

## President's Message

The other day, a friend was talking about a tree that had all of its roots exposed due to erosion in a creek bed. During the conversation, the importance of roots became very apparent. As landscapers and



WVNLA President  
Steve Saunders

nurserymen and women, we are always aware of roots. We know that strong roots make strong plants and trees. The stronger and healthier the roots, the

more appealing the plant is to everyone and the better the fruit and flowers they bear.

Roots are just as important to a healthy business. If we think of all the behind-the-scenes parts of a business as its roots, we see how important they are for the health of the business, and for the industry as well. In good times, they grow deeper and get stronger. During tough times, we depend on them to survive. Some of the roots that we need to grow are:

1. Labor. Hire, educate, train, and provide better pay to your labor.
2. Equipment. Service your equipment regularly and replace old or broken equipment.
3. Assets. Maintain office buildings, garages, and/or warehouse spaces. This promotes efficiency and keeps housed equipment in good working order.
4. Office. Keep an orderly office. Invoice clients and pay vendors in a timely manner.

Please see *ROOTS* on page 2.

## Lauded Speakers Will Highlight Symposium

After COVID forced the cancellation of WVNLA's annual conference earlier this year, we are coming back with a bang, with an explosive Winter Symposium on January 26, 2022.

**Rick Darke** and **Marty Grunder** will headline the 2022 symposium at Charleston's Four Points at Sheraton. Rick is a broadly knowledgeable field botanist, horticulturist, and photographer. He will present the morning session of the design track. Marty is a leading voice on green industry leadership, sales, and company culture. He will lead profit-track participants throughout the day.

**Rick Darke** is an independent consultant, author, and photographer based in northeastern Pennsylvania. His work is grounded in an observational ethic that blends ecology, horticulture, and cultural geography in the design and stewardship of living landscapes. His collaborative projects include parks, botanic gardens, postindustrial sites, transportation corridors, conservation developments, and residential landscapes. Recent public projects include the Iron Garden at Carrie Blast Furnaces National Historic Landmark, located near Pittsburgh, and the Moss Gibbs Woodland Garden at the Parklands of Floyds Fork in Louisville, Kentucky.

Rick began as a mechanical engineering major at the University of Delaware.

He also took classes in

art, cultural geography, and anthropology before graduating with a degree in plant science, with a dual focus on field botany and horticulture. Rick launched his independent practice in 1997, following 20 years on the staff of Pennsylvania's Longwood Gardens. As curator of plants at Longwood, he played a major role in developing the gardens' indoor and outdoor displays and in international plant exploration.



The Iron Garden at Carrie Blast Furnaces National Historic Landmark is among Rick's recent projects. Photo credit: Rick Darke

Please see *SYMPOSIUM* on page 3.

# Box Tree Moth Rides into U.S. on Imported Plants

The U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) has confirmed the presence of box tree moth, *Cydalima perspectalis*, in the continental United States and is taking action alongside state partners and industry to contain and eradicate the invasive pest that was imported on nursery plants shipped from Ontario, Canada.

The box tree moth can significantly damage and potentially kill boxwood plants if left unchecked. Between August 2020 and April 2021, a nursery in St. Catharines, Ontario shipped boxwood (*Buxus* species) that may have been infested with box tree moth to locations in six states— Connecticut, Massachusetts, Michigan, New York, Ohio, South Carolina, and Tennessee. At this time, the pest has been identified facilities in Michigan, Connecticut, and South Carolina. APHIS is working with state plant regulatory officials to determine whether other facilities may be impacted.

On May 26, 2021, APHIS issued a Federal Order to halt the importation of host plants from Canada, including boxwood (*Buxus* species), *Euonymus* (*Euonymus* species), and holly (*Ilex* species). In addition, APHIS is coordinating closely

with the affected States to: find and destroy imported plants; trace imported plants; provide box tree moth traps and lures for surveys; and provide outreach materials to state agriculture agencies,

## WVDA Keeps Watchful Eye For Box Tree Moth

1. Recently, plants from a nursery in an infested area of Canada were shipped to a nursery in South Carolina.
2. More recently, plants from the South Carolina nursery were shipped to a handful of homeowners in West Virginia for installation.
3. WVDA and USDA personnel have completed a trace forward survey and located/inspected all of the imported plants.
4. Even though no life stages of box tree moth were located on any of the plants, the WVDA is taking steps to mitigate the risk, including destruction, treatment, and trapping.
5. Treatment with insecticides is recommended for susceptible plants in the areas close to the plants in question.
6. The United States does not list boxwood as a native species, but holly and burning bush are considered hosts as well.

