

# WVNLA NEWS

West Virginia Nursery & Landscape Association, Inc. [www.wvnla.org](http://www.wvnla.org) November 2010

## Symposium Facilitator is John Kennedy

For more than a decade, John Kennedy has inspired well over 50,000 audience members throughout North America, Europe, Australia and the Caribbean.

John's success was galvanized in the hospitality & tourism industry with a strong sense of teamwork, sales and leadership. He learned from the best and now speaks to many who want to be their best. He has a simple step-by-step approach to leadership and management. His topics include "Total Leadership Development", "Non-Stop Customer Awareness", "Building Optimal Workplace Culture", and "Creating World-Class Teams."

John's success list includes: Marriott Hotels, General Electric, Orvis, Elizabeth Arden, Taco Bell, Indiana University, American Cancer Society and over 30 associations — along with dozens of local, state and federal government agencies.

John's offering to the WVNLA will be his total immersion into our culture, issues and interests. He will focus on customer service, sales, leadership development and teamwork. He is currently the chief cultural officer of a mid-Atlantic company, qualifying him as much more than just a speaker who speaks — he's a speaker who achieves.

Page 2 and 3 have many more details about the Winter Symposium, including a map, hotel information and details about all speakers.



## Board News Current Decisions

The WVNLA Board of Directors met October 22 in Charleston. The Board, consisting of Brett Merritt, Pat Biafore, Becky Morris, Mark Springer, Bill Mills, Tim Forren, Chris Chanlett, Bud Cottrill, Ed Mason, Cary Levenson, and Tracy Cutlip, discussed the following issues:

- The Association is close to where it was last year financially. The Board voted on developing a self-sustaining, perpetual account so the Association can operate from it annually. This will make the Association financially strong.
- The Board agreed that providing education and support to members is top priority.
- Bill Mills stated the 2011 Annual Winter Symposium is completely organized.
- Credits for members was discussed. Brett stated it would be ideal if 7-8 credits were offered at the Winter Meeting, then offering credits in several locations throughout the state. West Virginia State University also offers classes for credits.
- Pat mentioned that it would be worthwhile to offer more business lectures and technology lectures during the annual Winter meetings.
- The Awards Program was well received by members. Over 15 awards packages were entered and judges were selected by the Board. The winners will be announced at the 2011 Winter Meeting.
- A Road Trip/Tour is currently being planned for August 2011. The Association will sponsor a bus to several locations. Further information will be posted in upcoming newsletters and on web site.

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## Tidbits, Updates, Etc.

· MANTS (Mid-Atlantic Nursery Trade Show) date: January 5-7, 2011, Baltimore Convention Center [www.mants.com](http://www.mants.com).

· **WVNLA 2011 Winter Meeting, Charleston, WV, Thursday & Friday, January 20 and 21, visit [www.wvnla.org](http://www.wvnla.org) for information and see details on page 2 & 3.**

· ANLA (American Nursery & Landscape ↗

Association) 2011 Management Clinic, January 26 - January 29, 2011; Louisville, KY

- PANTS10 ([www.pantshow.com](http://www.pantshow.com)), August 3-5, 2010, Philadelphia PA
- CENTS Tradeshow ([www.onla.org](http://www.onla.org)), January 24-26, 2011 Columbus, Ohio
- Cities Alive! 8th Annual Green Roof and Wall Conference, November 30-Dec 2, Vancouver, BC Canada, more info at [ajohnston@greenroofs.org](mailto:ajohnston@greenroofs.org)



# 2011 WINTER SYMPOSIUM

January 20 & 21, 2011

This year Bill Mills, Chairman of the Education Committee, has organized another outstanding educational series for the 2011 WVNLA Winter Symposium. **Some information for this program has changed since we last provided an update.**

The Symposium will take place at The Summit Conference Center at the corner of Quarrier and Summers Streets in downtown Charleston. Parking and lodging are both convenient and there is a map included here.

Symposium speakers and subjects include;

· **Carol Reese**, Horticulture specialist at the University of Tennessee Agricultural Extension Service, *Sex and the Single Pistil*. Reese is a well-known gardening speaker who has appeared on the Do-It-Yourself Network. She also writes a weekly garden and nature column for the Jackson Sun in TN, is a columnist for Horticulture Magazine, and contributes to other garden magazines.

She thinks it is always good to talk to gardeners because there is never a criminal in the crowd. Well, except for those cuttings you took at the botanical gardens you visited.

· **Dr. Laura Deeter**, ATI Ohio State University, *Bringing Your Perennials up Right*

Are you the parents of unruly toddlers, aggressive or lazy teenagers, or are your babies closer to the middle age and just aren't the same anymore? Perhaps they simply aren't living up to their full potential. Learn how to make your perennial babies work for you! Laura will provide a fun and lively romp through perennial maintenance!

