



# Growing a Great Landscape

## Winter Symposium

Jan. 22, 2016

Five Points by Sheraton Hotel  
600 Kanawha Blvd., E., Charleston, WV

[wvnla.org](http://wvnla.org)

[wvnlassoc.org](http://wvnlassoc.org) 304-553-1234

# Two Tracks

Its two distinctive speaker courses mean WVNLA's **Growing a Great Landscape** Winter Symposium truly offers something for everyone in the green industry.

Get twice the information in one location by attending one session and bringing an employee to attend the other.

Hear the top minds in the industry and sharpen your business skills in the **Great Business** session or reinvigorate your plans and creativity with the top-notch **Great Design** speakers.



# Schedule

7 - 8:15 a.m. Registration  
7 a.m. WVNLA Board of Directors meeting  
8:15 a.m. President's Welcome — Ballroom

### Great Design Session Session A - Classroom B

8:30 a.m. Bryce Lane, NC State University and garden talk show host, "Understanding Garden Soils"

9:30 a.m. Debra Knapke, The Garden Sage, "Edible Ornamentals"

10:30 a.m. Break

10:45 a.m. Tres Fromme, 3.Fromme Design, "On Site Drawing"

### Great Business Session Session B - Classroom C

8:30 a.m. Jody Shilan, Design2Build, "Avoiding Site Analysis Paralysis"

9:30 a.m. Kerry Scott, MASLabor, "Finding Labor: H2A and H2B employers"

10:30 a.m. Break

10:45 a.m. Bryce Lane, NC State University & garden talk show host, "Landscaping on the Edge: Latest Trends in Horticulture"

Noon Lunch — Ballroom

12:45 p.m. WVNLA Spotlight Presentations and Idea Swap

1:30 p.m. Andrew Bell, Chicago Botanic Garden, "Hot and New Plants"

2 :30 p.m. Tom Vasale, Tom's Word Consulting, "Specialty Pruning"

3:30 p.m. Refreshments — Ballroom

1:30 p.m. Jan Bills, Two Women and a Hoe "Social Media"

2:30 p.m. Jody Shilan, Design2Build, "Are your proposals saying, 'Please don't work with us?'"

3:30 p.m. Refreshments — Ballroom

4 p.m. WVNLA Annual Meeting and Closing Comments — Ballroom  
Norman Cole III, Cole Nurseries, WVNLA president

# Great Design

**Design** speakers will offer creative insights on trends in horticulture, design techniques, basic building blocks and practical tips.

**Bryce Lane** teaches in the Department of Horticultural Science at North Carolina State University. He hosts and produces a two-time, Emmy-winning UNC TV public television show called *In the Garden With Bryce Lane*.

**Debra Knapke** is a garden designer, lecturer, teacher, and advisor in central Ohio. Debra has served on numerous public park, garden, museum, and association boards. She is also a frequent guest speaker on the WOSU radio programs *GreenScene* and *All Sides with Ann Fisher*.

**Tres Fromme's** focus is organization and site-specific public space and garden collaborations. For a decade he led planning and design at Longwood Gardens in Kennett Square, Pa. He is currently the Atlanta Botanical Garden's landscape design and planning manager, as well as principal of 3.Fromme Design. Recently, Tres collaborated with the West Virginia Botanic Garden to set a conceptual direction for future master planning.

**Andrew Bell** is the curator of woody plants at the Chicago Botanic Gardens, where he is responsible for managing the development of the Gardens' tree and shrub collections. His work includes evaluating and promoting woody plants for sustainable landscapes and studying the effects of climate change on urban street trees. He is also an adjunct associate professor at Illinois Institute of Technology and an adjunct assistant professor at Northwestern University.

**Tom Vasale** is a retired horticulturist residing in Charleston, W.Va. He owned and operated Tom's Word Horticulture Consulting, a small design/build landscaping business, for 23 years before retiring. Prior to that, he was the director of municipal beautification for the City of Charleston, the agriculture extension agent for West Virginia University in Kanawha County, and the state horticulturist for the West Virginia Department of Agriculture.

Tom's articles have appeared in a number of magazines and newsletters, including *Fine Gardening*; *The Avant Gardener*; *People, Places, and Plants*; and *West Virginia Executive*. He has lectured for the Perennial Plant Association and numerous garden clubs and civic organizations.

# Great Profit

**Profit** speakers bring decades of hands-on landscape business experience to presentations on-site analysis, labor challenges, social media, trends in horticulture, and how to write winning proposals.

**Jody Shilan** is an award-winning landscape designer and former landscape design/build contractor, Jody has sold millions of dollars of design and installation work throughout his career. Although he still does freelance design, he now uses his more than 35 years of experience to teach other landscape contractors how to increase their sales by following his unique landscape design/build/sales process. He does this through public speaking; private consulting; group workshops; and his "exclusive," members-only website, FromDesign2Build.com. Most recently, Jody hosts FD2B "Talk" Radio, a weekly Internet program.

**Kerry Scott** is program manager for MAS Labor, the country's largest supplier of H-2A and H-2B legal guest workers, based in Lovingson, Va. MAS provides H-2A services in 42 states and in virtually every agricultural sector, from apiculture to viticulture. Kerry originally made farm calls for MAS, advising clients on how to stay in compliance with the highly regulated H-2A program. He is now responsible for business development for MAS and reports directly to the owners of the company.

**Jan Bils** owns and operates Two Women and a Hoe, a boutique landscape company based in southeast Michigan. The company specializes in indoor/outdoor sustainable design, consultation, installation, and organic garden maintenance. Since 2006, Jan has assisted clients with their landscape and garden needs, and shared her extensive gardening experiences through lectures, presentations, social media, and demonstrations. Jan is an Advanced Master Gardener, Certified Landscape Designer, and contributing writer for *State-by-State Michigan Gardening*.

Name: \_\_\_\_\_

Company/Association: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Cost: \$100 (non WVNLA members) or \$50 (WVNLA members). Includes lunch.

Please mail registration form and check made out to WVNLA to:

WVNLA, P.O. Box 20284, Charleston, WV 25362

OR register on line at [wnla.org](http://wnla.org).

**Deadline to register is Jan. 15, 2016.** You will receive an email confirmation.

[www.wvnla.org](http://www.wvnla.org)

T: 304-553-1234

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