

President's Message

Greetings to everyone!
As Arnold said so often and so famously, "I'll be back."

I don't remember saying anything like that when I left my last term as President of the WVNLA, but I do feel like in such



WVNLA President
Norman Cole III

a great industry and great Association, we are obliged to serve when we can. So, here I am, back again.

It is an honor and very exciting to serve an organization

such as this one. The industry and WVNLA have changed a bit over the past few years since my last term, and I attribute the continued success of the WVNLA to its leadership, particularly, our Past President Bill Mills. I would like to thank him personally for all he has done and I can only hope my next two years will be as successful and productive as his term -- he has left some big shoes to fill.

There has been a big change recently that the WVNLA leadership hopes will insure the long term viability of the WVNLA. Steps have been taken to start a special account which, when fully funded, will support the WVNLA in the event the success of the Mid-Atlantic Nursery Trade Show, or MANTS, should change. As a MANTS board member, I can report that the Trade Show and its

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Speakers instruct and inspire

Winter Symposium speakers came from far and near (mostly far) to address the engaged audiences at "Build a Better Landscape" sessions held Jan. 23 in Charleston. *Better Design* speakers hailed from Vermont, Atlanta, Portland OR, and Washington D.C. *Better Profit* speakers made their way to Charleston from Atlanta, Connecticut and California.

All brought extensive experience in their various fields to the day's presentations. Jeff Harkness kicked off the morning on the business side with practical information on pricing and estimating jobs and provided the tools to get the numbers right. Later, Jeff showed what leadership skills work in managing costs. In the afternoon, the dynamic duo of Ed Laflamme and Bill Arman of The Harvest Group presented information on how to be fiercely competitive. They queried participants on their own behaviors and asked them to rate themselves on specific areas in which they could improve themselves and their businesses.

"This is just what I've been looking for," commented one attendee. "I would have traveled a long distance to hear this. So glad we had it here."

Better Design speakers presented meaty information to accompany their inspiring pictures.

Designer Bill Noble talked about what he has learned from gardens he has visited, both historic and contemporary, and how these plant-filled environments inspire a sense of space. Later, he showed how he put that knowledge to work for the past 20 years in the garden surrounding his 1830s Vermont farmhouse and barn.

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Bill Noble shared photos of gardens he had visited and designed as well as shots of his own Vermont garden, including this snowy scene of birches near his barn.

Symposium synopsis

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Designer Tres Fromme might have raised eyebrows when he told attendees to “forget plants,” but the statement made sense when he urged them to think of what function or wish a plant fulfills in the garden experience when placing it. A garden is never “done,” he said, but can always use a good edit. In a later presentation, he showed gorgeous photos of gardens throughout the world with inspirations from which we should “beg, borrow and steal,” the name of his second presentation.

A title such as “Voluptuous Vignettes” promises bold colors and textures, and Lucy Hardiman’s program didn’t disappoint. She took her listeners through a full palette of colors, what moods and emotions they convey and how they pair well with others. Her illustrations of plant shapes and forms showed how to connect gardens through prostrate, creeping plants, how to use mounding plants as the garden backbone and how



Tres Fromme held his audience's attention with stimulating presentations and inspiring photos.

to stop the eye with spiky (exclamation points!) plants. Lucy also discussed the effective use of fine, medium and bold textures as well as color schemes to create different effects.

The Design session culminated with a thought-provoking talk by landscape architect Thomas Rainer on designed plant communities. Rainer advocates planting naturally occurring native plant combinations in attractive designs.

His layered approach starts at the base with low-growing plants instead of mulch. A groundcover layer obviously requires shade-loving plants such as carex, sedges, geum, and heuchera. The middle layer is typically bulky, squatty plants



In the Eden Project in Cornwall, UK, the attractive garden ringing the diners are rows of edible plant, Tres said.

such as beebalm, amsonia, aster, and rudbeckia. Leafless upper stemmed plants such as Karl Foerster grass and panicum comprise the upper layer.

Thomas advocated planting in drifts, not all crammed together, to pull out the multiple layers. To create an orderly frame for a designed plant community of natives, plant a border such as boxwood or build a wall, he suggested. Designed landscapes of native plants should be bold, daring and uncompromising with nature interpreted, not imitated in them.

