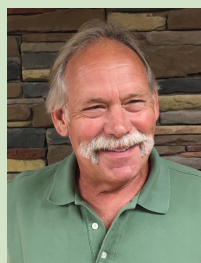


President's message

A few years ago, I hired two teenagers for summer help—each the son of an existing employee. Both were named Michael, and they liked to be called Michael, (not Mike or Mikey or Mick), although



*Bud Cottrill,
WVNLA president*

one's nickname was "Tex." I never knew why. I'm not sure he did.

During the course of a normal day, there was always talk—jabbering, joking, ribbing, discussing.

Occasionally the talk was actually about work—landscaping, hardscaping, pruning, horticulture. Plant names always came up. As they were unfamiliar with most plant material, I would sometimes attempt to edify them by spelling the plant name. Now, I don't claim to be a taxonomist, but I am a good speller, and when the opportunity arose, I would spell out the chosen word.

One day we were working along and when a certain name was mentioned, Michael said, "How do you spell that?" Without hesitation, I calmly replied "T-H-A-T." Tex was immediately rolling on the ground laughing uncontrollably.

That was a good one. A classic. It still brings me a chuckle when I think about it.

I hope your days have some classics. I hope you love what you do and look forward to going to work every day. I encourage you to think of ways to motivate your

(Please see *PRESIDENT'S MESSAGE* on page 3)

Symposium features experts in a wide variety of fields

Plan to banish the January blahs at the 2019 Winter Symposium on Wednesday, January 30 in Charleston. Speakers with backgrounds in ecological planting design, community gardens, landscape architecture education, horticulture, landscape company management, pricing, estimating, and regulatory compliance are poised to present concepts and answer questions. The 2019 conference will be held at from 8 a.m. to 4 p.m. at the Embassy Suites in Charleston.

Cost to attend is \$50 for WVNLA members and \$100 for non-members. Registration includes lunch. Register online at **wvnlassoc.org**. Two sessions will run simultaneously, one with a focus on design elements and the other featuring successful green industry business practices.

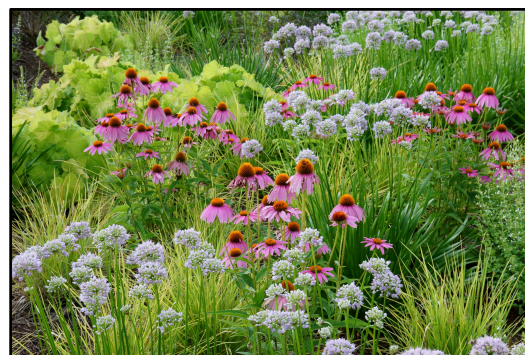


Photo credit: Adam Woodruff

Design

Claudia

West, a leading voice in the emerging field of ecological planting design, will present "Stunning Plant



Claudia West

Communities that Stand the Test of Time." Claudia is known for her passionate advocacy of plant-driven design. Claudia is a widely sought out speaker and consultant who applies the technologies of plant systems to bring essential natural functions back into our cities and towns. 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, will speak on "Creation and Use of a Public Garden Community Garden Campus." She will explore the different focuses of community gardens—education, healthy food source, a place of beauty. Community is the element they all have in common.

(Please see *SYMPOSIUM* on page 2)



Barbara Arnold

Winter Symposium design-focused speakers

Franklin Park Conservatory and Botanical Gardens Scott's Miracle-Gro Community Garden Campus is all of those and more.

Hear how community members young and old had a voice in the creation of the garden. See how a creepy-quiet part of the park came to life. Gain an understanding how conservatory departments (horticulture, event sales, development, community outreach and education) worked to create a beautiful and useful garden. Learn how Franklin Park Conservatory's plot holder program is run and operated.

Barbara 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, 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, will speak on "Western European

Landscapes." His presentation will feature the many student tours he has led through these gardens. The travel experience includes the interpretation and sketching of gardens, landscapes and architecture ranging from the medieval to contemporary with horticulture and landscape architecture students.



