

WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. www.wvnla.org July/August 2011

Board Member Business Highlighted

reprinted with permission from the Charleston Daily Mail. Photos by Tom Hindman

The Barnitz family demonstrates how a successful business can be managed over generations.

Bob and Corena Barnitz began with two backyard greenhouses and a roadside produce stand.

Bob's Market & Greenhouses now includes 815,000 square feet of greenhouses in Mason County and five retail locations in West Virginia, Ohio and Georgia. Their five grown sons oversee various aspects of the business while Bob serves as company president.



l to r: William "Bobby", Eric, Bob, Alan, Eric "Rick", Scott (WVNLA Board member) and John

"My wife and I started the business in 1970," said Barnitz, 79. "I grew up on a farm growing produce in Meigs County, Ohio. My father was a wholesale retail produce dealer. I joined my father in the late '50s. In 1959 I married Corena and we started a family."

As they tended the business, their sons worked alongside them. *cont. on page 3*



Appalachian South Folklife Center's setting

WVNLA Supports Children's Peace Garden

The West Virginia Nursery and Landscape Association is proud to financially support a Children's Peace Garden, located at the Appalachian South Folklife Center, Princeton, West Virginia.

The Learning Day Camp's mission is to foster a love of learning in a stress-free natural environment. The new garden will allow children and adults to have a quiet place to appreciate the natural beauty of West Virginia.

Special plantings of perennial flowers and herbs will be initiated by the campers. The Appalachian South Folklife Center hosts over 1000 people from all over the United States through its service work camps, workshops and festivals. Many former campers are now professionals who donate their time and money each summer.

Updates to the progress of the Peace Garden will follow in future newsletters. 🍁

Tidbits, Updates, Etc.

Perennial Plant Symposium
Atlanta, GA, July 19 - 21, 2011
ppa@perennialplant.org

PANTS11
Philadelphia, PA, August 2 - 4, 2011
www.PANTSHOW.com

You're invited • Please contact us NOW
Registration Deadline is July 15th
WVNLA Summer Tour -
Friday & Saturday, August 19 & 20, 2011

2012 WVNLA Winter Symposium
Charleston, WV, January 18, 19, 20, 2012



Lighting on a Personal Level

Outdoor Lighting Perspectives can provide an excellent lighting experience for you and your client. Judy and Rod Lumpkin, the Outdoor Lighting Perspectives owners in West Virginia, offer design, products, installation and continual maintenance for your landscape project. Lighting needs for landscape and garden, commercial, architectural, Holiday, pool and underwater can all be accomplished by Outdoor Lighting Perspectives. Unique sculptural lights are also sold as focal points in the garden.

Judy and Rod initially do a preliminary meeting to understand the scope of the project. Based on this, a lighting plan is designed and illustrated so the preliminary design can be viewed at night. The final lighting plan will be based on security, safety and illumination desires of your client.

Outdoor Lighting Perspectives is a company that can help you diversify the services you offer your clients. They have been taking care of West Virginia's lighting needs since 1999. Outdoor Lighting Perspectives
Rod and Judy Lumpkin 304-548-5020 www.west-virginia.outdoorlights.com



In Memorium

On Tuesday, May 31, 2011, Carson Turner, a lifetime resident of White Sulphur Springs and active member of the WVNLA, passed away at Greenbrier Valley Medical Center after a short illness.

Born October 6, 1924, in Alvon, W.Va., he is survived by his wife of 65 years, Bertha Turner. Carson served his country, community, and our organization with a passion. His hobbies included reading, working, hunting, his family and service to others. He served in the Army Air Force during World War II as a radio operator. He was (*cont, next column*)

Carson cont. a former POW awarded the Purple Heart. He owned and operated White Sulphur Springs Nursery well over 50 years. He was a lifetime member of the WVNLA (formerly the WV Nurseryman's Assoc.), WSS Chamber of Commerce, and Rotary. 🍁



Camellia Go Forth!

Do you landscape in zone 6a, 6b?

As Penelope Hobhouse stated, push the envelope to try plants that borderline your zone - Camellias!

Cam Too, one of the world's largest camellia nurseries, can provide you with beautiful camellias from past varieties to future varieties.

www.camtoocamellia.com Greensboro, NC 🍁

Important 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. Below are email addresses for everyone on the Board.

Patrick Biafore patrick@biafore.com

Bill Mills TerraSalis@gmail.com

Mark Springer Mark@lavalette.net

Tim Forren forrensoil@aol.com

Brett Merritt brett@gandgnursery.com

Ed Mason emason@aspen-landscaping.com

Chris Chanlett ground@hughes.net

Scott Barnitz scott.barnitz@bobsmarket.com

John Jett john.jett@mail.wvu.edu

Beth Loflin, Director wvnlassoc@gmail.com 🍁



Bob's cont. All of the boys were athletic, with interests in football and basketball.

