

# WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. [www.wvnla.org](http://www.wvnla.org) May - June 2012

## Gift Helps New WVU Greenhouse

Our recent gift to WVU will help ensure the University's new greenhouse continues to grow. Led by an alumna of WVU's landscape architecture program, the association recently pledged \$50,000 to finish an interior conference room inside the new facility.

"The West Virginia Nursery and Landscape Association has always had a relationship with WVU," said WVNLA Executive Director Beth Loflin. "When the greenhouse opportunity presented itself, it seemed logical for our association to continue with this long-lasting bond."

Rudolph P. Almasy, interim dean of the WVU Davis College of Agriculture, Natural  
*(continued on page 2)*



*Rendering of the New Greenhouse Facility*

## Tidbits, Updates, Etc.

JUNE, 2012

16-West Virginia Botanic Garden Butterfly Workshop

24-West Virginia Botanic Garden Hypertufa Making Workshop, both in Morgantown, WV  
[www.wvbg.org](http://www.wvbg.org)

JULY, 2012

15-West Virginia Botanic Garden Photography Workshop, Morgantown, WV [www.wvbg.org](http://www.wvbg.org)

25-Woody Plant Conference, Villanova University, Philadelphia, PA  
[www.woodyplantconference.org](http://www.woodyplantconference.org)

AUGUST, 2012

21-23 Independent Garden Center Show Chicago, IL, [www.info@igcshow.com](http://www.info@igcshow.com)

SEPTEMBER, 2012

16-22 APLD International Design Conference San Francisco, CA  
[APLD.org/design-conference](http://APLD.org/design-conference)

OCTOBER, 2012

24-26 Green Industry Conference, Louisville, KY, [www.landcarenetwork.org/events/GIC](http://www.landcarenetwork.org/events/GIC)

JANUARY 2013

9-11 MANTS, Baltimore, MD, [www.MANTS.org](http://www.MANTS.org)  
17,18 WVNLA Winter Symposium, Charleston, West Virginia

## West Virginia Plants

The West Virginia Department of Agriculture has developed a user guide, called WVPlants, to explain the fundamentals of how to use their pesticide licensing information site.

WVPlants is a web-based program designed for the Department of Agriculture to allow pesticide businesses and applicators to view their own personal certification information. The various components of WVPlants enable you to: *(continued on page 3, top)*



(Gift continued) Resources and Design, said it's wonderful that the association continues to be interested in supporting the College's students and faculty.

"The generosity and concern of this organization will help make great things happen in the university's new greenhouse," he added.

Almasy also believes the connection between the Davis College and WVNLA shows the importance of fostering and maintaining relationships with alumni and appropriate industries to help

enhance student educational experiences, and Loflin couldn't agree more.

"Knowing now how important it is for students to interact

with industry

and businesses, both in West Virginia and nationally, I'm proud to be part of an organization that fosters that," she said. "We totally support student-business interaction, whether through annual volunteer projects or scholarships. We enjoy supporting WVU and its students, and we plan on having a long-term relationship with both."

The association already has a rich history with the Davis College having awarded scholarships to students pursuing degrees that align with green industry like horticulture or landscape architecture and providing support funds for faculty research and student focused educational trips.

The \$50,000 greenhouse gift will create the West Virginia Nursery and Landscape Association Conference Room, allowing an area previously designated as shell space for future growth to be finished at the same time as the rest of the building, which helps reduce costs and maximize efficiency.

The pledged funds will go toward finishing the space and outfitting it with necessary furniture and audio-visual equipment. With assistance from the association, strides are being made to identify West Virginia-made goods like chairs and wood products to use in the room.

"The WVU Greenhouse is going to be such a great place for students and researchers to learn and experiment," Loflin said. "Our association believes in WVU and the students who are seeking a career in the green industry. ↗



construction site



Beth Loflin, executive director of the WVNLA, left, and Rudolph P. Almasy, interim dean of the WVU Davis College, Patrick Biafore, president of WVNLA, and John Sommers, construction manager for WVU Facilities Management.

We realize these are our future leaders and we need to support them."

In addition to WVNLA, the project was made possible through a combination of University support, private donation and partnership with the USDA Forest Service, which will share laboratory space in the finished greenhouse. Construction on the 28,250 square foot facility began in the fall of 2011 and is expected to wrap up this summer. The head house, approximately 9,250 square feet, will include 5,950 square feet for wet and dry lab spaces, two academic classrooms, an office, and support spaces. The new glass greenhouse structures will have approximately 19,000 square feet to be shared by the Davis College and the USDA Forest Service.