We're making plans now for WVNLA's next Winter Symposium, which will be held in January 2016. If you have suggestions, email them to wvnlassoc@gmail.org or call 304-553-1234.

President's Message

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management have never been stronger, as the show had 964 exhibitors and more than 11,000 registrants this past January. MANTS continues to mean business, and looking ahead into the future, should continue to do so for many years to come. The steps taken by the WVNLA leadership to create a special fund with our share of the proceeds from the show is an effort to protect the ability of the WVNLA to cover its operating costs in the off chance that the steady income from MANTS should ever be disrupted.

I wish you all great things in the upcoming spring season. If anyone should need me or have any questions or concerns, please feel free to drop me a line or give me a call at 304-920-6384.

Norm Cole,
WVNLA President

Jesse Poe selected as 2015 scholarship winner

WVNLA is pleased to announce the selection of Jesse Poe as the Marcus W. Rennix Memorial Scholarship winner for the 2015-16 school year. Jesse is a junior Horticulture major at West Virginia University. He is from Charleston, WV, where he graduated from George Washington High School.

Jesse began his college career at West Virginia State University and worked in the greenhouses there, helping graduate students collect fruit data for gene mapping. At WVU, Jesse interned at the Plant and Soil Science Farm, where he planted seed, installed drip irrigation, mulched, weeded, mowed and harvested crops. Currently, he works in the greenhouse that contains the University's extensive plant collection. His duties range from propagating plants asexually to washing pots in the workroom.

"Greenhouse and farm work have given me the highest appreciation for plants and other people who love them as well," Jesse said.

After Jesse graduates in 2016, he plans to work for a small farm or greenhouse operation. He hopes to gain insight and experience, as well as some savings, to use toward his goal of becoming an organic grower of garlic. Jesse arrived at this goal last year after he researched how to grow garlic organically on his own and realized the demand for organically grown garlic far outpaces the supply. The major suppliers were sold out.

"Last summer I worked for the WVU Organic Farm and realized that with a little bit of hard work and know-how, one is able to produce quality, organic crops. Growing organic will not be

easy, but it is the only way to successfully provide a sustainable future where the environment will not be jeopardized by human carelessness," he said.

In addition to his course work and greenhouse position, Jesse is president of the Horticulture Club at WVU.

Dr. Sven Verlinden, a WVU Horticulture professor who has worked with Jesse extensively, both at the organic farm and in his classrooms, recommended Jesse for the scholarship.

"I would rate Jesse in the top 10 percent of students I have worked with over the years when it comes to diligence and attention to detail. Jesse is clearly a hard worker and does a great job balancing extracurricular activities, work and classes," Sven said.

Jesse's family does not work in the horticultural industry, but they are supportive of his study and career choices. "My parents would love to see me operate the farm I have in mind. Maybe one day, I can employ them and turn this into a family business," Jesse said.

Congratulations and best wishes to Jesse Poe, West Virginia Nursery & Landscape Association's 2015 scholarship winner.

Members approve 2015 officers and directors

WVNLA members in attendance at the Annual Members Meeting on Jan. 23, voted in the following Officers and Directors into office.

President: Norman Cole, III

Vice President: Bud Cottrill

Secretary: Tim Forren

Treasurer: Mark Springer

Past President: Bill Mills

Board of Directors: Scott Barnitz, Mike Bartholomew, Pat Biafore, John Jett, Stephen Saunders and Lynne Schwartz-Barker.

We are pleased to welcome Lynne to the board. She steps into a spot vacated by Chris Chanlett. We greatly appreciate Chris' contributions through his years as a board member and will miss his thoughtful insights. We also thank outgoing president Bill Mills for a term that included significant progress in stewardship for our organization's future as well as promoting strides forward at the West Virginia Botanic Garden and in other notable projects.



Jesse Poe takes a break from his work in the WVU greenhouse.