*For more information, contact Michael Arnold at 304-558-2212 or [marnold@wvda.us](mailto:marnold@wvda.us)*

## ROOTS *(Continued from page 1)*

5. Debt. Reduce it as much as you can.

6. Nest Egg. Build a nest egg/rainy day fund to have in rough times.

7. Five-Year Plan. Develop a five-year plan.

I am sure there are more you can add to the list.

I have found that the stronger the roots in my business are, the better things run and the less stress I have keeping them running. To help me strengthen these roots, I use the resources available from the WVNLA. The help I have received from them over the years is priceless. Some examples of the resources I have benefited from include information I have received from members who have much more experience than I will ever have, the CE hours I have obtained from the pesticide training courses, and the classes I have attended at the winter symposium, where I have listened to speakers in our field that I would not have been able to learn from otherwise.

I hope you will utilize all of the resources available from WVNLA to assist you in growing your roots. Have a great summer!

Steve

*WVNLA President Steve Saunders owns Saunders Lawn Care in Huntington, WV*

industry, U.S. Customs and border protection agencies along the Canadian border.

These immediate measures are focused on protecting the economic viability of the thriving U.S. boxwood industry as well as nurseries and other establishments that sell these plants wholesale and direct to consumers.

The box tree moth is native to East Asia and has become a serious invasive pest in Europe, where it continues to spread. In 2018, it was found in the Toronto area of Canada. The caterpillars feed mostly on boxwood and heavy infestations can defoliate host plants. Once the leaves are gone, larvae consume the bark, leading to girdling and plant death.

Anyone who bought a boxwood plant within the last few months should inspect it for signs of the box tree moth and report any findings to the West Virginia Department of Agriculture.

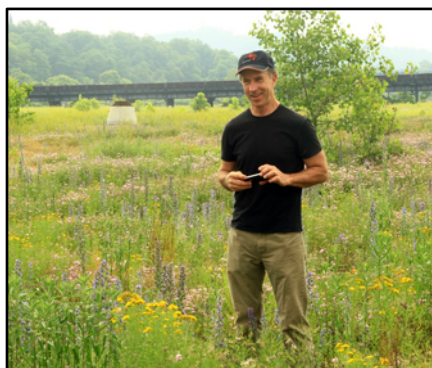
*Article courtesy of the United States Department of Agriculture. [usda.org](http://usda.org).*

## SYMPOSIUM *(Continued from page 1)*

Rick's many books include *The American Woodland Garden: Capturing the Spirit of the Deciduous Forest*; *The Encyclopedia of Grasses for Livable Landscapes*; *The Wild Garden: Expanded Edition*; *The Living Landscape: Designing for Beauty and Biodiversity in the Home Garden*, co-authored with Doug Tallamy; and *Gardens of the High Line: Elevating the Nature of Modern Landscapes*, co-authored with Piet Oudolf. He also teaches and lectures internationally on sustainable landscape design, planning, and conservation, and the ethical underpinnings of all of these. On the broad topic of livable landscapes, Rick has addressed audiences in the United States, Canada, England, Ireland, Japan, South Africa, Australia, New Zealand, and Chile.

Rick has been studying and photographing West Virginia's wild habitats and community places for nearly 50 years. He uses insights from this work to inform and inspire his creative projects in public and private

landscapes and gardens. Rick's own garden, created with his wife and horticulturist Melinda Zoehrer, comprises 1.5 acres of rolling, piedmont terrain adjacent to the White Clay Creek



*Rick Darke at Carrie Furnaces. Photo credit: Ralph Vituccio.*

Preserve. It features locally native and adapted plants. The garden has served as their living laboratory for more than a quarter century. For further information, visit [rickdarke.com](http://rickdarke.com).

In his segment on drawing inspiration from West Virginia's Wild and Wonderful Places, Rick will feature many photographs of West Virginia flora. After a break, he will deliver a design lecture on the gardens he and his wife nurture. A tech-savvy speaker, Rick can access anything from his own archives and online during his presentation to address audience members' specific questions.