Gifts supporting the project were made through the WVU Foundation, the private, non-profit corporation that generates, receives and administers private gifts for the benefit of WVU.

Article reprinted from WVU Today

The West Virginia  
Nursery & Landscape  
Association, Inc.



www.wvnla.org





(WV Plants continued)

-Determine certification status. Applicators can view their personal certification records (trainings attended and examinations completed); continuing education credits (CECs) records, (meetings attended, CCEC's credited and remaining CECs needed to keep their license active. It also shows fee payment records and license expiration dates.

-Search for CEC opportunities: applicators needing to secure CECs can search the up-to-date listing of meetings and events providing CECs.

-Basic "How To" instructions for using WVPlants and registering in WVPlants. To register you must have a WVPlants ID number and a PIN number. To obtain these numbers, you may email [kmartin@wvda.us](mailto:kmartin@wvda.us) or call 304-558-2209. After receiving your WVPlants ID and PIN numbers, go to: [www.wvda.us/WVPlants/SecurityLogin.aspx](http://www.wvda.us/WVPlants/SecurityLogin.aspx). A person is not able to edit their personal record. All changes must be submitted to the WV Department of Agriculture.

Contact information:

-pesticide business and applicator licensing: Kathy Martin, [kmartin@wvda.us](mailto:kmartin@wvda.us)

-examination/study materials: Tamara Harpold, [tharpold@wvda.us](mailto:tharpold@wvda.us)

-private applicators/product registration: Florence Hill, [fhill@wvda.us](mailto:fhill@wvda.us)

-approval for CECs: Dr. Peggy Powell, [ppowell@wvda.us](mailto:ppowell@wvda.us)

## Boxwood Blight Update

New findings of the boxwood pathogen, *Cylindrocladum pseudonaviculatum*, or Boxwood Blight, have occurred in North America. The latest findings have involved a single nursery in Ohio and two nurseries in Ontario, Canada. These confirmations follow previous findings from CT, MA, MD, NC, NY, OR, PA, RI, VA and British Columbia. A team of nursery industry leaders coordinated by ANLA has finalized Best Management Practices information. These recommendations are intended to help growers prevent the introduction of the disease into the nursery. A download version of the BMP (Best Management Practices) is available on [www.boxwoodblight.org](http://www.boxwoodblight.org).

Mike Arnold, with the West Virginia Department of Agriculture Plant Industries Division, stated the WVDA may enter into an agreement with any state producer who wants to ship boxwoods and also pachysandra to another state. This does not limit the receiving ↗

state's ability to reject the shipment. He stated that an agreement will make shipping easier without federal regulations. The compliance agreements can be customized to the needs of every situation. Mike stated his agency may start working with this type of agreement this summer. Mike suggested checking out additional information:

[www.anla.org/knowledgecenter/premium](http://www.anla.org/knowledgecenter/premium)  
[www.anla.org/docs/governmentrelations/boxwoodblight](http://www.anla.org/docs/governmentrelations/boxwoodblight)

Mike Arnold can be reached at:  
[Marnold@ag.state.wv.us](mailto:Marnold@ag.state.wv.us), or 304-558-2212

## Living Walls with a Touch of Class

Consider mounting a living wall for a client or yourself. Do it in an entryway, on a patio wall, a porch or in a bedroom (*see below*). GroVert Living Wall planters are easy to install and maintain and come in a large variety of sizes. The units can be used separately or as a mass on a blank wall, depending on the space available. Plants in the living wall units can be changed periodically, depending on the season and location of the mounted art piece.

The planter is lined with a proprietary mat that evenly distributes moisture. Simply add selected plants to each unit, then follow instructions for continued success.

Frames can also be added for an additional enhancement. Check this product out at: [www.brightgreenusa.com](http://www.brightgreenusa.com)



# Race for Relevance Conference Highlights

by Beth Loflin

I recently attended a conference for Association Executives (NLAE) in San Antonio, Texas. Below are some of the highlights of the conference.

Ann Donahoo discussed the book, *Race for Relevance: 5 Radical Changes for Associations*, by Harrison Coerver and Mary Byers.

