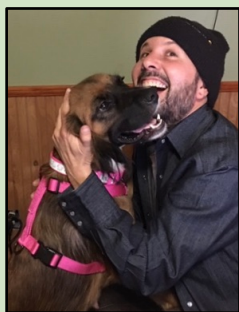


President's Message

Greetings, WVNLA Members. I sincerely hope that all of you had a wonderful fall season and are prepping for the onslaught of cold winter temperatures, before finally settling in for a few months.

WVNLA hosted the annual Northeast Nursery and Landscape Association Leadership Conference this year on October 21-22 in Charleston. We had in attendance executive directors and board members from



David Hill II

other associations in Maine, Massachusetts, New Jersey, and Maryland. We were delighted and honored to host these associations and show them a small piece of Almost Heaven, West Virginia (although some drove, so they got an even better look at our natural beauty and wonder). As always, our own amazing and talented executive director, Julie Robinson, put together a schedule of wonderful guest speakers, as well as a knock-your-socks-off event: a tour and dinner at J. Q. Dickinson Salt Works in Malden.

Side note: Our visitors were so pleasantly surprised by the beauty and deep history behind the salt works company, they bought up lots of items from the gift shop for friends and family (and of course, themselves) to take home. I like the idea of West by God Virginia items that are so deeply rooted in our state getting shared in other states. If you have never been to

Please see *PRESIDENT'S MESSAGE* on page 2.

President's Project Kicks Off Learning Landscapes at WVU

In the second year of their term, WVNLA presidents propose a President's Project, which is funded through money budgeted for that purpose. In 2018, near the end of his term, Bud Cottrill suggested a landscaping project for the newly constructed Davis College of Agriculture, Natural Resources and Design at West Virginia University. The project would be designed by WVU landscape architecture and horticulture students.

"When I attended WVU in the 1970s, the Ag School entrance was flanked with beds of trees, shrubs, and perennials. Annuals and bulbs were also replanted seasonally en masse. Walking to the front door was a sensory experience," said Bud. He hoped to encourage the creation of similar landscaping to beautify and enhance learning at the new building.

Bud's idea just happened to dovetail with a project that university development officials had been kicking around for some time.

They wanted to create landscaping beds



A rhododendron canopy would fill space which is currently empty along a well-traveled walkway. Additional plants proposed are sweetbay magnolia, mountain laurel and winter heather.

throughout the Evansdale campus, extending from the Nath Sculpture Garden (behind the Creative Arts Center) all the way to the Blaney House gardens. The landscaping plans would be researched and designed by Davis College students and professors. With those plans in hand, development officials from departments all over campus could approach donors to fund the plantings.

Donors had been approached before, but they were reluctant to sign on without seeing a well-researched landscape design for the suggested beds. That's where Bud's President's Project came in.

The project was funded in two phases: In 2018, WVNLA

Please see *LEARNING* on page 3.

PRESIDENT'S MESSAGE

Continued from page 1.

the salt works company, I recommend it highly. It is such a mind-blowing natural wonder, located just outside of Charleston.

I once attended a leadership conference hosted by Virginia and was surprised at how much I walked away with from those short couple of days. Our conference was no different. At these conferences, the meetings are never rigid or formal in format, and discussions can (and are encouraged to) break out at any given moment. We listened and interacted with the speakers and with one another. Everyone discussed, pondered, and exchanged questions on many topics related to our industry. Subjects included workforce development, hosting job fairs to stimulate excitement and to show opportunity in our industry, using technology (text messaging in our businesses), and apprenticeship program implementation.

We even learned about our personality types through the Myers Briggs Personality Tests and interacted in small groups based on our test results. This was such a fun and enlightening exercise, to see how the human brain works in our society and how this knowledge can give a better understanding of people and how we interact with each other. Side note again: I am an ENFP (Extroverted, Intuitive,

Feeling, Perceiving), so as anyone who is familiar with personality types knows, I would willingly participate in any lengthy discussions on this topic—or just about any other.

With all the ponderings, questions, and laughter we shared with one another during this two-day event, I walked away with a sense of connectedness, not only to these wonderful people but also to our industry. My takeaway from this conference can be summed up in two words: connections and comradery. I believe these are two very important elements to bring to our industry right here in West Virginia. I am hopeful that WVNLA can provide a sounding board for all members to connect with one another. With these connections comes unity and strength. I truly believe that if all of us work together to promote our industry throughout our little state, it will be majorly beneficial, not only for the green industry but also for West Virginia's economy.

