

President's Message

December, 2013

Greetings Members,

Now that winter is bearing down on us, we all are putting our houses and gardens in order for the season. I appreciate this time,



Bill Mills

with the landscape clean of much ornamentation, the structure of a good landscape becomes clear.

The WVNLA too

has been tidying up its house and preparing not only for another season, but also for years to come. The Board has been reviewing our budget, bylaws, mission statement and sources of income. Our organization has changed over time, and the Board is recommending some changes to our bylaws to better reflect who we are. These recommended changes will be presented for members' approval at our annual winter meeting Jan. 24, 2014, and are detailed on page 3.

The Board realizes that our income from MANTS (The Mid Atlantic Nursery Trade Show) is not a guaranteed source of income. We believe MANTS is alive and well, at this point in time, with a waiting list of vendors to participate in the show. As e-commerce, smart

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Jumpstart 2014 at Winter Symposium and Pesticide Re-Certification Workshop

Don't miss your chance to guarantee your presence at WVNLA's 2014 Winter Symposium and the annual Pesticide Re-certification Workshop. You should have received a letter with details of both events and a registration form. WVNLA members are given first dibs on registration through that early mailing.

After the mailing goes out to all licensed applicators later in December, the registrations are accepted on a first-come/first-served basis.

The registration forms and schedules for both days can also be found on our website www.wvnla.org, or contact Julie Robinson at wvnlassoc@gmail.com or 304-553-1234.

Both events will be held in a new location this year. Plenty of free parking is available at the Charleston Conference Center in South Charleston.

WINTER SYMPOSIUM

"A Focus on Design" from 8 a.m. to 5 p.m. Jan. 24 opens with keynote speaker Joseph Tychonievich of Arrowhead Alpine Plant Nursery in Fowlerville, MI. Joseph will speak on the topic of "Plant Breeding for Home Gardeners," about which he's written a book.



Joseph Tychonievich

Jason Reeves, University of Tennessee horticulturist, will deliver an entertaining presentation on "One Man's Trash is Another Man's Treasure – having fun with garden art on a budget."

John Porter, WVU Extension Service, Kanawha County agent, will present "Clippers, Saws and Loppers – a pruning demonstration."

After a mid-morning break, Rita Randolph, a horticulturist and author from Jackson, TN, will inspire year-round interest in "Four Seasons of Containers."

Bill Mills, WVNLA president and Terra Salis manager, joins forces with artist/blacksmith Tessie Wallace of Wallace Metal Works to discuss the fine points of artist/designer collaboration for effective use of art in gardens.

Lunch, included in admission, will be provided on site.

After lunch, Joseph will discuss "Designed by Nature."

Ryan Seacrist, a landscape architect with GAI, sheds light on the process of "Designing with Technology," and making effective

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Jason Reeves

President's Message (Continued from page 1)

phones, live video and other technological innovations impact on our lives, we realize there could be changes in the life of MANTS.

For several years now we have been depositing funds in a special account to cushion against any possible decline in our income. The WVNLA will be placing money in a trust so, if needed, future Boards will have some income to work with. We have a goal of \$1,000,000 for the corpus of the account. The account will be held with The Greater Kanawha Valley Foundation. This foundation is more than 50 years old with a strong track record on their investments. Their fees for handling the account are far lower than a bank or other financial institution. I encourage future Boards to consider growing the core of this fund to allow for greater future income.

The mission of The Greater Kanawha Valley Foundation is to improve quality of life and promote philanthropy. The vision of The Greater Kanawha Valley Foundation is to collaborate with and enrich the lives of those they serve – contributors, beneficiaries and community – by being the premiere provider of philanthropic and charitable services for all citizens in the region.

I look forward to seeing many of you at our winter meeting.

Sincerely,



Bill Mills
President, WVNLA

Symposium (Continued from page 1)

use of available technology.

After a mid-afternoon break, Jason will present “Blocking the View – proper plant selection and design for a successful and interesting screen planting.”

Steve Payne of Steve Payne Photography will show the finer points of “Creating Good Photographic Images.”

David Culp, author, instructor and designer of the gardens Brandywine Cottage in Downingtown, PA, closes the day with the afternoon keynote speech on “The Layered Garden.”



Rita Randolph

Please plan to stay for a brief business meeting at which we'll vote on several important issues, including revisions to our bylaws, as outlined on page 3.

PESTICIDE RE-CERTIFICATION WORKSHOP

The Pesticide Re-certification Workshop, from 8 a.m. to 4:30 p.m. Jan. 23, offers 11

continuing education credits on topics such as landscape trees' threats and treatments, invasive plants, worker protection standards, regulatory changes, turf grass issues and treatments, pesticides and honeybees, invasive weed control and integrated pest management.

