

WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. www.wvnla.org January - February 2013

About Our MANTS

Make plans to attend our sponsored premier trade show. It's a perfect beginning to a new year!

"What began with 64 exhibitors is now in its 41st year". The Mid-Atlantic Nursery Trade Show or MANTS® widely known as The Masterpiece of Trade Shows™ was incorporated in Maryland early in 1970. Its co-sponsors are the state Nursery and Landscape Associations of Maryland, Virginia, and West Virginia. The show is governed by a board of appointed representatives and has been managed by Quercus, Inc. (formerly Akehurst Management) since its inception.

The first trade show was held in Williamsburg, Virginia, in January, 1971 and the second in 1972 at the Hunt Valley Inn, in Cockeysville, Maryland. During the ensuing years, several more were held in Hunt Valley and three at The Greenbrier in White Sulphur Springs, West Virginia. The January 1980 show was held in Norfolk, Virginia. Beginning in 1981, due to the show's consistent growth in size, popularity and attendance as well as a limited amount of convention space in our co-sponsoring states, MANTS has been held at the Baltimore Convention Center in Baltimore, Maryland.

Now in its fourth decade, MANTS® is the premier, private green industry marketplace for finding plants and nursery stock, landscape and garden items, heavy and light duty equipment, tools, furniture and hundreds of other allied industry products. Companies' exhibit and industry members attend because they know that MANTS is the place to buy, shop, meet, see, be and be seen every January. MANTS is one of the largest private trade shows serving the Horticulture Industry which is why industry members say that MANTS means business!

Whether you are an exhibitor or attendee, buying, shopping or just looking, this is the one show that is all about you. Companies and industry members alike know where they'll be in January, because "If it's January, it must be MANTS!"

At the top right is the MANTS 2013 promotional poster.



MANTS® 2013
The Masterpiece of Trade Shows™

JANUARY 9-11, 2013
Baltimore Convention Center


P.O. Box 818 • Brooklandville, MD 21022
410-296-6959 • 800-431-0066 • fax 410-296-8288
www.mants.com
On-line Registration is available 24/7 beginning October 1.

Tidbits, Updates, Etc.

JANUARY 2013

- 9-11 MANTS, Baltimore, MD, www.MANTS.org
- 16-17 WVNLA Winter Symposium, Charleston, West Virginia, January 16th Pesticide Workshop, 17th Winter Symposium.

- CENTS January 14-16, Columbus, Ohio, www.onla.org

- New England Grows February 6-8, Boston, MA, www.NewEnglandGrows.org

JANUARY-APRIL

- Mt. Cuba Center, Hockessin, DE

- Transform Your Suburban Lot into a Native Paradise Saturday, Jan. 26

- How To Design With Native Plants, Saturday, February 9

- Rain Gardens: Design and Installation, April 20 and 21

- A website to check out: Growing creatively www.flowerstreeturbangardens.com



Plant Suggestions

for a Woodland Semi-Shade Garden

Below are plants to consider for a garden area that gets only a few hours of direct sunlight a day. These areas include: under shade trees, open woodlands, or a shady woodland edge.

These plants are adaptable to a wide range of soil types, but would thrive in well-drained reasonably fertile soil.

Lenten Roses (see www.sunfarm.com)



Wildflowers:

- | | |
|--------------------|-------------------|
| Columbine | Purple Coneflower |
| Jack in the Pulpit | Wild Geranium |
| Sky Blue Aster | Brown Eyed Susan |
| Blue False Indigo | Foamflower |
| White False Indigo | Sweetfern |
| Shootingstar | Blue Cohosh |
| | Solomon's Seal |

For more information and a source for the plants, check out: American Native by Prairie Nursery www.american-natives.biz

Zombie Victory Gardens Wants You!

We thought you might be interested in the work we're doing to encourage people to start gardening. Here at ZombieVictoryGardens.com we noticed that all the books, magazines and advice on gardening can be a little intimidating for first time gardeners. We decided to solve this problem by breaking everything down into 5 or 6 simple steps per topic that make it quick and easy to get started and ensure success.

