

WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. www.wvnla.org January 2011

A Time For Reflection

Our Association has seen changes in 2010. Good changes. They have included stronger communications with neighboring Associations, a more visual existence in the public's eye, and a developed Association brand. Other positive steps have included financial planning, establishing a working budget, and planning for the future of our Association. Current Board members understand that long-range planning is a necessity in today's economic situation and for a stable future for our Association.

On a sad note, our Association decreased by a few, due to the economy and the passing of a couple of members. Zeb Wright, of Charleston Landscaping and Horticultural Services, and Aubry Wilson, of Central West Virginia Nursery.

On a positive note, we gained the following new members: Three Oaks Landscaping, Gallia, Ohio; Top Notch Landscaping and Supply, Wheeling; and Nicky's Garden Center, Wheeling.

The Association completed an outstanding Volunteer Project in Ceredo, West Virginia. The finished project at the Golden Girls Group Home included a fellowship building, basketball court, outdoor kitchen, garden spaces and a pond. In October, our Association received an Award by the West Virginia Child Care Association for the Golden Girl Project. The following businesses participated with the volunteer project: G & G Nursery, Lavalette Nursery and Garden Center, Biafore Landscape and Development, Cole Nurseries, Creation Gardens and Design, Groundworks, Landscaping by Hillcrest, Oasis Landscaping, Proscapes of West Virginia, Riverside Sod Farm, Saunders Lawn Care, Scots Landscape Nursery, TerraSalis Garden Center, Valley Gardens, Three Oaks Landscaping, and other businesses from the surrounding area.

Member participation and involvement is always needed. The Board members would

Tidbits, Updates, Etc.

- WVNLA 2011 Winter Meeting, Charleston, WV, Thursday & Friday, January 20 and 21, visit www.wvnla.org for information
- ANLA (American Nursery & Landscape Association) 2011 Management Clinic,

like to see more members get involved with future volunteer projects and meetings. We are planning a 2011 summer tour and hope members will enjoy the experience. Articles from members for this bimonthly newsletters are always welcome.

The Association values every single member and we will continue to provide communication and educational services to our members. We will also promote our members to interested parties outside the limits of the State while at the same time offer guidance and help so businesses can prosper in every way possible.

A salute to 2010 and hello 2011!

Edibles Equal Financial Opportunities

If greenhouses, garden centers and landscape companies haven't offered edibles to visitors/clients, now is the perfect time to do so.

Edibles have become the fastest growing sector in the green goods category. The

National Gardening Association reported the following spending per household in 2008:

Vegetables	\$53.00
Fruit	\$61.00
Herbs	\$30.00
Berries	\$29.00
Average	\$70.00

(continued on page 3)



*photo above:
dwarf plum &
cherry trees*



- January 26 - January 29, 2011; Louisville, KY
- CENTS Tradeshow (www.onla.org), January 24-26, 2011 Columbus, Ohio
 - Philadelphia International Flower Show March 6-13 www.theflowershow.com



YOU ARE INVITED • PLEASE JOIN US

The West Virginia Nursery & Landscape Association

2011 WINTER SYMPOSIUM

Thursday and Friday, January 20th & 21st

the Summit Conference Center, 129 Summers Street, Charleston, West Virginia

Please call or email to register for lunch (\$5 at the door) by January 14th, 2011

304.553.1234 or 304.346.4537



email: wvnlassoc@gmail.com

2011 Symposium Information/Schedule

We have sent you all invitations to the Winter Symposium and greatly look forward to seeing everyone. There is an **amazing** line-up of guest speakers from our field.

Please register if you want to join us for lunch at the Summit (**\$5 at the door**) by phone or email: wvnlassoc@gmail.com or 304.553.1234 or 340.346.4537 by January 14th.

Previous newsletters (which can always be found on our website newsletters page) outline the roster of speakers and places to stay, along with a map and other important information.

If you are aware of any potential new members, please provide us with their contact information and we, or one of the board members, will provide them with a special invitation to the Symposium. Also, we encourage you to bring business cards and/or printed information about your business to share with other attendees and the public on Thursday evening. See you there!

Symposium Schedule

Thursday, January 20 -

- 7 to 8:15 am - Registration, welcome, coffee
- 8:30 am Welcome comments by our President
- 8:45 am John Kennedy, Keynote speaker and moderator
- 10 am Carol Reese, Horticulture Specialist
- 11:15 am Swap Shop event! Members share their best idea from the year in three minutes.
- 12:15 Lunch (\$5 at the Summit) or on own
- 1:30 pm Dr. Laura Deeter, Agricultural Technical Institute, OSU
- 2:45 pm Rick Lewandowski, Mt. Cuba Center
- 4:00 pm Rick Crowder, Hawksridge Nursery ↗

• Dinner on your own

• 7:00 pm Public Lecture by Carol Reese and Rick Lewandowski

Friday, January 21 -

- 8:30 am Dr. Paula Shrewsbury, Univ. of Maryland
- 9:30 am Laura T. Miller *Pollination Conservation and Landscaping*
- Then, just following Laura Miller...
- General Membership Meeting, new officers and/or board members will be introduced **AND**
- Landscape Awards Program announcements!

