

## President's Message

Greetings.

I have seen the first snow of this season recently while at Deep Creek Lake in Maryland. My garden is close to being put to bed, with hundreds of tulips and pansies having been freshly



planted. A very large stack of hickory and oak await my wood-burning stove, the soul of our home in the winter season.

I recently had the pleasure to work with Bill Noble along with active board members and staff of the West Virginia Botanic Garden (WVBG). Bill now has a design and consulting business after having spent many years fostering gardens from the private sector to going public while working with the Garden Conservancy. A couple of intense days were spent walking the grounds of the garden, reviewing the master plan, creating priorities and a strong vision statement. Bill has submitted a report that will help move the garden into the future. This work was all sponsored by the WVNLA.

Tres Fromme will also visit the garden and work with them, using the work of Bill Noble as a

(Continued on page 3.)

## Winter Symposium features business and design speakers

Its two distinctive speaker tracks mean West Virginia Nursery & Landscape Association's Winter Symposium truly offers something for everyone in the green industry. The Jan. 23 Symposium, "Build a Better Landscape" features seasoned landscape industry speakers and prominent garden designers, planners and authors.

"We've had requests for more business-oriented speakers, as well as for the design-focus speakers we've featured in recent symposiums. After gathering speaker recommendations within the industry, we're excited to welcome Kevin Kehoe and The Harvest Group duo of Ed Laflamme and Bill Arman. They have years of landscape business experience that should be of great benefit to business owners and managers," said Julie Robinson, WVNLA executive director.

WVNLA president Bill Mills relied on his many years of experience and connections with design speakers to line up an exciting roster for the design-focus track. Their creative ideas and fabulous photographs are guaranteed to banish the winter blahs so prevalent in January.

"The WVNLA Winter Symposium is always a day of great enthusiasm, stimulation and learning. On this day, West Virginia hosts some of the most brilliant minds of businesses, horticulture and design. It is always a pleasure to attend," Bill said.



*Better Profit* Bill Arman and Ed Laflamme of The Harvest speakers bring Group will lead afternoon *Better Profit* session. decades of

hands-on landscape business experience to presentations on increasing growth and profits, and creating and delivering

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## Winter Symposium offers both practical advice and creative inspiration

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sales, right down to nitty-gritty tips on pricing/estimating jobs and tracking costs to bring the job in on time.

**Kevin Kehoe** of Three Point Group leads the morning workshops, where he'll reveal five keys to pricing and estimating for a profit and how to manage material and labor costs.

After lunch, **Ed Laflamme** and **Bill Arman** of The Harvest Group team up to show how savvy



*Kevin Kehoe*

business owners harvest their full potential with their dynamic and hands-on "Are You A Fierce Competitor?" presentation. They'll guide attendees to take a close look at their own business practices and come up with solid solutions.

Right next door to those sessions, *Better Design* speakers will offer a creative look at garden design and innovative

horticultural techniques.

"They can get twice the information in one location by attending one session and bringing an employee to attend the other," said WVNLA treasurer Mark Springer. "They can hear the top minds in the industry and sharpen their business skills in the *Better Profit* session or reinvigorate their plans and creations in the *Better Design* session."

Landscape architect **Thomas Rainer's** passion for ecologically expressive design shows in his talk on gardens that interpret nature in designed plant communities.

Public garden design expert **Tres Fromme** discusses the design process and what it can teach



*Thomas Rainer*

a non-designer with a follow-up presentation on design lessons from the gardens of the world.

Garden restorer **Bill Noble**, also presents two talks. In the first, he surveys the living environments of a range of gardens, both contemporary and historic, and explores the lessons they teach and their futures. Later, he'll present the living environment from a gardener's eye as he highlights the gardens he



*Bill Noble*

created surrounding his 1930s Vermont farmhouse and barn.

Garden designer **Lucy Hardiman** presents "Voluptuous Vignettes: Creating Artful Plant Combinations." With her skilled eye for color and texture, she shares great ideas for attractive pairings.