Speakers include: Ruffner Woody of Holly Grove Forestry, Doug Jolley of West Virginia Department of Agriculture, Jeremy Grant of West Virginia Department of Agriculture, Mike Arnold of West Virginia Department of Agriculture, Matt Marshall of John Deere Landscapes, Brandy Brabham of WVU Extension Service, Adam Champ of West Virginia Department of Agriculture, and John Porter of WVU Extension Service.

Visit www.wvnla.org to print out registration forms, that must be returned with payment for each person attending.



David Culp



John Porter

Updated bylaws reflect current practices and define mission

Board members spent a significant amount of time at the Oct. 23 Board of Directors meeting reviewing the WVNLA bylaws, which were last amended in 2007. The changes in language reflect current practices and our revised Mission Statement (below), also approved at that meeting.

“Established in 1939, the West Virginia Nursery & Landscape Association is a professional trade organization dedicated to the promotion and advancement of the nursery and green industries and to the education of its members and the public they serve.”

WVNLA members present at the annual meeting Jan. 24, held immediately following the Winter Symposium, will be asked to vote on the amendments as a whole. Here are the highlights:

- Board members are elected for three-year terms. *(Clarification)*
- Annual member meeting will be held in January. *(Previously August)*
- The terms of MANTS board members representing WVNLA are not limited to specified years of service. *(Previously three years staggered)*
- Executive Director will be bonded and will

perform duties listed in job description and those prescribed by board.

- Active member criteria changes: – Two years’ experience in nursery-related business no longer required. – Status of landscape architects, commercial horticulturists and Christmas tree growers changed from “Associate” to “Active.”
- Applications for membership will be submitted to board for approval. *(Previously to active members.)*
- A vote of 2/3 approval of active members present at the annual meeting is required for amendment changes.
- Entrance fee no longer required with membership application. Payment of annual dues is required.
- Board members may terminate membership of any member who fails to pay membership dues within one month of fiscal year.
- Associate membership annual dues changed to \$35. *(Previously \$25.)*

Complete copies of the bylaws and proposed amendments will be available at the annual meeting for members to review.

MANTS offers unique opportunities

In addition to attending our Winter Symposium and Pesticide Re-certification Workshop Jan. 23-24, 2014 in Charleston, consider a trip to Baltimore Jan. 8-10, 2014 to visit MANTS (Mid-Atlantic Nursery Trade Show.) The attractive displays of plant material, both new to the market and old standards, will lift your spirits in the doldrums of winter, while the array of equipment and technology will offer your business a competitive edge.

Attending MANTS is also a show of support for the event that provides the majority of WVNLA's annual budget, along with those of co-sponsors Maryland and Virginia's nursery and landscape associations.

MANTS continues to have a waiting list of vendors at a time when other trade shows struggle to fill their booths with vendors. In fact, 63 new exhibitors will be on the floor this year joining the 900

returning exhibitors. Among them are TreeHugger, and its system for transporting large trees and shrubs and Grifteck, offering an all-in-one portable and adjustable deer fence and irrigation system.



So, join other WVNLA members who attend MANTS. And please stop by our booth near the entrance to say hello to your Executive

Director. For more information, visit www.mants.com or call 800-431-0066.

West Virginia Nursery & Landscape Association

Code of Ethics

Did you know WVNLA has a Code of Ethics? John Jett passed around his copy to board of directors at the last board meeting. We thought it warranted publication for members' review.

We, the members of the West Virginia Nursery & Landscape Association recognizing our responsibilities and obligations to promote the public welfare, and to maintain honorable, fair and friendly relations among men and women, do pledge ourselves:

- To always compete with fairness and honesty, seeking patronage on merit and service; to refrain from false, derogatory reference (written, oral or printed) to competitors or their products To refrain from the circulation of harmful rumors regarding competitors' products, or their personal or financial reputation. To strive by sincere, intelligent and lawful means to cooperate with our competitors to increase the efficiency and service to the public and the industry as a whole. To base our advertising exclusively on the merits of our own products and the value of our own service without false derogatory reference to the products of competitors or making misleading comparisons therewith.
- To be guided by a spirit of justice, honor and fairness in all our relations with members of the allied trades, realizing that the standard of ethics maintained in our industry must vitally affect the

standard observed in allied industries. To encourage the adoption by the allied trades similar codes as guides to govern their practices; and to discourage unfair trade practices in those trades, even though such practices might, at times, be to our own immediate advantage.