Through the years, various WVNLA members have heard **Marty Grunder** speak and suggested that we bring him to the Winter Symposium. He was scheduled to join us this year but rescheduled to 2022 when COVID made indoor gatherings dicey.

Marty, who is based in Dayton, Ohio, is president and CEO of Grunder Landscaping

Company and of The Grow Group, a leading green industry consultancy. He discovered his entrepreneurial spirit when he was just a teenager pushing a used lawn mower. He was looking for a way to put himself through college. Through determination and hard work, he grew his initial \$25 investment into Grunder Landscaping Company (GLC), one of the most successful operations of its kind in the Midwest. GLC has earned more than 40 local and national design awards and is a two-time winner of the Better Business Bureau's Eclipse Integrity Award. Marty has been named entrepreneur of the year by both Ernst & Young and the US Small Business Administration.

The author of *The 9 Super Simple Steps to Entrepreneurial Success*, he has coached thousands of landscaping professionals and companies across the US and Canada. He has delivered more than 550 talks, motivating audiences of all sizes, from small gatherings of 20 to a stadium of 9,000, to achieve success.

When Marty speaks, landscape pros listen because they know they'll get the unvarnished truth from someone who's faced many of the same challenges they're facing and found a way to consistently come out on top.

Marty's presentations include

- The Four Pillars of a Successful Business
- I Can See Clearly Now: Articulating Your Company's Vision
- Keep the Front Door Open and the Back Door Closed: Recruiting and Retaining
- There's a System for That: Processes and Systems for Success
- Show Me the Money: Profit

*Registration for the Winter Symposium will open in November. The fee for WVNLA members is \$50. For nonmembers, it is \$100.*



*Marty Grunder stands in front of a sign post highlighting sound business principles. Courtesy photo.*



# Old Newsletters Yield Insights into the Past

Recently, Michele Fletcher, an Associate member who owns Michele Fletcher Landscape Designs in Lexington, Virginia, came across a cache of older WVNLA newsletters and asked if I would like them. Since our files have a few blank spots, I was delighted to receive them.

Michele mentioned that Jim Monroe Sr. and Norman Cole Sr., whose sons and one grandson continued in the family horticulture business, were especially encouraging to her when she was a young landscape designer just starting her career. Jim convinced her to join WVNLA. Jim and Norm and their wives also took her to dinner when they met up at MANTS, a welcoming gesture that was much appreciated by the then cash-strapped young designer.

One of the earliest newsletters in the stack included Jim's self-proclaimed "swan song," as he was stepping down from a 16-year stint as WVNLA's secretary. (The West Virginia Nurserymen's Association was renamed West Virginia Nursery & Landscape Association in 1998.) He wrote that he'd taken the job as a temporary appointment in 1976 when, he said, the association was enduring a stormy era of division and financial hardship.

"Now, we are united and strong," Jim wrote. "Both our membership and bank accounts have grown drastically. We still need more attendance and involvement from everyone. Some of you have

received the newsletters for the 16 years I have written them and have never attended a meeting ... shame on you! The WVNLA is the only group that is

solely devoted to helping nurserymen in the state and it deserves your support."

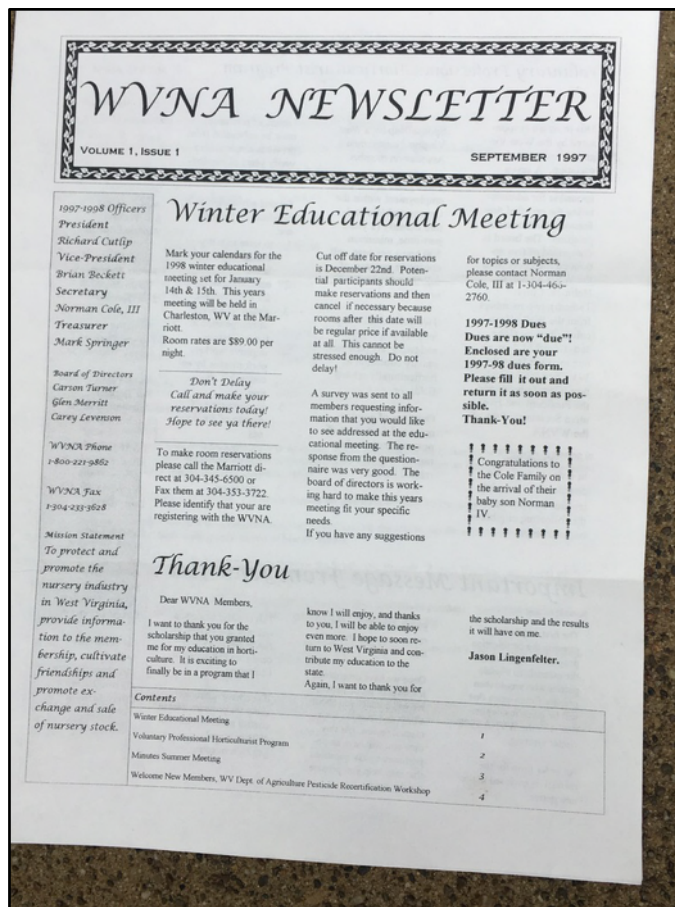
It's a pleasure to note that WVNLA has continued to grow, both in membership and finances. We offer tremendous education opportunities, such as the ones seen on other pages of this newsletter. Today, our members hail from all corners of the green industry—growers, landscapers, suppliers, retail centers, public space managers, educators, and others.

