

WVNLA NEWS

West Virginia Nursery & Landscape Association

www.wvnla.org

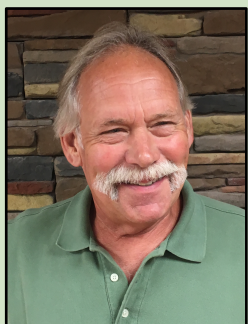
Summer 2018

President's message

"Even if you're right on track, you'll get run over if you just sit there."

– Will Rogers

Progressive and proactive, the WVNLA Board of Directors is working hard to provide



Bud Cottrill
WVNLA President

educational opportunities for your professional development. As soon as our January meeting is over, the Winter Symposium Committee begins

planning for next year's session, assessing speaker evaluations, reviewing topics suggested by attendees, and consulting with other state associations for speaker referrals. This committee includes Julie Robinson, Lynne Schwartz-Barker, Jason Testman, and Zach Crede.

Julie also works with staff at the West Virginia Department of Agriculture to plan and sponsor the Pesticide Recertification Program. They work year-round to provide an informative and interesting experience, held twice a year in different venues across the state. WVNLA has become the leader in providing these continuing education opportunities for our members and for many other folks employed in other industries.

Our Certified Professional Horticulturist program has been totally revamped and features a recently revised study manual, (Please see *PRESIDENT'S MESSAGE* on page 2)

We're planting the seeds for future horticulturists and landscapers

High school agriculture students stopped by WVNLA's booth (below) at the FFA State Conference in Cedar Lakes in July. The students took an online quiz to see what horticulture or landscaping career might be a good fit with their interests.

The career fair followed a presentation earlier in the summer at West Virginia's high school agriculture teachers' annual conference. WVNLA's John Jett and Julie Robinson and WVU's Dave Davis introduced the teachers to the Certified Professional Horticulturist program and asked how best to get information about careers in horticulture and landscaping to high school agriculture students. The teachers said they were very interested in offering a horticulture certification for their students. This certification would indicate a level of understanding that would be valuable to both future employers and as college prep.

WVNLA is working with Jason Hughes, West Virginia Department of Education high school agriculture program, to get the certification program into the high school agriculture curriculum as quickly as possible. We'll keep you posted.



Attend the Proven Winners Landscape Roadshow at The Greenbrier on Sept. 8 to earn 8 CPH continuing ed credits. Read more about credits on page 2.



Committee sets CPH continuing education requirements

Industry professionals who prepare for and pass the Certified Professional Horticulturist (CPH) exam enjoy the status afforded those with recognized professional horticulture credentials. WVNLA first offered the CPH exam in 1998. Board member John Jett helped develop the program. Originally, the certification was not considered to be a lifelong designation, but rather a step in ongoing education. Although requirements for continuing education unit (CEU) credits were intended to be implemented, a submission and tracking system for these credits never materialized.

Until now.

A committee, including John Jett, WVNLA President Bud Cottrill, WVDA representative Mike Arnold, and WVU professor Dave Davis, recently established CPH continuing education requirements. Committee members reviewed the credits required by neighboring states and considered what sorts of events would qualify for credit in West Virginia. Effective January 1, 2019, all CPH holders will be required to submit 30 credit units every three years to maintain their CPH status.

Credits are roughly equivalent to the hours spent in an industry educational endeavor. The requirements could easily be met through annual participation in WVNLA events, including the Winter Symposium, summer tours, or training, or time spent on other activities, such as writing an article for our newsletter.

CPH holders who attend the full day of the Proven Winners Landscape Roadshow at The Greenbrier on Sept. 8, sponsored by WVNLA, will earn 8 continuing education credits.

Passing the CPH exam earns 10 credits, so we're jumpstarting all current CPH holders with 10 credits as the system is implemented. That's 10 fewer credits you'll need to earn before your 2022 renewal date. Any WVNLA member or employee of a WVNLA member is eligible to take the exam.

Attending MANTS or other industry trade shows and educational events earns credits. Events not associated with WVNLA require preapproval, which can be obtained by e-mailing event information to wvnlassoc@gmail.com.

