

# WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. [www.wvnla.org](http://www.wvnla.org) September 2010

## Summer Project a Wrap-Welcome Home!

The WVNLA Golden Girl Group Home Volunteer project was finalized with the ribbon-cutting event August 20. Attending and speaking at the event were WVNLA Members, Group Home staff and residents, volunteers, Governor Manchin's representative, Tammi Stollings and Group Home alumni, Alisha Earnest. ↗



*A new custom gate welcomes guests to the Golden Girls Group Home garden! More photos of the work day and the final look on page 5*

## Tidbits, Updates, Etc.

- IPPS International Plant Propagators' Society Annual Meeting, October 10-13, Raleigh, NC [www.ipps.org/SouthernNA/meeting.htm](http://www.ipps.org/SouthernNA/meeting.htm)
- MANTS (Mid-Atlantic Nursery Trade Show) date: January 5-7, 2011, Baltimore Convention Center [www.mants.com](http://www.mants.com).
- **WVNLA 2011 Winter Meeting, Charleston, WV, Thursday & Friday, January 20 and 21, visit [www.wvnla.org](http://www.wvnla.org) for information and see a lodging and venue update on page 3.**
- 2010 America in Bloom Symposium Sept. 30-Oct. 2, St. Louis. MO [www.americainbloom.org](http://www.americainbloom.org)
- Casual Furniture Accessories Market, Sept. 21-24, Chicago, IL, [www.casualmarket.com](http://www.casualmarket.com)
- Green Industry Conference, October 27-30, Louisville, KY, [info@landcarenetwork.org](mailto:info@landcarenetwork.org)
- The Southern Region of North America-International Plant Propagators' Society will

The scope of the project included a fellowship building, outdoor kitchen, pond, new fencing and arbor, a sustainable garden area, basketball court, passive spaces, and low-maintenance landscaping. The foundation plantings for the four homes for the teenage girls also received facelifts.

Our Association broke ground in early spring of this year at the Ceredo, WV site. The goal was to provide for a better quality of life for the young women at the home.

Many WVNLA members, family members and friends donated generously to the biggest volunteer project to date.

Below are members who donated time, money, materials and labor:

G and G Nursery                      Valley Gardens  
Creation Gardens and Design  
Lavalette Nursery and Garden Center  
Biafore Landscape Development LLC  
Cole Nurseries                      Groundworks  
Landscaping by Hillcrest  
Oasis Landscaping, LLC  
Proscape of West Virginia  
Riverside Sod Farm                  Saunders Lawn Care  
Scots Landscape Nursery, Inc.  
TerraSalis Garden Center  
Three Oaks Landscaping



have its Annual Meeting, October 10-13, at the Raleigh Sheraton, Raleigh, NC. More information: [www.ipps.org/SouthernNA/meeting.htm](http://www.ipps.org/SouthernNA/meeting.htm).

- ANLA (American Nursery & Landscape Association) 2011 Management Clinic, January 26 - January 29, 2011; Louisville, KY
- PANTS10 ([www.pantshow.com](http://www.pantshow.com)), August 3-5, 2010, Philadelphia PA
- CENTS Tradeshow ([www.onla.org](http://www.onla.org)), January 24-26, 2011 Columbus, Ohio
- Hardscape North America, October 28-30 2010, Louisville, KY Kentucky Exposition Center, Trade Show for Hardscape Contractors and Distributors, [www.HardscapeNA.com](http://www.HardscapeNA.com)
- Cities Alive! 8th Annual Green Roof and Wall Conference, November 30-Dec 2, Vancouver, BC Canada, more info at [ajohnston@greenroofs.org](mailto:ajohnston@greenroofs.org)



# Think Spring!

Millions of spring flower bulbs are planted every spring for the pure satisfaction of visual beauty. Now is the perfect time to plan on this visual display. Quality flower bulbs from an experienced wholesale flower bulb company are a must to make your company shine. Many of these wholesale companies request you order early so they may reserve the bulbs you have selected, then the bulbs are delivered in the fall.

## Tulips

- Try combinations of orange, red and purple, blooming at the same time.
- combinations of deep purple, peach and golden yellow in a mass make a welcome statement in the spring.
- Darwin tulips are strong, dependable and always create an impact. Try Pink Margarita Darwin tulips with a blended Tang Dynasty tulip.