As I make my way through these historic newsletters, I plan to feature them, or parts of them, in future newsletters. The September 1997 issue, pictured, includes information about the upcoming Winter

Educational meeting, a thank you from scholarship recipient Jason Ligonfelter, a reminder about dues being past due (some things never change), information about the fledgling Professional Horticulturist Program headed by John Jett, and congratulations to the Cole family on the birth of their baby son Norman IV (a recent college graduate).

I hope you are enjoying perusing our history. Enjoy your summer!

— Julie Robinson, WVNLA Executive Director



## Welcome New Members

**Jacob Riggelman**  
Student member  
P.O. Box 2723  
Buckhannon, WV 26201  
304-439-9910  
riggelmanlawncare@gmail.com

**Sky Outdoor Living**  
Active Member

Scott Harrison  
5165 Big Tyler Road  
Charleston, WV 25313  
304-546-4671  
scott@skyoutdoorlife.com skyoutdoorlife.com  
Landscape Construction

## Bella Gardens Owner is Passionate about Maintenance

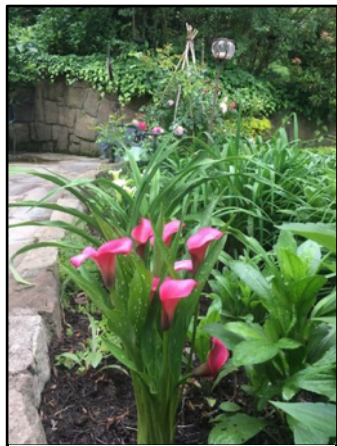
Meg Reishman probably doesn't consider herself trendy. But the uniquely personalized service she gives residential clients through her Charleston landscape maintenance business, Bella Gardens, could be considered boutique.

A one-woman show, Meg typically visits her clients once a month to weed, edge beds, perform fine pruning, and plant flowers, shrubs, and trees—whatever the client needs. She often finds herself working on an established garden, usually for a client who is passionate about the landscape but can no longer keep up with it without assistance.

"I love maintenance gardening," Meg says. "It is a joy to work in special gardens for people who care about them. Sometimes I feel like I've won the lottery doing this kind of work."

Meg sometimes designs sections of a garden or suggests replacement plants, and she enjoys that creative process, but her true love is maintenance. This is a woman who does not shy away from hard work.

"Sometimes it takes time to build trust," Meg explains. "A lot of times I get to work with clients in their gardens. That's really special. My involvement gives them inspiration to get back out in the garden. I help with the heavier stuff and the rest is doable for them."



*Meg shares her clients' enjoyment of a well-tended garden.*

A Charleston native, Meg headed west as a young woman, landing first in Seattle and then in Methow Valley, a rural area of Washington State, where she worked on a flower and corn farm and apple orchard. Interestingly, her current business model sprang from a job she had early in her career. She stumbled into that job when her future

employer's farm was flooded, after a dam above the farm burst. The receding waters deposited weed seeds in her formerly weed-free rows of flowers. Meg hired on to help get the weeds under control. That was how she learned she loved landscape maintenance.

She went on to do temporary farm work at apple orchards and potato and bean farms before moving to southern Oregon, where she worked on an organic pepper and melon farm. In 2002, she moved back to Seattle, where a job with a small landscape

maintenance business called Urban Oasis Landscapes nudged her into her current career.