"When they were not busy with school and sports, they worked in the business," he said. "My wife and I paid them minimum wage. They put the money in the bank.

"When the time came for a car or a motorbike, they had the money. For every hour they worked, their mother put the hours down. The business grew and we all have a good living. Today all the sons and myself are equal owners of the business."



The sons all have their respective niches. William "Bobby," 50, is chief operating officer. Eric "Rick," 49, is head grower. Scott, 48, manages the retail and rooted cutting divisions. Jeff, 43, oversees the fleet of 17 trucks and manages maintenance. John, 38, is in charge of production and sales.

Among other family members involved in the business are Eric, 29, who is Rick's son, and Alan, 27, who is Bobby's son. Bobby's wife, Sue, works in the office. Jeff's wife, Corinna, works in seeding. Alan's wife, Beth, works in the seed ordering division. Anna, who is married to Scott, is treasurer and chief financial officer. Scott's son and daughter-in-law, Holt and Rachel, are in charge of the retail location in Atlanta, Ga.

Aside from family members, the business has 134 full-time employees. During peak season from January to May, the number of employees mushrooms to 225. The business also runs with huge machines that mix soil, transplant and sow seeds.

"We sell plants in March, April and May when there is no fresh produce," Bob Barnitz said. "We sell mums in September and poinsettias at Christmas.

The main distribution area is in Mason with 18.7 acres of sprawling greenhouses that are now blanketed with colorful flowers and lush vegetable plants. The plants will be watered

with 5 to 6 million gallons of city water this year at a cost of \$25,000.

Products are trucked to Florida, New Jersey, New York, Illinois, Mississippi and all points in between. Retail locations are in Mason; Parkersburg; Gallipolis, Ohio; Belpre, Ohio; and Atlanta, Ga.

Among goods produced this year will be 120,000 hanging baskets, 50,000 flats of annuals, 300,000 plug seedlings and millions of individual seedlings. Bob's Market is a seedling supplier for Ball Seed Co.



The family has found the business to be pretty well recession proof. Even when times are tough, people plant flowers to decorate their homes.

In fact, a tough economy has helped the business - vegetable gardens are up 50 percent in the last two years, Bob Barnitz said.

In one year, the company buys \$2 million worth of seeds from several seed distributors who buy from various companies. These valuable seeds are locked in a large cooler and carefully labeled. They also get cuttings from Kenya, Ethiopia, Israel, Costa Rica, El Salvador, Brazil, Guatemala, and Mexico.

The company's annual gross sales are \$14 million.

Stepping inside one of the greenhouses the length of two football fields is to dive into a breathtaking sea of flowers in shades of purple, pink, white, yellow, green, red, orange and coral.


Barnitz and his sons say the business has blossomed due to hard work, good products, integrity, and knowledge. All of these things have been passed from one generation to the next. *Writer: Charlotte Ferrell Smith* 🍀



Memberships Due Now

We have sent out renewal notice invoices. Please take a moment when you receive yours and check your member level, fill out and send in the form along with your check. Doing so insures your continued participation in YOUR organization and you won't miss a single event, newsletter or marketing opportunity.

Exact benefits of WVNLA membership are on our website Members page (download application form, it includes all specific level benefits).

Thank you for your interest in the West Virginia Nursery and Landscape Association. 



Registration deadline is July 15th

You're invited

Mark your calendar and register now for the

WVNLA



**Friday & Saturday
August 19 & 20, 2011**

Fellowship, education,
visits to garden shops and centers
in the Philadelphia area

Chanticleer Gardens • Scott Arboretum
Mt. Cuba Center • Bartram's Garden
call or email with questions:
304.553.1234 or wvnlassoc@gmail.com

Renovated Awards Program

The WVNLA Board recently reviewed the past Awards Program and are finalizing the details about its continuation. Below are a few details that have been changed. Final facts and forms will be ready for members within the month.

The next awards programs will include five Categories:

Residential Projects under \$10,000.00
(Prize \$1000.00)

Residential Projects over \$10,000.00
(Prize \$1000.00)

Containers (Prize \$500.00)

Seasonal Flower Display (Prize \$500.00)


Unique Creations-water feature, pergola,
green wall, etc.