Peter Butler

Peter holds a bachelor's degree in English and creative writing from the University of Wisconsin-Madison and both bachelor's and master's degrees in landscape architecture from Iowa State University. His research interests include cultural landscape research and planning; community design process; industrial landscape reclamation and interpretation; and design studio pedagogy. His research projects include cultural landscape inventory, analysis and treatment; visualization; brownfields reclamation; land use planning; historic transportation corridor planning; and participatory

design methods. Before entering academia, Peter worked as a gardener and landscape construction supervisor in Seattle, Washington; Driggs, Idaho and Nantucket, Massachusetts.

Preston Montague, artist and landscape designer, will discuss "Approaches to Designing with Plants." Making design decisions in the landscape can be a frustrating challenge for both green industry professionals and home gardeners alike. Preston will demonstrate some of his approaches to designing with plants that can help



Preston Montague

demystify the process of deciding "which plant, where, and how many?" He will discuss strategies design professionals use to create outdoor rooms that are environmentally responsive and that provide for a range of activities.

Preston 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, will present "Designing with Tropical Plants," especially as used in outdoor seasonal displays.

Andrew was previously with the Chicago Botanical Garden and was the curator at the Scott Arboretum of Swarthmore College in Pennsylvania



Andrew Bunting

for 25 years. He also owned a landscape design and construction business called Fine Garden Creations, Inc. Originally from Illinois, Bunting received his bachelor's degree in plant and soil science from Southern Illinois University at Carbondale.

Please see **Profit-focused speakers** on page 3.



Herb garden and education pavillion at Franklin Park Conservatory and Botanical Garden

Winter Symposium profit-focused speakers

Brothers **Steve** and **Jeff Rak** will present "The Company Experience and How It Relates to the Success of Your Company." The second hour of their presentation will take on a more conversational tone as Steve and Jeff settle in to discuss events relevant to the landscape industry with lots of time to field attendees' questions.

Steve Rak is the president of Southwest Landscape Management. Steve is a past president of Ohio Landscape Association and has written for many publications.



Steve Rak

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. Jeff is a graduate of Ohio State University Agricultural Technical Institute with a degree in landscape contracting and construction.



Jeff Rak

Land Creations has won several awards and been recognized in many publication and local TV stations.

James Huston, Certified Professional Landscape Estimator, will present "How to Price Landscape and Irrigation Projects" and "A Critical Analysis of the MORS Estimating System."

James Huston has more than 30 years of diverse business management experience and holds a master's degree in finance. 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.

As a captain in the U.S. Marine Corps, he held positions in finance, aviation supply inventory management and procurement. After his tour of duty, he became a senior production control analyst for the Electronics Division of General Dynamics.

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 will cover common and potential citations issued by OSHA to landscape operations and how to avoid them. He'll discuss best practices for safety and health management plans. Prentice holds bachelor's and master's degrees in environmental and occupational health and 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.



James Huston



Prentice Cline

The Winter Symposium will be held January 30 at the Embassy Suites, 300 Court Street in Charleston. Register online at wvnla.org.

PRESIDENT'S MESSAGE

Continued from page 1

employees. To look for ways for everyone to learn and grow...and enjoy doing it. Life is too short to do otherwise.

With Thanksgiving past and the Holy Days approaching, I wish the best for you and yours. May the coming winter months give you opportunities to work and plan, but also time to rest and reflect.

I look forward to seeing you at MANTS and the Winter Symposium.

Being my last column as president, as they sing in the song—"So long, Farewell, auf Wiedersehen, Adieu."

WVNLA president Bud Cottrill owns ProScape West Virginia, a landscaping firm in Dunbar, W.Va.

Who should be WVNLA's 2018 Member of the Year?

During the Winter Symposium, we will recognize WVNLA's Outstanding Member of the Year. If you would like to suggest a WVNLA member whose achievements and contributions to the industry and to the Association have been exceptional, please let Julie Robinson know. Reach her at wvnlassoc@gmail.com or (304) 553-1234.