*Darwin Tulips*

-Try tulips that visually appear like peonies. Bloomsday variety is a large head tulip, with a showy color blends of red, orange and yellow. Chiquita Bordeaux is an amazing show of double tulips in bright yellow and silvery purple. Going Baroque is a romantic blend of vivid rose, soft pink and double lavender tulips.

-Lily-flowering tulips such as Semper Maxima appear as candycanes in the landscape, with stripes of red and white colors making up the huge bloom. Orange Twist lily-flowering tulips

also make a head-turning appearance in the garden.

-Parrot tulips such as the Cockatoo variety make a strong statement with their color and feathery petal combination.

-Why not feel adventurous and try some new varieties in your plantings? Clients get tired of the same old look, so why not try Linifolia Scarlet tulip-an open scarlet tulip that has a black center, or the Sylvestris yellow tulip, a showy tulip on a wand-like stem.

## Daffodils

Change and additions add new life to existing beds. Unique daffodils of the following varieties can enhance any garden:

-Goose Green has creamy white petals with a green rimmed yellow and red center. Cool Flame is a white petaled daffodil with a bright salmon center. Hawera is an amazing tiny lemon-yellow daffodil that produces 6-8 flowers from each stem. Consider the Eudora tulip, a blend of ivory white and apricot.

## Other Spring Flower Bulbs

-The fragrance of Hyacinths make everyone smile in the springtime. Try Hyacinth Etouffee for a blend of mauve, apricot, champagne and violet colors. Or Hyacinths with yellow and fushia colors combined make a bright splash of color.

-Blue Squill, scilla siberica, make an excellent statement of naturalizing under a Dogwood or an overstory tree.

-Spanish Bluebells, hyacinthoides hispanica, are an underused spring bulb. This Blubell tolerates shade and produces a fragrant scent.

-Trout Lily bulbs is a great naturalizer for a lightly shaded path.

-Casmassia are deer resistant and appear natural in a full sun, damp site.

-Ithuriel's Spear, triteleia laxa, have lavender-blue trumpets in early summer. Plant these in a protected area for best results.

-Alliums are a must in any garden. Try Globemaster (large purple globes), White Giant, and Schubertii (rosy purple).Caeruleum is a showy blue variety and Unifolium is an outstanding pink variety. Alliums are very easy to grow, plus, deer and rodents will not consume these



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email: [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com)



# Lodging & Venue Information

## for 2011 Annual Winter Meeting

The venue for the 2011 meeting changes to the Summit Conference Center at the corner of Quarrier and Summers Streets, downtown Charleston. The Summit is a locally owned and operated conference and catering facility. We are pleased to make this change and support our local businesses. These hotels are within a short distance of the Summit.

**Hampton Inn** [www.hamptoninn.com](http://www.hamptoninn.com)  
1 Virginia Street West, Charleston -  
304-343-9300

**Holiday Inn Express** - Charleston Civic Center  
[www.holidayinnexpress.com](http://www.holidayinnexpress.com)  
100 Civic Center Drive, 304-345-060

**Charleston Marriott Town Center** -  
[www.charlestonmarriott.com](http://www.charlestonmarriott.com)  
200 Lee Street East, 304-345-6500

**Embassy Suites** -  
[www.embassysuitescharlestonwv.com](http://www.embassysuitescharlestonwv.com) -  
300 Court Street, Charleston - 304-347-8700

## Membership Clarification

Clarification of the West Virginia Nursery and Landscape Association memberships are as follows:

**Active Member**-Any person who is a resident of the State of West Virginia and who grows and/or sells ornamental nursery stock as a registered nursery or nursery dealer, including trees, evergreens, shrubbery and perennials, and has actively engaged in the retail or wholesale business of these products for a period of at least 2 years of which represents a major portion of their economic livelihood (personally or through business entity), and who bears a reputation in the industry of trustworthy dealings (which must be maintained as a condition of membership). This membership may hold an elective office of the association.

**Associate Member**-Those individuals or business entities who furnish materials or render services to the nursery and landscape business or who are associated with the nursery and landscape business in any business way (landscape architects, commercial horticulturists, Christmas tree growers, superintendents of parks and estates, technical officials of the WV Department of Agriculture, state educational institutions, out of state  
*continued, next column*

nurserymen. This type of membership does not allow voting rights or elective office rights.

