit

WVNLA members sometimes ask how they can make their voices heard on Capitol Hill. One important way to do this is coming up on Sept. 12-13. Impact Washington, sponsored by AmericanHort, is a two-day advocacy summit, during which members of the green industry community advocate, personally and collectively, for policies that help ensure the continued growth of our \$163 million industry.

Attendees of the event will hear from elected officials, legislative staff, and other policy experts on issues of great importance to the green industry. Presenting a united front, attendees will also share their experiences directly with policymakers, providing real-world context to issues and influencing policy decisions.

This year, with a new administration and new challenges, there are a number of issues under consideration that affect the green industry. Among them are immigration, labor, tax policy, and pesticide regulation. AmericanHort, of which WVNLA is a member, advocates for our industry on these topics and keeps our organization informed. But Impact Washington offers an opportunity for anyone in the green industry community—landscapers, plant growers, garden retailers, and others—to tell elected officials directly how policy affects their business success and why certain policies matter to both the national economy and the local community.

For more information on Impact Washington, or to register, visit [americanhort.org](http://americanhort.org).

## WVDA proposes Japanese barberry addition to Noxious Weeds

On June 22, the West Virginia Department of Agriculture (WVDA) filed a notice of public hearing on an amendment it has proposed to the state's Noxious Weeds list. The amendment states that Japanese barberry (*Berberis thunbergii* DC) will be added to the list, making it illegal to transport, sell and/or plant barberry in West Virginia. The agency



offered a one-month period during which it would accept written public comment. That period ended July 22.

After officials of the WVDA consider the comments they received, they will either alter the proposed amendment or forward it unchanged to a legislative committee that will place it on the docket for consideration by the Legislature in its 2018 session. If the measure passes both houses, it will designate barberry a Noxious Weed.

The amendment states that surveys conducted by the WVDA have shown that Japanese barberry "is a detriment to agriculture in West Virginia...." According to WVDA Acting Director - Plant Industries Division Butch Sayers, the department has received complaints from farmers who say barberry is a problem in their fields.

It is true that barberry can become invasive. Its thorns and berries account for this. With no natural predators and lots of productive seeds, barberry can quickly form clumps or thickets and overtake natural areas. Yet barberry's thorny branches make it one of the few truly deer-resistant landscape plants available. Its attractive foliage emerges earlier in the spring than that of many ornamental shrubs. Abundant, bright red berries add to the appeal of this extremely hearty plant..

In addition, there are barberry cultivars that are considered noninvasive, such as Orange Rocket, Golden Rocket, Sunjoy Mini Maroon and Sunjoy Little Cricket. The proposed amendment does not mention exempting cultivars such as these.

WVNLA submitted a letter to the WVDA requesting that if the agency moves forward with the amendment, noninvasive barberry cultivars be exempted from it. Based in part on discussions with WVNLA members, additional questions were posed

in the letter, which reads as follows:

*Many growers and landscapers in the state have significant numbers of Berberis thunbergii in stock and will experience financial loss if they are prevented from selling or planting them. If officials implement this proposed ban, we urge consideration of an effective date that will allow these West Virginia business people to minimize financial loss. An effective date of no less than one year after passage will help some businesses, although even that will not adequately provide for growers who currently have young stock that will not be ready for sale for two or more years.*

*Amendment 61CSR14A states that surveys have shown that the plant is a detriment to agriculture in West Virginia. May we know what surveys were conducted and in what areas of the state? Is it possible that Berberis thunbergii poses a threat in some counties but not others? Could those regions be exempted?*

*Does West Virginia have a committee, as other states do, that studies and makes recommendations of plants to be added to an invasive plant list? If so, are members of green industry businesses included on this committee?*

We'll keep you posted on any activity on the proposed amendment.

### Welcome new WVNLA members

We welcome the following 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.

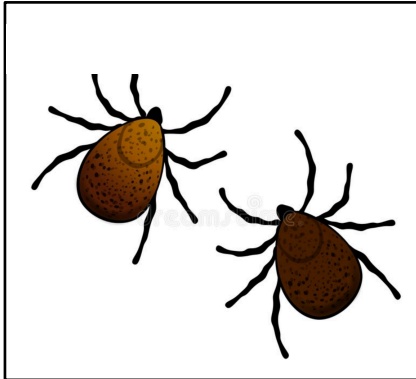
St. Albans, WV 25177

304-549-4929

andy.i.sheetz@wv.gov

## Practice tick prevention methods to avoid disease

Early in May, reports of a disease worse than Lyme disease began to emerge: The Powassan virus (POW), which has been around for a long time, has begun to mutate, and its effects on human health are devastating. Tick borne-diseases are nasty, and because the tiny critters that bite can be easy to



overlook, an accurate diagnosis may not be reached until long after symptoms develop—and worsen.

Lyme disease is known to cause debilitating symptoms, including severe headaches, neck

stiffness, arthritis, nerve pain, brain inflammation and memory problems, an irregular heartbeat—and that telltale bull's eye rash. If caught early, antibiotics can at least lessen the symptoms, if not lead to a full recovery.