As I've said before, we are all in this together. See you out there—and at the Winter Symposium on February 12 in Charleston.

Take Care,

Dave Hill, WVNLA President

Dave owns and operates Three Trees Design and Landscaping in South Charleston.

Pesticide Applicators Training

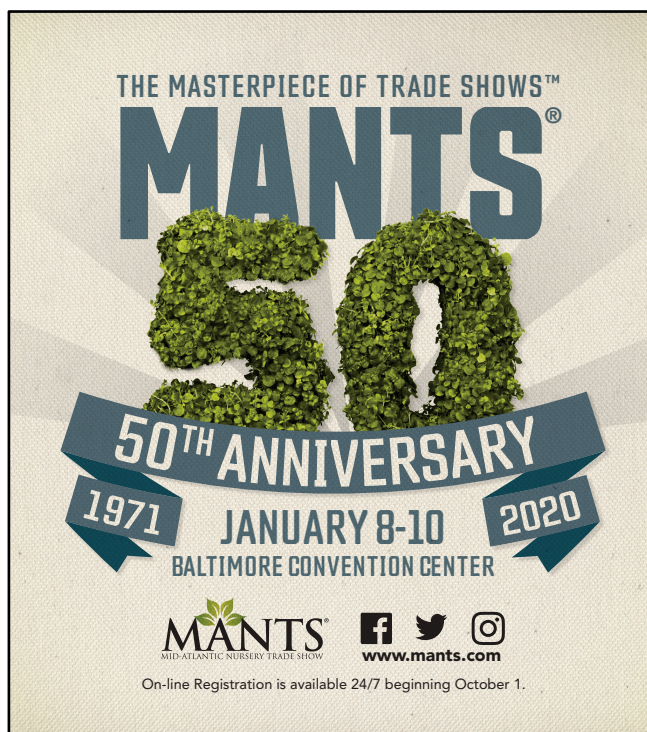
Please note that the date for the winter Pesticide Applicators Recertification Training is **Thursday, February 13, 2020** at Embassy Suites in Charleston. WVNLA members will receive email notification for pre-registration. All West Virginia pesticide license holders will be notified via email from the West Virginia Department of Agriculture shortly after.

CPH Exam

The Certified Professional Horticulturist exam will be given on **February 13** at 4 p.m. at the Embassy Suites Hotel in Charleston. Study guides 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.

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



LEARNING

Continued from page 1.

funded the first phase as Bud's President's Project. Then, earlier this year, board members voted to fund the second phase of the master plan. To create the plan, some 75 students took part in a hands-on, experimental learning process that was incorporated into existing classes, independent



Before (left) and after (right) show the conversion of a modestly landscaped bed to one filled with plants known for their winter interest. Because cold weather dominates the spring semester in Morgantown, this planting would surely be a bright spot on gray days.

studies, and internships. They worked with WVU campus facilities managers to be sure the plans were feasible.

"The students have been responsible for all aspects of the plan to date. They first came up with some overall concepts for the plan and then went on to more detailed work," said landscape architecture professor Dr. Lisa Orr. She guided the students as they developed design and spatial concepts using plants as landscape elements; selected suitable plant materials based on the master plan; developed planting schedules; and finalized the designs through digital and hand-drawn graphics.

"The students have gained valuable experience in multiple ways," Dr. Orr said. "Many of them were exposed to class projects with real-world applications, and several of those classes also went on unique field trips funded by WVNLA. The students that worked over the summers again gained real-world experience in analysis and design of actual places on campus. This is incredibly valuable to landscape architecture and horticultural education."

Dr. Orr and landscape architecture student Madisyn Pauley presented the completed Evansdale Landscape Laboratory Plan to WVNLA board members at the October board meeting. Davis

College professors Dr. Peter Butler and Dr. Sven Verlinden, who assisted with the program, also addressed the group, as did Davis College Interim Dean Ken Blemings and Director of Development Andrew Barnes.

More than just beautification, these landscapes provide opportunities for student enrichment and encourage time spent outdoors. Nearly all the beds feature seating areas, including grassy mounds.

Some include more interactive spaces, such as trails, an amphitheater, and open areas for sports, which the student planners saw as a reflection of both the state's rugged beauty and its many outdoor recreation opportunities. Hammocks add a restful element to another area.

"This project has been immensely rewarding and enjoyable for me!" Dr. Orr added. "It is such a pleasure to see students excel and create projects that will succeed in the real world, and that will benefit the entire WVU community."

