

WVNLA NEWS

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

Plan Now For Edibles

Berries, apples, and peaches - oh my! The demand by homeowners for plants bearing fruits, vegetables and herbs is going to be out of this world this spring and summer. Now is the perfect time to plan on having these plants available for spring shoppers. The good thing is residents don't have to create a new space for these glorious plants. Landscape designers and garden experts are incorporating these wonderful plants into foundation plantings, hillside banks, and existing mixed border plantings. Why not consider using container gardening, full of herbs, cherry tomatoes, dwarf citrus trees (definitely take these in before a frost), and a variety of several peppers?

It is suggested that in cold winter country, plant the Northern Highbush Blueberry varieties such as HardyBlue, Patriot, Spartan, Misty, Northblue and Tophat. These sun loving blueberries require two plants of different varieties that bloom at the same time to produce fruit. Select a wide range of blueberry varieties to stagger the yield for a much longer harvest. Don't forget your netting too... unless you want to share your crops with the birds!

If you want to increase your marketing strategy, plant these edible trees, shrubs, vines, herbs and perennials where shoppers can easily see the visual aesthetic qualities of the plants as well as the yummy harvest. Another strategy is to have a Frost Free Weekend Event that coincides with Mother's Day. Kids will want to give cool fruit-bearing plants to mothers and grandmothers. Consider hosting a gourmet chef who can turn a

Tidbits, Updates, Etc.

- MANTS (Mid-Atlantic Nursery Trade Show) date: January 5-7, 2011, Baltimore Convention Center www.mants.com.
- WVNLA 2011 Winter Meeting, Charleston, WV, January 21 and 22.
- ANLA (American Nursery & Landscape Association) 2011 Management Clinic, January 26 - January 29, 2011; Louisville, KY
- PANTS (www.pantshow.com), August 3-5, Philadelphia PA



blueberries

basket full of berries into a pie or herbs and vegetables into a fantastic salsa.

Two known sources of these plants: Monrovia www.Monrovia.com and Virginia Berry Farm www.virginiaberryfarm.com

Virginia Berry Farm carries groundcover blueberries, raspberries, and just about any fruit plant you can think of.

Also, a great source for all bearing age trees is Raemelon Farms at www.raemelon.com. Raemelon has Freedom and Liberty apple trees of 2", 2.5" and 3" caliper trees. Both varieties are highly disease resistant and only require two late spring pesticide sprays. Raemelon also has peach trees and other trees for the West Virginia landscape.

- CENTS (www.onla.org), January 24-26, 2011 Columbus, Ohio
- Make sure your business is up-to-date with hauling regulations by visiting the West Virginia site at www.transportation.wv.gov/highways/maintenance/hauling_permits and www.fmcsa.dot.gov
- Visit our new website for back copies of the newsletter and other important WVNLA info.



At the Winter Meeting

It was a pleasure to see Brad (our just past director) and Sonja Bearce at the 2010 Annual Winter Meeting! Approximately 80 of our members and many of their staff attended - along with our guest speakers. Many thanks to Kay Pickus of TerraSalis Garden Center and Betty Miles and Mack Miles (representing our marketing and public relations firm) for their efforts in making the 2010 a huge success!!

A special thanks to Capitol Market in Charleston (www.capitolmarket.net) for providing prizes - reusable, insulated totes and gift certificates for attendees with big golden Maple leaves on their name tags.



WV NLA Board Member Bill Mills, standing, along with noted speakers at the Winter Meeting: left to right, Anne Raver, Daniel and Charlotte Ward and Todd Lasseigne

Winter Meeting Wrap-Up

The 2010 Annual Winter Meeting was attended by 97 members who traveled to Charleston to listen to nationally recognized speakers, network with other members, and get credits from the WV Department of Agriculture.

New York Times Garden Columnist Anne Raver lectured on *Transforming Lawns and Trees*, then also addressed an evening event where attendees heard about *Reducing Global Warming Through Landscaping*. The evening session was greatly supported by local gardening enthusiasts and educators.

Todd Lasseigne, Executive Director of the Paul J. Cienier Botanical Gardens, introduced plants from Japan and discussed plants, trends and new ideas in horticulture. Laura Miller, a WV Dept. of Agriculture entomologist,

identified the differences between bugs and insects. Other selected lecturers included Tim Hursen, Bill Cullina, Daniel and Charlotte Peters, and David Shetlar.

The Association also opened up a Mini Trade Show this year. Riverside Sod, G and G Nursery, Greenleaf Nursery, Peerless Brick and Block, Trinity Financial Group, and Farm Credit of the Virginias were participants who shared their knowledge and expertise with member attendees. The Association appreciates all businesses that participated.