In 2007, at the urging of her supportive employer Ruth Christian at Urban Oasis, she enrolled in a horticulture associate's degree program at South Seattle Community College. The program included horticulture, soil science, native plants, design, business practices and management, entrepreneurship, and other topics. It gave her the tools and background she needed to take charge of the business when her boss was away. Meg thinks community colleges throughout West Virginia could benefit communities mightily by offering a horticulture associate's degree like the one she earned. (A horticulture associate's degree is currently offered at WVU-Potomac State and WVU-Parkersburg.)



*Bella Gardens owner Meg Reishman*

"I really think there is a need here. This community is starving for knowledgeable people," Meg says. "There was a lot of diversity in my classes. Some students were in high school and some were older and changing their careers. It was a real mix of 20- to 50-year-olds."

Armed with her degree, Meg was encouraged by her employer to start her own landscape maintenance business. She opened Bella Gardens out West in 2005 and enjoyed her work there until 2013, when family issues called her home. In 2014, she opened Bella Gardens in Charleston.

"I'm doing now what Ruth did," Meg says. "She was so inspiring. I love how she helped restore people's gardens. I was also fortunate to learn from others, including the founder of Plant Amnesty, Cass Turnball." A well-known Seattle expert on tree care and pruning, Cass Turnball passed away in 2017.

Meg is glad to be back in West Virginia and Bella Gardens keeps her very busy. Because she does all the work herself, she regretfully has to turn down some interesting projects to have time for her existing clients.

"It is good to be home. The people here are special. I love working outside and meeting other landscapers," she says.

*Meg Reishman can be reached at 206-365-3552 or bella\_gardens@outlook.com.*



# Viburnum Pests Should Not Discourage Planting

By Doug Jolley

Viburnums are valuable landscape shrubs that are planted widely across West Virginia. The different species and cultivars are noted for their foliage, flowers, and fragrance, as well as for colorful and copious berry production. Viburnums are also extremely winter hardy. One additional reason to utilize them in home landscapes and commercial plantings is that few pests attack them!

Two insects that can be problematic for viburnums, however, are the viburnum leaf beetle (*Pyrrhalta viburni*) and the snowball aphid (*Neoceruraphis viburnicola*). The viburnum leaf beetle, which came to northeastern North America from Europe, infests several viburnum varieties.



*Viburnum plicatum f. tomentosum (Shasta)*, listed as viburnum leaf beetle and deer browsing resistant. Photo by Doug Jolley.

initially reported in New York in 1996. This invasive beetle has been slowly making its way across the Northeast and into the mid-Atlantic region, often via nursery stock movement. The beetle feeds on viburnum foliage, leaving a netted appearance to what was once a green leaf. The appearance is like that of Japanese beetle feeding. The feeding begins in late June with maturing larvae and continues with adults into early autumn. Repeated foliage damage, if severe enough, can weaken the plant and, ultimately, lead to its death.

Adult females lay eggs in viburnum twig and branch tissue from late summer through October. Eggs overwinter in the woody tissue. Larvae hatch in late spring and the cycle begins anew with another generation eager to damage its host.

Viburnum leaf beetles may be controlled with horticultural oil spraying just prior to bud break, or with summer spraying of actively feeding insects. Talstar P (bifenthrin), Decathlon (cyfluthrin), and Permethrin SFR (permethrin) are options. Discus (cyfluthrin and imidacloprid) and Marathon (imidacloprid)\* are two systemic pesticide options. Systemic control should be applied after flowering.

The snowball aphid is primarily associated with European Snowball Viburnum (*Viburnum opulus*).

The viburnum leaf beetle was

Another preventive measure against infestation by the viburnum leaf beetle is to avoid its favorite target varieties. Arrowwood (*Viburnum dentatum*) and European cranberrybush viburnum (*Viburnum opulus*) are two favorites. Resistant choices include doublefile viburnum (*Viburnum plicatum f. tomentosum*), pictured at left; Korean spice viburnum (*Viburnum carlesii*); and Judd viburnum (*Viburnum x juddii*).

Evidence of snowball aphid infestation appears as the curling and twisting of new leaves that is typically associated with aphid activity. This appearance is a result of the insect piercing the leaf tissue and sucking the sap, a process that retards new growth.