WVU development officials now have a master plan with which to approach sponsors for the learning landscape beds. The donors will have naming rights and input into plant materials and other specifics for the beds they sponsor. WVNLA's board is considering sponsorship of a bed along the walkway to the front of the Ag School, a project that circles back to Bud's original proposal.

"Encompassing our primary goals of education and career development, this project is perfect for our sponsorship. It's an ideal teaching tool for students and provides enjoyment for all," Bud said.

Article by Julie Robinson, WVNLA executive director.

New Date, New Activities at the Winter Symposium

We're hoping that many of you who have missed the Winter Symposium in the past due to January conflicts will come out for this year's event on February 12 in Charleston! In addition to the new date and an exciting line-up of outstanding speakers, we're rolling out a new feature: vendor tables staffed by knowledgeable professionals during the lunch hour. Attendees can take advantage of this time to gather information, share ideas, and talk with suppliers.

If your company would like to have a vendor table at the symposium, or if you need more information, please contact Julie Robinson no later than January 10, at 304-553-1234 or wvnlassoc@gmail.com. Call sooner to ensure a reservation, as space is limited.

The 2020 Winter Symposium features a great lineup of speakers for both tracks: one focused on design and the other on profitable business practices.

On the design side, Scott Beuerlein, who manages Botanical Garden Outreach at the Cincinnati Zoo and Botanical Garden, kicks off the day with "Woodies That Make Us Go 'Wow!'" Scott is a garden writer and horticultural speaker whose articles have appeared 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 follows with a presentation on "Specialty Pruning." Tom is a retired horticulturist residing in Charleston. He owned and operated Tom's Word Horticulture Consulting, a small design-build landscaping business, 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.



Scott Beuerlein



Tom Vasale

Kate Kennen of Offshoots Productive Landscapes in Charlestown, MA, will discuss "Pollution-Purging Plants." Kate is a registered landscape architect who founded Offshoots in 2012 to create



Kate Kennen

practices focused on productive planting and ecological planning. She wrote a book that was named one of the top ten new landscape books in 2015 by *The Dirt* and has received numerous other honors for her work.

After lunch and a chance to connect with colleagues and vendors, design-side attendees will hear from Scott Beuerlein again when he presents "Why Horticulture Matters."

Irvin Etienne of The Garden at Newfields in Indianapolis will close the day's talks, speaking on "Gardening without Privacy." He'll discuss his work in a public garden, where mistakes are not easily hidden in well-trafficked areas. In his designs, he relies on attractive, no-fuss perennials that look good in multiple seasons. Irvin is the horticulture display coordinator for the Garden at Newfields, where he has worked for more than 25 years. He writes an award-winning blog for GardenComm, as well as articles for *Fine Gardening* and other magazines.



Irvin Etienne

Speakers in the profit track will focus on employee recruitment and retention, issues surrounding glyphosate, workers' compensation, and branding and marketing. The track finishes with an idea swap.

Danielle Collinson of Blades of Green Lawn Care and B.O.G. Pest Control in Edgewater, MD, cues up the day with "Recruiting and Retaining in a Digital Age." Danielle is a division manager for the company and manages 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. She'll put that knowledge to the test when she takes on "The Great Glyphosate Debate," exploring the science behind claims that the active ingredient in RoundUp causes cancer. Previously a professor at Ohio State University and Oregon State University, she owns Mathers Environmental Science Services LLC in Gahanna, OH.



Hannah Mathers

John Auge of Auge+Gray+Drake Collective Works in Charleston is all about marketing. He's going to get you excited about it, too, when he shows you the importance of branding and how it will help your business grow. In "Putting Branding to Work for Your Company," he'll show you how to differentiate your company from the competition. A company cofounder, John has more than 25 years of experience in branding and identity and corporate communications.



Danielle Collinson

Clarence Lykins of Partners & Associates Insurance in Huntington, WV, will help attendees wade through the sometimes murky waters of workers' compensation with "Understanding Workers' Comp." In addition to business insurance, Partners & Associates offers life, homeowners, and auto coverage.

After John's presentation, the profit track concludes with an idea swap. Have you tried something new that worked well? Or maybe flopped? Wonder if anyone else has tried this? Prepare to share! Let's get the ideas flowing and learn a little something from each other.

The WVNLA Annual Meeting follows the symposium, starting at 4 p.m.