Members also took the time to make suggestions on future meeting ideas. Some of these ideas included: hardscape training for new products, landscape design class, plant information speakers, portfolio preparation, strategic planning, employment law, accounting and financial statements, customer service, pruning techniques and skills, CPH exam, LEED, storing and maintaining b&b and container plants, how to capture and reuse irrigation water in a nursery or garden center, technical training for employees on pruning, fertilization, weed control, sod installation, irrigation, lighting, design and installation, soil conditioning, mulching, weed control, plants for particular architectural styles, water design, construction and maintenance, class for attracting birds, seasonal interest, cutting and arrangement, new equipment in the landscape, growing industries and how they can increase efficiency, deer mitigation and deer resistant plants, edible plants, unusual plants and preparing and cooking plants, discuss anthracnose, gypsy moth, where they are and what to expect, landscaping companies passing the \$1 million mark, managing employee morale, sponsorship for recycling of nursery pots-establish drop off accessible stations

-speakers to discuss street trees- Jim Urban, landscape architect

Once you have reviewed this information, let us know your thoughts or other suggestions for consideration. Thank you.



Please note:

You will find all information regarding our board of directors by clicking on the *officers* page of our NEW website www.wvnla.org. The new officers will be added in a few days.



2010 ANLA Management Clinic Swap Shop

Swap shops are popular and very valuable to anyone who is looking to better their business, their personal knowledge, and their employees. At the 2010 ANLA Management Clinic, close to 140 attendees shared their knowledge and experience with other business owners, managers, and supervisors. Some of the suggestions are:

- instead of giving away items for fundraisers, offer a landscape design/2 hour consultation. This will help promote your business and community service while at the same time possibly getting the installation of the design.

- host a HUMP DOG WEDNESDAY, serve grilled hot dogs, chips, drinks and 10% off trees and shrubs. Offer this in early summer.

- create a perennial maintenance crew that specializes only in perennial bed maintenance and cleanup, offering monthly or quarterly. Have this crew work with your landscape designer to add specialty plants, veggies or herbs into these beds.

- make a contribution in your client's name towards a good cause. Follow up with a letter stating that a donation was made in their name. Have them place their name in a basket whenever they shop at your business, then have an event in the fall when 5-10 names are drawn. They can also place loved-ones on this slip of paper as well.

- make a contribution from your employees to the Rotary Club. They match dollar for dollar, example: \$4.00 helps immunize 100 children in foreign countries.

- offer \$5.00 coupon dollars for every \$50.00 spent in a greenhouse or garden center. The shopper can then redeem these garden dollars in August/September.

- send letters or an email blast to men whose wives or partners shop at your business. Offer to sell and plant spring flowering bulbs at their designated location. A follow-up letter will surely be a thoughtful surprise. This is a great way of getting rid of leftover bulbs at your business. These can also be donated to local schools so they can use them as fundraisers. One of your extrovert employees can give a lecture to the children on the bulbs and the benefits of planting them.

Summer Project

Gaining Momentum

The Golden Girl Group Home Summer Project was presented by Nikki Thomas (photo below) to WVNLA members during the Winter Meeting. Nikki energetically discussed the importance of the project and how it will positively impact the resident girls. Brett Merritt, Mark Springer, Nikki, and APD Architects recently presented the project to the Ceredo Planning Department, who voted to approve!

The final master plan will be completed within the next month, with a time line and scheduling of construction to follow. A groundbreaking ceremony will kick off the event in April, with a completion date in August 2010.

The completed project shall consist of a gathering building with an outdoor kitchen, outdoor entertaining spaces, sustainable gardening areas and flowering trees and shrubs. We hope that you and your business will be a part of improving the environment of the current Golden Girls as well as future Golden Girls of West Virginia. Please contact Beth regarding involvement or with any questions.



Nikki Thomas



Coaching Suggestions

Consider changing old habits to be a better you, which in turn will help your business and employees. Below are suggestions from some of the best lecturers that recently presented at the 2010 ANLA Management Clinic in Louisville, KY.

Most of us make a list of items that need to be completed by the end of the day. John Kennedy, a nationally known speaker, says we set ourselves up for failure with these lengthy lists. To help with this list, have three baskets in your office labeled -complete by the end of the day, -complete by the end of the week, and -complete by the end of the month.

Manage your day better. Start every morning by closing the door for 20 minutes and prioritize the top 20% of the issues. Then, at the end of the day, close the door for 20 minutes and review what was completed and what did not get done. Get to the bottom of why things did not get done. What got in the way? What are the causes of these fire starters? Getting to the bottom of these fire starters will help you become more proactive.

Communicate with your employees. Make sure that everyone on the team knows what the top priority is to you, followed by the other less urgent issues. As the leader, you need to determine what is urgent and a necessity.

It is vital to the company that all employees feel a part of the team. Offer a suggestion box to the employees. If they make a suggestion and it is used, give \$50.00 gift certificates to the employee.



Narcissus

Pass On This News:

We prepare this newsletter with all of our members and their employees in mind - and the general public as well. Please make your copy of WVNLA News available to your staff or let them know that they can read it online. We want to encourage all green industry employees to become a member and share their knowledge.

If you prefer not to share the printed copy or have other plans for it, anyone can see all of our newsletters at www.wvnla.org and click on the *News* page. There is a great archive of past newsletters. The most recent issue of this publication is posted on the site first, before it goes into the mail - so if you want to get a jump on the snail mail version, check (*continued*)

it out online.