Ann described that people make time for things that are important to them and what may help them to function better in their personal life and public life. She stated that Associations use to be THE source for information, but now there is Google, Youtube, Pinterest, etc. Ann says that for Associations to relate to members, they must:

- Board must be right size; committees should be minimal

- Empower the President

- Define our members markets

- Rationalize programs and services

- Build a robust technology framework

The size of Boards should equally relate to the number of members. Whether future Board members are selected for their geographic location, business type, or their specialty, all future leaders should be able to have an overall view of current and future needs of the membership. When selecting future board presidents, she stated it is very important for the individual to be able to think strategically and be able to see the wide picture for the association.

Ann mentioned that no one market (ex. greenhouse growers), should define the core market of our membership, but instead, use data for decisions regarding all members.

Focal groups consisting of members and nonmembers can be beneficial to the association. When selecting people for a focus group, consider professional minded people.

Additional highlights:

- Over 48 states and Canadian provinces attended the conference.

- Some associations manage other associations for a source of income.

- Minnesota Nursery and Landscape Association hosts "Fleet Day", where companies introduce new vehicles, equipment, etc to association members.

- Trade shows are in question throughout the U.S.

- Educational conferences are being more successful. Parks and Rec employees, turf maintenance employees, municipality employees and orchard growers are attending association meetings and joining their respective groups. ↗

-Cheryl from Arizona's Landscape Association has introduced "GROW SOMETHING", funded by the Specialty Crops Initiative. ([www.plant-something.org](http://www.plant-something.org)). Four other states have joined this amazing approach to get citizens thinking about planting.

-Dr. Charlie Hall, (economist from Texas A&M), discussed marketing, pricing economic and cultural issues that are impacting our members. ([charliehall@tamu.edu](mailto:charliehall@tamu.edu)).

He stated that productivity is up because of fewer jobs in the work force. He shared factors affecting future demand: income wealth (economic influences), housing recovery, (he felt we are at the bottom and our economy is recovering), and commercial real estate is still lagging behind residential (by 11-13%).

Charlie said the first time homebuyers are going to play a large role in the recovery.

He also stated the GenY generation are the most talented, best educated and the greenest generation to date. This generation values diversity, however, they have no money. He said with their witnessing of the housing bust, it will make them want to rent more and live in urban areas for years. He predicts that our nation will become a "Rental Nation".

Charlie says future houses will be smaller, with a larger interest in urbanization.

- He stated a great rule to review is comparing current sales with December 2007. If your sales are below this period, you should investigate better business practices.

- Marketing is going to play a major role with our industry. Our industry needs to promote, "WE SELL OXYGEN MACHINES". Facts have shown (of course illustrated with before and after shots with plants) that memory is enhanced by 20% if surrounded by flowers, trees and shrubs. Think of "Value Proposition" when selling a project.

## ISSUES IN OTHER STATES

- States that attended the conference shared their current issues. Drought and related water usage (also irrigation), employee shortages and the H2A and H2B programs, invasive plants, possible banning of pesticides, greenhouse and stormwater regulations, immigration, and licensing of companies that provide irrigation.



# Northeastern IPM Center

Integrated Pest Management  
Northeastern IPM Center provides a wealth of information to growers, schools, regulators, environmental groups, pest control professionals and homeowners. The Center develops and adopts integrated pest management (IPM) approaches to manage pests in a way that generates economic, environmental and human health benefits.

The Center also funds researchers who are studying pests or teaching people how to manage pests wisely. They connect with a wide range of experts, starting with IPM users, growers, processors, and many others to develop plans that are used in decisions about funding new research.

The Center relies on an advisory council made up of a diverse group from states within the northeast region.

The Northeastern IPM Center is funded by the USDA's Cooperative State Research, Education and Extension Service. Established in 2000, it is jointly administered by Penn State and Cornell University.

Valuable information can be found online: [www.NortheastIPM.org](http://www.NortheastIPM.org).

## Growing your Garden Business Using Educational Workshops - Part I

Could your business use more visibility, more prospects and clients, more cash flow, or just more energy and momentum? You might want to think about opening up new possibilities by hosting a workshop or educational event at your business location. Growing your garden business using educational workshops is a common way in which garden centers and greenhouses across the nation get people in the door. Whether you are currently offering workshops and seminars or whether you would just like to explore the possibilities, **this three part series** may help to market your business, grow your reputation in your community, meet new prospects, and make more money!

