

WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. www.wvnla.org May/June 2011



Wood Betony

Native Plant Sources

There are many benefits to landscaping with native plants. It will save you money. It will save you time. It is healthier for you and for others. It enhances the livability of the place you live in, and fosters relaxation and recreation. It preserves bio-diversity (birds, fish, etc.) and may increase property values. And it is sure to bring onto you the admiration of the next generation - who will also benefit greatly from your foresight and courage.

You might consider incorporating elements of natives/naturescape into your next landscape installation. The use of native plants also provides the greatest benefit to wildlife because our native wildlife evolved from native plants.

Two WVNLA members that carry native plant material are:

Enchanter's Garden, specializing in mid-Atlantic region native plants, based in Hinton, West Virginia and open by appointment only.

(continued on page 3)

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

WVU Davis College

Our Association is committed to supporting educators, administrators and students who are involved with our industry. One such area is West Virginia University's Davis College of Agriculture, Natural Resources and Design. (Davis College is the University's oldest Academic Unit). Within the College are the Horticulture and Landscape Architecture Departments, the only state-offered Horticulture and Landscape Architecture degrees in West Virginia.

Associate Dean Dennis Smith is passionate about the College and the educational aspects of these two Bachelor Degree Programs. During a recent discussion, he stated that enrollment for these programs is slightly down compared to the previous year. He noted the Landscape Architecture Program (LA) is ranked one of the top ten LA Programs in the nation. Much success can be directed to the professors and Director Charlie Yuill.

The Horticulture Program has many passionate students as well. I recently gave a lecture to the Horticulture Club and was updated on a national competition that involved a combined effort from the LA students and the Hort students. The students that participated felt it was a worthwhile endeavor that should continue. Numerous students valued this competition because it nurtured a combined team-approach from the two groups of students. Our Association financially supported the WVU team because it provided a valuable opportunity for the students to work and learn together.

(continued on page 2)



You're invited
Please mark your calendar for the
WVNLA Summer Tour
Friday & Saturday, August 19 & 20, 2011

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




(WVU Davis continued)

Unfortunately, WVU's Davis College is losing Professor Todd West, a passionate, intelligent professor. Some of our members who know Mr. West, including myself, have never witnessed a professor so supportive and giving to students. Every year Mr. West loads up a van of Hort students and travels to Baltimore, Maryland so they can learn first hand how the Mid-Atlantic Trade Show works. He also encouraged students to interview for employment during these field trips. Current students and members of our Association are disappointed that more wasn't done to keep Mr. West on staff and hope someone can step up to the plate and carry his torch.


WVU's Horticulture Professor Sven Verlinden is going to be working on a research project that involves Grant no. 2010-51181-21212. The title is: Impact and Social Acceptance of Selected Sustainable Practices in Ornamental Crop Production Systems. It is funded by the National Institute of Food and Agriculture Specialty Crops Research Initiative. The project duration is September 2010-August 2013. Federal Funding committed is \$1,548,793.00.

With matching state monies WVU is combining efforts with 10 other national universities to study this research. Our Association is supporting this research by donating \$15,000.00.

The Horticulture Department and the Landscape Architecture Department are extremely valuable and needed by West Virginians and their future green industry leaders. Our heritage of understanding the land, working with nature and utilizing our industry can be greatly assisted with support through education. 

Think Differently

Here is a website offering tips for how to develop a catchy slogan that will capture a customer's imagination. A great, straight forward article about how to proceed with this sometimes daunting task. Tips include:

1. Count on accidents
 2. Create an emotional response
 3. Strike the right balance
 4. Don't be afraid of going long
 5. Negative is not always a bad thing.
 7. Stay away from buzz words
- (see entire article at www.inc.com/coming-up-with-a-slogan) 




Website Assistance & Other Simple Tips

If your business doesn't have a web site, now is the time to do so! www.1and1.com could be your solution, although there are many such web hosting businesses around. They typically offer:

-design and launch services, allowing you to be up and online in under an hour. Most offer 30-day free trial, then just \$9.99/month.


