

WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. www.wvnla.org January 2010

Winter Meeting Scoop Released!

If you are not already registered to attend our meeting in Charleston at the Embassy Suites - do it now! Deadline for registration is January 8, 2010.

The list of speakers, along with their subjects, and whether credits are offered, follows. Schedule with times is on the website.

- Key Note Speaker Anne Raver, The New York Times Garden Columnist speaks about 'Transforming Lawns and Trees using Compost and Compost Tea'

- Todd Lasseigne, Executive Director, Paul J. Cierter Botanical Gardens will address 'Excitement in Horticulture: Plants, Trends and New Ideas'

- Tim Hursen, 'Becoming a Better and More Creative Thinker'

- Bill Cullina, Plant and Garden Curator, Coastal Maine Botanical Gardens 'Beyond the Surface: soil physics, biology, and chemistry demystified'

CREDITS

- Daniel and Charlotte Peters, Longshadow 'Our Story: Longshadow Planters and Gardens'

- David Shetlar, Professor of Urban Landscape Entomology, OSU 'Managing the Top 20 Landscape Insects and Mites With and Without Pesticides'

CREDITS *continued in column 2*



Tidbits, Updates, Etc.

- MANTS (Mid-Atlantic Nursery Trade Show) date: January 6-8, 2010, Baltimore Convention Center.

- WVNLA 2010 Winter Meeting, January 21, 22 Charleston, WV, see story above.

- ANLA (www.anla.org) Management Clinic, January 31- February 3, Louisville, KY

- Green and Growin' Trade Show, January 12-16, Greensboro, NC

- Anne Raver, The New York Times Garden Columnist 'Reducing Global Warming through Landscaping'

- Daniel & Charlotte Peters, Longshadow 'Container Growing in Longshadow Planters'

- Todd Lasseigne 'Horticulture Gone Wild: New Plants from Japan Fit for the Shogun'

- Laura A. Miller, WV Dept. of Agriculture Taxonomic Entomologist 'Bugs - Learn to Identify the Many Insects in the Landscape'

CREDITS

- Bill Cullina 'Understanding Perennials - A Users Guide'

Scented Flower Garden Plants

Clients look to garden designers, greenhouse owners and landscape owners for new ideas that can be incorporated into their existing planting beds. *continued on page 2*



French Lavender

- Southern Nursery Association Forum, February 12-13, Atlanta, GA

- PANTS (www.pantshow.com), August 3-5, Philadelphia PA

- CENTS (www.onla.org), January 25-27, Columbus, Ohio

- Callaway Gardens Symposium (www.callawaygardens.com), January 29-31, Pine Mountain, GA



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You might suggest scented flowering plants. Wonderfully scented gardens create an environment for relaxation and remembrance. Bright vivid colors and textural foliage in the garden can come secondary to fragrant, nostalgic plants. Position fragrant plants where they will provide the most benefit when in bloom. Consider enclosed seating areas, underneath summer opened windows, and near front and back doors.

Fragrant winter flowering shrubs can also be planted into a garden space that is frequented by pedestrian flow. Witch Hazel, Dawn Viburnum, and Charity Mahonia should be planted far enough apart so each unique fragrance can be appreciated.

- plant a collection of Magnolias, fragrant Lilac varieties and a mass of fragrant Peony varieties
- plant numerous English and French Lavender plants near a sitting area.
- a combination of flowering Nicotiana, Heliotrope, and Sweet Allysum will add color as well as sweet aroma to an existing planting bed.



English Lavender

Plants for Shady Garden Areas

Changing and enhancing existing gardens and foundation plantings can easily be achieved by using the following shade-loving/shade-tolerant plants.

- Glossy Abelia (zone 5-9)
Glossy Abelia shrubs tolerate part shade and have attractive fragrant summer blooms. This shrub has semi-evergreen foliage and many varieties have beautiful fall color.
 - Camellia japonica (zone varies)
Camellias are an outstanding evergreen shrub that have been bred to provide many colors
- continued in the next column*



Camellia Japonica

Shady continued

and forms for everyone's taste.