**IF YOU GO:** Cost to attend is \$50 for WVNLA members and \$100 for non-members. Visit [wvnla.org](http://wvnla.org) for more information and to register. **Seating is**

**limited and pre-registration is required.** The Winter Symposium will be held Jan. 23, 2015 at the Holiday Inn & Suites Charleston West in South Charleston, W.Va. Call 304-553-1234 or email [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com).



*Lucy Hardiman*



*Tres Fromme*

## Jan. 22 Pesticide Applicator's Recertification Workshop

A Pesticide Applicator's Recertification Workshop will be held on Jan. 22, 2015, the day before WVNLA's Winter Symposium. The workshop will offer 11 continuing education credit hours and is cosponsored by WVNLA and the West Virginia Department of Agriculture.

Topics include tree injection treatments, dormant treatments for woody species, invasive pests in the landscape management, truck operation safety, pesticide handling and neonicotinoids.

The workshop will be held in the Holiday Inn and Suites Charleston West, in South Charleston, W.Va. As always, WVNLA members attend free. Cost for non-members is \$50.

More information will arrive soon, but mark **Jan. 22** on your calendar.

## President's message

*(Continued from page 1.)*

foundation and stepping off point for his design. Tres is currently working with the Atlanta Botanic Garden and consulting with many others across the country. His strong expertise on design will be focusing on the core areas of the WVBG.

The WVBG has recently purchased property next to the entrance of the Garden that will protect the view shed. Two significant gifts from the WVNLA, totaling \$100,000, allowed this purchase to move forward.

These are very exciting times for the Garden. The work of these consultants will help the Garden move forward with a clear vision to become a place known and loved by all proud Mountaineers.

The Winter Symposium is around the corner. Mark the date: Friday, Jan. 23. This year we will be offering two strong tracks, one focusing on business and another on design.

I look forward to seeing you all this winter. Enjoy the upcoming Holiday season.

Regards,

Bill Mills

## Dates to note

- |            |   |
|------------|---|
| Dec. 9-11  | <b>Ohio Turfgrass Foundation Trade Show,</b><br>Sandusky, Ohio<br><a href="http://ohioturfgrass.org">ohioturfgrass.org</a>            |
| Jan. 5-7   | <b>Green &amp; Growin',</b><br>Greensboro, N.C.<br><a href="http://ncnla.memberclicks.net">ncnla.memberclicks.net</a>                 |
| Jan. 7-9   | <b>CENTS,</b> Columbus, Ohio<br><a href="http://onla.org">onla.org</a>  |
| Jan. 14-16 | <b>MANTS,</b> Baltimore, Md.<br><a href="http://mants.com">mants.com</a>  |
| Jan. 22    | <b>Pesticide Applicator's Recertification Workshop,</b><br>Charleston, W.Va. <a href="http://wvnla.org">wvnla.org</a> .               |
| Jan. 23    | <b>WVNLA Winter Symposium,</b> Charleston, W.Va.<br><a href="http://wvnla.org">wvnla.org</a>  |
| Feb. 4-6   | <b>South Carolina Horticulture Industry Trade Show &amp; Seminars,</b><br>Myrtle Beach, S.C. <a href="http://scnla.com">scnla.com</a> |
| Feb. 4-6   | <b>New England Grows,</b><br>Boston, Mass.<br><a href="http://newenglandgrows.org">newenglandgrows.org</a>                            |

## Speak up!

Have a topic you'd like to see addressed in WVNLA's newsletter? We're always looking for fresh articles and ideas. Whether you'd like to write a column or article or just have a suggestion, we'd love to hear from you. Printing articles from a variety of authors produces a more relevant and interesting publication.

So, let's get some other bylines in our newsletter. Email Julie Robinson at [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com) or call 304-553-1234.

