



Growing a Great Landscape

Winter Symposium

February 12, 2020

Embassy Suites Hotel
Charleston, WV

**West Virginia Nursery &
Landscape Association**

wvnla.org
wvnlassoc@gmail.com 304-553-1234

Two Tracks

With two distinctive speaker tracks, WVNLA's **Growing a Great Landscape** Winter Symposium truly offers something for everyone in the landscape and nursery industry.

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

Hear from the top minds in the industry and sharpen your business skills in the **Great Profit** sessions, or reinvigorate your plans and creativity with ideas from the **Great Design** speakers.



Schedule

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

Great Design Session Salon A

8:30 a.m. Scott Beuerlein, Cincinnati Zoo and Botanical Garden, "*Woodies That Make Us Go 'Wow!'*"

9:30 a.m. Tom Vasale, retired horticulturist and consultant, "*Specialty Pruning*"

10:30 a.m. Break

10:45 a.m. Michael Hasenmyer, West Virginia University, "*Visualization Technologies in the Field of Landscape Architecture*"

Great Profit Session Salon B

8:30 a.m. Danielle Collinson, Blades of Green, "*Recruiting and Retaining in a Digital Age*"

9:30 a.m. Hannah Mathers, Mathers Environmental Science Services, "*The Great Glyphosate Debate*"

10:30 a.m. Break

10:45 a.m. Clarence Lykins, Partners & Associates Insurance, "*Understanding Workers' Comp*"

Noon — Lunch and Vendor Exhibits in Salon C

1 p.m. Scott Beuerlein, Cincinnati Zoo and Botanical Garden, "*Why Horticulture Matters*"

2 p.m. Break

2:15 p.m. Irvin Etienne, The Garden at Newfields, "*Gardening without Privacy*"

1 p.m. John Auge, Auge+Gray +Drake Collective Works, "*Putting Branding to Work for Your Company*"

2 p.m. Break

2:15 p.m. Idea Swap — Prepare to Share! Get inspired or be forewarned by others' experiences.

3:30 p.m. Refreshments

4 p.m. WVNLA Annual Meeting and Closing Comments — Salon B
David Hill, WVNLA President

Great Design

Design speakers will offer creative insights on woody ornamentals, specialty pruning, pollution-purging plants, the importance of horticulture and gardening in public spaces.

Scott Beuerlein is the manager of Botanical Garden Outreach at the Cincinnati Zoo and Botanical Garden. He is a garden writer and horticultural speaker, with articles appearing in notable national publications. He was awarded gold medals by the International Association of Garden Communicators and is a certified landscape technician and arborist in Ohio.

Tom Vasale owned and operated Tom's Word Horticulture Consulting, a small design-build landscaping business in Charleston, WV, 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.

Michael Hasenmyer is an associate professor of landscape architecture at West Virginia University in Morgantown, WV. He teaches his students how to most productively use computer technologies within the field of landscape architecture and design. Michael also works closely with various planning organizations as they visualize design scenarios and seek workable solutions.

Irvin Etienne is the horticulture display coordinator for the Garden at Newfields in Indianapolis, where he has worked for more than 25 years. He writes an award-winning blog for GardenComm and articles for *Fine Gardening* and other magazines.

Great Profit

Profit speakers bring decades of hands-on business experience to presentations on employee recruitment and retention, issues surrounding glyphosate, workers compensation, and branding and marketing. The sessions finish with an idea swap.

Danielle Collinson of Blades of Green Lawn Care and B.O.G. Pest Control in Edgewater, MD, is a division manager for the company and oversees the Pest and Plant Health Care departments. She questions things that “have always been done that way” in her quest to advance the company. A passionate leader, she urges people on her team to learn new things and grow themselves.

Dr. Hannah Mathers has more than 26 years of experience, including training, and research in weed control for landscape and nursery crops. Previously a professor at Ohio State University and Oregon State University, she owns Mathers Environmental Science Services LLC in Gahanna, OH.

Clarence Lykins is an agent with Partners & Associates Insurance in Huntington, WV. In addition to business insurance, Partners & Associates offers life, homeowners, and auto coverage.

John Auge is co-founder of Auge+Gray+Drake in Charleston, WV. John has more than 25 years experience in branding and identity and corporate communications.

Name: _____

Company/Association: _____

Address: _____

Email: _____ Phone: _____

Cost: \$100 (nonWVnLA 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.

Deadline to register is February 5, 2020. You will receive an email confirmation.

www.wvnla.org

T: 304-553-1234

E: wvnlassoc@gmail.com