**Affiliate Member**-A nursery business entity-designating a person to represent it at Member meetings, and other representatives of such nursery business entity, and employees and spouse of an Active Member. This membership will not have voting or elective office rights.

**Honorary Member**-Upon recommendation of the President, following recommendation by a Member in writing, and approval of the WVNLA Board of Directors, an individual having done outstanding work in the field of horticulture or in the interests of nurserymen/women in West Virginia, deemed worthy of the honor by the President and the Board of Directors, may be accepted as this type of member.

**Allied Member**-Upon being sponsored by an Active Member and approved by the Board of Directors, National and Regional businesses with its gross facilities for nursery stock, may become an Allied Member.

### Entrance Fee and Annual Dues

\$35.00 Active Member

\$25.00 Associate Member and Allied Member

\$5.00 Affiliate Member

\$0.00 Honorary Member

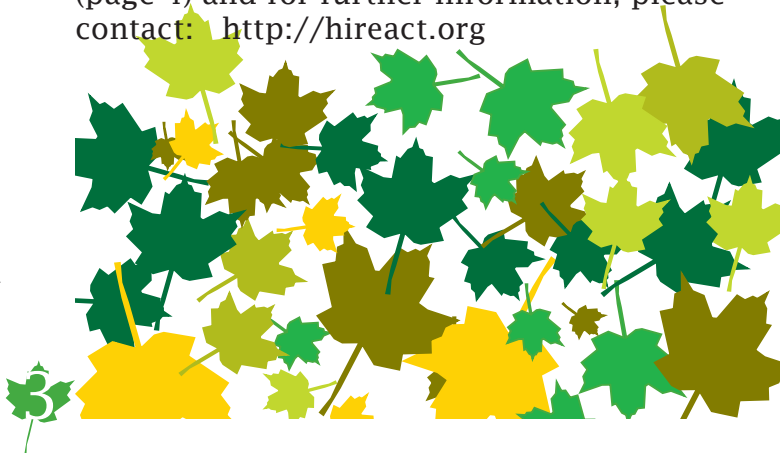
Note: Each Store business in WV will be counted as an Allied Member, and each respectively, will be subject to an entrance fee and dues.

## 2010 HIRE Act:

### Tax Breaks for Small Business

President Obama signed the Hiring Incentives to Restore Employment (HIRE) Act on March 18, 2010. This new \$17.5 billion legislation (scaled down from an earlier \$150 billion package) is of particular interest to businesses as it includes new tax benefits directly related to hiring employees and writing off investments in equipment.

See the complete form on the next page (page 4) and for further information, please contact: <http://hireact.org>



# Hiring Incentives to Restore Employment (HIRE) Act Employee Affidavit

▶ Do not send this form to the IRS. Keep this form for your records.

**To be completed by new employee. Affidavit is not valid unless employee signs it.**

I certify that I have been unemployed or have not worked for anyone for more than 40 hours during the 60-day period ending on the date I began employment with this employer.

Your name \_\_\_\_\_ Social security number ▶ \_\_\_\_\_

First date of employment \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Name of employer \_\_\_\_\_

Under penalties of perjury, I declare that I have examined this affidavit and, to the best of my knowledge and belief, it is true, correct, and complete.

Employee's signature ▶ \_\_\_\_\_ Date ▶ \_\_\_\_ / \_\_\_\_ / \_\_\_\_

## Instructions to the Employer

Section references are to the Internal Revenue Code.

### Purpose of Form

Use Form W-11 to confirm that an employee is a qualified employee under the HIRE Act. You can use another similar statement if it contains the information above and the employee signs it under penalties of perjury.

Only employees who meet all the requirements of a qualified employee may complete this affidavit or similar statement. You cannot claim the HIRE Act benefits, including the payroll tax exemption or the new hire retention credit, unless the employee completes and signs this affidavit or similar statement under penalties of perjury and is otherwise a qualified employee.

A "qualified employee" is an employee who:

- begins employment with you after February 3, 2010, and before January 1, 2011;
- certifies by signed affidavit, or similar statement under penalties of perjury, that he or she has not been employed for more than 40 hours during the 60-day period ending on the date the employee begins employment with you;
- is not employed by you to replace another employee unless the other employee separated from employment voluntarily or for cause (including downsizing); and

• is not related to you. An employee is related to you if he or she is your child or a descendant of your child, your sibling or stepsibling, your parent or an ancestor of your parent, your stepparent, your niece or nephew, your aunt or uncle, or your in-law. An employee also is related to you if he or she is related to anyone who owns more than 50% of your outstanding stock or capital and profits interest or is your dependent or a dependent of anyone who owns more than 50% of your outstanding stock or capital and profits interest.