**Member spotlight:**

## Grant County Mulch moves mountains of mulch

Grant County Mulch owner Larry Berg was a truck driver in 1986 when he noted that a local sawmill was giving away tree bark, which was then considered a lumber industry byproduct. He saw a good business opportunity, purchased a grinder and began converting the bark to mulch.

After perusing the yellow pages for potential customers, he landed a significant contract with Hollins Organic in Baltimore, a company that remains a customer today.

Today, Grant County Mulch, based in Petersburg, W.Va., is one of the largest producers of mulch on the East Coast, producing about 2

million yards of mulch in 2013.

Larry and his wife Janie started the company in Sheer, W.Va., before moving it to Petersburg. Today, about 200 employees work at the company's eight locations in West Virginia, Maryland and Virginia.

The Bergs' individual strengths form a strong management team, according to daughter Tonya Berg-Whetzel, who works for Grant County

which consists of treetops and smaller trees not used for lumber. The wood is ground on site with large mobile grinders, then aged and turned while it sits in piles at Grant County Mulch's facilities.

The aged mulch is fed into a coloring bin, where it is sprayed with a mixture of water and colorant and stirred with mechanized paddles. After it cures for 24 hours, it is ready for delivery.

Just as timing is an important aspect of mulch production, it is also a consideration in application. "Many homeowners make the mistake of putting down the mulch just before it rains, which will make the color run. The mulch needs to cure for 24 hours in the landscape to be colorfast," Tonya explained.

Grant County Mulch supplies both bagged and bulk mulch, which sets the company apart from most other manufacturers that supply one or the other. Grant County Mulch's diverse customer base includes landscape contractors who want bulk mulch, to garden centers such as Lowes, where bagged mulch is sold.

In addition to pine, hardwood and cedar mulch, Grant County Mulch produces manure, compost, and stone products.

One of the largest challenges Grant County Mulch faces will sound familiar to WVNLA members: the seasonal demand for product. "We go from 0 to 120 overnight. They all need mulch at the same time. Not many of them want mulch after Memorial Day," Tonya said.

Another challenge is competition from other industries for pulpwood, which is in high demand for fuel and wood chip business segments, said Larry, who doesn't shy away from obstacles.

"I like to solve problems. I like to take something that everyone thinks is impossible and make it work," he said.

Janie finds satisfaction in the far-reaching effects of the successful family business, such as the number of jobs it creates in Preston, Grant and Hardy Counties. They are very involved in their community, church and local sports, but insist on donating anonymously, Tonya said.

"They are so humble," she said of her parents. "Their story is truly the definition of the American dream."

For more information on Grant County Mulch, visit [gcmulch.com](http://gcmulch.com) or call 800-749-7451.



*Larry and Janie Berg with their three daughters, April Rohrbaugh, Jaime Harper, and Tonya Berg-Whetzel.*

Mulch, along with her sisters April Rohrbaugh and Jaime Harper.

"Larry is one of those people who has a great operational mind and vision. Mom has more common sense than anyone I've ever met and is great with the finances. They balance each other perfectly," Tonya said. Larry, Janie and Tonya all mentioned a strong work ethic and honesty as keys to the company's success.

The days of bark for the taking are long gone. Today, the mulch is produced from pulpwood,

## Perennial Plant Conference speakers add international flair

Swarthmore College, a school founded by Quakers whose faith emphasizes a love of and respect for nature, seemed the perfect setting for the 30th annual Perennial Plant Conference in mid-October. The hues of dusty rose, gold and burgundy colored the well-selected plant combinations at lovely Scott Arboretum on campus. How fortunate are those students, not only to enjoy the displays, but perhaps also to soak up some horticulture education, as every plant in the



*The plantings in Scott Arboretum still held much color and interest in mid-October.*

campus's well-designed gardens bears an identifying tag.