Proven Winners forum is a hit at The Greenbrier

About 80 people enjoyed a horticulture-filled day on the grounds of The Greenbrier when WVNLA sponsored a Proven Winners Landscape Roadshow on September 8. Professionals from West Virginia, Virginia, and North Carolina enjoyed a behind-the-scenes look at the intricate planning, planting and maintenance required to keep the resort's grounds up to exacting standards.

Speakers included Proven Winners growers and researchers, as well as West Virginia presenters **Scott Barnitz of Bob's Market and Greenhouses** and **Jason Testman of TerraCare**, who discussed the West Virginia Capitol grounds his company designed. **The Greenbrier's Curtis Webb** led tours through the Proven Winners Signature Gardens. Tom Ewing of Proven Winners discussed the botanical gardens being planned for The Greenbrier.

Tom, who organized the event, passed along an email he received from a satisfied attendee.

Just wanted to say how impressed I was with the program and list of speakers you provided at last weekend's symposium—really, a high-quality event! And what a golden opportunity to meet other professionals!



Resort guests have this view of the garden from a second story balcony.



Proven Winners Signature Garden at the North Entrance.



Attendees got a closer look at the plantings and enjoyed the opportunity to discuss them with The Greenbrier's Curtis Webb.



WVNLA members, from left, Scott Barnitz, Steve Saunders, Jason Testman and Josh Polan listen as Curtis Webb describes the landscape's design.

Landscapers launch apprenticeship partnership with career and technical school

Any professional association worth its salt not only educates and advocates for its industry, but also works for the industry's future. A crucial component of the nursery and landscape's future is encouraging young people to embrace industry careers.

WVNLA and the secondary school system in West Virginia took a big step in that direction on November 13 when education officials presented documents to companies whose owners agreed to participate in a newly launched apprenticeship program at Carver Career and Technical Center in Malden. Carver is the first career and technical center to sign on as a registered apprenticeship provider in the state of West Virginia.

The signing ceremony, in which **Cary Levenson** of **Valley Gardens** in Charleston and representatives of **TerraCare** in Malden and **Lisa's Gardenscapes** in Cross Lanes agreed to take on student apprentices, was the result of efforts between staff members at Carver and the U.S. Department of Labor to launch a pilot apprentice program at the school.

"This is an exciting day for us all. This apprenticeship is ground-breaking in the state, and perhaps even at a national level," said Jim Foti, regional director for the U.S. Department of Labor (DOL).

Dr. Kathy D'Antoni, who is an assistant superintendent of the state Department of Education, enthused about the partnership between schools and employers, while she also shined a light on the student participants. After the ceremony, several plant science students introduced themselves to the landscaping company representatives and talked about their plans.

WVNLA's involvement with the program began when executive director Julie Robinson attended an apprenticeship seminar last year. She happened to choose a seat beside Karen Wade of the DOL and asked about apprentice programs in the green industry. Karen said a landscape technician track was available. Karen worked with instructors and administrators at Carver to meet DOL program requirements.

WVNLA representatives met with the plant science instructor Sandy Lynch and Karen to discuss the landscape technician apprenticeship. When asked about sponsoring an apprentice, **Cary Levenson** and **Kevin Arnold** of **TerraCare** readily agreed to work with one. Lisa was already onboard for the pilot program.

Other employers and programs with interests were Roger Workman with Dutch Miller Auto Group, Bill Ashworth with Elco Mechanical, and Thomas E. Tolliver, Jr. with J. P. Cooke Company. A document of agreement was also signed by several employers as a show of support to collaborate with Carver to create more apprenticeship opportunities for students in the near future in HVAC, automotive technology, and graphic design. Dutch Miller has already successfully taken a student.

The apprentice process is an age-old and time-proven method to provide motivated students with the tools, experience and expertise needed to give them a solid start in their chosen careers. Through apprenticeships, employers match potential employees with a mentor to guide them along the way. Carver students will be ready to go to work part-time in the spring 2019 semester on the terms arranged by their employers.

"As an industry, we are grateful to Carver for launching the apprenticeship program to provide opportunity that benefits both the apprentice and the employer," said Julie, speaking at the ceremony.