· **Rick Lewandowski**, Director of the Mt. Cuba Center, Delaware, *Nature's Secrets: Discovering the Beauty and Versatility of Natives Plants*

The Mt. Cuba Center is a non-profit horticultural institution in northern Delaware located on nearly 600 acres. They're dedicated to the study, conservation, and appreciation of plants native to the Appalachian Piedmont Region through garden display, education, and research. Their woodland wildflower gardens are recognized as the region's finest.

Mt. Cuba Center is the former home and family estate of Mr. and Mrs. Lamot Du Pont Copeland. Mr. Copeland served as President and Chairman of the Du Pont Company, while Mrs. Copeland was a leader in many community and cultural organizations.

· **Rick Crowder**, General Manager of ↗

Hawksridge Farm, Hickory, NC, *Promising New Plants*

Hawksridge Farms is a wholesale nursery offering an extensive and fascinating inventory. This is always a place to prowl for what is new and unusual. Rick has been a nurseryman since 1972. He has traveled worldwide in search of plants for North Carolina Landscapes.

**There will be an evening session with Carol Reese and Rick Lewandowski.**

Dr. Paula M. Shrewsbury, The University of Maryland Associate Professor & Extension Specialist, Ornamental & Turf, IPM, Entomology *Restoration of Plant and Insect Community Dynamics to Improve Pest Management.*

Dr. Shrewsbury's web page says: My program develops and implements research-based integrated pest management (IPM) programs for a variety of clientele involved with the production and maintenance of ornamental plants and turf, i.e., nursery, greenhouse, turfgrass, and school grounds professionals, IPM practitioners, extension personnel and master gardeners, and government agencies. My program encompasses and integrates research and outreach activities. These activities include: basic and applied ecological studies of plant - herbivore - natural enemy interactions to elucidate innovative pest management options; development of management practices that reduce reliance on chemical pesticides and integrate biological control and other non-chemical options.

**John Jett** will also offer the **Horticultural Exam** Thursday, 5:30 pm

Lodging resources on the next page.

## Go Green

We know, you hear it at every turn, but wow!, 26.8 million small businesses have found ways to turn their companies green. Consider starting the new year with a fresh approach to waste disposal. To "GO GREEN" is a way to say "I think my daily decisions in an attempt to be more environmentally friendly." Remember, Rethink, reduce, reuse, recycle, dispose. Make a commitment to be part of the solution instead of being part of the problem.

· Buy **energy efficient** office products and equipment

· Buy **green products** for cleaning such as hand soap, detergents and dish soaps. Using environmental friendly cleaning products reduces the amounts of pollutants going into streams and rivers.

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# LODGING INFORMATION

## for 2011 Annual Winter Symposium

These hotels are within a short distance of the Summit Conference Center.