- Hydrangea macrophylla (zone 5-9)
This hydrangea is known as the "big leaf hydrangea" because it has large foliage and ornamental flowers in part shade to full shade.
- Kalmia latifolia (zone 4-9)



Hydrangea macrophylla

Mountain Laurel shrubs are beautiful woodland native shrubs that do well in part shade or dappled shade gardens. This evergreen shrub needs well-drained soil and does not do well in clay soils. *continued, next page*

- Kerria Japonica (zone 4-9)
Japanese Kerria is an attractive year-round

Welcome

WVNLA welcomes our 2 brand new members: WV Landscapers, Ron Cole, owner and Mr. Fancy Plants, Michael McDonald, owner. Both members and their businesses are located in Cross Lanes, West Virginia.

To become a member, go to our website wvnla.org and download an application. It outlines all membership requirements. This newsletter is one of the benefits.





Kalmia latifolia

shrub. Kerrias can tolerate full shade but prefer afternoon sun. Variegated forms are available. Pure yellow spring/summer blooms and bright green stems are just two benefits of this plant.



Kerria japonica

2010 Volunteer Project Selected

The Golden Girl Group Home for teenage girls in Ceredo, WV has been selected as the 2010 WVNLA Volunteer Project. This Group home has been helping girls adapt to living a normal, loving life and showing them how to live independently, away from abusive family situations.

The scope of the project will be developing over the next several months, with implementation starting in April, 2010. Please mark your calendars so you can participate with this rewarding project. More updates will be posted in future newsletters and on our web site.

WVNLA Brand Identity

Our organization's name and logo are important. The clearer and more memorable our identity, the more likely we are to survive and thrive.

Being clear and memorable allows us to "position" our organization. It also helps us stand out and strengthen our identity and purpose. Just like you (hopefully) do with your own business.

With this in mind, we will concentrate on continually rolling out a consistent identity, further establishing ourselves as the preeminent statewide nursery and landscape association - active and thriving well into the 21st century.

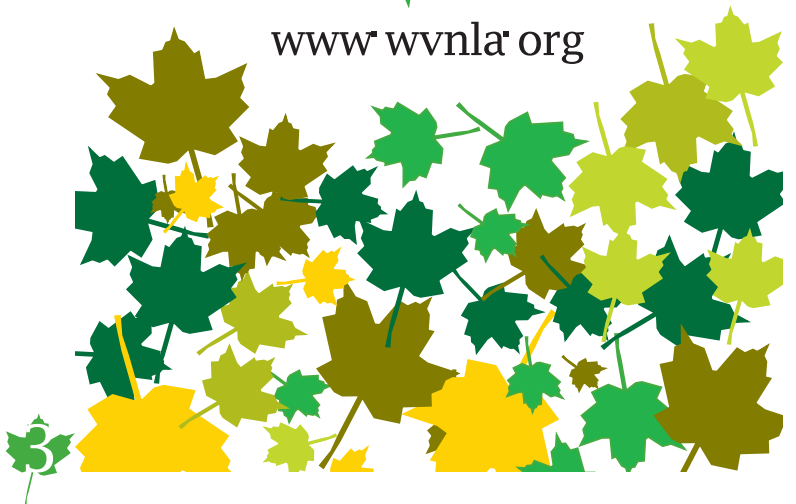
We will be revamping the website, introducing our *Industry Services Booklet* and feature our new trade show booth - ALL with the same "look and feel" which stresses our new brand across all these different media - our logo, name, the maple leaves (representing West Virginia's state tree) and our statement of purpose, coupled with our web address will be more prominent than ever.

All these items, when presented together at our winter meeting and at MANTS in Baltimore will go a long way towards establishing our "new" identity for our 71st year.

The West Virginia
Nursery & Landscape
Association, Inc.



www.wvnla.org



Request for Assistance

Bernie Dolan, Principal of Wheeling Park High School, has requested information from WVNLA members.

The high school has recently constructed a greenhouse for teaching purposes at their facility. He is looking for guidance, suggestions, or any information on how to successfully grow, graft, and otherwise maintain the greenhouse. If you have information that can help or suggestions, please send information to me to wvnlassoc@gmail.com and I will forward your information and name on to him. This is a great opportunity to help educate young adults - especially if you are within close proximity to the Wheeling area!

Plant Catalogs:

A NEW WAY OF ORDERING

Recently the WVNLA Board approved a new way members can order Plant Catalogs from the Minnesota Nursery and Landscape Association. New order forms/cost sheet, directions how to order the catalogs, and the schedule will be mailed out in February to all members. Please review the information when you receive it and see if you would like to order these worthwhile plant catalogs.

WVNLA 304.553.1234 www.wvnla.org
email: wvnlassoc@gmail.com

Wishing you and yours a
WONDERFULLY
Happy New Year!

