



Growing a Great Landscape

Winter Symposium

January 26, 2022

Four Points by Sheraton Hotel
Charleston, WV

**West Virginia Nursery &
Landscape Association**



Two Tracks

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

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

7:30 - 8:15 a.m. Registration/Check-in
8:15 a.m. President's Welcome — Suite A

Great Design Session Suite B

8:30 a.m. Rick Darke, "Design Inspiration from West Virginia's Wild and Wonderful Places."

10 a.m. Break

10:30 a.m. Rick Darke, "Design and Management of Living Landscapes" will showcase designs directly inspired by the wild places Rick has photographed for decades. They can be the basis for designs in your spaces, as they have in places, public and private.

Noon – Lunch in Suite A

1 p.m. Carol Reese, "Native Plants: Facts and Fallacies"

2 p.m. Break

2:15 p.m. Carol Reese, "Ordinary Plants with Extraordinary Stories"

3:30 p.m. Refreshments – Suite A

4 p.m. WVNLA Annual Meeting and Closing Comments – Suite A
Steve Saunders, WVNLA President

Great Profit Session Suite C

8:30 a.m. Marty Grunder, "The Four Pillars of a Successful Business"

9:30 a.m. Marty Grunder, "Platform: I Can See Clearly Now – Articulating Your Company's Vision"

10:30 a.m. Break

10:45 a.m. Marty Grunder, "People: Keep the Front Door Open and the Back Door Closed"

1 p.m. Marty Grunder, "Process: There's a System for That"

2 p.m. Break

2:15 p.m. Marty Grunder, "Profit: Show Me the Money"

3 p.m. Marty Grunder, "Putting It All Together"

Great Design

Rick Darke heads RICK DARKE LLC, a Pennsylvania-based consulting firm focused on the conservation, design and management of living landscapes. Darke's work is grounded in an observational ethic that blends art, ecology, and cultural geography. Projects include parks, scenic byways, transportation corridors, corporate and collegiate campuses, conservation developments, post industrial brownfields, botanic gardens and residential landscapes.

Rick has studied and photographed North American plants in diverse habitats for over 40 years, and this experience is reflected in extensive articles and books. A broadly knowledgeable field botanist and horticulturist, Darke has traveled extensively in both hemispheres exploring diverse ecologies and cultural landscapes in search of ideas to enrich the global garden. He believes that managed wildness will play an increasing role in tomorrow's urban and suburban landscapes.

Rick graduated with a B.S. degree in Plant Science from the University of Delaware. He served on the staff of Longwood Gardens for 20 years, beginning in 1977 as Taxonomic Assistant and later Curator of Plants.

Carol Reese is an Extension Horticulture Specialist at the University of Tennessee's West Tennessee Ag Research and Education Center in Jackson. She is a nationally-known speaker, blending equal parts gardening knowledge, natural lore, and quirky humor.

Carol is the gardening and nature columnist for several newspapers, as well as a contributor to several gardening magazines. She was the Q&A columnist for *Horticulture Magazine* for several years.

Her B.S. and M.S. in Horticulture are from Mississippi State University, where she taught classes in Plant Materials, and co-taught Landscape Design for non-LA majors alongside a "real" landscape architect.

Great Profit

Marty Grunder is president and CEO of Grunder Landscaping Co. and of The Grow Group, a leading green-industry consultancy.

Marty discovered his entrepreneurial spirit when he was just a teenager with a used lawn mower who was looking for a way to put himself through college. Through determination and hard work, he grew that initial \$25 investment into Grunder Landscaping Co. (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, while Marty has himself been named entrepreneur of the year by both Ernst & Young and the U.S. 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 United States and Canada to achieve success.

He is a columnist for *Landscape Management* and *The Buckeye* magazines, and is a member of numerous boards. A graduate of the University of Dayton School of Business, Marty is based in Dayton, Ohio.

Name: _____

Company/Association: _____

Address: _____

Email: _____ Phone: _____

Cost: \$100 (nonWVnLA members) or \$50 (WVnLA members). Includes lunch.

Please mail completed 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 January 21, 2022. You will receive an email confirmation.

www.wvnla.org

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