In the past, an obstacle to ongoing CEU tracking has been the onerous task of recording credits and updating CPH holders as to their status. WVNLA is in the process of updating its member tracking software with a system that will allow members to upload their own CEU information and check their status. They will be notified as the renewal date approaches.

If credits are not obtained, submitted, and tracked within the three-year renewal period, CPH certification will be revoked, and the holder will be required to retake and pass the exam, which includes a \$25 fee.

The following are some examples of CEU sources for renewing CPH certification:

- Full-day industry-related course, seminar, class, 8 credits
- WVNLA Summer Tour, 4 credits
- Write an article for WVNLA News, 3 credits
- WVNLA board member or committee member, 4 credits/year
- WVNLA officer, 5 credits/year
- Passing the WVNLA CPH exam, 10 credits
- WVNLA Winter Symposium attendance, 8 credits
- Pesticide recertification training, 8 credits
- MANTS or other industry trade show, 2 credits
- Lectures, in-service training, webinars, 1 credit per hour

PRESIDENT'S MESSAGE *(Continued from page 1)*

which was edited by several of our board members. This committee has also set the continuing education credits requirements. Further details can be found elsewhere in this newsletter.

WVNLA is also partnering with West Virginia University to plan and develop a series of educational gardens on the Evansdale Campus in Morgantown. Involving students, faculty, WVU Facilities, and other stakeholders, this project is a prime example of our education mission in action. Begun this summer, this project will last at least two years and potentially much longer.

Throw in MANTS, our newsletter, summer tours, and strategic planning sessions, and it is evident that WVNLA is striving to provide ample opportunities for YOUR professional growth and development. I encourage you to attend trainings and participate.

As autumn approaches and temperatures cool (hopefully), I wish you well, and I hope you enjoy a profitable season. See you in January, if not sooner.

With warm regards,

Bud

WVNLA teams up with industry leader for winning event

WVNLA's leaders are pleased to partner with Proven Winners and The Greenbrier to sponsor the Proven Winners Landscape Roadshow at The Greenbrier on Sept. 8. This full-day event at the state's premiere resort will feature experts from Proven Winners, who will talk about new and exciting plant introductions and will offer design tips, as well as West Virginians Bob Barnitz of Bob's Market and Greenhouses, Jason Testman of TerraCare and Curtis Webb of The Greenbrier. The day concludes with a behind-the-scenes tour of The Greenbrier's beautiful grounds. CEU credits, including APLD, ASLA and CPH, will be available

and lunch will be provided—all for a \$20 registration fee. Registration is required: visit provenwinnerslandscaperoadshow.com.



Proven Winners Showcase Garden at The Greenbrier.

We salute our current Certified Professional Horticulturists

Todd Anderson	Bill Licliter
Eamon Barker	Jason Lingenfelter
Michael Bartholomew	Jason Lipot
Brian Beckett	Chad Manko
Patrick Biafore	Benjamin Markell
Michael Bombly	Edward Mason
Michael Book	Carol McCarthy
Lorie Bowen	Joyce McKenney
Janie Carpenter	Deborah Meadows
Chris Chanlett	Eric Michael
Torula Avery-Chanlett	Dean Myles
John Chidester	Donna Myles
Zach Crede	Daniel Noble
Richard Cutlip	Larry Ohrn
Rick Cutlip	Michael Osborne
Tracy Cutlip	Carrie Parker
Matthew Davis	Rayburn Perry
Bettie Dempsey	Alex Personius
Michael Dick	Seth Pratt
John Doolittle	Steve Ritter
Elaine Flaxer	Donna Rumbaugh
Dee Fournier	Brenda Runions
Larry Gouer	Kelly Russell
Margaret Grose	Betsey Sorrell
Christopher Hartsock	Mark Springer
Janie Hatfield	Aaron Stull
Steven Hawkins	Chris Tatham
Aaron Helmick	Bradley Teets
David Hill	Eddie Thompson
Andrew Hilling	Matthew Ware
John Shane Holstein	Barbara Wilcox
Rudy Horst	Aubry Wilson
Gregory Howell	Roger Wood
Lynn Jennings	Ruffner Woody
Chuck Kinsley	Jason Young

