



Growing a Great Landscape

Winter Symposium

Jan. 26, 2018

Embassy Suites Hotel
Charleston, WV

**West Virginia Nursery &
Landscape Association**

wvnla.org
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 Profit** session or reinvigorate your plans and creativity with the top-notch **Great Design** speakers.



Schedule

7 a.m. WVNLA Board of Directors meeting — Capitol Room
7:30 - 8:15 a.m. Registration/Check in — Washington Street Foyer
8:15 a.m. President's Welcome — Salons A & B

Great Design Session Salon A

8:30 a.m. Richard Hawke, Chicago Botanic Garden, "Proven Perennials from the Chicago Botanic Garden Trials"

9:30 a.m. Michael Deo, NatureScape Lighting, "Professionally Designed Outdoor Lighting: A Profitable Art"

10:30 a.m. Break

10:45 a.m. Timothy Tilghman, Untermyer Gardens Conservancy, "Untermyer Gardens Past, Present and Potential"

Noon Lunch — Atrium

1 p.m. West Virginia Agriculture Commissioner Kent Leonhardt — Salons A & B

1:30 p.m. Richard Hawke, Chicago Botanic Garden, "Green Roof Plant Trials"

2:30 p.m. Break

2:45 p.m. Tim Edick, Unilock Ohio, "How to Leverage 3D Landscape Design for Higher Profits"

4 p.m. WVNLA Annual Meeting and Closing Comments — Salon A
Bud Cottrill, WVNLA president

Great Profit Session Salon B

8:30 a.m. Kerry Scott, MASLabor, "Making Sense of the H2B Labor Workforce"

9:30 a.m. Dave Tucker, CLIP software developer, "Motivating Employees"

10:30 a.m. Break

10:45 a.m. Michael Deo, NatureScape Lighting, "Qualified to Close: Ten Years of Selling Landscape Lighting"

1:30 p.m. Dave Tucker, CLIP software developer, "How to Make 30% Profit"

2:30 p.m. Break

2:45 p.m. Tom Shay, Profits Plus, "Strategies to Win in a Changing Economy"

Great Design

Design speakers will offer creative insights on high-performing perennials, lighting in the landscape, garden restoration, plants for green roofs, and 3-D design.

Richard Hawke has been the plant evaluation manager at the Chicago Botanic Garden since 1986, and is responsible for the comparative evaluation of herbaceous and woody plants. The Plant Evaluation Program received the Award for Program Excellence from the American Public Garden Association in 2008. He is the author of Plant Evaluation Notes, a Chicago Botanic Garden publication reporting the results of evaluation trials. Richard is an instructor for the School of the Chicago Botanic Garden, and in 2005, received the Perennial Plant Association's Academic Award for teaching excellence. Richard is also an author and contributing editor for many notable publications.

Michael Deo is the president and founder of NatureScape Lighting and an award-winning lighting designer. Trained in landscape design, his lighting projects reflect a deep knowledge of horticulture. He is keenly aware of how plants change not only with the seasons but over time and how each will react to light. Michael has taught lighting design at Rutgers Home Gardener's school and appears as a guest lecturer in residential garden design classes at both Rutgers and the County College of Morris.

Timothy Tilghman is the head gardener at Untermyer Park and Gardens Conservancy, where he leads the effort for Untermyer Gardens Conservancy to restore the grandeur of this once world-renowned garden in Yonkers, NY. Timothy holds a B.S. in Plant Science/Ornamental Horticulture and has held positions at Willowood Arboretum, Scott Arboretum at Swarthmore College, Wave Hill in Riverdale, N.Y. and Rocky Hills in Mount Kisco, N.Y. He was the senior garden editor at Martha Stewart Living Magazine.

Tim Edick is a territory manager at Unilock and has worked in the landscape and construction industry for 20 years. His professional background is in project and operation management as well as in design sales. He is a 3D design educator for the state of Ohio.

Great Profit

Profit speakers bring decades of hands-on business experience to presentations on motivating employees, navigating the H2B system, making lighting a profit center, increasing profitability and thriving in a changing economy.

Kerry Scott is program manager for MAS Labor, the country's largest supplier of H-2A and H-2B legal guest workers. 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, reporting directly to the owners of the company.

Dave Tucker has been in the service IT business since 1987. A self-taught programmer, he created his own software and then started helping other companies to systematize their processes and increase profits through the use of technology, information and networking. Dave is president of CLIP software, with more than 14,000 companies using the software. He has written two books: "Lawn Maintenance and the Beautiful Business" and "Piecework and the Beautiful Business."

Tom Shay is a fourth-generation small business owner. His teachings provide the "nuts and bolts" necessary to improve the operation and profitability of the business. Tom has written 13 books on small business management and a college textbook on small business accounting and business planning, as well as more than 400 columns in 75 trade publications. A three-time nominee for the Jesse H. Neal for editorial excellence in business media, Tom has also earned the Certified Speaking Professional distinction, which has been attained by 8 percent of speakers worldwide.

Michael Deo's bio is listed above.

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 online at wnla.org.

Deadline to register is Jan. 19, 2018. You will receive an email confirmation.

www.wvnla.org

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