WV Botanic Garden enjoys growth spurt

By Bill Johnson

*West Virginia Botanic Garden Board
President*

Winter is a wonderful time to reflect on the past year and to gather energy and ideas for the current one. At the West Virginia Botanic Garden, 2014 was an amazing year of growth and we are poised for even more development in 2015. The WVNLA's support has been crucial to the Garden's growth and we look forward to continuing the partnership. A few highlights of the past year:

- West Virginia University's donation of the "PEAK" solar house components to the Garden last summer was just the beginning! Thanks to the donated services of local architect Larry Martin and construction firm March-Westin, we have completed the re-design and expect to begin construction this Spring. The building will welcome visitors to the Garden and house public restrooms, offices, meeting and storage spaces. Additional financial support for this project includes grants of \$20,000 from the Stanley Smith Horticultural Trust for furnishings, equipment, and green roof; \$5,000 from the Mon-Cheat District of the West Virginia Garden Clubs for education; and \$1,000 from the Cheat Lake Rotary Club for a memorial bench.

- The long-awaited breach of the Tibbs Run dam was

- We have begun cleaning out the 2-bedroom house on the recently purchased 1.7-acre property adjacent to the Tyrone Road entrance to the



Two culverts installed on the Tibbs Run dam will create opportunities for new features at WVBG.

property. This important acquisition, which will enhance the entrance area and protect the Garden from potential development, was made possible by \$100,000 in contributions from WVNLA.

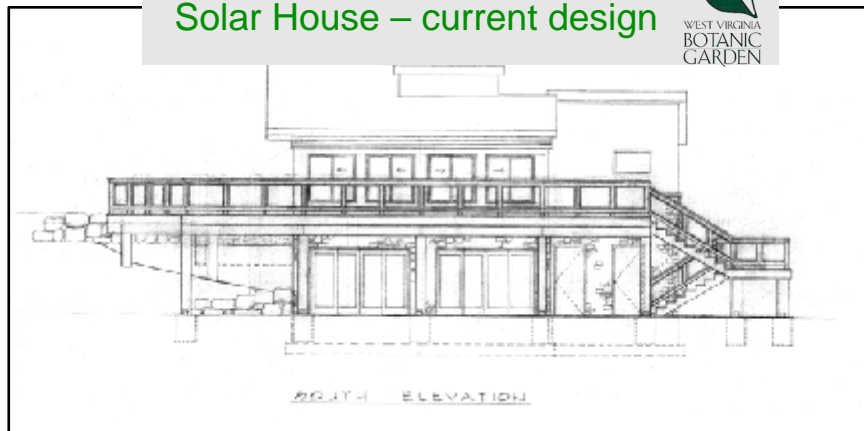
- Thanks to WVNLA's generous support, the Planning Committee was privileged to spend two days in October with Bill Noble, and another two days in November with Tres Fromme, developing our vision and strategic plan for the future of the garden. The product from these workshops – cleverly dubbed "Vision 2020" – is being used to guide our plans to develop the Garden. A key outcome was the recognition that the site has an extraordinary range of potential garden habitats, within a beautiful natural setting. Designed gardens and landscapes will be concentrated in the core of the Garden, while preserving and enhancing the natural features of the site.

We can't wait to open the solar building to the public, and to move ahead with detailed plans for the surrounding garden and landscape. We'll also be working on updating the Master Plan as part of Vision

2020, including design of the water features in the reservoir basin and additional parking and circulation in the core of the Garden. Please take some time to visit the Garden when you're in the Morgantown area and see for yourself what we're building together!

For more information on West Virginia Botanic Garden, visit www.wvbg.org.

Solar House – current design



completed with the installation of two, 8-foot diameter by 200-foot long culverts. Completion of this project will allow development of new water features and garden spaces in the former reservoir basin. The \$150,000+ project was completed by the Morgantown Utility Board and was jointly funded by the City of Morgantown, the Utility Board, and WVBG.

WVNLA honors the memory of Bill Beckett

West Virginia's horticultural community lost a colorful leader and dedicated nurseryman on Dec. 10, 2014, when Bill Beckett of Wheeling passed away at age 81. Bill's career didn't start in the area of horticulture. He was a 1955 graduate of the Pittsburgh Institute of Mortuary Science and worked in a Wheeling funeral home through the late 1960s before he went to work in the Garden Center at John Deickmann & Sons. It was there that former WVNLA Executive Director and WVU Professor Emeritus of Horticulture Brad Bearce first got to know Bill.

"Bill always gave the students in my greenhouse management class a first-class tour of the facilities. He was an accomplished raconteur and humorist and his telling of his life experiences and work was a great incentive for the students to carry on in their chosen field of horticulture," Brad said.