If you haven't been to a symposium in some time, check us out. The cost to attend the 2020 Winter Symposium is \$50 for WVNLA members and \$100 for nonmembers. WVNLA members will receive an email with registration information. Or register online at wvnla.org anytime.



John Auge



Fall color above and below from a venerable Ginkgo biloba at Spring Grove Cemetery and Arboretum, Cincinnati. Photo by Scott Beuerlein.

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

Board Proposes Change in Bylaws Membership Categories

The WVNLA Board of Directors is proposing revisions to the membership category descriptions in our bylaws, to better reflect our current membership. Student and Individual Professional memberships have also been added. Please take a minute to review the proposed revisions. All members in attendance at the annual meeting will be asked to vote on them. The annual meeting will take place on February 12 at 4 p.m. at the Charleston Embassy Suites.

Thank you to board members John Jett and Lisa McDavid for serving on the revision task force.

Article V. Members

Section 1. Any person who is a resident of the state of West Virginia and who owns and operates a West Virginia-licensed business to grow and/or sell ornamental nursery stock and/or provide services to the nursery and landscape industry may apply to become an **Active Member**. Active Members are entitled to 1 vote on each matter, each respectively, and may be elected as an officer or board member of the Association.

Section 2. Any person who owns and operates a business outside of West Virginia to grow and/or sell ornamental nursery stock and/or provide services to the nursery and landscape industry may apply to become an **Associate Member**. West Virginia superintendents of parks and estates, public gardens, and arboretums; horticulture educators; and officials with the West Virginia Department of Agriculture may also apply to be Associate Members. Associate Members have no voting rights and may not be elected as an officer or board member of the Association.

Section 3. An Active or Associate Member may designate a person, usually an employee or spouse, to represent the member at meetings as an **Affiliate Member**. Affiliate Members enjoy the benefits afforded Active and Associate Members but have no voting rights and may not be elected as an officer or board member of the Association.

Section 4. Any person who is professionally engaged in the horticulture industry, or anyone who

has retired from a professional nursery and/or landscape position, may apply to be an **Individual Professional Member**. These members are entitled to 1 vote on each matter, each respectively, and may be elected as an officer or board member of the Association.

Section 5. Upon being sponsored by an Active Member, a national and regional business with gross sales of 25% or more in green goods, and with maintenance of year-round sales facilities for nursery stock, may become an **Allied Member**. Allied Members have no voting rights and may not be elected as an officer or board member of the Association.

Section 6. Any individual student currently enrolled in a horticultural or landscape program in high school or college in West Virginia may apply to be a **Student Member**. Student members have no voting rights and may not be elected as an officer or board member of the Association.

Section 7. Upon recommendation of the President, following recommendation by a member in writing and approval of the Board of Directors, an individual who has done outstanding work in the field of horticulture or in the interests of the nursery and landscape industry in West Virginia may become a lifetime **Honorary Member** of the Association. Honorary Members pay no dues, have no voting rights, and may not be elected as an officer or board member of the Association.

Section 8. Presence in person or by proxy of the Active and Individual Industry Professional Members (voting members) shall constitute a quorum of any meeting of the members. A majority vote of the voting members present and by proxy shall carry any action proposed or voted on at a members' meeting.

Section 9. Application for membership in any class (Active Member, Associate Member, Affiliate Member, Individual Industry Professional, Allied Member, Student) with the proper entrance fee shall be submitted to the Executive Director for approval.

Current Member Categories as They Appear in WVNLA Bylaws

ARTICLE V. Members

Section 1. Any person who is a resident of the State of West Virginia and who grows, sells and/or provides services related to ornamental nursery stock as a registered nursery or nursery dealer, including trees,

evergreens shrubbery and perennials, and has actively engaged in the retail or wholesale business of these products of which represents a major portion of their economic livelihood (personally or through a business

(Please see CURRENT on page 7.)

WV Barberry Ban to Take Effective Soon

The time is drawing near! As of July 1, 2020, it will be illegal to grow, sell, transport, or install Japanese barberry (*Berberis thunbergii* DC) in West Virginia.

In 2018, the West Virginia Legislature placed Japanese barberry on the state's noxious weed list, acting on a proposal made by West Virginia Department of Agriculture (WVDA) Commissioner Kent Leonhart's staff. West Virginia Department of Agriculture nursery inspectors will enforce the ban as they travel the state and make their inspections.

