

Focal Points in the Landscape

A focal point in the landscape is used to control eye movement and to give the eyes a place to rest before the entire site can be absorbed. They are also intended to capture attention or display an element that stands out from its surrounding.

Before selecting an element, one must analyze the size of the space and at what elevation the piece will be displayed. If the space is small and confined adjacent to a house, the designer should select a focal point that is in scale to the space. Since the space is intimate, the piece could possibly be raised to almost eye level for a closer connection.

Typical elements in outdoor spaces that are used are containers, garden benches, a bubbling water feature, or a sundial. How about thinking outside the box and consider a colorfully painted art piece or a collection of chimney stones? Why not use a lightning rod or a unique metal sculpture piece? West Virginia is blessed to have numerous artists who can create that perfect piece for you or your client or your garden center. Consider being unpredictable and use a focal point that will totally surprise and wow the intended viewer!

Please note the focal point images here and on page two.



Garden "Sticks" by George Snyder, a native West Virginian. Installation is in Florida. More images on page 2. Image courtesy of www.theartstorewv.com

Tidbits, Updates, Etc.

- The Association recently sent out 100+ letters to currently registered nursery and nursery dealers in the State. The proposed new members are being invited to join us, as long as they meet the qualifications.
- Students from George Washington High School will complete a spring cleanup at the Sojourner's Shelter in Charleston on May 2, 2009. The workers will be supervised.
- George Longenecker is assisting the Association for the late summer "Sweat Project", to be located at the Botanical Garden in Morgantown, WV. It will coincide with the WVU vs Marshall football game.
- The Penn Atlantic Nursery Trade Show (PANTS) will be held July 28-30. Learn more at www.PANTSHOW.com.
- MANTS (Mid-Atlantic Trade Show) 2010 will be held in Baltimore January 6-8. Learn more at www.mants.com.





above: chimney stones arranged in a grouping

left: another George Snyder "Sticks" installation. image courtesy of www.theartstorewv.com

far left: a lightning rod used in a planting bed



Notable Pests Concerning the Nursery Industry

By: Mike Arnold, WVDA

Listing all pests that affect nursery stock would take an enormous amount of time and paper but it is in the best interest of any grower to be concerned with the pests termed as invasives.

A pest, for the purpose of this article, can be defined as a plant, animal, insect or disease that adversely affects nursery stock. An invasive pest is a pest that is not native to our environment.

There are many examples of invasive pests causing hardship in

right: An ash tree in Fayette County that was infested with EAB. Multiple insects bore serpentine galleries beneath the bark interrupting the trees ability to transport water.



the US including multiflora rose and chestnut blight. Both of these were introduced from a different part of the world and have caused damage and spread rapidly from the point of introduction. Multiflora rose still causes problems by growing in fields where it requires herbicidal treatment. Many younger people may not be aware that the fungus commonly known as chestnut blight practically removed American chestnut from



Appalachian forests changing ecosystems and affecting (continued on page 3)

left: a picture of bark removed from a piece of firewood. The EAB pictured was emerging from the wood into the bark when the bark was removed.



(Notable Pests continued)

wildlife immeasurably. Other invasive pests include Dutch elm disease, autumn olive, tree of heaven, kudzu, Japanese beetle, etc.

One of the more recent invasive pests is the Emerald Ash Borer (EAB). EAB is an extremely damaging insect that only attacks ash trees. It seems to attack all ash trees regardless of age, condition or species and is eventually fatal to the tree. This pest is believed to have been introduced to Michigan in the early 1990's and has steadily increased its range in North America during the following years. During the fall of 2007 this insect was found near a campground in Fayette County, WV and is thought to have traveled with a load of firewood from an infested state. Since EAB was detected it continues to be detected near the initial site within Fayette County.