Recommended products for control include insecticidal soaps and oils, which are applied directly to the aphids at five- to seven-day intervals while the insects are present. Also, the following pesticides can be applied while insects are present: Aria (flonicamid), Avid (abamectin), Azatin XL (azadirachtin), and Decathlon (cyfluthrin). Azatin XL and Decathlon can also be applied via a single-tank mix. Two systemic pesticide products include Discus (cyfluthrin and imidacloprid) and Marathon (imidacloprid).\*

Powdery mildew also affects many ornamental plants, including viburnums. Damp conditions, as well as warm days followed by cool nights, will favor this fungus. A white, powdery coating on leaf surfaces is one telltale sign of infestation. However,



*Viburnum x burkwoodii (Conoy)*, listed as deer browsing resistant. Photo by Doug Jolley.

since viburnums should be planted in sunny to mostly sunny sites and powdery mildew prefers shady situations, it should not be a problem with this plant group. Proper spacing to prevent

Please see **VIBURNUM** on page 7.

***Mark August 29 on your calendars for an  
Exclusive Grounds Tour of the Biltmore Estate  
led by Director of Horticulture Parker Andes***

A WVU horticulture graduate, Parker has worked on the Biltmore estate grounds for 21 years. The grounds tour will begin at 9 a.m., followed by lunch at the Stable Cafe. House tours after lunch must be scheduled in advance. Those remaining in the area are invited to gather for dinner that night.

Cost of the tour (grounds and house), lunch and dinner will be free for WVNLA members. Travel and hotel arrangements are the responsibility of the tour attendees. Lodging is available on the grounds, as well as at area hotels.

Additional attractions in the Asheville, NC, area include the North Carolina Arboretum, Van Wingerden International and other growers, the Mountain Horticultural Research Station, as well as Asheville's thriving arts, restaurant and craft beer scene.

If you are interested in participating in the tour, email [wvnlassoc@gmail.com](mailto:wvnlassoc@gmail.com) with the subject line **Biltmore**. Space is limited, so reserve your spot now. Trip details and logistics will be announced as they develop.

## **VIBURNUM**

*Continued from page 6.*

crowding among plants is an important preventive measure for powdery mildew.

Should you discover powdery mildew, fungicides can be sprayed on affected foliage to control it. Monterey Fungi-Max (myclobutanil), Bonide Infuse Fungicide Concentrate (propiconazole), and Cleary's 3336 (thiophanate methyl) are some of the products available.\*

In addition, maintaining the ground beneath viburnums will lessen fungal issues. Yearly raking of fallen leaves is also beneficial in keeping plantings sanitized and preventing disease.

Finally, there is another pest, found statewide, that is nearly impossible to control. White-tailed deer are fond of most viburnum cultivars. A list of taxa provided by Michael Dirr in *Viburnums: Flowering Shrubs for Every Season* (Timber Press, 2007) includes very few varieties that do not show

moderate to severe browsing damage. Two selections found in the nursery trade that are listed as lightly eaten or not eaten are Conoy (*Viburnum x burkwoodii*) and Shasta (*Viburnum plicatum* f. *tomentosum*). The ones pictured with this article are growing in unprotected sites.

Viburnums are popular, multiseasonal ornamentals that are grown successfully across our state. Although they are nearly pest free, occasionally there is cause for alarm. An encounter with one or more of the pests listed here is possible but should not discourage you from planting and enjoying this group of flowering shrubs.

\*Before using any pesticide, always read and follow the label directions and precautions. The products listed are only examples available for active ingredient formulations. They are not endorsements.

*Doug Jolley is a Plant Regulatory Officer II with the West Virginia Department of Agriculture.*

# WVNLA NEWS

P. O. Box 20284  
Charleston, WV 25362

## Dates to Note

### **Cultivate 21**

July 10-13, Columbus, OH

### **WVNLA Pesticide Applicators Recertification**

July 14, Glade Springs Resort

### **WVNLA Certified Professional Horticulturist exam**

July 14, Glade Springs Resort

### **WVNLA Board Meeting**

August 12, 10 a.m. Charleston

### **WVNLA Biltmore Tour**

August 29, Asheville, NC

### **MANTS**

January 5-7, Baltimore, MD

### **WVNLA Winter Symposium**

January 26, Charleston

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Lisa McDavid – lisasgardenscapes@yahoo.com

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