Topics and presenters include:

"The Proven Winners Story - How Plants Become a Proven Winner" - Tom Ewing, Proven Winners

"The Stunning Annuals Showcased at The Greenbrier" - John Antonelli, Four Star Greenhouse

"New Shrub and Perennial Introductions Designed Into The Proven Winners Botanical Trails at The Greenbrier" - Jane Beggs-Joles, Spring Meadow Nursery and Tim Anderson, Walters Gardens

"The Finished Plant Production Process" - Scott Barnitz, Vice President, Bob's Market and Greenhouses

"Industry Specific Landscape Design Software" - Eric Gilbey, PLA - Vectorworks Inc., 2018 APLD President Elect

"Redesigning the Landscape at the WV State Capitol Complex" - Jason Testman, PLA, LEED AP BD+C, Landscape Division Manager, Landscape Architect, TerraCare, Inc.

"Designing the Gardens at The Greenbrier - America's Resort" - Zeke Cooper, PLA, ASLA - Project Manager, DreamCatcher Hotels; Proven Winners Certified Landscape Professional

"The Importance of a Landscape Showcase at The Greenbrier" - Curtis Webb, Assistant Director of Engineering & Director of Grounds Department, The Greenbrier

For a complete schedule and to register, visit provenwinnerslandscaperoadshow.com.

Member business focus:**Floral business evolved into greenhouse and landscaping**

There is no Mary at Mary's Greenhouse in Elkins. Tucked away in a residential neighborhood, the business was formerly owned by Mary Hedrick and her son, Louis Wilson, who opened it in 1966. When Larry Gouer purchased it in 1974, he saw no reason to change the name the locals had known for years.

For most of a decade, Mary Hedrick and her son operated a floral design business, along with a small greenhouse production operation, in a family neighborhood. When he bought the business, Larry kept the same location. With his guidance, it has changed direction somewhat but grown steadily. Today, 20,000 square feet of greenhouse space sits tightly on seven adjoining city lots. In 2003, with just a 1954 dump truck, two F-50 trucks, and a sod cutter, Larry opened Terra Flora Landscaping and brought on Matt Davis as a partner.

In its heyday, Mary's Greenhouse sent 30 to 40 floral arrangements to hospitals daily. But last year, Larry closed the florist business due to a decline in formal funerals and extended hospital stays.

"So many more people are being cremated and people just don't send flowers to them," he explained. "Also, many people choose to make donations to a charity in lieu of flowers. The number of hospital beds in the area has also declined, and the length of patient stays has decreased. There isn't time to send flowers."

However, business is still good in the greenhouses, where Larry said they had record Mother's Day sales this year. In the fall and winter, the greenhouses are full, first with Larry's mums

and pansies, and then with poinsettias. Even with limited greenhouse space, Larry allows his flowers room to grow. He places them only in every other available spot.

"As long as I keep growing good flowers, people will come," he said. He added that he is grateful for Elkins's Forest Festival because

just about everyone in town wants the requisite mums and pansies to gussy up their properties for the annual fall celebration.

Matt, who heads up the landscaping business, says that business is steady, but the jobs are usually small. In a town where the median age is 55 and the population is roughly the same as when Larry first purchased the business, there aren't many large installation jobs.

"Most of our business is maintenance," Matt explained. "However, I offer a never-ending guarantee on our installations. As long as you continue to have us maintain them, we'll replace any plant that dies."

Terra Flora offers hardscaping, water feature installation, landscape design, consultation services for do-it-yourselfers, and holiday lighting, all under Matt's supervision. Matt holds certifications from the Interlocking Concrete Pavement Institute and the National Concrete Masonry Association. He and Larry are both WVNLA Certified Professional Horticulturists.

While Matt earned a degree in economics and education from nearby Davis & Elkins College, he didn't spend much time teaching in a classroom. He found that he preferred to work outdoors, as he had at Mary's Greenhouse during his college summers. He can thank his mother for getting him that job. She called Larry, a longtime friend, and asked if he had any work for her college-age son. Larry gave Matt a job that turned into a career, despite Matt's initial dislike of the early-morning hours.

