



# Growing a Great Landscape

## Winter Symposium

Jan. 30, 2019

Embassy Suites Hotel  
Charleston, WV

**West Virginia Nursery &  
Landscape Association**

[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 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. Barbara Arnold, Franklin Park Conservatory & Botanical Gardens, *"Creation and Use of Public Garden Community Garden Campus"*

9:30 a.m. Claudia West, Phyto Studio, *"Stunning Plant Communities that Stand the Test of Time"*

10:30 a.m. Break

10:45 a.m. Peter Butler, West Virginia University, *"Western European Landscapes"*

### Great Profit Session Salon B

8:30 a.m. Jim Huston, J.R. Huston Consulting, *"How to Price Landscape and Irrigation Projects"*

9:30 a.m. Jim Huston, J.R. Huston Consulting, *"A Critical Analysis of the MORS Estimating System"*

10:30 a.m. Break

10:45 a.m. Prentice Cline, OSHA Charleston, *"How to Keep Your Business on OSHA's Good List"*

Noon Lunch in Salon D

1 p.m. Andrew Bunting, Atlanta Botanical Garden, *"Designing with Tropical Plants"*

2 p.m. Break

2:15 p.m. Preston Montague, Carolina Naturalist, *"Approaches to Designing with Plants"*

1 p.m. Steve Rak, Southwest Landscape Management Co., and Jeff Rak, Land Creations Landscaping, *"The Company Experience and How It Relates to the Success of Your Company"*

2 p.m. Break

2:15 p.m. Rak brothers discuss relevant issues in the industry

3:30 p.m. Refreshments

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

## Great Design

**Design** speakers will offer creative insights on ecological planting, community gardens, European landscapes, tropical plant design and creating outdoor spaces with plants.

**Claudia West** is a leading voice in the emerging field of ecological planting design. She is known for her passionate advocacy of plant-driven design. She has worked on all sides of the green industry—as a designer, a grower, installer, and land manager—grounding her innovative work in pragmatic solutions that address the realities of our urbanizing world. She is the co-author of the critically acclaimed book, *Planting in a Post-Wild World* (Timber Press, 2015).

**Barbara Arnold**, senior horticulturist at Franklin Park Conservatory and Botanical Gardens, has worked in the green industry for more than 30 years with experience in commercial landscaping, public gardens and golf courses. For the past 23 years, she has been a member of the horticulture staff at Franklin Park Conservatory and Botanical Gardens.

**Peter Butler** is director of the school of design and community development, an associate professor of landscape architecture and extension specialist in landscape architecture at West Virginia University. Before entering academia, Peter worked as a gardener and landscape construction supervisor in Seattle, Washington; Driggs, Idaho and Nantucket, Massachusetts.

**Preston Montague** is a naturalist working to improve public and environmental health through the arts, education, and landscape architecture. He is passionate about inspiring curiosity and encouraging a sense of agency in people to affect positive change in their environment. Preston strives to help people make the connection between the health of the planet and the quality of their lives.

**Andrew Bunting**, vice president of horticulture and collections at the Atlanta Botanical Garden, was previously with the Chicago Botanical Garden. Before that, he was curator at the Scott Arboretum of Swarthmore College in Pennsylvania for 25 years. He also owned a landscape design and construction business called Fine Garden Creations, Inc.

## Great Profit

**Profit** speakers bring decades of hands-on business experience to presentations on pricing, regulatory compliance, and company culture and success.

Brothers **Steve** and **Jeff Rak** will present “The Company Experience and How It Relates to the Success of Your Company” before they sit down to casually discuss relevant industry issues with attendees.

Steve Rak is the president of Southwest Landscape Management. Steve is a past president of Ohio Landscape Association and has written for many publications. He currently writes for Turf magazine. Jeff Rak, CLP, is the president of Land Creations Landscaping and is also a past president of Ohio Landscape Association. Land Creations has won several awards and been recognized in many publication and local TV stations.

**James Huston**, Certified Professional Landscape Estimator, has more than 30 years of diverse business management experience. He is also a member of the American Society of Professional Estimators. He is one of only two Certified Professional Landscape Estimators in the world.

Since 1987, he has been a management consultant to the landscape and irrigation industry. He headed the consulting division for Charles Vander Kooi and Associates, Inc., and in 1989 he formed J. R. Huston Consulting.

**Prentice Cline**, OSHA Charleston area office director, will present “How to Keep Your Workplace on OSHA’s Good List.” Prentice has 25 years of experience in occupational safety and health field. He has been with OSHA for 19 years and in his current position for 8 years.

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

**Online registration is encouraged: [wvnla.org](http://wvnla.org).**

**Deadline to register is Jan. 25, 2019.** You will receive an email confirmation.

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

T: 304-553-1234

E: [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com)