- To represent our products truthfully in advertising, labeling and trading; avoiding therein all false or misleading statements or descriptions.
- To avoid, and to actively strive to prevent, all forms of commercial bribery or corruption by members of this Association and by the industry in general; and to this end we pledge our support to the Federal Trade Commission in locating and prosecuting individuals guilty of such practice.
- To recognize the right of employees to use all honorable and reasonable efforts to better their conditions but to refrain from directly or indirectly soliciting or bidding for the services of the employee of another member.
- To recognize that only when an employee shall take the initiative, shall we have the right to negotiate with such an employee of another member.
- To strive constantly and assiduously to improve my qualifications and proficiency in the industry, and thereby merit the approbation and esteem of others.
- To adhere faithfully to the rules of conduct herein set forth, and to inspire our fellow members to do likewise. Believing that the Golden Rule is the only safe guide of conduct in the relations among men.



Ilex verticillata

Help for Holly

Nothing brightens a winter landscape like the striking red berries on deciduous hollies – until the birds find them. Once our feathered friends notice them, they descend en masse and devour the berries, sometimes within hours. The branches, robbed of their glorious berries, stand forlorn for the rest of the year.

Does anyone have an effective deterrent? If so, please email them to wvnlassoc@gmail.com.

Any violation of this Code shall be referred to the President of the West Virginia Nursery & Landscape Association for consideration and action.

Member Profile

Blatt's Greenhouse & Nursery grows with the times

Mike Blatt made the leap from dairy farmer to vegetable and annual grower in 1985, prompted by a farm bill that offered buyouts of dairy herds. Today, he owns Blatt's Greenhouse and Nursery in Lavalette, a bustling garden center where he greets many of the customers by name.

The brightly painted garden center features gift items, garden chemicals and water garden supplies. It opens into 13,000 square feet of greenhouses filled with seasonal plants. Many are grown in 11 additional greenhouses near the family home on Beech Fork Road.

Hoop houses to the left of the main building hold a variety of nursery stock, which he purchases. He's seen his inventory evolve during his 28 years at the helm of Blatt's.

"When we first started out, we sold about half vegetables and half bedding plants, all in flats. Now it's much less vegetables. People want flowers in 4- or 6/12-inch pots. They want instant results," Mike said.

Mike and his wife Carmen moved the business to its current location, which is four miles off I-64, in



Mike Blatt

1995. Their proximity to both Kentucky and Ohio draws customers from the tri-state area. They offered landscaping services as well as retail sales until 2002 when they decided to simplify the business and eliminate the landscaping. That doesn't mean he won't share his ideas if someone asks. When they bring measurements of a bed, he'll sketch a rough plan with plant suggestions. His designs aren't as fancy as those of his daughter Nikki Pursley who uses an iPad to present her ideas and plant suggestions.

Customers with children are especially likely to return, drawn by the small animal petting zoo he maintains in spring, summer and fall.

The immaculately fenced area

houses miniature goats, llamas, alpacas and a donkey. Chickens peck through ground near a pint-sized cow and a pot-bellied pig.

"We'd been thinking about trying a petting zoo for years and finally tried it about two years ago. It definitely brings the customers back," said Mike, who



The petting zoo at Blatt's entertains customers and their children alike.

and retailer, Mike has no interest in retirement. He relishes the time he spends with customers, giving them advice he hopes will lead them to success with their efforts. He hates to see customers purchasing the wrong plant for the wrong place.

"I really enjoy meeting people and helping them. I make a real effort to help people and teach them," he said. "I try to always be fair. If you're honest, people will come back."

Blatt's Greenhouse is located on Route 12 in Lavalette. Call 304-529-7839 or visit website www.blattsgreenhouse.com. The garden center closes each year on Dec. 25 and reopens for the season, this year, on Feb. 3, 2014.



Blatt's Greenhouse and Nursery

houses all the animals in the cold weather at his farm.

Despite his many years as a dairy farmer and more than 20 years as a grower

WVNLA funds collegiate projects

After agreeing that future gift/funding requests will be considered based on the project's relevance to WVNLA's mission statement, Board members approved funding of three requests.

- WVU's Horticulture Club requested funding to help defray the travel costs associated with the annual PLANET competition, at which they compete and have placed increasingly well. They received \$3,000.
- WVU Student Society of Landscape Architects was awarded \$1,000 to recondition plotters, which have not been operational in recent years, and to assist with costs associated with attendance at the annual Landscape Architecture convention, held this year in Madison, WI.
- West Virginia State Garden Club News requested continued advertising in their newsletter, which goes to state garden club members. The board approved a ¼ page advertisement at \$60.

WVBG names Pat Biafore to board

Congratulations and thank you to Pat Biafore, who was recently named as WVNLA's voting member of the West Virginia Botanic Garden's board of directors. He will represent our organization on the board.

Thanks also to Bill Mills, who travels to Morgantown to serve on the WVBG Planning Committee.