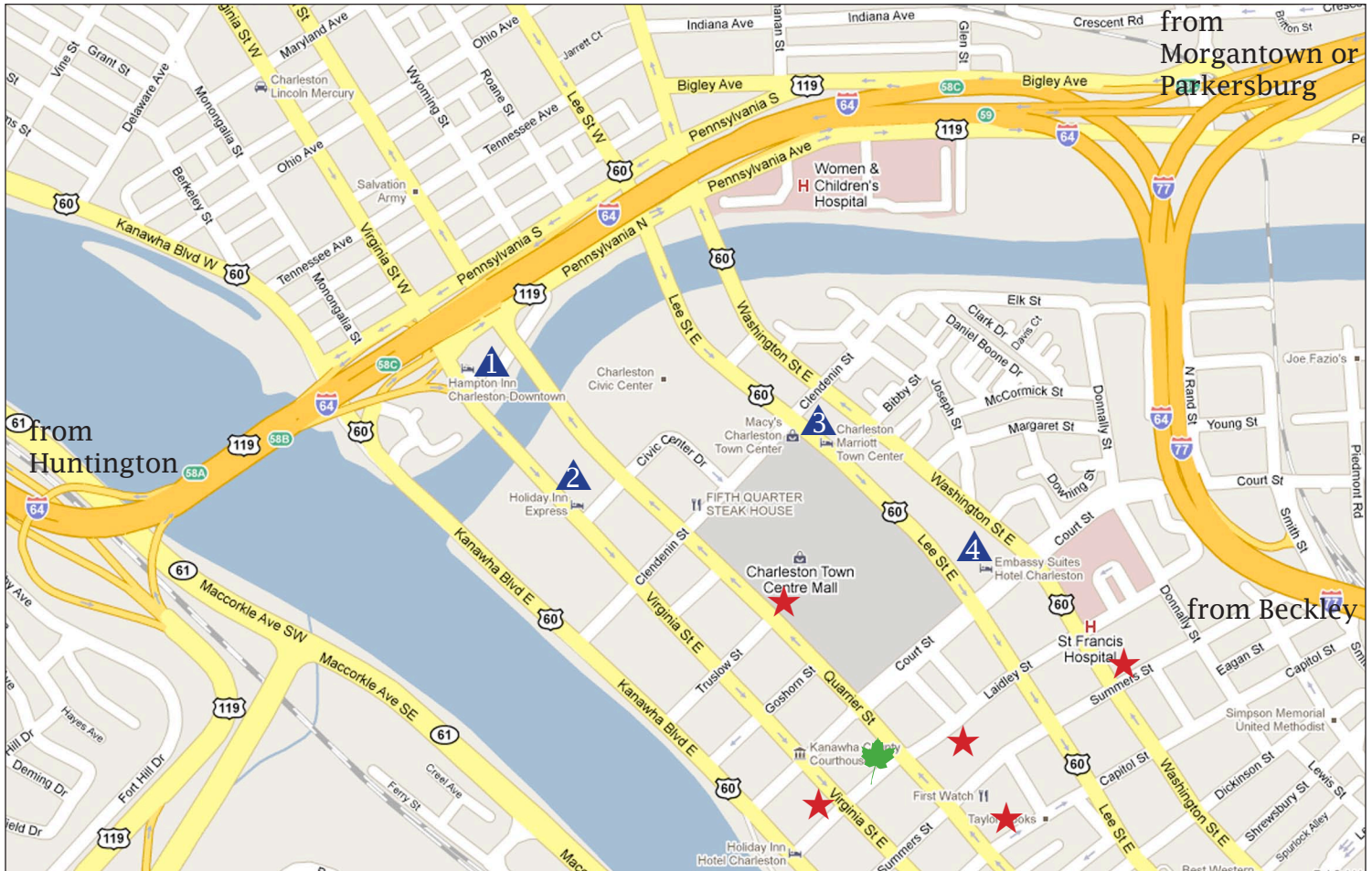
**1 Hampton Inn** [www.hamptoninn.com](http://www.hamptoninn.com)  
1 Virginia Street West, Charleston - 304-343-9300

**2 Holiday Inn Express** - Charleston Civic Center [www.holidayinnexpress.com](http://www.holidayinnexpress.com)  
100 Civic Center Drive, 304-345-0600

**3 Charleston Marriott Town Center** - [www.charlestonmarriott.com](http://www.charlestonmarriott.com)  
200 Lee Street East, 304-345-6500

**4 Embassy Suites** - [www.embassysuitescharlestonwv.com](http://www.embassysuitescharlestonwv.com)  
300 Court Street, Charleston - 304-347-8700

The Charleston Convention & Visitors Bureau has more information on the web at: [www.charlestonwv.com/meeting\\_planners/accommodations/default.aspx](http://www.charlestonwv.com/meeting_planners/accommodations/default.aspx)



 The Summit - Symposium locale

 Parking

 Lodging

### Go Green cont.

- **Use less paper.** Only print one copy of a report and distribute throughout the office if everyone needs to read it. Print only the emails that need to be kept as record. Proofread on the screen. Recycle all paper products. Recycling not only saves natural resources - it reduces tons of waste entering the landfills.

- **Consider allowing** some employees to telecommute and telecompute from home one or two days a month. Employees have been found to be just as - if not - more productive when working from home.

- **Recycle old computers and peripherals.** Dell



and HP have implemented "asset recycling" programs and Staples and Office Depot are also offering e-waste recycling programs.

- **Create a niche** in the green market and produce or provide products and services that are environmentally friendly.

- **Switch company vehicles to hybrids.** In addition to the contribution of saving the environment - switching vehicles or switching fuels can qualify for tax breaks anywhere from \$400 to \$40,000 depending on the vehicle or the fuel source.

## Welcome Two New Members

PJ and Nikki Lenz at Nicky's Garden Center in Wheeling have just become a WVNLA members. NGC is a full service center, which includes a line of plant care items, soil amendments, fertilizers, manures and mulches. NGC offers a fun, relaxed family atmosphere to shop in and children are welcome. They also offer a very large selection of quality plants grown right in their own greenhouses. Their customers are welcome to walk through and browse the greenhouses. In the summer season they have an outstanding farmers market with some of the best produce you will ever taste.

In addition to a "full service", Nicky's is an "all season" garden center offering beautiful fresh greens, handmade fresh wreaths and pine roping for the holidays. Fall is bursting with bright colors of mums, a cornstalk corn maize for the kids, pumpkins galore, fall decorating items, specialty items, delicious cider, definitely worth the visit.

If you are in the Wheeling area, stop by and visit our new members at 191 Bethany Pike.



Nikki Lenz ↓ of Nicky's Garden Center ↑









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