### How does your garden grow?

This is the first of a series of three educational concepts to help grow your garden business. **This month, we are focusing on kids!** With summer vacation just around the

corner, parents are always looking for new and creative activities for their children. Gardening engages young minds by providing a dynamic environment to observe, discover, experiment, nurture, and learn. It is a healthy and fun activity and provides a living laboratory where interdisciplinary lessons are drawn from real-life experiences. As kids care for and tend to plants, they learn about science and botany that is fun and productive while getting exercise and learning about sources of fresh food.

Some garden workshop ideas for kids (that suit most ages) might include: butterfly gardens; soil preparation; making a worm farm; craft activities with harvested seeds, plants, and flowers; making scarecrows or birdhouses; planting fruits and vegetables and picking them when they are ready to eat; weeding and watering; deadheading flowers; replanting and repotting; composting, recycling and mulching; and healthy cooking, making salads, and preparing school lunches.

Keep it safe! Do not use chemicals. Select lightweight and easy to handle tools and garden equipment that are the proper size. Provide shade and encourage the use of hats and sunscreen.

How do you get children interested? Keep it simple. Give kids their own garden space; not too big, a small plot, a large container, or a few pots. Encourage them to dig in the dirt. (like making mud pies or digging for worms). Grow interesting plants like sunflowers, corn, tomatoes, or strawberries.

You might visit community gardens or search online to get ideas. Al's Garden Center, outside of Portland, Oregon, serves as a good example of a business that has successfully implemented a kid friendly program. They believe that, through gardening, kids can learn about responsibility, patience, reasoning and discovery, nutrition, physical activity and overall joy! With this in mind Al's Kids Club was designed to give kids ages three to thirteen an opportunity to participate in fun, educational programs that teach kids about the joy of nature and the love of plants. They provide kid workshops one Saturday a month and charge \$5 per class. Some workshop examples include: Growing Strawberries; Mother's Day Flower Pot; Butterfly Planters; and Bird Seed Wreaths.

### Helping Young Minds Grow:

However you choose to educate young people in your community, just remember ↗





*(kids continued)* this – gardening is a healthy and fun activity for all children. Kids simply learn from growing things. Studies show that gardening boosts kids’ interest in school, improves their attitudes about eating healthy food and caring for the environment, helps them develop social skills and self- esteem, and gives them a feeling of community spirit. As a business owner, you would benefit by not only potentially growing your business, but by providing an opportunity for kids in your community to learn and grow. Parents will not only appreciate the “time away”, but also the many benefits their children will gain from learning about gardening. They will likely shop while dropping off or picking up their little ones too. Getting folks in the door is half the battle!

Stay tuned for Growing your Business (Part II) in July’s Newsletter - "Ladies Night Out" – educational events catered toward women!

## WVNLA Becomes PLANET Member

Our Association recently joined PLANET, (the Professional Landcare Network). This Association is the foremost green industry group in the United States, serving 3800 members.



Being a member of this Association will allow our members to stay current with industry developments, access safety resources, stay current with equipment, products and services, and stay current with legislative/regulatory issues. PLANET also offers:

Green Industry Conference (October, Louisville, KY). Combined with GIE and EXPO, this is the green industry’s premier annual education and networking event (of course next to our Symposium!)

Great Industry Great Escape (March, location varies) This annual meeting is offered for upper management, owners, and key personnel.

Student Career Days- (March, location varies) Our Association has sponsored WVU horticulture and landscape architecture students, allowing them to participate in competitive events coupled with outstanding ↗

career opportunities.

PLANET Day of Service (April, nationwide)  
PLANET Day of Service is a program designed to unite the green industry for a day dedicated to giving back to local communities.

Legislative Day on the Hill (July, Washington D.C.)- This event provides members with the opportunity to learn and engage in proactive advocacy on Capitol Hill.

Lawn Care Summit (December, location varies) In collaboration with the National Pest Management Association, PLANET hosts this educational event, bringing together the best companies involved in lawn care.

Year-Round Educational Webinars- PLANET hosts a schedule of FREE educational webinars for its members. Topics range from branding and marketing, to how to handle legal matters, to how to build a solid public relations campaign.

Safety Resources and STARS Program - PLANET members are provided with quality safety information and guidance, plus have access to training resources to help them protect the safety and health of their employees.

-safety resources include safety tip sheets and quick cards, safety CD”S and training manuals, plus Safety Sense e-newsletter. PLANET’s affinity partners offer special pricing and discounts exclusive to PLANET members:

-Commercial Insurance through CNA

-MedCard Solutions, LLC- provides health care discount programs.

-National Processing Company (NPC) - PLANET members save an average of 20% or more on processing costs.