WVDE assistant state superintendent Dr. Kathy D'Antoni joined U.S. Department of Labor officials in congratulating Lisa Dorsey, principal at Carver, on signing companies to participate in a registered apprenticeship program. Cary Levenson of Valley Gardens and Adam Mull of Terra Care (both pictured far right) signed landscape technician apprentice commitments.

Keep garden trends in mind for 2019 landscape plans

If you haven't noticed yet, we are living among the "Indoor Generation."

What does this mean? It means 90 percent of people worldwide (yes, 90 percent) spend nearly 22 hours a day inside without enough daylight or fresh air, according to the U.S. Environmental Protection Agency's Office of Air and Radiation. In a YouGov study, one in six people actually admits that they never go outside. A National Human Activity Pattern Survey also studied this, finding that Americans spend roughly 93 percent of their time enclosed either indoors or in vehicles.

The statistics seem even worse when singling out children. Prisoners at U.S. maximum security facilities are guaranteed two hours of outdoor time daily, whereas one out of two children worldwide spends less than an hour outside, says a study conducted by the National Trust. Today's children basically spend half as much time as their parents did outside.

As a result, there are a variety of movements and recommendations encouraging people to eliminate the "blue lights," #DeleteFacebook, bring more of the outdoors into their homes, and set reminders to get outside. In fact, the 2018 National Gardening Survey found Americans are setting records in lawn and garden spending because they crave nature.

Garden trends: reconnect with nature

Garden Media Group just released their predictions for 2019 garden trends, and much of it is based on this trending data. Here is a look at the top garden trends Garden Media Group forecasts for 2019:

Garden trend #1: The indoor generation, disconnected from natural rhythms, craves a connection with nature. Pinterest searches for indoor plants are up 90 percent, Dubow says. The National Gardening Association reports 30 percent of all households bought at least one houseplant last year, millennials being responsible for 31 percent of houseplant sales.

Garden trend #2: Spending too much time in front of a screen causes physical and psychological problems. Adults spend 11 hours a day looking at screens and check their phones every 10 minutes. Parents will continue reducing screen time for their children and encouraging gardening activities.

Garden trend #3: More people will continue to choose brands (one-third of people worldwide) for their social and environmental impacts.

Garden trend #4: Generation Z is stepping up to volunteer for environmental movements. Volunteering among 18- to 24-year-olds set a record at 25.2 percent, exceeding the national rate, according to the Corporation for National and Community Service. By 2020, people engaging in "responsible tourism" is expected to increase 350 percent, the UN World Tourism Organization forecasts.

Garden trend #5: People are upcycling or eliminating waste that normally ends up in landfills. Think plastic straws. Last year, Google saw a 700 percent increase in the search term "zero waste." A desire to eliminate food waste (EPA says food is the largest waste in landfills) will increase composting.

Garden trend #6: Forty percent of pollinating insects—particularly bees and butterflies—risk global extinction. To get ahead of this problem and restore ecosystems, people are installing more insect gardens. Also, invasive insect species are growing; the U.S. Forest Service says invasive insects and diseases put 70 million acres of trees at risk. Early detection and response is the best defense for dealing with invasive species, Dubow says.

Garden trend #7: Gardening will continue to rely on technology—from drones to phones—to make the task easier. People are planning, planting and watering remotely; robotic mowers, wireless plant sensors and irrigation systems and high-tech tools will continue to increase. Drones enable bird's eye views of landscapes for better landscape planning and design.

Garden trend #8: Moon phase gardening is rising. More people are using moon phases to determine planting, weeding, pruning and harvesting timing. Flowers and plants that glow at night such as lamb's ear, white echinacea or white Muscari (the 2019 bulb of the year), and night-blooming fragrant flowers like evening primrose, Angel's trumpet or moonflower appeal to those who entertain outdoors.

Garden trend #9: People love a new neutral color in home décor and gardening: **mint**. The global trend forecasting network, WGSN, predicts **mint** will dominate the world of fashion and interiors in 2020. From hydrangeas to orchids to shrimp plants, **mint**-colored flowers will be in demand.