We added zombies to the victory garden concept because of their current popularity. About 10.9 million people watched the third season premiere of "The Walking Dead." It's a cultural phenomenon that during economic hard times people like to read stories and watch shows about people surviving something that is even harder than their own lives. We want to take them one step further from watching, to actually doing something that would make their lives more fun.

We're sharing our gardening instructions in a graphic novel format. Survivors of the

Zombie Apocalypse plant their own raised bed and container gardens while fighting off the undead. Each issue includes tear-out instructions of the simple steps shown by the characters, along with a few more details.

We'd like to be able to direct our readers to nurseries in their area that can provide them with the supplies they need. If you are interested in being included on this list, please contact us and we'll be happy to add them. We can also provide them with downloadable PDFs of one of our posters that would provide folks a link to access the information that would help them as new gardeners.

As always, we'd be tickled if you'd like us on facebook.com/zombievictorygardens or if you'd link to our page at <http://zombievictorygardens.com>

If you can think of anything else we could do to support you, do let us know!

Premium! Plants!

Please note that since the last newsletter there have been several updates and/or changes to the Symposium schedule. **Also, it is important to note that you must register for the Pesticide Workshop and the Symposium separately. Registration for the Pesticide Workshop is through the WVDA - Kathy Martin - 304-558-2209. Registration for the Symposium is through the WVNLA at 304-553-1234 or wvnlassoc@gmail.com.**

Symposium Schedule

Wednesday January 16, 2013

Pesticide Workshop

Registration is 7:00 am - 8:00 am

Summit Conference Center

Sponsored by WVNLA & WV Dept. of Agriculture

Thursday January 17, 2013

WVNLA Winter Symposium

Summit Conference Center

7:00 am Registration and
WVNLA Board Meeting

8:15 am President's Welcome and
Introduction of Speaker

8:30 am **Kelly Norris**
Gardening with a Y

With all the uproar, discussion and seeming turmoil around the issue of Generation X and Y gardeners, some might wonder what the future holds for horticulture. Confounding the ↗



issue is a general lack of demographic data and perceptions of young or beginning gardeners. So why not talk with a Gen Y horticulturist? This lecture will explore historical trends, share insights from Gen Y horticulture majors, and open a dialogue about the needs, wants and interests of potential gardeners under age 40.

10:00 am **Session A Bill Thomas,**
The Chanticleer Experience

Chanticleer, a forty-eight-acre garden on Philadelphia's historic Main Line, is many things simultaneously: a lush display of verdant intensity and variety, an irreverent and informal setting for inventive plant combinations, a homage to the native trees and horticultural heritage of the mid-Atlantic, a testament to one man's devotion to his family's estate and legacy, and a good spot for a stroll and picnic amid the blooms.

Session B Charlie Patterson
Strategic Business Planning

Charlie will be discussing strategic business practices and how to incorporate them into our member's businesses.

10:45 am Break

11:00 am **Richard Bitner**
Designing with Conifers

"This book is written for garden designers and other landscape professionals, but also for anyone who wants to learn more about how to effectively use conifers in garden settings. The clear color photographs help readers envision how incorporating conifers into established beds can enhance the overall design of the garden and provide that year-round interest we're all trying to achieve. Designing with Conifers offers a great deal of practical information for creating harmonious landscapes that employ conifers to their best effect. It will become a well-used resource in my library and a valuable aid when I meet with clients who want to add conifers to their gardens."

—Anne Marsh, *The American Gardener*,
January - February, 2012

12:00 pm Swap Shop and Lunch

1:30 pm **Session A Kerry Mendez**
Perennially Yours

Kerry will discuss incorporating sustainable plantings into existing landscapes. Her successful ideas and practices are known

throughout the United States. Be ready to learn from Kerry's experiences in her tried and true sustainable gardening ideas.

Session B Bill Hoffman
Ponds and Construction 101

Pond supplies and construction of ponds is Bill's world at Pond Supplies of Ohio. He will share his knowledge of ponds and what different elements are needed for a successful garden pond.