-Staples-Members can save an average of 15% when purchasing products at Staples.

-American Profit Recovery- This provides PLANET members with the best, most cost-efficient solutions to their receivable issues without alienating their customers.

-Jiffy Lube-Planet members are entitled to a 12% cash discount off all posted prices.

-Precision Payroll of America, LLC-members are guaranteed a 10% savings over current providers.

-Fuel discount with Shell-Members earn rebates on Shell fuel purchases based upon the total number of gallons purchased each billing cycle with the Shell Fleet Plus Card.

-Rental Car Discounts with Hertz, National, Alamo

Please contact Beth if you have any questions. [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com) or 304-553-1234.

# It Makes Sense to Sell the Senses

The summer season continues to bring the attention of most homeowners to the out-of-doors where all the senses seem to come alive. Methodically-timed colorful blooms are popping up all around, reminding us of nature's magical presence; folks in the neighborhood are barbecuing all week long as the aroma of sizzling steaks and burgers conjures up our own culinary cravings as taste buds long to savor the flavors that coincide with the season; and the laughter and music of pool parties fill the weekend air while a backyard waterfall intoxicates the mind with its hypnotic rhythms. Billows of smoke from open air kitchens and crackling fire pits rise above the rooftops as if to signal the rite of human passage from indoor to outdoor living.

The backyard landscape has made remarkable transitions over the last decade



especially, as homeowners are constantly reminded of a plethora of things now available that are produced and marketed to excite ↗

the senses. As you present your services and creative concepts, landscape designers would do well to also be reminded to “sell the senses”... and not to miss a single opportunity. When planning an outdoor kitchen, present the many options from a versatile, built-in, multi-functional grilling station with high BTU burners and a slow-cooking, aromatic, motorized rotisserie to a pizza oven that can bake tomato pies, fresh breads and vegetables and other menu items with the authentic flavors stemming from a wood-burning oven. Tell the customer how a fire pit can be more than just a gathering spot because today's models have cantilevering grills that take users from roasting marshmallows and hot dogs on a stick at fireside gatherings to actually searing a sirloin steak and cooking lobster to perfection.

Point out that portable, bamboo tiki bars have been replaced with well-equipped, stationary refreshment bar units with loads of standard features such as granite tops, bar caddies, sinks, refrigerators and more. Go above and beyond your expertise in paver and wall installation; demonstrate your knowledge of pergolas, pavilions, outdoor fireplaces, water features and other patio amenities. Talking to the contractor should be like consulting with an expert in the field. The more the contractor knows, and the less that the contractor overlooks, combined with broader the company's resources, the greater the chances to up-sell the customer, earn invaluable homeowner trust, and ultimately, close the deal.

It's up to you to explain how modern hardscape materials, many in pre-packaged kit form, have made satisfying homeowner wish lists for these outdoor conveniences easier and more affordable than ever. Inform your customer as to how the materials require little or no up-keep leaving more time for seasonal fun and relaxation. Aligning your company with quality brands from hardscape manufacturers such as Cambridge, is also recommended. The homeowner will recognize a brand with a good *(continued on page 8)*





*(Sell the Sences continued)* reputation and exposure in the marketplace; your job is to advocate the one that offers a wide range of products with best continuity in color and style. This can only help you, the designer, achieve a homogenous plan.

Express your confidence in achieving desired results for the homeowner-customer, even exceeding their expectations. This is where product knowledge kicks in. For example, the Cambridge line up comprises a myriad of field-proven products in ready-to-install kits all without the need for cutting. The list includes outdoor kitchens and bar modules complete with stainless steel appliance packages and plenty more wanted features.

Do your homework by visiting hardscape dealers and fully functional manufacturer websites like [cambridgepavers.com](http://cambridgepavers.com).

A beneficial way to shore up customer expectations about your expertise in patio design that incorporates popular outdoor living products can be accomplished by entering your Cambridge projects in the company's photo contest for contractors. You can win a prize, receive some well-deserved

recognition and wind up with powerful sales reinforcement derived from recognition by one of the industry's leading manufacturers. For contest rules, an entry form and prize details, go to [cambridgepavers.com/photocontest](http://cambridgepavers.com/photocontest).

There is a longstanding marketing and advertising guideline that is appropriate for landscape designers and contractors: *Sell the sizzle, not the steak.*

Article and photos provided by:  
[www.cambridgepavers.com](http://www.cambridgepavers.com)