"Larry would pull up in front of our house in his truck and honk until I came out," said Matt, grinning at the memory. His perspective is a little different today, as a business owner depending on his crew to show up on time. He and Larry agreed

(See **TERRA FLORA** on page 5)



Larry Gouer (left) and Matt Davis discuss business in one of the greenhouses.



Generously spaced begonias thrive in Larry's greenhouses.

Industry pushes for permanent H-2B seasonal labor solution

Late in June, WVNLA members from Wheeling, Morgantown, and Lewisburg traveled to Charleston to meet with Sen. Shelley Moore Capito. They came to tell her that their businesses would likely not survive another year without the seasonal employees from other countries who work legally for them through H-2B visas.

Sen. Capito listened as Leo Lewis, who has owned Windy Knoll Landscaping in Lewisburg for 34 years, told her he would close his business rather than go through the expensive roller coaster ride of finding out whether or not he would receive the employees for which he demonstrated need and applied. He undertakes that cumbersome process because he sees the value of these employees to his business. He did not receive his workers this year. If he must close his business, his other employees, many of whom are long term, will be out of work.

Patrick and Michael Biafore of Biafore Landscape Development in Morgantown also did not receive the H-2B workers upon whom they have come to depend heavily. They told Sen. Capito about business opportunities they lost and projects they turned away because they didn't have the workers to do the jobs. Without the laborers to install projects, they aren't doing any design build. Instead, they are struggling just to meet maintenance contracts. Even their office staff has pitched in on crews at times.

Chris Duplaga of Top Notch Landscaping and Supply in Wheeling said he was grateful to have received his H-2B workers this year. However, he noted that landscape supply wholesalers tell him

their sales are down because landscaping companies that lack laborers are accepting fewer jobs and thus buying fewer supplies.

Sen. Capito listened and asked thoughtful questions. She is on the Senate Appropriations Committee.

On July 25, the House Appropriations Committee passed an H-2B amendment offered by Reps. Andy Harris (R-MD), Henry Cuellar (D-TX), Dutch Ruppersberger (D-MD), Chellie Pingree (D-ME), and Chris Stewart (R-UT) that would do the following:

- exempt H-2B workers from the annual 66,000 visas cap if they received H-2B visas during one of the previous two fiscal years
- allocate the 66,000 visas for new H-2B workers on a quarterly basis to assist employers whose seasons do not align well with the current biannual allocation
- create a system in which 66,000 H-2B visas for new workers would be allocated on a proportional basis if the cap is reached, so that all employers will receive a percentage of H-2B workers

The amendment, which is part of the House Department of Homeland Security appropriations bill, moves to the Senate for approval. WVNLA has contacted Sens. Joe Manchin and Shelley Moore Capito to ask for their support. WVNLA members are encouraged to do the same. Visit www.landscapeprofessionals.org/nalp/advocacy/H2B_Action.aspx for easy access to your representatives and a sample message you can edit and send to them.

WVNLA board member Zach Crede of Crede Lawn and Landscaping in Scott Depot travels to Washington, DC, on Sept. 5 to urge support of the amendment, especially the returning worker exemption. Zach is a member of the Seasonal Employment Alliance's legislative committee. This will be his third trip to Capitol Hill to advocate for significant and permanent H-2B reform.

"I am grateful to WVNLA's board for their support on H-2B. When I first met with the representatives a year ago, nobody had heard of H-2B. Now they are all very aware of the problem. We are so close to a solution," Zach said. "This truly affects the future of our industry."

The DHS appropriations bill awaits further action by both chambers before Sept. 30. H-2B advocates say cap relief and returning worker exemptions must be included in any final Fiscal Year 2019 appropriations bill if the program is to remain viable.

TERRA FLORA *(Continued from page 4)*

that labor is their biggest challenge, a concern that reverberates throughout the industry.

Today Matt runs two crews of three employees most summers and swears by their work. Customers must agree, as about 85 percent of Terra Flora's business is returning customers.

"Once we do your maintenance for one year, you'll be hooked," Matt said. "When they realize that what my crew accomplishes in four or five hours equals two or three weekends of their own time and work, they have us come back."