Many invasive pests cause intra-state, inter-state and international trade restrictions due to enacted quarantines. Quarantines are designed to slow the spread of the pest or mitigate the damage caused. A prime example of a state quarantine is the WV Emerald Ash Borer (EAB) Quarantine which regulates the movement of all hardwood firewood, ash nursery stock and ash logs from Fayette County to other counties of WV.

Distribution of ash nursery stock within the state of WV is restricted if the plants originate in Fayette County. Ash from any other county of the state is not regulated due to the limited area of infestation. Other states with EAB infestations are Illinois, Indiana, Maryland, Michigan, Missouri, Ohio, Pennsylvania, Virginia, and Wisconsin. When purchasing ash seedlings from these states remember the shipment is subject to federal restrictions due to the movement across state lines. Moving ash from WV to an area outside of the state is very likely to be restricted in some way and will largely depend on the receiving state.

Many infestations are caused by individuals who are unaware of any wrongdoing. Most could be avoided by being abreast of recent pest issues. Unfortunately, many infestations prove to be uncontrollable which makes avoiding them even more important. Please contact the West Virginia Department of Agriculture at (304)558-2212 or (304)254-2941 for the most recent information regarding quarantine restrictions before shipping ash nursery stock to or from your nursery.



Some Problems WVLNA Members Might Encounter with Hemlocks

Hemlock Woolly Adelgid (HWA), *Adelges tsugae*, is a non-native insect pest from Asia that feeds on sap at the bases of hemlock needles. In the Eastern United States it causes foliage loss, branch dieback and death of eastern and Carolina hemlocks - usually within four or five years after infestation. Thousands of trees in West Virginia have already been killed and HWA continues to spread across the state.



HWA infested hemlock twig
(WVDA)

The presence of hemlock woolly adelgid (HWA) was confirmed in West Virginia for the first time during the summer of 1992, with positive finds in Grant, Hardy, Hampshire and Pendleton Counties. Subsequent surveys found HWA in Mineral, Morgan, and Pocahontas Counties (1993), in Berkeley and Jefferson Counties (1997), in Greenbrier and Monroe Counties (1998), in Mercer and Summers Counties (2000), in Randolph, Raleigh, and Tucker Counties (2001), in Fayette, Nicholas and Preston Counties (2002), in Webster County (2003), in Monongalia and McDowell Counties (2004), in Upshur and Wyoming Counties (2005), in Barbour, Boone, Braxton, Clay and Kanawha Counties (2006), in Logan, Marion and Roane Counties in 2007, and in Cabell, Mingo and Wood Counties in 2008. Chemical control for HWA is not practical in a forested setting. However, landowners may treat hemlock hedges or yard trees successfully every year with insecticidal soap or dormant oil. A longer lasting control measure would be to treat with a systemic, such as imidacloprid (also known as Merit or (continued on page 4)

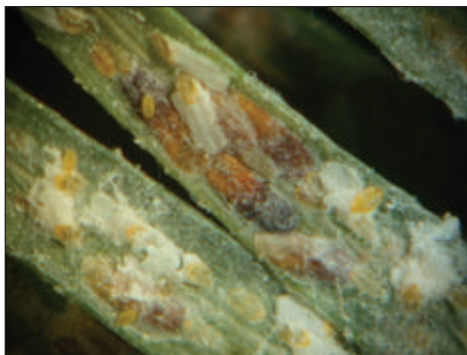
(*Hemlock problems* continued) Bayer Advanced Garden Tree and Shrub Insect Control) which will protect your plants for at least two years.



hemlocks impacted by HWA (WVDA)

Elongate (or Fiorinia) Hemlock Scale, *Fiorinia externa*, is a non-native sap-sucking insect (probably from Japan) that damages hemlocks. It has caused dieback and decline to hemlocks in several northeastern states, but is not commonly found here in West Virginia. This pest alone can cause damage on hemlocks, but when it occurs in conjunction with HWA, the infested trees usually die quickly.