With POW, however, symptoms develop slowly—if at all—and sometimes take up to a month after a tick bite to become evident. So early treatment is moot, and there is no vaccine. The virus can travel directly to your central nervous system, causing meningitis or encephalitis. If you do develop symptoms, they can include fever, intense headache, vomiting, muscle weakness and loss of coordination, confusion, speech difficulties and even seizures.

According to the Centers for Disease Control, about half of POW survivors

experience permanent neurological symptoms; these may include persistent headaches, muscle wasting and memory problems. Approximately 10 percent of POW patients, however, will not survive.

The CDC states, “POW virus is maintained in a cycle between ticks and small-to-medium-sized rodents,” including squirrels and white-footed mice. Naturalists in Illinois sounded the alarm this season because they noticed an increase in the number of white-footed mice, known to be hosts for *Ixodes scapularis* (deer tick, black legged tick), which will bite humans and are vectors of Lyme disease.

Although the West Virginia Health Department's Office of Epidemiology says there have been no reported cases of POW in West Virginia, its carrier, the black-legged tick, has spread into the state.

So, follow the usual prevention practices for avoiding ticks: apply repellents to bare skin; treat clothing with permethrin; and conduct a full-body search to find and remove ticks immediately, before they have a chance to bite.

No, it's not convenient. Neither is a tick-borne disease.

*American Nurseryman*

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# Aspen Golf, Landscape and Environmental divisions thrive

In 1982, when Ronnie and Donnie Adkins left their jobs at Glade Springs Resort to start their own landscape and golf course construction business, they didn't draw a paycheck for a few lean months. Today, their company, Aspen Corporation, includes three divisions (Golf, Landscape and Environmental) and employs as many as 200 staff based in Daniels, West Virginia; Charlotte, North Carolina; and Dallas, Texas.



Ronnie Adkins and Mike Osborne check on a border planting.

“Our employee numbers fluctuate, of course,” said Vice President Ronnie Adkins. “But our people are by far our greatest strength. We have a lot of dedicated people with a tremendous amount of experience. They are our ‘go factor.’”

The brothers were heavily involved in the

initial construction of the golf course and infrastructure at Glade Springs, so they were well qualified to start their own business designing golf courses. They got their first big break when they were hired to renovate a golf course in the Pittsburgh area. Word of their work spread, and they were launched into the lucrative Pennsylvania golf course market. Today, they work on courses all over the nation, including ones in Georgia, Pennsylvania, Texas, California, Nevada and Oklahoma.

Aspen has also completed substantial work on sites that host PGA events. A few of those courses include Muirfield Village Golf Course in Dublin, Ohio; Oak Hill Golf Course in Rochester, New York; and La Costa Golf Course in Carlsbad, California. Aspen has won numerous national awards and other honors for their golf work.

Close to home, Aspen's Landscape Division tackles landscape design, installation and maintenance projects for both commercial and residential customers. Based in the heart of coal

country, Aspen's landscape business has continued to grow, despite the negative impact the downturn in coal production has had on many local businesses.

“Even with coal's decline, we were fortunate to still experience growth in landscape,” said Ronnie. “I think the greater Beckley area has started to become more diversified. We have growth in the medical field and other professions, and in tourism, which feeds other businesses. Also, WVU Tech's move to Beckley is already generating excitement in the local business community.”

Aspen opened its third section, the Environmental Division, about eight years ago. This division handles mine reclamation projects, stream bank restoration, and revegetation of abandoned sites, remote and steeply sloped land often provides a daunting challenge.

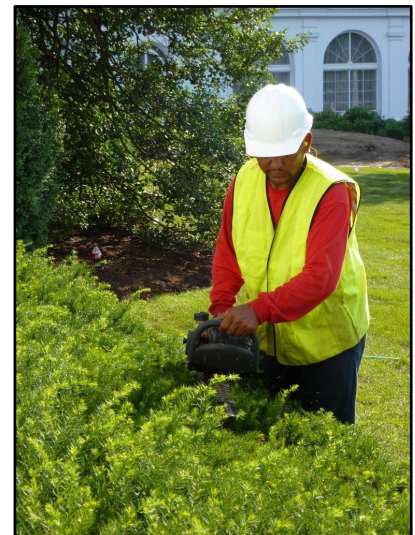
Landscape manager Mike Osborne joined Aspen in 1999 as a mowing foreman. He has steadily worked his way up in a company that he said treats its employees like family. According to Mike, the opportunities are abundant for those who work hard and play by the rules.

However, added Ronnie, “Our biggest challenge is finding labor, just like everybody else. We have strict pre-hire screenings for drugs and criminal background. We thoroughly vet our employees, which adds to the challenge of finding them.”

“If we can find those who pass the screenings and can drive, we say we've hit the trifecta. It's as good as a college degree,” Mike said.

The professionalism and experience of Aspen employees prompt many customers to return. Mike is careful to match his crews to projects and clients, to keep relationships positive and strong.