For more information on Terra Flora and Mary's Greenhouse, visit terrafloralandscaping.com or marysgreenhouse.com, or call Larry or Matt at 304-636-2199.

WVDA warns about voracious Asian insect's appearance

By Rick Steelhammer

The West Virginia Department of Agriculture is urging farmers, loggers, hunters, and birdwatchers to be on the lookout for a southbound hitchhiking insect that poses a risk to the state's forests, orchards, farms, and gardens.

The spotted lanternfly, believed destined for West Virginia from populations in New York, Pennsylvania, northern Virginia, and Delaware, shouldn't be too hard to identify. In its adult stage, its one-inch-long, half-inch-wide body is topped with large, visually striking wings. A scarlet-colored rear set comes equipped with black spots at the front and black-and-white bars at the rear, while the bug's forewings are light brown with black spots at the front and a speckled band at the rear.

"It's a plus that it is so vividly colored," said Susan Parker, the WVDA's agricultural pest survey programs specialist. "Hopefully, people will take notice right away," she said, and alert the WVDA to the insect's location.

Those who suspect they have encountered spotted lanternflies are urged to call the WVDA's Plant Industries Division at 304-558-2212, or send e-mail, including location information and, if possible, photos, to the department's new Bugbusters hotline, bugbusters@wvda.us.

Native to China, Vietnam, and India, spotted lanternflies had spread to Japan and South Korea by 2006 and were first detected in the United States in 2014. The invasive insects are believed to have arrived in eastern Pennsylvania in the form of an egg mass attached to a shipment of stone from Asia.

Since then, spotted lanternflies have moved into 13 Pennsylvania counties, and populations in New York and Delaware were detected last year. The Virginia lanternflies were found in January in the vicinity of a stone-cutting facility near Winchester—about 15 miles from the West Virginia border—that made use of imported stone from the Pennsylvania stone yard where the insect was first detected.

While lanternflies can hop and fly short distances, they could not have spread into four states so quickly without hitchhiking rides from humans who inadvertently carried them home. Adult lanternflies attach their egg masses to flat surfaces of nearly any variety, including pieces of firewood, logs with smooth surfaces, boards, trailers, lawnmowers, and lawn furniture.

While the spotted lanternfly's preferred host is another Asian-born invasive species, the tree of

heaven, found throughout West Virginia, "the insect is reported to feed on 70 species, varying from plants like cucumbers and basil to trees such as maple and walnut," Parker said.

With the insect now known to exist a short distance from Berkeley County, home of the state's largest apple and peach orchards, fruit growers have cause for concern, but just how much concern is yet to be determined.

"The potential consequences of this insect on the West Virginia orchard industry are somewhat unknown at this time," according to Parker. "The Pennsylvania Department of Agriculture reported seeing the adult insects swarm into orchards for the first time [in August of 2017] and reported seeing them feeding on the trunks and branches of apple, peach, and nectarine trees. But it is unknown

whether this feeding cycle will continue and cause tree damage and death," she said. Pennsylvania agriculture personnel also observed the lanternflies "feeding on and damaging grape vines, another valuable industry that may be impacted in West Virginia," Parker said.

Spotted lanternflies do not feed on grapes or orchard fruit but use their uniquely shaped heads to suck sap from trunks, limbs, leaves, and vines. The loss of fluids can reduce photosynthesis and weaken the host plants, eventually hastening death. While dining on their hosts, the insects excrete large volumes of fluid, politely called *honeydew*, onto limbs and branches, which promotes mold growth and attracts other insects. The insects feed on plants during both their nymph and adult stages.

"On the positive side, the insect appears to be easily controlled with pesticides and does not feed on the fruit itself," Parker said. "But additional spray applications and sanitary efforts to keep the insect at bay will create additional time and costs to the growers."

While it remains to be seen when the invasive insect will arrive in West Virginia, "we are hopeful that with early detection and effective control measures, we can stay ahead of the insect population," Parker said, with the ultimate goal being the pest's eradication. Once populations of the insect are confirmed in West Virginia, the WVDA will work with property owners to control the insect and offer best management practices to keep damage in check.