Or try Facebook ads. Social media is a big growth area recently. Go to: ads.facebook.com

Simplify your bookkeeping-tips on using technology to strength your accounting processes: technology.inc.com/software/articles/201101/accounting.html 

Funding Request Forms

Due to the increase in the number of funding requests to our Association, the Board has approved a Funding Request Form. This form will need to be filled out as part of the funding request procedure if you are an organization, individual or group.

Forms can be found on our web site at www.wvnla.org on the "applications" page. Once the form has been filled out and submitted to our Executive Director, the Board will review the request and base their approval on that year's budget, appropriateness, alignment with our goals and other such factors. The requesting organization or person will then be notified of the Board's decision.


You may also call or write for the form if you do not have access to a computer. 



(Natives continued)

They may be contacted at www.enchantersgarden.com or 304.466.3154

Sunshine Farm and Gardens specializes in hellebores, but has a diverse collection of hardy, zone 5 perennials, bulbs, trees and shrubs. They are located just outside Lewisburg in Renick, West Virginia and have a very thorough website. You may contact them at www.sunfarm.com or 304.497.2208.


Please note three photo examples of natives. On page 1 at the top is a Wood Betony, page 2, Delphinium and below, Canada Lilly. 



Business Suggestions

Jason Fried, a successful software co-owner, makes the following suggestions for business owners:

- understand what people really want to know and how that differs from what you want to tell them. This is a huge fundamental point. You can't get good at making money unless you get good at selling.
- Sell only things that you'd want to buy for yourself.
- People are happy to pay for things that work well for them. NEVER be afraid to put a price on something.
- Charging for something makes you want to make it better. Remember paying for something is one of the most intimate things that can occur between 2 people.

Don't just charge, try as many different pricing models as you can. Jason was a freelance web designer. He charged clients by the hour. He realized that charging hourly penalized efficiency. If he finished something in an hour and it would take someone else 3-4 hours, he felt he was being penalized. It is better to charge clients by the project. 

Drip Irrigation Systems

With the growth of home gardening your business could offer drip irrigation systems to your clients for their new container gardening. 2011 is forecast to have a rise in container gardening, from aging baby boomers to first-time gardeners.


If you don't already offer this service, you may want to consider it! Berry Hills Irrigation offers drip irrigation kits for vegetable gardens, patios, pots, decks and greenhouses. A timer can be added for less worry! They offer help with designs and questions as do many vendors. This site also has a number of other useful products.

www.Berryhillirrigation.com 



He also segmented a large project into three sections. This allowed a client to be able to afford his services.

Jason Fried is the co-founder and President of 37signals, the Chicago-based web-application company www.37signals.com

He is also featured on TED, so you can view his talk *Why work doesn't happen at work*. TED is a nonprofit devoted to Ideas Worth Spreading. It started out (in 1984) as a conference bringing together people from three worlds: Technology, Entertainment, Design. Since then its scope has become ever broader. Along with two annual conferences and the TEDGlobal conference in Edinburgh UK each summer -- TED includes the award-winning TEDTalks video site. Go to www.ted.com/talks and do a search for Jason Fried. There are over 900 **FREE** TED Talks and you can filter them according to subjects: Technology, Entertainment, Design, Business, Science, and Global issues. 




Consider Introducing

Consider introducing tropical plants into your landscape projects. When July and August roll around, the big textures and fast-growing foliage will have a cooling effect.

Tuck several striking plants into your existing planting beds and your client will be amazed at how just a dash of bold foliage and flowers can transform any garden into a tropical paradise.

Experiment with:

Hardy Fiber Banana - *Musa basjoo*
Red Rice - *Oryza sativa* 'Red Dragon'
Hardy Japanese/Chinese Orchid - *Bletilla striata*
Pineapple Lily - *Eucomis*
Leopard Plant - *Farfugium giganteum*
Agapanthus - Lily-of-the-Nile
Hardy Gingers - *Hedychium*
Variegated Shell Ginger - *Alpinia zerumbet* 'Variegata'
Hardy Palm

By the way, don't worry about our early winter frosts when you plant the tropicals, enjoy the moment -- while they last! Four photo examples are to the right. 