Member Booklet - 2011 Edition

By the time you read this our newly updated and corrected membership booklet will have been passed out to all those interested in your services at MANTS in Baltimore! It will be available for you at the Winter Symposium.

Horticulture Societies and Organizations

We have collected a listing of societies and organizations which may be of interest to our membership. Their www. is as follows:

- Azalea Society of America azaleas.org
- American Conifer Society conifersociety.org
- American Daffodil Society daffodilusa.org
- The American Fern Society amerfernsoc.org
- The Herb Society of America herbsociety.org
- Holly Society of America, Inc. hollysocam.org
- The American Hosta Society americanhostasociety.org
- American Rhododendron Society rhododendron.org
- The North American Rock Garden Society www.nargs.org
- American Rose Society ars.org
- and last, but not least
- Weed Science Society of America wssa.net



Edibles continued

43 million households performed some type of edible gardening in 2009, a 19% increase from 2008. The National Gardening Association claims that future growth will continue.

The edibles category is rapidly changing into a larger spectrum that includes dwarf fruit trees, berries, onions, potatoes and strawberries. An area that will also show areas of growth will be businesses offering pre-made edible container gardens. Berry plants such as strawberries, blueberries, blackberries and raspberries will also show considerable interest by consumers. Companies such as Virginia Berry Farm and Fall Creek Nursery will be offering dwarf berry plants and edibles that can flourish in containers or in the ground with attractive flowers.

The edible category offers an area of growth for businesses, especially with containers. In 2009, 48% of consumers reported they had participated in container gardening of edibles.

Now is a great time to plan on developing a line of container gardening and educating customers on how to maintain them for fruitful bounty. Ideas such as staked cherry tomato plants with Marigolds, or blueberry bushes in a large pot with a unique wire display that can also serve to help cover the plant with netting when the berries mature, can help customers say "yes" to a wonderful purchase.

In late April or May, a garden center can offer seminars on how to plant containers with edibles, offering customers plants, soil, and labor on installing an edible garden at their residence.

The vegetables category is growing fast and can bring in new interested gardeners to greenhouses and garden centers. Landscape companies need to also consider developing

a spring garden crew who can implement a garden space into an already-existing landscape space. *edibles pictured below: the classic nasturtiums (r) and (l) cupcakes with lavender icing and decorated with sugared flowers*

Perspective Thoughts

Vaughn Fletcher, a Midwest sales manager for McHutchison Horticultural Distributors, (he also is a panelist on the Greenhouse Grower's Medal of Excellence Panel) shares the following information:

Plant breeding and significant introductions are critical to the profitability and long-term strategy of the breeding company. They are the lifeblood of our industry. Plant selection focusing on grower-friendly varieties and improved landscape and garden performances is essential.

Mr. Fletcher feels the industry needs to increase non-fading dark blue, deep yellow, picotees and double-blooming flowers. In the past, consumers have been drawn to bright, vibrant colors. Mr. Fletcher states that black flowers will have a niche.

Variety trends that are disease resistant, early flowering and plants that have a more compacted form will be in demand.

Additional Thoughts: Other sources state that in 2011 shoppers will be looking for unique plants and combinations of colors that contrast. Full sun begonias, trailing plants, zonal plants from other regions, and pre-planted dwarf trees for decks and patios will be in popular in 2011. Also, plants that can handle weather extremes such as heat, rain and changing temperatures will be purchased.

Note: This information was gathered from an article that appeared in the November 2010 "Greenhouse Grower Magazine".





**WINTER
SYMPOSIUM**
JANUARY 20-21

PLEASE
CALL OR EMAIL TO
REGISTER
FOR LUNCH (\$5 AT THE DOOR)
BY JANUARY 14TH

Funded Project Update

The following letter was sent to WVNLA Executive Director, Beth Loflin and all members of the WVNLA as an update. It was dated

November 16, 2010

Dear WVNLA Officers and Membership:

This is a progress report for the grant entitled "Development of an On-Line Woody Plant Course" that was funded by the West Virginia Nursery & Landscape Association.

The work on the development of this course is about 90% complete. There was a delay in the completion of this project due to a few substantial unforeseen impediments. However, the project should be completed by July of 2011. In the course, there are the following modules: 1) Introduction, 2) Deciduous Trees, 3) Deciduous Shrubs, 4) Broadleaved Evergreens, and 5) Conifers.



As in our agreement, I will make the course available to your membership. Hopefully, arrangements can be made to have a password-protected link on your website so that WVNLA members can access the course.

I sincerely thank you for funding this work and for your patience in the completion of the course.

Sincerely,
Alex X. Niemiera
Associate Professor
Department of Horticulture
Virginia Tech