His passion for horticulture grew as he went on to be the groundskeeper at Bethany College, before opening his own business, Beckett's Garden Center and Landscaping in 1972, where he remained active along with his sons Brian and Gary until 2007. His stint as the host of a local radio's weekly gardening show made his voice recognizable to many listeners near Wheeling.

"Working in our family business has truly been a great experience. Gary and I were able to work side by side with our father and grandfather for over 30 years, and you just can't get that kind of education out of textbook or in a classroom," said Brian.

Bill was an active member of WVNLA for many decades and served as its president for several terms. "He always looked forward to the WVNLA meetings, trips and tours of members' nurseries," Brian said. "He had great admiration and respect for the friendships that he developed over the many years he was involved in the Association."

He also served as president of MANTS. During his time on the MANTS board, he received an orange blazer that he treasured and wore for many years.

He led Beckett's Garden Center to the decades of success and growth, but considered one of his greatest professional accomplishments to be the work he did



Bill Beckett

in 1977 to create outdoor sites for the filming of the award-winning movie "The Deer Hunter." Along with a crew that included his father, brother and sons, Bill converted an outdoor wooded site, shot in the summer, to appear to be a winter scene. They also built a fake cemetery in Pittsburgh that was used for a brief scene in the movie.

"My dad had a passion for leaving this earth in better condition for future generations," said Brian.

Bill's wife of 61 years, Norma, and his four children Linda Grady, Lynette Chacalos, Brian and Gary survive him. Gary continues to operate Beckett Landscaping.

WVNLA made a generous donation to the Horticultural Research Institute in Bill's memory.

Prep now for CPH exam

Earn the distinction of adding Certified Professional Horticulturist to your qualifications by preparing for and passing the exam, next offered by WVNLA in July at a date to be determined. A CPH designation indicates that the holder is a trained horticulture professional with demonstrable knowledge of the industry. He or she is qualified to offer sound scientific horticultural advice on a variety of industry-related subjects.

To prepare for the exam, order our CPH manual for \$50. This informative resource is an excellent study tool. Email wvnalssoc@gmail.com or call 304-553-1234 or visit wvnla.org for additional information.

Congratulations to Ruffner Woody of Holly Grove Forestry who recently passed the Certified Professional Horticulturist exam.

MANTS logs 45 years of growth

In an era in which trade shows report declining attendance and exhibitor numbers, the Mid-Atlantic Nursery Trade Show continues to buck the trend.

At the completion of MANTS' 45th show Jan. 14-16 in Baltimore, more than 11,000 paid registrants and/or exhibitors had gathered to do business, network and learn about the latest horticultural trends for 2015. Total attendance was 7 percent greater than it was in 2014.

WVNLA was well represented at the event's press conference. Mark Springer, currently MANTS board president, welcomed a crowded room of garden and green industry writers to the event, which featured WVNLA's own Norman H. Cole III.

Norman introduced two new Boxwood cultivars he patented which are available through his family's third-generation business Cole Nurseries in Pipestem. 'Highlander' can be distinguished from other *Buxus sempervirens* by



Norman Cole takes center stage at a press conference at MANTS, where he discussed the highlighted two boxwood cultivars he patented.

its rapid growth rate and upright pyramidal habit. It is hardy to Zone 5. Norman named the other new cultivar "Little Missy" after his wife Missy. 'Little Missy' has a particularly dense growth habit and smaller dark green foliage, compared to other *Buxus microphylla*.

Garden writers peppered him with questions about availability and happily accepted sample plants.

On the show's floor, WVNLA member exhibitors said interest and sales were brisk, even on the last day, a notoriously slow day at trade shows.

As MANTS co-sponsors, the nursery and landscape associations of Maryland, Virginia and West Virginia have a vested interest in the success of this trade show. Mark, Norman and Brett Merritt of G&G represent WVNLA on the MANTS board.



This clever plant sculpture of the MANTS 2015 sunflower logo created from evergreen cuttings by Foxborough Nursery captured much attention in the floor.

At its inception in 1971, MANTS was held in Williamsburg, VA. It later moved to Cockeysville, MD, and also to The Greenbrier in White Sulphur Springs, WV.

It's hard to imagine that the show that originally accommodated 64 exhibitors in a Virginia hotel has grown to the enormous green industry marketplace that today occupies the vast Baltimore Convention Center. Tremendous thanks and credit go to MANTS Executive Vice President Vanessa Finney and Kelly Finney of Quercus Management, who so ably manage the show.