Elongated hemlock scale is normally found on the undersides of the needles and on new cones. The female scale is covered by a flat,



elongate hemlock scale (Eric R. Day)

elongate, light yellowish brown waxy cover. The male is covered by a smaller, white, waxy cover. Sometimes when the scale population gets large enough, there are waxy strands associated with the immature scales known as crawlers.

Control by spraying when crawlers are present - usually late May through June. Application of a labeled pesticide, such as

insecticidal soap, dormant oil or Permethrin, works better than systemics on this particular pest. The best timing for treatment is May 20-25 with another application June 5-10.

Hemlock Canker is commonly associated with hemlocks planted in wet sites or in poorly drained soil. If hemlocks have wet feet some (as in setting in a puddle after a rain or in a flood zone) or all of the time, a basal canker will appear at the bottom of the trunk. Lower branches die first and as the canker enlarges, more branches die until eventually the entire tree is dead. If you have any doubts that wet feet are the problem, cut into the trunk at the cankered area and if you see stained wood, hemlock canker is the problem. Also, if the tree is pulled up, the roots will be dead or dying.

This problem can be prevented by planting hemlocks in sites having porous soils with good drainage. Areas with poor drainage or sites subject to flooding should be avoided.

If you need more information, please feel free to contact the WVDA at (304) 558-2212

Sherrie F. Hutchinson

Agricultural Pest Survey Programs Unit



Address Update

The new WVNLA mailing address is P.O. Box 20284, Charleston, West Virginia 25362. The contact phone number 304.553.1234, the email address wvnlassoc@gmail.com and the website address www.wvnla.org remain the same.

The Best!



WVNLA Members Cary Levenson & Mark Edmonds won Best of Show and Lisa McDavid won Best Newcomer Exhibit at the Home Show in Charleston. Congratulations!

Harvesting Rain Water

by Beth Loflin

Harvesting rainwater, especially in water-restricted areas, has helped businesses add a new dimension to their business by providing installation of cistern tanks for residential clients. The advantages to installing a storage system are numerous. It prevents stormwater runoff which is environmentally friendly and, it provides an alternative water source that is accessible at their individual site. It provides free irrigation when there is possible water restriction use in the summer months.

A landscape contractor needs to find out from the client what their supply and demand is in relation to water usage. The demand is the water used and the supply is how the need for water is fulfilled. If the client is in need of an alternative supply system of potable water, this would be a way to solve an annual problem.

Once a contractor has discussed the supply and demand cycle, a determination can be made as to how many downspouts can feed into the storage tanks. The bigger demand for water, the larger the tanks. A one acre lawn requires 27,154 gallons of water to apply a one inch cover. The landscape contractor must be able to understand elevations from the



above: there are even attractive solutions to rainwater harvesting

Calling All Writers

If any WVNLA member would like to contribute an article and/or photos to the newsletter, please contact Beth Loflin. You may email or snail mail either. Please make sure photos are high resolution for print.

We want to spread the news and share

downspouts to the tanks for proper collection. If gravity is an issue, the installer must provide adequate pumps to get the water from the storage tanks to the irrigation line.

The location of the rainwater storage tanks must be considered as well. As with any functional landscape item, it should be placed close to where the water is needed, but if possible, out of visual site. Virginia Tech's Water Resources Research Center (www.vwrrc.vt.edu) has studied the capturing of rooftop water, collecting it and storing it above ground or underground and has found that the benefits are great. During persistent and prolonged droughts, a rainwater system can switch back to public water supplies or well water. The Research Center feels that this is a worthy investment. It helps eliminate paying more for water supplies as water costs continue to rise. Their research has shown that rainwater harvesting systems use less energy in the long term.

A landscape contractor can increase his or her range of services by offering the design and installation of rainwater harvesting systems. To get more detailed information on this subject, visit:

www.aquairrigation.org

www.rainwatermanagement.com

www.harvesth2o.com



above: three 1,700 gallon tanks being installed for rainwater harvesting. photo by Robert Rivera



the images of our members businesses and projects. Keep us up-to-date about you.