2:15 pm Break

2:30 pm **Session A Kelly Norris**
Chic Plants for Hip Gardeners

Gardeners need chic, sustainable, thriving plants for modern lifestyles. Plants after all are the very essence of fashionable gardening. Gardeners need to know the basics of gardening as well as have the opportunity to craft landscapes in their own unique style with plants that flourish sustainably for more than just a few seasons. The horticulture industry needs to re-shift and re-tool its focus on emerging demographics, including how to market plants to a generation of new gardeners. This talk with espouse several key ideas for how to talk about plants in a bold-faced, exciting way that makes them seem less like "products" and more like living things that sustain beauty in our environment. Twenty-something plantsman Kelly Norris will take the audience on a journey through a world of hot, functional, and head-turning plants for modern gardens - unusual, new, plus a few tried and true.

Session B Bill Hoffman
Ponds and Construction 101 part 2

3:30 pm **Steve Payne**
*Creating an Innovative Business,
Surviving & Flourishing with Change*

Ever feel overwhelmed? Ever wonder why starting your business was a good idea? Have you lost the love and passion for your work? Would you like to have a life outside of your business again? This program will give you some ideas that just might help you to regain your love of your work, get control of your business and live your life again!

4:30 pm Business Meeting and Closing
Comments

5:00 pm CPH Exam



Horticultural Research Institute

The Horticultural Research Institute (HRI) was established in 1962 to support and promote horticultural research that benefits the nursery and landscape industry. HRI is the research affiliate of the American Nursery and Landscape Association (ANLA). The HRI purpose is to focus on industry survival issues such as pest management, environmental stewardship and sustainability, marketing, and mechanization/automation to reduce industry vulnerability to labor challenges and improved product efficiency.

In 2010, HRI awarded \$210,000 to 8 research projects, one research conference and four student scholarships. Two research projects were selected for funding which detailed containerized nursery crops and irrigation scheduling and the usage of floating plant treatment systems for nutrient remediation of runoff from greenhouse and nursery operations. HRI also funded research on how to improve root systems that will create fewer returned trees to the nursery, result in fewer tree loss during winter storms and increase the lifespan of trees. Another key project is the use of poultry-feather resins to produce nursery containers.

Further researching information on HRI can be found at: www.HRIResearch.org.

Think Innovation

What follows is a series of short articles about innovative thinking within the green industry.

Start the new year by approaching work in an innovative way. This will involve doing things differently than how your competitors perform work. Expand your knowledge base by attending real estate classes, listen to webinars on business strategies or client understanding, or attend a conference on hardscape construction. Learn as much as possible on green building and LEED.

Innovation is your personal touch when dealing with your clients. Make an extra effort to understand your current customers and a possible future client. Consumers expect more one-on-one time with either the owner of the company or the manager assigned to their site. To meet this need, consider establishing a Service Rep who touches base with your customer on a regular basis. This strengthens the connection with the client and also helps

improve quality control and more business opportunities.

If you have been maintaining a site for some time, consider making suggestions to simplify the site or add seasonal color. Innovative thinking is just a way to provide a unique thought to an existing situation.

Tom Oyler, one of the most successful entrepreneurs in the Green Industry, says there are three essential elements to adopting a management approach that focuses on innovation.

1. Development of guiding principles.

Successful landscape companies operate from a foundation of guiding principles which typically include:

- treat client's money as if it were your own
- keep customer at center of strategic thinking
- be a low-cost provider
- improve employability
- new opportunity must provide at least 40% return on invested capital
- new opportunity must provide at least 35% compound annual growth rate potential

2. Elimination of destructive habits.

- leadership that's too focused on own ownership and industry
- obsession with process improvement
- overly focused on overhead recovery and not enough on sales growth
- profits stressed more than organization
- protect long-term, under-productive employees

3. Organizational reflection


Owners of the company need to remain visible and constantly looking for new opportunities to better position the company.