When the proposal first arose in 2017, some WVNLA members met with both legislators and WVDA representatives to protest the proposed placement of barberry on the noxious weed list, which essentially banned a plant commonly used in landscaping. Barberry is prized for its colorful branches and prolific berries, and, perhaps most importantly, because deer don't like it. It is one of the few landscape plants that even the hungriest deer will not touch.

On the flip side, because it has thorny branches and no animals will eat it, it is especially prolific

and almost indestructible, once it is established in untended fields and meadows. Dairy farmers in particular pushed for the barberry ban because it takes over their grazing fields. Other advocates of the ban cited thickets in the wild where barberry chokes all the other plants, including native plants.

When it became clear that the ban was on the fast track to legislative passage, WVNLA pushed for a three-year grace period before it took effect, to allow growers and landscapers to turn over current barberry stock and minimize negative financial impacts. Additionally, we asked for language that permits the WVDA to exempt noninvasive cultivars. We succeeded in getting that language inserted, and the rule now reads as follows:

"Effective July 1, 2020, Japanese Barberry, *Berberis thunbergii* DC, shall be declared to be a noxious weed. However, the Commissioner of Agriculture may exempt certain cultivated varieties of Japanese Barberry upon determination that those varieties are sterile and pose no threat to agriculture in West Virginia."

(CURRENT continued from page 6.)

entity) and is interested in carrying forth the purposes of the corporation may become a Member affiliated and associated with the corporation and each shall be known as an "Active Member" of the association/corporation, and entitled to 1 vote on each matter, each respectively, and may hold an elected office of the association/corporation.

Section 2. Those individuals or business entities who furnish materials or render services to the nursery and landscape business or who are associated with the nursery and landscape business in any business way (e.g., superintendents of parks and estates, technical officials of the Department of Agriculture, state educational institutions, out of state of WV nurserymen) may become affiliated and associated with the corporation and each shall be known as an "Associate Member" of the association/corporation, without voting rights or elective office rights, or Board Member privileges, elected office or Board member rights.

Section 3. A nursery business entity - designating a person to represent it at Member meetings, and other representatives of such nursery business entity, and employees and/or spouse of an Active Member may be associated with the corporation and each shall be known as an "Affiliate Member" of the association/corporation, sans voting, elected office or Board Member rights.

Section 4. Upon recommendation of the President, following recommendation by a Member in writing, and approval of the Board of Directors, an individual having done outstanding work in the field of horticulture or in the interests of nursery men/women in West Virginia, deemed worthy of the honor by the President and Board of Directors, may, upon Board acceptance, become an "Honorary Member" of the association/corporation, sans voting, elected office or Board Member rights.

Section 5. Upon being sponsored by an Active Member, a National and Regional businesses with its gross sales of 25% or more in green goods and with maintenance of year-round sales facilities for nursery stock, may become an "Allied Member", each respectively, sans voting, elective office or Board Member rights.

Section 6. Presence in person or by proxy of the Active Members (voting members) representing a majority of the voting rights of this corporation shall constitute a quorum of any meeting of the members. A majority vote of the Active Members present and by proxy entitled to vote shall carry any action proposed or voted on at a members' meeting.

Section 7. Application for membership in any class ("Active Member," "Associate Member," "Affiliate Member," "Allied Member") with the proper entrance fee shall be submitted to the Executive Director for approval.

WVNLA NEWS

P. O. Box 20284
Charleston, WV 25362

Dates to Note

- Jan. 6-7 Southern Nursery Association Conference, Baltimore MD www.sna.org
- Jan. 8-10 MANTS, Baltimore, MD www.mants.com
WVNLA Members @ MANTS Meeting, 8 a.m. Jan. 9
- Feb. 12 WVNLA Winter Symposium, Charleston www.wvnla.org
- Feb. 13 Pesticide Applicators Recertification Training, Charleston www.wvnla.org
- Feb. 13 Certified Professional Horticulturist exam, 4 p.m. Charleston www.wvnla.org

Welcome new member!

Debbie's Corner

Active member

Debbie Shanklin
2 Goshen View Drive
Kenna, WV 25248
304-859-1334

debbieshanklin@gmail.com

Educator, landscape maintenance, perennial nursery, nursery retail, wholesale nursery

Officers & Board of Directors

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davidhill.threetrees@gmail.com

Vice President:

Stephen Saunders –
saunders801@aol.com

Secretary/Treasurer:

Mark Springer – mark@lavalette.net

Past President:

Bud Cottrill –
westvirginiabud@yahoo.com

Board Members:

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info@premierprosinc.com
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