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Help Wanted

by Robert Godbey

I have worked as a business consultant for over 25 years. One business issue that I have seen grow in importance across almost all industries and affect all sizes of companies is how to attract and retain employees, or what more and more people are calling “talent.” Can we learn anything that might help you in your industry from the research and ideas tried in others? Yes, I think the lessons are pretty universal. What can we learn? To me, the ideas fall in three main buckets.

Making it Personal

Connecting People

Looking in the Mirror

R-E-S-P-E-C-T

How do you make it personal? If we had to pick one thing for you to think about and work on concerning employee issues, it would be giving them respect. Almost all the research, no matter how old or new, points to this. Treating people who work for you like they want to do a good job if given the chance is essential. When we look at the work of Herzberg, an early researcher on motivating workers, we see his motivators are achievement, recognition, job interest, responsibility, and advancement. Check your thinking. If you think it is impossible to offer these things in the jobs you have, then you are conceding defeat. You have non-motivating jobs that require you to trick people into taking them until they figure it out or find something better. How can you respect these people (or yourself)? If you see this as a management challenge, where you spend time trying to work these things into your jobs, you are on the right track.

You may think that treating your workers with respect counts only when you are trying to retain them, but it begins when you are trying to attract talent. All the things you do when you are trying to make a good impression on a new customer apply to a potential new employee. The easiest way to show respect is to make time for them. Ask them when it would be convenient for them to come in. Give them some idea how long they should plan to stay. Do not rush them out the door, but show them around, tell them about your business (your story - more below), tell them about the job and set expectations, and give them time to ask you questions. You can show respect to current workers by asking them to meet with potential new employees too. You want them to leave wanting to work for you. Even if you decide not to hire them, you want them telling

people, “I wish I had gotten that job at Greenies Landscaping.”

You set expectations around the motivators above during the interview process and you meet or exceed them after they become employees. How do you keep the job interesting? Do you offer cross-training? How long does someone need to be there before that happens? How does someone get recognized for doing a good job, and does that lead to more responsibility? If many of your jobs are seasonal, one issue would be how these things work from season to season. The key to making it personal for your workers and retaining them is to put yourself in their shoes. Empathy is important, and it leads to respect. I know some restaurant owners whose workers had transportation problems. The owners started giving them bus passes. It made a big improvement. Daycare is an issue for many people. A trend in office work these days is to let people bring their babies to work. Tuning things to make life (and work) easier for your workers is showing respect.

Ties that Bind

The first thing to do here is to connect workers to your business. What is your compelling story? Why would I want to work for or with you? This starts in the interview process, but you need to keep telling your story to motivate people. You are looking for the overlap between your vision for your business and the personal vision of your workers. How do they become part of this great story? If all you have is, “I want to get rich off the work of my employees and retire” you may have some trouble getting buy-in. Doing meaningful work shows up as a top reason people stay in jobs. It seems to be growing in importance, too. You need to connect people to your business and you do that with a good story that explains why the work is meaningful.

You also need to connect people to the team. Making it clear what the roles are and why the work is important is a good place to start. Challenging a team and pointing out that successes are a team effort (Bill sold the job, Sue planned the work, Bob organized the team, and Mary saved the day) is a great follow up. You can also help connect people with voluntary social and sports events. “After work today, we are going to play volley ball or softball at the park. Who’s in?”

In the book Love ‘em or Lose ‘em (1999), they list the top five reasons people stay at a job as: Career growth, learning and

(continued on page 8)



The Web and You

We recently contacted (or attempted to contact) every single member of WVNLA. As a result, we were able to update all of your contact information, and find out if you had a website - more on that in a minute.

If you were not contacted or did not return our call or email, please do so as soon as possible.

We also asked if you wanted to receive our news publication by email or snail mail. If you are reading this on paper, you chose the later. We encourage you to consider receiving this publication electronically so as to save paper, trees and mailing costs. We also encourage you to pass along your paper version to anyone interested in our industry and note that anyone can download the newsletters at our website, www.wvnla.org. There is also a newsletter archive there, so you can reference older publications.

