

WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. www.wvnla.org July - August 2012

Farm Bill Plant Pest, Disease Funding Announced

On May 24, the United States Department of Agriculture's Animal and Plant Health Inspection Service announced the release of 2012 funding, totaling almost \$50 million for a range of plant and disease projects including pest threat identification, mitigation, survey, management and technology development. Many of the 321 projects selected for funding are of direct impact to the nursery and greenhouse industry, including the following:

- \$554,000 for a multi-site project addressing Boxwood Blight
- Funding of almost \$740,000 for the National Ornamentals Research Site
- Several projects on harmonization of certification requirements for high-value crops including grapes, fruit trees and berries
- Several projects exploring alternative systems approaches to nursery certification.

For a full list of funded projects, visit www.ANLA.org.

Tidbits, Updates, Etc.

JULY, 2012

- 14-17 OFA Short Course
Columbus, OH
- 25-Woody Plant Conference, Villanova University, Philadelphia, PA
www.woodyplantconference.org
- 25-The Council of Tree and Landscape Appraisers is conducting a public review of the 10th edition of the Council's Guide. An optional orientation webinar will take place on Wednesday, July 25 at 11:00 am. Anyone interested in participating should contact Warren Quinn at wquinn@anla.org no later than July 11, 2012.

- July 31- Aug. 2, PANTS (PA Allied Nurserymen's Trade Show)

AUGUST, 2012

- 8-10 North Carolina Green Show, Hickory, NC (in conjunction with the 2012 NC Urban Forestry Conference), 8-9 Education and Trade Show, August 10 Green Industry Tours ↗

Inspiration Through Images

In this issue on WVNLA News we are giving you a break (we know this is your busy season) and just showing you some images that may inspire you. They present many of the basic elements of design as used in the green industry. We have some short articles too.



Beebalm and Stokesia at Elliot estate, Charleston, WV.

www.ncnla.com

- 21-23 Independent Garden Center Show, Chicago, IL, www.info@igcshow.com

SEPTEMBER, 2012

- WVNLA Volunteer Project-date to be announced soon, West Virginia Botanic Garden, Morgantown, WV
- 16-22 APLD International Design Conference, San Francisco, CA, APLD.org/design-conference

OCTOBER, 2012

- 24-26 Green Industry Conference, Louisville, KY, www.landcarenetwork.org/events/GIC

NOVEMBER, 2012

- 8-10 Tree Care Industry Expo, Baltimore, MD www.treecareindustry.org

JANUARY 2013

- 9-11 MANTS, Baltimore, MD, www.MANTS.org
- 17,18 WVNLA Winter Symposium, Charleston, West Virginia





Uniqueness is a quality



Contrast of hard element with delicate Bleeding Heart.



Contrast of color and pattern-Coleus and Sweet Potato plant



Altered Forms Of Plants

Shapes and lines of plant material provide a perfect opportunity for focal points or accessories in the landscape. These creations can also enhance an entryway, create an overhead canopy, or add detail to a small space. Consider creating a unique sculptural element yourself! If you are unsure of undertaking this new idea, review YouTube demonstrations.



Golden Delicious apple trees forming an archway over aligned walk, located in Kearneysville, WV Dept. of Agriculture site

Inspired By Nature

Nature can provide inspiration from design combinations to focal point ideas. Waterfalls and streams can visually stimulate as well as provide a soothing source of tranquility to any garden.

Photos throughout this newsletter are



to inspire members and to consider studying nature for an inspirational source. (All photos were taken in West Virginia).

Rosemary, Creeping Jenny and Sedums offer shape and texture contrasts



Information Tidbits

IPad Apps

Arborgold Software offers business software for tree, lawn and landscape companies.

1-800-933-1955 or www.arbörgold.com

Businesses can:

- manage phone calls and appointments
- manage customers
- job costing
- invoicing and accounts receivable

Southern Nursery Association Offerings

SNA is providing a list of more than 11,000 horticulture research titles for review. Log on to: www.sna.org. Some of the subjects:

- Container production
- Plant production
- Field production
- Floriculture
- Landscape
- Water Management
- Weed Control

PLANET Offerings

The Professional Landcare Network (PLANET) provides information on safety programs and resources for members (which we are). They offer:

- STARS Safe Company Program
- Safety consultant (answers safety and OSHA compliance questions via email)
- Safety Scapes and Safety Solutions
- Safety List www.safetySAVES.org
- Planet Bookstore (safety/training) section (CD's, DVD's, training manuals)

For specific questions contact: Cheryl Claborn cherylclaborn@landscapecarenetwork.org or 1-800-395-2522.

Note: The STARS Program helps with safety programs. Offering a comprehensive safety section in manuals and regular safety meetings can reduce insurance costs.



North Hills Nursery succulent arrangement, serving as a small focal point near a back door entrance.



Cole Nurseries

Cole Nurseries offers many beautiful, healthy plants, including their own "Highlander Boxwood". The nursery and garden center sits atop a wonderful country location, with the closest town being Pipestem. Norman Cole has carried on his family's business providing outstanding plant material to the green industry. (please see the two Cole Nurseries photos above, their Highlander Boxwood is below)



Tips to Succeed in Lawn Care and Landscaping Business

Below are pointers to review frequently:

1. Your success in the lawn and landscaping business will depend on how prepared you are to do the work and execute.

Ask these questions:

-How can you do the job more efficiently next time?

-Are you meeting your budget for the year?

-Is your business showing profit?

-Do you know what it costs for you to run your equipment per hour?

-Do you know what your overhead costs are per hour?

2. Keep close track of the financials of your business.

3. Find an effective work scheduling system that allows you to more clearly see the tasks ahead and prioritize your committed jobs.

4. Understand and learn plant production cycles to help you get the material you need.

5. Properly manage the number of your workers. The number of your crews should depend on your typical workload and average job size.

6. Train your crew. Review the necessary directions and what their responsibilities are before starting a project. Plus, training them to identify plant material can help them perform better at a site. Have crew chiefs review a checkoff list before leaving a finished project.

7. Always use quality equipment and keep it maintained. Invest in good equipment. Place your crew chief in charge of maintaining their own equipment which will help them be more efficient on the site.

8. Focus on maximizing production and profitability and eliminate wasteful practices. Do quotes and schedule jobs in the same area of town to reduce travel time and save on fuel.

9. Stay on top of billing and collection processes. Keep track of the work you provide and make sure to leave a note for your customer that shows that you came and worked on their yard. Bill as soon as possible.