Owners must also educate employees on how to look for work and how to think strategically. Incentives for employees can help market your business in new ways the owner never thought of.

Innovative business opportunities can involve offering a new service: parking lot sealing and striping, parking lot sweeping, window washing, emergency storm cleanup, pressure washing, and also tree work. Any of these services can be subcontracted but with your supervision provided. It is perfectly legal and ethical when money is made from using subcontractors.

Ideas for a Better Business

One-On-One Relationships

Customer one-on-one relationships are more important than ever in the green 



industry. When was the last time that you took the time to meet with your customer to go over the property?

Try and establish a real relationship with the client. If you take the time to have a meaningful talk, you may learn some important things about how to better serve that client.

The client may share information on additional work that is needed on site. Landscape contractors are uniquely positioned to become more of a general contractor on a site.

Establish and Measure your Marketing Plan It's important for a business to have a sales and marketing plan. For some reason most businesses think new work will come to them. Successful businesses are always looking at sales strategies and innovative marketing ideas. In general, you need to measure the success of your advertising campaigns so that you can determine what works best for your company.

SOP (standard operating procedures) A business needs to have standard operating procedures to improve efficiencies and profitability. Manuals that contain these details as well as human resource information, administration and contract administration should be given to every employee. Also develop a well-designed training program. This will keep your work force consistent and allow you to develop employees that can move up as your company continues to grow and change.

Tasks

Develop process maps for you and your employees, from a daily, weekly monthly and yearly basis. Process maps can be for:

- morning startup, getting crews checked in and on the road
- end-of-day process-emptying trash, tuning equipment, reloading trailers, filing paper work and timecards
- first ten minutes on a job site-helps to set the stage for a highly efficient service
- filling out daily job sheets with correct information
- service call execution

Work Smarter

There are ways to improve systems and processes within a business:

1. Morning start-up. Morning start-up really begins from the prior evening shut down. When crews return, take steps to prepare for ↗

the next day. Clean out vehicles then load up for the following day. This is usually completed in a timely manner since employees are wanting to finish the day on time.

2. Change mower blades at day's end and fuel up at the end of the day. A mechanic can work a second shift, from 2:00 pm - 10:00 pm so equipment is ready to go the following day.

3. Crew leaders can arrive 15 minutes earlier than the work crew. Vehicle inspections. plant inspections and job descriptions are known before the work force arrives.

4. Consider having four 10 hour days. This saves money from equipment maintenance costs and most employees would rather work this type of schedule.

5. Every employee is important. Consider having a weekly meeting. Entire team meetings pulls staff together which usually produces positive job performances.

Communication Skills

Operating with effective communication skills are important for everyone. Taking time prior to a discussion is most important because it allows the speaker to digest what needs to be said and the best way to say it. Every employee, manager and business owner needs to have clear and precise meaning. Communicate openly, honestly and calmly, and professionally when expressing a thought or idea.

Listen attentively without interruption. Acknowledge the discussion and reiterate what was discussed and agreed to.

Ask clarifying questions to make sure you understand the points of the discussion. Acknowledge requests and phone calls promptly.

Treat all customers with respect and integrity.

The West Virginia
Nursery & Landscape
Association, Inc.



www.wvnla.org



Retail Nursery available

in Frederick County, VA. 10 Acres of Land, 50,000+ sq ft Greenhouse, frontage on major highway with 15,000 average daily trips, priced to sell at \$3 million.

Contact Dave Olson or Alex Nikol at 571-236-2627, Long & Foster Realtors, 43490 Yukon Dr, #105, Ashburn, VA 20147, licensed in Virginia.



Happy New Year!

from everyone at the West Virginia Nursery and Landscape Association

Email Addresses

We want to make it as easy as is possible to contact your organizational leaders. If you do not have email capabilities, we will be pleased to pass along any letters sent to Board members. Here are email addresses for everyone on the Board of Directors.

Patrick Biafore patrick@biafore.com

Bill Mills terraSalis@gmail.com

Mark Springer Mark@lavalette.net

Tim Forren forrensoil@aol.com

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