Below is a list of members with websites. If you want your business to be listed, make sure to provide us with your information. Note that TerraSalis Garden Centers offer seasonal classes called Field Guides. There is an entire page on their website dedicated to that information.

WVNLA Members who have web pages -

Allegheny Farm and Lawn Care,
Stetson Snowden
www.alleghenyfarm.com

Freed's Greenhouse, David Freed
www.freedsgreenhouse.com

G&G Nursery, Brett Merritt
www.gandgnursery.com

Gritt's Farm, Bob and Wilda Gritt
www.grittsfarm.com

TerraSalis, Bill Mills
www.terrasalis.com

TerraCare, Inc, Kevin Arnold
www.terracareinc.com

Yardscapes, Dee Fournier
www.yardscapes.com

Branding the WVNLA

You may have noticed a new look for this organization and we will be rolling out additional elements to further "brand" ourselves in the future.

A year ago or so, the board hired Charleston based graphic artist Mack Miles to review and update our look. Mack developed the logo you see on the masthead (and below) along with the promotional card which notes the WVNLA's goals and encourages new members and the letterhead, envelopes, etc.

The logo is based on the shape of our state and the leaf of the Sugar Maple, or *Acer saccharum*, which became West Virginia's official tree by a resolution of the 1949 Legislature. (Its wood is excellent for furniture, and it produces maple syrup. A single tree is 70-120 feet high and produces two to three pounds of sugar. It has a five-lobed leaf and a small wing-shaped seed pod and, in the fall, the leaves turn brilliant colors.)

We have begun an update of the website and all other marketing and promotional materials, including this publication.

Mack Miles has a BFA in Graphic Design from WVU and his business is a multidisciplinary design practice with expertise in marketing, corporate identity, brand building, retail and museum design. He is an educator, critic, advocate of design and public arts and Addy award winner in 2005 for work on the Camera Pill promotion for Saint Francis Hospital.

A partial list of his clients includes: The West Virginia Department of Culture and History; Sunrise Museum; The Huntington Museum of Art; Museum in the Community; TerraSalis Garden Center; The Art Store; MCS Construction Company; Charleston Town Center; Chesterfield Town Center (Richmond, VA); Pray Construction Company; Billy's, Soho's, and Blossom Deli restaurants; Capitol Market; Elana Health; and The Greenbrier Hotel.



(*Help Wanted* continued) development; Exciting work and challenge; Meaningful work; Great people; Being part of a team

The last three points deal with connecting people to the business and to their co-workers. It is interesting to note that Good Boss doesn't make the list until 6, and pay and benefits didn't even make the top ten (it was 11).

It Starts with You

We are creating quite a chore list for the owner/manager/leader. Most of the things on the list deal with motivating your workers. It is difficult to motivate people if you are not motivated yourself. To explain why the work is meaningful you need to think it is. You need to ask yourself if your company inspires commitment. What can you do to make it better? What are the needs of your workers, both as a group and individuals? How can you help them meet their needs?

These things take effort and time. If you are too busy working in the business, to spend any time thinking about these things you will never get them done. Whenever I work with businesses on these problems, and we take time to think something through, they always have ways to make things better. They just never

found time to realize they did, and then put them in action.

- Here is a general list of things to think about when trying to attract and retain good workers.
- Respect
- Don't know what motivates a person? Ask them!
- Making work fun, is not making it easy
- Figure out needs, and help people meet them
- Different people, different ways
- Your systems may de-motivate
- Vary work as much as possible
- Keep people informed
- Ask for opinions
- Check for understanding

Using the directives above may not make your "Help Wanted" sign obsolete, but it will go a long way towards attracting and retaining the talent you really want in your business.

Robert Godbey is a business consultant with Brown Edwards & Company, L.L.P. Certified Public Accountants located in Charleston

