



Growing a Great Landscape

Winter Symposium

February 11, 2025

Embassy Suites Hotel
Charleston, WV

**West Virginia Nursery &
Landscape Association**

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

8 a.m. Pre-Breakfast Check-in for WVNLA members
8:30 a.m. WVNLA Members Annual Breakfast Meeting
Pre-registration is required
8:30 - 9:30 a.m. General Check-in/Registration

Great Design Session Salon D

9:30 a.m. Christopher Barrett Sheridan, The Flower Sommelier, "Capture the Spirit of the Garden: Designing with Fragrant Flowers and Aromatic Foliage"

10:30 a.m. Break

10:45 a.m. Mark Highland, Organic Mechanic, "Soil Amendments and BioChar: Landscape Value and Benefits"

Noon – Lunch - Salon C
Vendor Exhibits

1:15 p.m. Peter Butler WVU Landscape Architecture, "Garden Design, A Historic Perspective"

2:15 p.m. Break

2:30 p.m. Aron Perruchon, Lumien Lighting, "Evolution of Outdoor Lighting Design"

Great Profit Session Salon E

9:30 a.m. Jody Shilan, Design2Build, "Design/Build Process: From the Initial Call to Final Payment" Part I

10:30 a.m. Break

10:45 a.m. Jody Shilan, "Design/Build Process" Part II

1:15 p.m. Panel: "Taking Your Business to The Next Level: What You Need to Know"
-Steven Harmon, CPA, taxes
-Tiffany Rice, WVU H&S Extension, employee/OSHA requirements
-Mitch Woodrum, WV Division of Labor Commissioner, licensing and permitting

2:15 p.m. Break

2:30 p.m. Will Miller, WVSBCD, "Social Media, AI and Marketing"

Great Design Speakers

Design topics include the use of fragrance in garden design, soil amendments and bio char, a historic perspective of landscape architecture and the evolution of outdoor lighting in landscapes.

Christopher Barrett Sheridan is an award-winning civic educator, pursuing a second career in horticulture and planting design. Chris specializes in scented plants, cottage garden design, Arts and Crafts garden design, the language of flowers, garden history, and heirloom plants.

Chris is an instructor with Longwood Gardens and a returning presenter at the Philadelphia Flower Show. He has been published in *The American Gardener*. Chris has a Certificate in Ornamental Horticulture from Longwood Gardens and also holds degrees from Villanova and Tulane Law School. Chris is an active member of GardenComm, the Garden Bloggers Fling, American Public Gardens Association and the Hardy Plant Society.

Mark Highland first pushed a shovel into garden soil on a beautiful piece of Illinois farmland. After he “grew up,” Mark focused his M.S. degree studies in the Longwood Graduate Program on compost and potting soil. Mark started The Organic Mechanic Soil Company, LLC in 2006, and serves as president of Organic Mechanics. Mark has served as a consultant for the EPA and Institute for Local Self-Reliance. Mark is the author of the recently published *Practical Organic Gardening: The No-Nonsense Guide to Growing Naturally*.

Peter Butler is professor and Extension specialist in landscape architecture at West Virginia University (WVU). He established the Community Engagement Lab at WVU connecting faculty and students to community projects to increase capacities towards progress and revitalization. His research interests include cultural landscape history, community design process, industrial landscape reclamation and interpretation, and design studio pedagogy. Before graduate school, he worked as a gardener in Massachusetts, Idaho, and Washington.

Aron Perruchon is an experienced outdoor lighting visionary with a passion for creating thoughtful and sustainable solutions. With a deep understanding of the evolution of outdoor lighting, he teaches the value of timeless design principles while embracing innovative technologies. As a representative of a cutting-edge modular lighting product, Aron works closely with landscape architects to create flexible, efficient, and creative lighting designs. If he's not on a jobsite, you can find Aron outdoors in the evening studying the dynamic effects that lighting has on our environment.

Great Profit Speakers

Great Profit speakers will cover successful design/build tenets; discuss how to navigate business taxes, employee safety, permitting and licensing; and explain how to make social media and AI work for your business.

Jody Shilan, MLA, is an award-winning landscape design/build contractor who has sold millions of dollars of design and installation work utilizing a simple, unique and highly successful design/build sales process.

Today, Jody uses his more than 40 years of experience to teach other landscape contractors how to increase their sales by following this same process. He has published hundreds of articles in various landscape trade magazines and hosted the internet radio show, *Landscape Live*. He is also a past president and former executive director of the New Jersey Landscape Contractors Association.

A **panel discussion** of experts in taxes, employee safety, and licensing will cover basic requirements for small businesses. We'll hear from:

- **Steven Harmon, CPA**, a partner of Gianola, Harmon & Associates in Charleston, where he specializes in tax planning and preparation and provides small business consulting services. He holds accounting and M.B.A. degrees from Marshall University.
- **Tiffany Rice**, an associate professor at WVU, where she is Director of the OSHA Training Institute Education Center. She holds an M.S. in safety management from WVU and has 20 years of occupational safety experience.

- **Mitch Woodrum**, WV Division of Labor Commissioner, licensing and permitting

Will Miller is interim state director of the West Virginia Small Business Development Center (WVSBDC). He is a certified business advisor with a marketing degree and an M.B.A. from WVU. He recently completed the AI for SBDC Advisors certification, providing him with expertise in leveraging artificial intelligence for small businesses.

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. _____

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.

Online registration is encouraged: wvnla.org.

Deadline to register is February 5, 2025. You will receive an email confirmation.

www.wvnla.org

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