MANTS will be held in 2016 on Jan. 6-8.



Visitors stopped by WVNLA's booth to talk about the organization, ask directions to members' booths or just chat about West Virginia. (Photo credit: Michele Fletcher.)

Michele Fletcher recognized for environmental stewardship

The Virginia Nursery & Landscape Association recently recognized Michele Fletcher, who is also a WVNLA member, with its 2014 Environmental Steward of the Year Award. Michele is a landscape designer and accomplished



Michele Fletcher, of Michele Fletcher Landscape Designs, holds VNLA's environmental steward award, which features her award-winning photograph. Tom Thompson, VNLA's Environmental Affairs chairman, presented the award.

photographer in Rockbridge Baths, VA. It was her captivating photograph of scenic Falling Spring Falls in Alleghany County, just across the West Virginia/Virginia state border, that prompted the award.

The photograph was selected as a winner in a contest held by the Alliance for the Chesapeake Bay. Falling Spring Falls is located in the Bay watershed.

"I entered the Alliance for the Bay contest in August to support the idea of the Bay being not just about the Bay area, but that its watershed reaches out near to West Virginia where the 'Falling Spring Fairyland' (*the photo's name*) photo was taken," Michele said.

Michele also entered the photo, along with several others, into a juried show several years ago at Carnegie Hall in Lewisburg, WV, where she won grand prize.

Michele has worked in horticulture for 30 years, with a focus on conservation and sustainability and has long been active with local conservation groups.

Congratulations, Michele.

Trending now: what customers want for their landscapes

Central Pennsylvania garden writer George Weigel offered his well-considered predictions for what will be hot in the garden in 2015.

Gardening for butterflies and bees. The dwindling number of pollinators has many gardeners adding pollinator-friendly plants.

Nature-friendly gardening. Tactics such as conserving water with rain barrels, reducing yard runoff by planting rain gardens, and mimicking how nature plants itself in layers of trees, understory shrubs and groundcovers appeal to the green crowd.

"Agri-hoods." This is the emerging term for urban dwellers and suburbanites who are increasingly interested in raising chickens, keeping bees and growing their own food.

Even more edibles. The 5-year trend toward more food gardening is still going strong.

Gardening: The next generation. The fastest-growing segment of the edible-gardening growth is the millennial generation (ages 18-34), a group that doubled its spending on food-gardening supplies between 2008 and 2013, according to NGA.

Edible landscaping. The food-gardening trend isn't just about more veggie gardens. People are mixing vegetables and herbs in flowerbeds and growing bush and tree fruits as well.

Medicinal and culinary herbs. Herbs with useful traits also are on the upswing.

A move away from "strictly native." The recent cry to plant more (or only) U.S. native plants seems to be moderating into, "It's OK to plant suitable non-natives along with more natives."

Sedums and succulents. These drought-tolerant, fleshy-foliaged plants come in a variety of interesting forms and colors.

Portable gardening. Two groups -- Millennials and "NOwners" (people who prefer the flexibility of renting an apartment vs. buying a house with their own yard) and aging Baby Boomers who are down-sizing to smaller quarters -- embrace container gardening.

Condensed from an article written by George Weigel and reprinted with permission. Find more by George at <http://georgeweigel.net> or <http://pennlive.com/hg>.

WVNLA NEWS

P.O. Box 20284
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Dates to Note

March 10 WVNLA Board of Directors meeting, Charleston, WV. www.wvnla.org.

March 10-11 New Jersey Professional Landscaping & Nursery Trade Show, Edison, NJ. www.njplantshow.com.

March 14-22 Chicago Flower & Garden Show, Navy Pier. www.chicagoflower.com.

March 22-27 Greenhouse Crop Production & Engineering Design Short Course, Tuscon, AZ. www.ag.arizona.edu.

April 9 Interior Plantscape Symposium, Longwood Gardens, Kennett Square, PA. www.americanhort.org.

July 21-23 SNA 2015, Atlanta, GA. www.sna.org.

July 27-Aug. 1 33rd Perennial Plant Symposium, Baltimore, MD. www.perennialplant.org.

July 29-30 PANTS15, Philadelphia, PA. www.pantshow.com.

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