Peace on Earth



Scholarship opportunities

Do you know a college student who has completed half of the course work in ornamental horticulture, landscape architecture or nursery and greenhouse management, is a West Virginia resident and maintains at least a 2.5 G.P.A?

If so, be sure to tell them about the Marcus W. Rennix Memorial Scholarship, awarded each year by WVNLA.

A total of \$5,000 each year is awarded to students who apply and are accepted by the Board of Directors. The money is divided between the recipients.

The deadline for application has passed for this year, but keep the scholarship in mind throughout the year if you encounter a candidate. Refer students to the Scholarships heading on our website for specifics and to print out an application.

Website made current

Speaking of WVNLA's website, be sure to check it out. It's been updated with current information and reorganized in a more user-friendly way. Visit it at www.wvnla.org.

High School Certification on the horizon

High school agriculture students in the nursery and landscape sequence throughout the state may soon have the opportunity to earn a certification of their achievements.

Nathan Taylor, coordinator of agriculture education for the West Virginia Department of Education, recently approached WVNLA with the suggestion that we offer a certification for students who meet certain testing and practicum requirements.

Agriculture teachers will write, administer and evaluate the exam after WVNLA members Pat Biafore and John Jett first approve it for content and standards. The certification would indicate some mastery of the subject, as approved by a professional association, on college applications or to future employers.

"I think an endorsement from WVNLA indicates the program provides meaningful education for students seeking employment in the industry," Nathan said.

WVNLA and garden volunteers work to enhance botanic gardens with new plantings

George Longenecker played the role of general marshaling the troops when volunteers gathered in Morgantown's West Virginia Botanic Gardens Oct. 4. WVNLA members and botanic garden volunteers joined forces to install truckloads of plants provided by WVNLA in the gardens.

As the plants were unloaded, the volunteers awaited instruction from George, who walked through the Shade and Secret Gardens, assigning plants to locations. The spots were carefully flagged and plants dragged or carried over for installation.

Then the hard work began. Workers broke into rocky, dry ground in the shade garden, only to exchange their shovels for mattocks, pickaxes and pry

interesting array of cryptomeria, chamaecyparis, pieris, thuja, enkianthus, viburnum, rhododendron,

itea, vaccinium, buxus, and rhamnus.

Ferns, crested iris, turtlehead, black cohosh, phlox and helleborus are taking root in the shade and secret gardens, as are chrysogonum, ogon grass, liriopse, ajuga, and hardy begonia, the latter grouping donated by Groundworks.

"I thought the session went really

Chris Chanlett unloads perennials.

well and everyone pitched in. The biggest problem seemed to be digging holes in the dry, hard ground," said George, who added that an excavator was probably needed for the larger plants.

Recently, a group of 30 volunteers gathered to clean an area for a new garden that will house a collection of rhododendrons, azaleas and other ericaceous plants. The group also planted nine rhododendrons and remembered a close friend who'd recently died.

Despite the addition of so many plants, room remains for additional plants in both gardens. The work never ends in this garden showplace.

Future needs include trail cleaning and definition, but WVNLA's efforts and donations are deeply appreciated.

"Thank you to WVNLA for the wonderful support. We have already gotten many good comments – people do notice," said George.



George Longenecker surveys the area while WVNLA's newest member Sven Verlinden prepares to plant.

bars. The hillside rang with the clang of metal on rock as they diligently removed stone and dirt for the shrubs, trees and perennials they planted on the warm, sticky day.

WVNLA members Bill Mills of Terra Salis, Pat Biafore of Biafore Landscape and Chris Chanlett of Groundworks all provided plants for the project, while John Jett added his muscle to the labor pool. Although they are not WVNLA members, Doug and Davetta Jolley of Windbeam Way Nursery in Heaters, whose nursery specializes in native shrubs, donated viburnums and rhododendrons that will add year-round interest in the gardens.

After the session wrapped up in mid-afternoon, the gardens contained nearly 90 new shrubs including an



John Jett breaks up the rocky soil with a pry bar, while a WVBG volunteer scoops the loosened dirt.

WVNLA NEWS

P.O. Box 20284
Charleston, WV 25362

New member welcome

WVNLA is pleased to welcome Dr. Sven Verlinden as a new member. Sven is an Associate Professor of Horticulture at WVU's Davis College of Agriculture -- Natural Resources and Design.

Sven has a Ph.D in Horticulture from Perdue University and has acted as a liaison with WVNLA in the past regarding scholarships and special projects.

Reach Sven at 304-293-2994 or email him at sven.verlinden@mail.wvu.edu.

Dates of note

2014

- Jan. 8-10 MANTS, Baltimore, Md
- Jan. 23 WVNLA Pesticide Recertification Workshop, Charleston
- Jan. 24 WVNLA Winter Symposium, Charleston

Officers & Board of Directors

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