Aspen's Golf Division constitutes about 60 percent of the company's business, while the



(Please see ASPEN on page 7)

## Winter Symposium features something for everyone

Be sure to block off Jan. 26 on your calendar to attend WVNLA's Winter Symposium, to be held at Embassy Suites in downtown Charleston. The day will feature two tracks of presentations: design and profit. Attendees will have ample time to mingle and pose questions to our speakers at lunch.

Design track speakers include Timothy Tilghman of Untermyer Park and Gardens in New York, Richard Hawke of the Chicago Botanic Garden, Tim Edick of Unilock Ohio and Michael Deo



Dave Tucker

of NatureScape Lighting in New Jersey. These experts will cover topics such as design and history of an estate garden, top-performing perennials, green roof plants, designing with lighting and hardscape design software.

Profit track presenters include CLIP software developer Dave Tucker, speaking on employee motivation

and business systems; Tom Shay of Profits Plus, who will offer strategies for success in a changing economy; and Michael Deo, who will address lighting as a profit center. A representative of MAS Labor will also give a talk on H2B issues.

### ASPEN

*(Continued from page 7)*

remaining 40 percent is split between the Landscape and Environmental divisions. Each division requires a separate set of experts, equipment and skills. That wealth of knowledge often crosses division lines. Perhaps a landscape project comes along that requires massive soil movement or a complicated irrigation system. Those tasks are the Golf Division's bread and butter.

"It's nice to have the equipment and expertise for those specialty tasks," Ronnie said. "Landscaping isn't just planting trees and shrubs. It's hardscapes, water features, irrigation. We do lots of those specialty projects."

In general, Ronnie and Mike agreed that the future of the industry in which they thrive is strong, with lots of opportunity for growth.

After the speakers conclude their presentations, WVNLA will hold its annual business meeting.

On Jan. 25, also at Embassy Suites, WVNLA will sponsor a Pesticide Applicators Recertification Training session and administer the Certified Professional Horticulturist exam. For more information, visit [wvnla.org](http://wvnla.org).

## Join WVNLA's Facebook page

Need a tip for dealing with an unreasonable client? Want to know if anyone has suggestions for that age-old landscaping dilemma: finding plants that thrive in dry shade? Need some advice on a hardscape project from a colleague in the business?

We have an app for that.

Or, at least we have a private Facebook group for it.

Pose whatever questions keep you up at night on WVNLA's private Facebook group and get the conversation going. Also share any cool photos or events you think might be of interest to fellow WVNLA members.

If you haven't joined yet, it's an easy fix. Search for WVNLA Members Only on Facebook and ask to join. We'd be happy to have you!

## Renewal deadline

The July 30 deadline to renew your WVNLA membership has come and gone. If you have not renewed your membership, you'll need to renew soon, to take advantage of our many member benefits. For example, we cannot extend free or reduced rates for attending WVNLA events and courses to members who have not kept their memberships up to date.

It's easy to renew online. Visit <http://wvnla.org/membership>. Select the appropriate level of membership. When checking out, use the authorization code **WVNLAApproved**.

If you prefer to renew through the mail but have misplaced your renewal letter and self-addressed, stamped envelope, send a check to WVNLA, P. O. Box 20284, Charleston, WV 25362. Active and Associate memberships are \$35. Spouses and employees may be added for \$5 each. Please include their names.

Don't remember if you renewed? E-mail [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com) or call 304-553-1234 to ask.

# WVNLA NEWS

P. O. Box 20284  
Charleston, WV 25362

## Dates to Note

### Events

**Aug. 26** WVNLA Designer Showcase Garden Tour, Lewisburg, W.Va. 1-4 p.m.

**Sept. 8** Certified Professional Horticulturist Exam, Morgantown, W.Va. [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com)

**Sept. 12-13** AmericanHort Impact Washington, Washington, D.C., [www.americanhort.org](http://www.americanhort.org)

**Oct. 18-20** LANDSCAPES2017 – GIE and EXPO, National Association of Landscape Professionals, Louisville, Ky., [www.landscapeprofessionals.org](http://www.landscapeprofessionals.org)

**Oct. 25** WVNLA Board of Directors Meeting, Morgantown, W.Va.

### 2018

**Jan. 8-9** Southern Nursery Association Conference, Baltimore, Md. [www.sna.org](http://www.sna.org)

**Jan. 10-12** Mid-Atlantic Nursery Trade Show, Baltimore, Md. [www.mants.com](http://www.mants.com)

**Jan. 25** WVNLA Pesticide Applicators Recertification, Charleston, W.Va. [www.wvnla.org](http://www.wvnla.org)

**Jan. 26** WVNLA Winter Symposium, Charleston, W.Va.

## Officers & Board of Directors

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### Vice President:

David Hill – [threetrees@suddenlinkmail.com](mailto:threetrees@suddenlinkmail.com)

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### Past President:

Norman Cole – [colenurseries@frontier.com](mailto:colenurseries@frontier.com)

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