If you are an estate or trust, see section 51(i)(1) and section 152(d)(2) for more details.



*Do not send this form to the IRS. Keep it with your other payroll and income tax records.*

**Paperwork Reduction Act Notice.** The Paperwork Reduction Act of 1980 requires that when we ask you for information we must first tell you our legal right to ask for the information, why we are asking for it, and how it will be used. We must also tell you what could happen if we do not receive it and whether your response is voluntary, required to obtain a benefit, or mandatory under the law. You are not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. Generally, tax returns and return information are confidential, as stated in Code section 6103.

Our legal right to ask for information is Internal Revenue Code section 6001 and the purpose of the form is stated in the instructions. This collection of the information is required to obtain certain tax benefits.

If you do not retain this record or give fraudulent information, we may have to disallow certain exemptions and credits, and you also may be charged penalties and be subject to criminal prosecution. This could make the tax higher or delay any refund. Interest may also be charged.

The time needed to complete this form will vary depending on individual circumstances. The estimated average time is:

- Recordkeeping** . . . . 1 hr., 25 min.
- Preparing the form** . . . . 25 min.
- Learning about the law or the form** . . . . 24 min.

If you have comments regarding the accuracy of this time estimate or you have suggestions for making this form simpler, we would be happy to hear from you. You can write to the Internal Revenue Service, Tax Products Coordinating Committee, SE:W:CAR:MP:T:T:SP, 1111 Constitution Ave. NW, IR-6526, Washington, DC 20224. Do not send the form to this address.

Please keep this notice with your records. It may help you if we ask you for other information. If you have any questions about the rules for filing and giving information, please call or visit any Internal Revenue Service office.

# New Portable Office Idea?

A new wave of portable structures has become hot in England. Preferably called Sheperd's Huts, these tiny mobile enclosed spaces can be used for:

- mobile office
- fishing hut
- summer house along a river
- children's playroom
- artist's studio

These tiny huts were used by sheperds who lived and traveled alongside their flock of sheep.

This small, unique structure has a solid frame, built on cast iron wheels and a solid steel axle, can be moved by a tractor or a four-wheel vehicle. Sizes vary, but a typical size is 6'-7" wide by 13' long.

Check out the sheperd huts by: [www.tinyhousedesign.com](http://www.tinyhousedesign.com)



*a shepherd hut interior*



*and an exterior, photo: Michal Wegrzyn*

# GGGH photos!

Below and to the right are more photos of the completed Golden Girl Makeover project.

*right: the garden pond and new entry with awning*

*bottom right: the interior of the fellowship addition just prior to the ribbon cutting.*

*below: two volunteer workers from TerraSalis Garden Center in Malden, WV finishing up the plantings. They are Chris Knorr and Robert Thomas.*



## 2010 Spring Shopping Facts

Reviews from garden centers and landscape companies from this spring were a mixed bag. Best selling categories were annuals, perennials and shrubs, followed by edible plants. Landscape companies stated that maintenance and small installations kept them busy. Views from members throughout our state were mixed as well. Owners of landscape companies were seeking out work in areas that had commercial and residential development occurring. These areas include Clarksburg, Fairmont, Morgantown, New River Gorge/Fayetteville areas and the eastern panhandle.

Financial advisors and business professionals have made the following suggestions on keeping your business in the black:

1. Control costs, protect your cash flow, and evaluate and compare the last 3 years to see what areas of your business were most profitable.
2. Refine your value position. What sets you apart from your competitors? Is it price,

services you offer, the product lines you carry, or the quality and expertise your staff provides?

3. Enhance the customer experience.

Recent studies show that customers pay for experiences and products that make them feel special or appreciated. This can include customer contact, instore merchandising, signage and marketing.

4. Define your message. Are you selling stuff, benefits of services and products you offer? are you tapping into the emotional and psychological connections between people and plants?

5. How does your marketing and communications plan connect with the customer? Have you combined traditional advertising with social medias of today such as Facebook and Twitter?

Companies need to understand that all these activities are integrated. If they are approached together as one, the results are numerous. Now is the time to have the vision to recreate your business.