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Member management software launch will improve website

If you've ever had trouble renewing your membership or registering for an event on WVNLA's website, please accept our apologies—and a solution.

In mid-October, wvnla.org will launch a high-powered association membership management software program that promises to deliver accurate and efficient online services for our members.

The website will look the same, but members will have access to their own profiles, through which they can renew their annual membership dues, register for events, and check continuing education credit status for our Certified Professional Horticulturist program. They will receive e-mail

notifications for renewals and updates tailored specifically to them, as well as the industry and association updates we currently send.

Scholarship, membership, and funding applications will all be accessible online. In addition, we're especially excited to announce a new "Find a Pro" section on our website, where potential customers can search for a WVNLA member who provides specific services in the customer's geographic area. This is a great opportunity for WVNLA's members to market themselves through our website.

If you are not currently receiving e-mails from WVNLA, please let Julie Robinson know, so your records will be updated. Your e-mail address is a crucial link in this program. Please know that your information will never be shared with other companies or organizations.

As with any software program, the information presented is only as good as the data provided. You can check your current listing on our website. If you would like to make any changes to your company's listing, please e-mail that information to Julie at wvnlassoc@gmail.org as soon as possible.

Seeking board members

Know someone you think would make a good WVNLA board member? We're looking for members to fill seat(s) starting in 2019. Contact Julie Robinson at 304-553-1224 or wvnlassoc@gmail.com with suggestions.

Newly certified

Congratulations to Zach Crede of Crede Lawn and Landscaping, who achieved the status of Certified Professional Horticulturist after passing the CPH exam on July 25.

Pennsylvania and New Jersey require spotted lanternfly permits

Businesses that operate or travel in and out of Berks, Bucks, Carbon, Chester, Delaware, Lancaster, Lebanon, Lehigh, Monroe, Montgomery, Northampton, Philadelphia, or Schuylkill counties in Pennsylvania or any county in New Jersey are required to have a spotted lanternfly permit.

The Agriculture departments of New Jersey and Pennsylvania issue permits to qualifying companies that deliver to or provide service in the affected counties.

The 13-county quarantine in Pennsylvania has been in place since 2017. New Jersey issued a quarantine in July. According to officials at the PA Department of Agriculture, other states in the area are moving toward quarantines and permits.

West Virginia does not require permits, according to Mike Arnold, WVDA Plant Pest Regulatory Programs coordinator.

Source: Pennsylvania Landscape & Nursery Association

New member welcome

The West Virginia Nursery & Landscape Association welcomes the following two new members:

Sprout Outdoor Creations

Active member

Andrew Eggleton

83 Mount Vernon Drive

Hurricane, WV 25526

304-345-3806

sproutoutdoor@yahoo.com

Landscape construction and maintenance

GrassBusters, Inc.

Active Member

John Perry III

6433 US Rt. 60 E.

Suite 100

Barboursville, WV 25504

304-634-4863

304-697-7790

grassbusterslawn.com

heardgreenlawns.com

Landscape design and maintenance, lawn installation and maintenance, fertilizer and pesticide applications, fall lawn clean-up, tilling, drain installation

WVNLA NEWS

P. O. Box 20284
Charleston, WV 25362

WVNLA Dates to Note

- Sept. 8 Proven Winners Landscape Road Show,
The Greenbrier. provenwinners.com.
Sept 17-19 Plug & Cutting Conference, Charlotte, North
Carolina. americanhort.com
Oct. 16-19 GIE Expo Landscapes, Louisville, Kentucky.
gie-expo.com
Oct. 17 WVNLA Board meeting, North Bend State Park.
Oct. 19 Perennial Plant Conference, Swarthmore College,
Pennsylvania. perennialplantconference.org

2019

- Jan. 9-11 MANTS, Baltimore, Maryland. mants.com



Jan. 29 WVNLA
Pesticide
Recertification
course,
Charleston.

Jan. 30 WVNLA
Winter
Symposium,
Charleston.

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Lisa McDavid –
lisasgardenscapes@yahoo.com
Stephen Saunders – saunders801@aol.com
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