The morning speakers who addressed the 600 attendees varied from studious Bernd Hertle, who spoke on the

colorful and imaginative displays of gardens, terraces and walkways that extend to the street. "It's about creating a connection between the front of the building and the community," Lucy said. "Use the space to take your personality to the street."

Her photo display showcased gardens with a purpose. Some linked the structure's architecture to the garden through art, and plant colors and shapes. Others combined vegetable and ornamental plants to create an attractive and utilitarian space. Another included a bench facing the sidewalk inviting passersby to pause and reflect.

Landscape architect, teacher and writer Thomas Rainer dispelled the notion that the virtue of using native plants need result in less attractive gardens. He concedes that often happens, but the fault lies not in the plants, but rather in plant placement. Native plants should be grown as communities, as they spontaneously do in nature, rather than placed individually.

"Traditional planting arranges unrelated plants like a piece of furniture or a paint chip. Instead, think of plants as groups of compatible species that interact with each other and the site," Thomas said.

Hear more about the specifics of designed plant communities and garden vignettes when Thomas Rainer and Lucy Hardiman join us at the Winter Symposium. Visit [www.wvnla.org](http://www.wvnla.org) for details.

advantages of mixed perennial plantings in Germany, to witty entomologist Whitney Cranshaw's presentation on natural control of garden pests to English designer Annie Guilfoyle's inspiring photos of gardens she's designed for small spaces.

Most attendees carried their box lunches out of doors to soak up the warm sunshine as they sat on the grassy terraces of the college's amphitheater and enjoyed lunch and conversation.

The afternoon session featured two outstanding speakers, noteworthy not only on their own merits, but also because they are speaking at WVNLA's Winter Symposium Jan. 23 in Charleston.

Portland designer and author Lucy Hardiman enthused about Full Frontal Gardens, a design concept that banishes banal front lawns in favor of



*Visitors admire two ginkgo trees espaliered to frame a campus building's entrance at Swarthmore College.*

## CPH - three little letters that carry lots of weight

Earn the distinction of adding Certified Professional Horticulturist to your qualifications by preparing for and passing the CPH exam, next offered by WVNLA on Jan. 22, 2015. A CPH designation indicates that the holder is a trained horticulture professional with demonstrable knowledge of the industry. He or she is qualified to offer sound scientific horticultural advice on a variety of industry-related subjects.

To prepare for the exam, order our CPH manual for \$50. This informative resource is an excellent study tool.

Topics covered include plant nomenclature, trees and shrubs, lawn establishment and maintenance, interior and bedding plants, fertilizers, composting, insect, weed and disease control as well as landscape contracting and management, and regulations.

Email [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com) or call 304-553-1234 or visit [wvnla.org](http://wvnla.org) for additional information.

## Scholarship deadline looms

Do you know a college student who has completed half of the course work in ornamental horticulture, landscape architecture or nursery and greenhouse management, is a West Virginia resident and maintains at least a 2.5 G.P.A.?

If so, be sure to tell them about the Marcus W. Rennix Memorial Scholarship, awarded each year by WVNLA. The deadline for the 2015 award is Dec. 1.

A total of \$5,000 each year is awarded to students who apply and are accepted by the board of directors. The money is divided among the recipients. Refer students to the Scholarships heading on our website for specifics and to print out an application. Tell them to do it soon!

## Welcome new members

We are pleased to welcome three new members to WVNLA.

### Mountain State Landscapes

*Active member*

Janie Kay Carpenter

P.O. Box 453

Huntington, WV 25705

304-688-4678

[mtn.st.landscapes@gmail.com](mailto:mtn.st.landscapes@gmail.com)

*Landscape design, construction and maintenance.*

### The Occasional Gardener, LLC

*Active member*

Katherine Faulknier

4907 Staunton Ave., S.E.

Charleston, WV 25304

304-951-8950

[brettfaulknier@hotmail.com](mailto:brettfaulknier@hotmail.com)

*Landscape maintenance.*

### West Virginia Botanic Garden, Inc.

*Associate member*

George Longenecker

1061 Tyrone Rd.

Morgantown, WV 26508

304-376-2717

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

*Public botanic garden.*

## Chemical questions bugging you?

For answers to safety and efficacy questions frequently posed to pesticide, herbicide and fertilizer users, check out the website **[debugthemyths.com](http://debugthemyths.com)**.