Besides suggesting your staff visit the site soon, encourage them to become members of WVNLA themselves. Employees of active members can become members with dues of only \$5.00 per year!

See the *Swap Shop* article on page 3. Membership in WVNLA would be a great incentive for any employee.



New Board Members

At the Winter meeting, several new members were added to the Board of Directors. We welcome them. They include-

Chris Chanlett:

From a background in organic farming and manual labor at a nearby nursery, Chris Chanlett started Groundworks a quarter century ago as a landscaping business. His wife Torula developed perennial production in the late 80s and the couple created many and still maintain several mixed gardens. In 1998 they opened a seasonal garden center two miles from home along the Greenbrier River near Hinton where they grow a full range of plants. They value the fine swath of humanity they can experience with a plant and beautification business.

Bud Cottrill:

Owner/Managing Member - ProScape of West Virginia, LLC for 2 years. Bud purchased the business from Tom Vasale who operated it for almost 25 years. They do commercial/residential design/installation/maintenance of landscape, hardscape and irrigation. Bud grew up in Point Pleasant, WV; M.S. Horticulture from WVU with 25 years experience in the apple/peach industry and a lifetime of lawn care/landscaping/light construction experience.

Tim Forren:

Over 20 years experience in the green industry with degrees in landscape architecture, urban planning and horticulture. Worked in Washington D.C. and the Northern Virginia area, with a large landscape company as a designer, sales person and commercial project manager and in Washington D.C. for a private estate museum as the coordinator for the conservation and renovation of an historic 15 acre garden. Returned to West Virginia in the 1990's to open Forren Soil, a full service landscape company. Forren Soil specializes in upscale residential landscape design, construction and maintenance. In 2008 Forren Soil opened its first retail operation.

Edward S. Mason:

I have been employed in the horticulture industry my entire life. As Penn State graduate, I started out working in the field as a foreman for a landscape company in the Philadelphia suburbs and then another in Southern New Jersey. Moved to Southern Vermont in mid 1980's and ran a residential landscape division including landscape design, sales, installation, and maintenance. As we got too much snow in Vermont (Ha! little did I know that WV *(continued on right, bottom)*

For Sale

from Lavalette Nursery 304.523.8491 or mdeespring@aol.com

• 1990 red Chevrolet 3500 one ton stake bed dump truck with hydraulic lift gate (lifts 1000 lbs). 98,127 miles, good tires all around, rebuilt jasper engine, 4 speed manual transmission, runs good, body good, bed has some rust. Great truck for landscaper. \$2900.00



• Easy Lawn Hydroseeder model TM 35 (below left). Approximately 10 years old. 350 gallon tank will cover approximately 4000 sq ft. Robin engine, 13 hp with electric start. Good strong pump. 100 feet of hose with 2 nozzles. Easy to operate, will fit in a long wheel base pick-up truck. \$3500.00



• Gravely lawn core aerator model Pro-Aire 27 (above right). 4 hp Honda engine, hydraulic lift for tines, 32" wide with 42 tines. Runs good. \$500.00

(Mason continued) gets more snow than Vermont sometimes) we moved to WV in 1998 to both get away from long winters and closer to family in PA. Currently run the Landscape Division Of Aspen Corporation consisting of approximately 30 employees in Beckley. I am very active in the Beckley community, serving as a Board of Director on the Chamber of Commerce, also an active member in a subcommittee of the chamber called *Make It Shine* which is involved in anti-litter education and litter cleanups, dilapidated buildings removal, recycling efforts, and increasing greenspace opportunities.

WV Department of

Agriculture Updates

The WV Department of Agriculture has joined with Kelly Registration Systems to provide businesses with information regarding WV pesticide laws, regulations, licensing and application forms. The Kelly Registration System offers product renewals (as pesticide products-including submission of labels and other documents); business licenses (pesticide business and dealer licenses) and individual license (this includes commercial applicator license, certified public applicator license, registered technicians and private applicators.

For questions regarding this service, email Kelly Registration Systems: Support@KRSNetwork.com.

For WV Department of Agriculture pesticide regulatory program questions, contact:

· Pesticide Applicator Licensing, Kathy Martin
304-558-2209 or kmartin@ag.state.wv.us

· Product Registration, Florenda Hill
304-558-2209 or fhill@ag.state.wv.us

Applicators must have 20 credits every three years and Registered Technicians 4 credits every year. Registered (*continued*)

Technicians may complete a company's initial training program only once. If they fail to earn the required credits, they must take either the commercial applicator exam or registered technician exam.

Plant Catalogs:

Minnesota Nursery and Landscape Association is currently offering their catalogs online. The catalogs include:

- Trees and Shrubs
- Perennials
- Ideas for Outdoor Living
- Seasonal Color
- Yard and Garden Planner
- Planting and Care Guide

Online catalog ordering is easy. Go to their site www.mnla.biz and click on Catalog ordering. Quantities and costs are illustrated on the site. The WVNLA no longer covers any of these catalog costs.

Contact WVNLA:

304.553.1234

email: wvnlassoc@gmail.com

www.wvnla.org