As Dubow says: "Finding joy in nature will help save the environment and, in turn, save us."

By Nicole Wisniewski for National Association of Landscape Professionals. Reprinted with permission.

Website amps up to serve members and customers

The difference isn't obvious when you first open WVNLA's website, but some powerful updates and improvements have been added to our familiar home page. WVNLA members can now renew their membership dues, register for events, track continuing education hours, and update their profiles online.

Potential customers can search by service needed or location for a member landscaper or other service provider. Visitors to our page can also apply for membership or make a funding request. College students can apply for our scholarship.

All online. All interactive.

Now, in order for all these customers to find you, you'll want to be sure your profile is updated. You should have received instructions and a

password through your email. That's right. We've added another password for everyone to track. It's just the way of the world these days.

Your renewal notices will now come to you through email. If you haven't paid your 2018-19 renewal (past due as of August), your listing doesn't appear in the Find A Landscape Professional section. This is not meant to be punitive. The listing is of members who are in good standing.

If you receive an invoice for your 2018-2019 dues in error, please email wvnlassoc@gmail.com, so we can correct our records and your listing.

So please take a few minutes to check your profile on our website **wvnla.org**. We want all of our members to benefit from the marketing opportunities available to them on our website.

Pesticide Applicators Recertification

West Virginia Nursery & Landscape Association and the West Virginia Department of Agriculture will offer a Pesticide Applicators Recertification Training session on January 29 at the Embassy Suites in Charleston. Registration is free for WVNLA members and \$50 for nonmembers. Attendees earn 10 CEUs toward their category 3, 4A, 4B, 7, 11 and 13C required continuing ed.

Pre-registration is required. Space is limited, so early registration is strongly encouraged. Register online at **wvnla.org**.

Certified Professional Horticulturist exam

The Certified Professional Horticulturist exam will be given on January 29 at 4 p.m. at the Embassy Suites in Charleston. The exam includes 100 multiple choice questions that cover material presented in the CPH study manual and 25 plants to be identified. Study manuals are available for \$60 for WVNLA members and \$100 for nonmembers.

To register to take the exam or to order a manual, complete an exam application found on our website. Please note the education and experience requirements found at the bottom of the application.

Questions: 304-553-1234 or wvnlassoc@gmail.com.



Award honors John Jett

WVNLA president **Bud Cottrill** (left) congratulates **John Jett** on his award of Honorary Certified Professional Horticulturist. John was instrumental in developing the program for WVNLA and administered it for many years. Bud thanked John for his efforts to bring professionalism to the green industry in West Virginia.

A promotional graphic for the MANTS 2019 trade show. The top half features a collage of people at a trade show with the text "2019 MANTS THE MASTERPIECE OF TRADE SHOWS™ MANTS MEANS BUSINESS." The bottom half contains contact information for MANTS, including a P.O. box, phone numbers, fax, and website. It also includes social media handles for @mantsbaltimore and #mants2019, and states that on-line registration is available 24/7 beginning October 1. The event dates "JANUARY 9-11, 2019" and location "BALTIMORE CONVENTION CENTER" are prominently displayed at the bottom.

WVNLA NEWS

P. O. Box 20284

Charleston, WV 25362

WVNLA Dates to Note

2019

Jan. 7-8 Southern Nursery Association Conference, Baltimore, Md. www.sna.org

Jan. 9-11 Mid-Atlantic Nursery Trade Show, Baltimore, Md. www.mants.com

Jan. 29 WVNLA Pesticide Applicators Recertification, Charleston. www.wvnla.org

Jan. 29 Certified Professional Horticulturist exam, 4 p.m., Charleston. www.wvnla.org

Jan. 30 WVNLA Board of Directors meeting, 7 a.m. Charleston. www.wvnla.org

Jan. 30 WVNLA Winter Symposium, Charleston. www.wvnla.org

*Wishing you
comfort and joy in
this season of peace*

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