The site is produced by RISE (Responsible Industry for a Sound Environment®), which is a national not-for-profit trade association representing producers and suppliers of various types of pesticides - including insecticides and herbicides - and fertilizers used in residential areas.

RISE provides pesticide information as a resource and advocate to the media, policy makers and others who may use or advise on the use of pesticide and fertilizer products.



## Hallowed Ground Project honors Civil War fallen in living memorial

One booth among the 84 new exhibitors at MANTS (Jan. 14-16) will stand out in a special way. The Journey Through Hallowed Ground Partnership, Living Legacy Tree Planting Project, is an initiative that commemorates the 150th anniversary of the American Civil War. Through this program, one tree will be planted for each of the 620,000 soldiers who died during one of the most defining moments in American history.

Upon completion, the Living Legacy Project will create the first 180-mile landscaped allée in the world and the only allée dedicated to memorializing the American Civil War. The allée will run from Gettysburg, Pa., through Maryland and Harpers Ferry, W.Va., to Thomas Jefferson's Monticello in Charlottesville, Va.

Phase one kicked off in November 2012, with trees being planted at Oatlands Historic House and Gardens, located near Leesburg, Va.

Organizers of the nonprofit group's booth hope to engage and interest MANTS attendees from the horticultural industry about their efforts to plant trees in honor of fallen soldiers.

"We work closely with many exhibitors and attendees of MANTS who have been critically important partners in bringing this project to fruition," said Cate Magennis Wyatt, Founder and President, JTHG Partnership. "Our hope is that through MANTS, we can not only educate those in the horticultural industry but also engage nurseries and green industry companies across the country who might want to be a part of creating this national treasure."

Thomas Rainer, a keynote speaker at WVNLA's Winter Symposium (Jan. 23), is also a strong proponent of the project.

The JTHG Partnership is taking special care to ensure that the native selection of trees is appropriate to the diverse landscapes along the historic corridor in which they are working, and to remain sensitive to the local ecology, scenic views, and development patterns.



*A tree recently planted at Bliss Farm, site of significant action in Battle of Gettysburg in 1863, bears a Living Legacy marker. Photo by Kenneth Garrett. Copyright Journey Through Hallowed Ground Partnership.*

The organization is currently seeking donors to help fund the \$65 million initiative. Donors may select a soldier to honor, as the trees will be geo-tagged to allow Smart Phone users to learn the story of the soldier, providing a strong educational component to engage interest in the region's historical heritage and literally bringing the tree to life.

"We are extremely excited that the Living Legacy Tree Planting Project has decided to display on the MANTS show floor in 2015," said MANTS Executive Vice President, Vanessa Finney. "We are always eager to find new and exciting products and services to present to our attendees and I think guests of this year's show will be deeply moved by the organization's mission."

"We are thrilled some of our colleagues are already involved with the project which honors the fallen with such a beautiful national memorial that aligns with our industry's interests. We think the Journey Through Hallowed Ground will be a great addition to the show this year," she added.

In addition to the JTHG Partnership, MANTS welcomes new exhibitors that differ not only in their geographical locations, but also in the products and services they will be showcasing. MANTS attendees can expect to see a variety of specialties including seeders and greenhouses, and new companies showcasing things like turf products, stone veneers and pottery.

*To learn more about the Journey Through Hallowed Ground Partnership, visit [www.hallowedground.org](http://www.hallowedground.org).*

# WVNLA NEWS

P.O. Box 20284  
Charleston, WV 25362

## Build A Better Landscape

### Winter Symposium

Jan. 23, 2015

Charleston, WV

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



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