(Prize \$1000.00)

Hardscaping (Prize \$1000.00)

New criteria for members to review:
Businesses submitting an entry must be physically located in West Virginia. The entry must have been completed in West Virginia and the business submitting the entry must be an active member of the WVNLA.



Members interested in entering should start taking "before" and "after" documentation photographs now, if you have not already. The same digital image entries as last year will be used for review purposes. Complete entry forms will be available within the month and may be downloaded from the WVNLA website or sent to you. To request a sent awards application form, please call Beth at 304.553.1234. Thank you. 

Room with a View

Available for Immediate Occupancy

Ask yourself: "What do many iconic TV sitcoms, popular over the last few decades, have in common?" Look back to the seventies at The Brady Bunch, still one of television's all-time favorites; to the eighties for The Cosby Show; and then to the nineties at Everybody Loves Raymond, to draw attention to just a few. In the storylines of most of the episodes, the cast — immediate family members, relatives and friends — were regularly seen gathered in the kitchen where all-to-familiar events occurred.

As we look back at our own family lives, how often have we heard this familiar comment (no matter how big the home): "Why is everyone congregating in the kitchen?" So if TV-land really does mimic real life, get ready for a brand new set — the open-air patio room, complete with lavish cooking, entertaining and leisure-time conveniences. As modern-day lifestyles are changing, we see entire households moving much of their daily and special occasion activities out-of-doors while at the same time, redefining the backyard patio as we once knew it. "Move over interior designers," says Charles H. Gamarekian, Chairman/CEO of Cambridge Pavers Inc. "In today's world, the landscape designer can easily be producer, director, get a starring role and earn rave reviews."



To complement their line of pavers and walls, Cambridge made its debut in this important lifestyle revolution by dedicating a major segment of its product line to satisfy the needs and desires of families who have migrated out the back door. "It all started ten years ago with an easy-to-install, circular barbeque and fire pit made basically of our wallstones," adds Gamarekian. "Now our products run the gamut and include a full

line of round and square fire pits in addition to outdoor fireplaces, outdoor kitchens, grill and bar modules, a pond-less waterfall and even an outdoor pizza oven that cooks pizza pies, bakes bread and roasts veggies with an old world, brick oven flavor derived from an authentic wood-fired oven."


They have continued to freshen up their outdoor living product group each season through innovation, new product development, diversity and most importantly, with quality. The commitment has earned the brand a great deal of recognition in the public eye year after year. The best part is many of the installation conveniences associated with these Cambridge products have put professional contractors in a position to turn a homeowner-customer's wish list into real life situations and stay within budget.

Pre-cut Feature Is A Plus

Not only are all of these outdoor amenities pre-packaged in kit form but, where necessary, most of these items have undergone another arduous task. Cambridge has pre-cut the wallstones used to build all of these kits and also guarantees quality results.

And the List Goes On

The list of "Outdoor Living At Its Best" product offerings to compliment your lifestyle is too extensive to publish here. We invite you to visit our website www.cambridgepavers.com and experience the vast array of products offered including:

PavingStone Systems, Thinking Green Permeable Pavements, Wall Stone Systems, Cambridge LedgeStone Wall, Pre-Packaged & Pre-Cut Kits, Grill Module Kits, Patio Pub and Bistro Table Kits, Bar Module Kits, Outdoor Pizza Oven Kits, Outdoor Kitchen Kits, Outdoor Fireplace Kits, Waterfall Kits, BBQ & Fire Pit Kits, Column Kits, Mailbox Kits, Cast Stone Caps & Stair Kits, Pergola Kits, Pavilion Kits and all the Finishing Touches. 



Chesapeake Bay and Plants: You Can Help

Did you realize that plantings in the eastern panhandle of West Virginia can have a lasting effect on the ecology of the Chesapeake Bay? *Plant More Plants*, a personal stewardship campaign by the Chesapeake Bay Program, aims to encourage residential homeowners to grow more plants to help filter storm water runoff and to help conserve the Bay's natural resources.

As most landscape contractors realize, natural landscapes reduce the quantity and improve the quality of storm water runoff. Native plants absorb storm water and act as filters that reduce the harmful effects of fertilizers, pesticides, and spilled fuels from power equipment. Plant roots grip soil and reduce erosion from storm water runoff. Native plant species planted on slopes, along water bodies and along drainage ditches help to prevent erosion and pollution by stabilizing the soil and slowing the flow of rainwater runoff.

Check out: www.plantmoreplants.com ↗



Please note the map above. Rivers and streams in West Virginia (shaded) can easily end up flowing into the Chesapeake Bay area.





WVNLA  **NEWS**

P.O. Box 20284

Charleston, West Virginia 25362