Lily-of-the-Nile



Pineapple Lily



Leopard Plant



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WVNLA



Friday & Saturday
August 19 & 20, 2011

Fellowship, education,
visits to garden shops and centers

Chanticleer · Mt. Cuba Center · Bartram's Garden

More information about these venues at:
www.chanticleergarden.org
www.mtcubacenter.org
www.bartramsgarden.org


and more from us about this event soon!



Marcellus

Exploration of Marcellus gas has been creating a spark (no pun intended) to the green industry. Between 2006 and 2008, commercial and residential design work was drying up for landscape architects and landscape designers. Other designers lost their jobs as new construction ground to a halt. However, work generated by the Marcellus industry has become the bread and butter for designers in the drilling areas of central and northern parts of West Virginia, Pennsylvania and New York.

The design work involves knowledge of erosion and sedimentation plans. Practically every drill pad, access road and pipeline in the Marcellus area requires such a plan.

In 2010, West Virginia approved over 400 permits for drilling in the Marcellus play areas in West Virginia. In Pennsylvania, over 3000 wells were permitted. Once the design work has been completed, it is usually given to engineering companies to follow through with the plan. Numerous engineering companies have increased their staff due to this demand. These companies then hire knowledgeable companies to implement the plantings, including delineating wetlands for drilling companies. Further plantings along roadways, entryways and site plantings have increased the demand for landscape companies. 

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



WVNLA 304.553.1234 www.wvnla.org
email: wvnlassoc@gmail.com

Source for Erosion Control Plants

Octoraro Nursery, located in Kirkwood, Pennsylvania, offers plants specifically for streambank stabilization/bioengineering projects. These plants are harvested and installed when plants are dormant.

Some of the commonly used plants are Silky Dogwood, Gray Dogwood, Red Osier Dogwood (photo below), Black Willow and Silky Willow. The company also offers Tubex tree shelters which protects the seedlings from deer, rabbits, chemical spray and machinery.

Contact Octoraro at:

www.OCTORARO.com or 717.529.3160 



Red Osier Dogwood

Membership Renewal

It's the time of year to pay your 2011-2012 WVNLA Membership dues. Please take a moment when you receive your invoice (in the mail shortly) 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.



SUMMER TOUR

Details Inside!

Horticultural Research

The Horticultural Research Institute (HRI) announced that it is now accepting research applications for its FY 2012 competitive research grants program.*

HRI is committed to support annual research efforts focused on the highest priority needs of the green industry. HRI strongly encourages collaborative research efforts and challenges scientists to focus research on attainable outcomes that show a return on investment for the green industry. Key research areas for 2012 include: green industry sustainability, pest management, marketing and business development, and resource and horticultural management.

Applications must be submitted by May 15, 2011. Visit www.HRIResearch.org for complete details. ***Please note: we spoke with the HRI knowing that submitting an application this year was near impossible. Fortunately, what we found out is that the deadline is annually on May 15, so if you have any interest in submitting, you can plan now for May 2012 submissions.**

HRI has directed more than \$5.7 million of industry funds to research projects covering the full range of production, environmental and business issues important to the green industry. Donor designated funds are a primary component of funding for HRI's research endeavors. Nearly, \$11 million is committed in the endowment by 170 individuals, associations and corporations. The Endowment Fund's principal remains invested and untouched; only investment earnings fund HRI research grants. Those wanting more information about HRI grant programs or making a gift to HRI should contact Teresa Jodon at 202-741-4852.

HRI was established in 1962 as the research arm of the American Nursery & Landscape Association. HRI's mission is to direct, fund, promote and communicate horticultural research, which increases the quality and value of ornamental plants, improves the productivity and profitability of the nursery and landscape industry, and protects and enhances the environment. HRI is an IRS-recognized 501(c) (3) tax-exempt research and education foundation.

