



# Growing a Great Landscape

## Winter Symposium

February 22, 2023

Embassy Suites Hotel  
Charleston, WV

**West Virginia Nursery &  
Landscape Association**

[wvnla.org](http://wvnla.org)  
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## 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 a colleague to attend the other.

Reinvigorate your plans and creativity with ideas from the **Great Design** speakers and hear from industry innovators and find solutions for business issues in the **Great Profit** sessions.



## Schedule

7:30 - 8:15 a.m. Pre-Breakfast Check-in for WVNLA members  
8:30 a.m. Members Annual Breakfast Meeting – Salon C  
8:30 - 9:15 a.m. General Check-in/Registration  
9:15 a.m. Welcome – Salon C

### Great Design Session Salon A

9:30 a.m. Peggy Cornett,  
"Preserving Plants from the Past–  
Monticello's Historic Landscape"

10:30 a.m. Break

10:45 a.m. Larry Weaner,  
"Breaking the Rules: Ecological  
Landscape Design and Traditional  
Landscape Methodology"

Noon – Lunch & Vendor Exhibits in Salon C

1:15 p.m. Lisa Roper  
"The Evolution of Chanticleer's  
Gravel Garden"

2:15 p.m. Break

2:30 p.m. Paul Westervelt,  
"Are These Plants Better, or Just  
New?"

3:30 p.m. Refreshments – Salon A

### Great Profit Session Salon B

9:30 a.m. Dan Loch,  
"Moving Forward: Gas or Battery  
Powered Equipment?"

10:30 a.m. Break

10:45 a.m. Renic Perry, West  
Virginia Small Business  
Development Center, "Small  
Business Financials"

1:15 p.m. West Virginia Small  
Business Development Center,  
"Marketing Your Business /  
Operational Management"

2:15 p.m. Break

2:30 p.m. Panel Discussion of  
Green Industry Workforce  
Development in West Virginia  
- Michael Biafore, WVNLA  
- Nancy Ligus, Pierpont C&TC  
- Cindy Bailey, WVNG  
- Scott Byars, WVNG  
- Lisa McDavid, WVNLA

# Great Design

**Design** topics include the preservation of historic plants at Monticello, ecological design in traditional landscapes, the Gravel Garden at Chanticleer, and the best of newly introduced plants.

**Peggy Cornett**, curator of plants at Monticello, will present “Preserving Plants from the Past—Monticello’s Historic Landscape”.

Peggy’s presentation features the many varieties—from historic tulips and ancient roses to heirloom fruits, vegetables, and herbs—that have been collected, propagated, and preserved in the gardens at Monticello today.

**Larry Weaner**, principal and founder of Larry Weaner Landscape Associates, will present “Breaking the Rules: Ecological Landscape Design and Traditional Landscape Methodology”.

Larry’s presentation examines how alternative approaches on everything from selecting, arranging, and spacing plants to the simple act of weeding can yield more easily maintained landscapes that express the beauty and ecological richness of our native landscapes.

**Lisa Roper**, horticulturist at Chanticleer Gardens, will take us through “The Evolution of Chanticleer’s Gravel Garden.”

For years, Lisa has managed the Gravel Garden at the renowned public garden Chanticleer in Wayne, Pennsylvania. Lisa will discuss how form, texture, color, and rhythm are carefully considered in her design choices. She will introduce some of her favorite plants, cover planting techniques and the importance of “editing,” and the technique of using photography to make design decisions.

**Paul Westervelt**, annual and perennial production manager and head grower at Saunders Brothers, Inc, will discuss “Are These Plants Better, or Just New?”

With so many new perennials released every year, it can be difficult to distinguish legitimately better cultivars from those that are simply marketable. Through production trials, garden visits, vendor visits and collaboration with other growers, Paul works to select the best from the rest.

# Great Profit

Our **Business** speakers have been selected to meet the unique needs of West Virginia’s green industry businesses.

**Electric vs Gas Equipment:** As administrators and politicians push for electric-powered equipment usage, some cities and municipalities are mandating electric-powered landscape equipment. **Dan Loch**, a representative of Stihl, will fill us in on the benefits of both and where the industry is headed with this equipment.

**Business Coaching:** Speakers from the **West Virginia Small Business Development Center** specialize in business coaching to encourage the success of small businesses in West Virginia. They provide expert advice on everything from marketing, business management and planning, human resources, succession planning, cyber security, financial analysis, government contracting and technology commercialization.

**Workforce Development:** Recently, WVNLA has been working on many levels to develop green industry employees. We’ve approached high school agriculture and career and tech students; created videos and presentation materials; developed a lawn and landscape training course through the National Guard to present to Jobs & Hope participants and to our own members; and collaborated to offer a “Landscape Technician Boot Camp,” a 40-hour course to be offered at community and technical colleges throughout the state. Hear all about it from the folks who are making it happen: Moderated by **Michael Biafore**, chairman of WVNLA’s Workforce Development Committee and president of Biafore’s Landscape Development, **Nancy Ligus**, director of workforce, continuing education, and economic development at Pierpont Community and Technical College; **Cindy Bailey**, director of economic development for the West Virginia National Guard; **Scott Byars**, WVNG trainer and landscape business owner; and **Lisa McDavid**, owner of Lisa’s Gardenscapes, who speaks to middle and high school students about green industry careers are panelists.

Please mail completed registration form and check made out to WVNLA to:

WVNLA, P.O. Box 20284, Charleston, WV 25362 or register online at [wvnla.org](http://wvnla.org).

**Online registration is encouraged: [wvnla.org](http://wvnla.org).**

**Deadline to register is February 17, 2023.** You will receive an email confirmation.

Name: \_\_\_\_\_

Company/Association: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Cost: \$100 (non-WVNLA members), includes lunch.

\$50 (WVNLA members). Includes Annual Meeting Breakfast and lunch. Please circle  
HERE if you will be attending breakfast and provide names of attendees. \_\_\_\_\_

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