



The Quarterly Newsletter of the Virginia Society of Landscape Designers

1st quarter 2019, late winter/early spring

VSLD has a new president: Introducing Jeff Howe

Greetings, and thank you for opening the VSLD spring newsletter. I am excited to lead this organization and am grateful to all those who have given and will continue to give their time for the board, or have supported this organization in many ways.

Professionally, the company my wife and I own, Afton-based Windridge Landscaping, is entering its 30th year of business. Thanks to my wife (our office manager and my business partner/soulmate) and a great compliment of management and staff, we have been successful as a design/build and bid/build company in the central Piedmont.



It has been interesting to see the way our profession has evolved since I graduated with a degree in ornamental horticulture from Virginia Tech way back in 1993. Some things never change, and trends have evolved that I never thought I would be trying to sell or incorporate into designs. Example No. 1: it is still a challenge to grow turfgrass in the Piedmont of Virginia. Example of change No. 1: I just completed a design with Sassafras, Rhus and Yucca. While as recently as about 20 years ago, I recall removing all of these species in a landscape where things had just “gone wild.”

My personal passion for horticulture sprung into greenhouse production in the 1990s, and today we still tinker with woody propagation and have a neat “closed system” aquaponics setup. We managed to keep 80-100 tilapia alive in Afton for more than three winters. It was not easy but the superhot peppers, greens and baby beets those funny little fish helped produce were worth it.

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We have embraced the native trend because it makes sense to us and others in the profession where horticultural sciences are practiced. For a few years now we have seen the requirements of native planting in cities and counties grow across the state. It was not long ago we saw Euonymus and Berberis on planting plans with regularity. I am particularly fond of a university town where crimson pygmy barberry are still planted en masse. It takes time to accept change. It takes understanding by a just few before it is understood and accepted by many.

Moving forward

As VSLD moves quickly into the year we are very excited to be able to launch the new website. This action will help promote the organization with a search engine

optimization strategy and allow engagement with prospective members and clients who will be driven to our site.

Meanwhile, all of you as active members need to be gathering the photos of your work and preparing to upload them when the site launches. Prospective clients love “before and after.” The new site will be more user-friendly and a showcase for our organization’s members and their work.

We have a great tour coming up and this year. It will be in the later in the year when hopefully it is just a perfect Virginia fall day or two. We will be taking a group to some wonderful sites in Northern Virginia culminating with a behind-the-scenes tour and beverages at the Inn at Little Washington.

Most importantly I want to thank all of those who have helped to sustain this organization since its inception. With your hard work and commitment, we have become a well-recognized group representing the interest of and exhibiting the work of landscape designers and professionals across the state.

Finally, I want to implore everyone to take some action and interact with an association in some form this year. Join a new one, get certified in something and offer your input and guidance to help influence our profession.

Jeff Howe,
President

.....

We have some new officers, too ...



Credit: Katie Sokol

From left: Jeff Howe, president; **Leigh LaClair**, vice president; and Tim Hess, past president.

A new board was introduced at the Winter Meeting on Feb. 2 at Norfolk Botanical Garden. This new board includes some members currently serving who changed roles and other members who stepped up to the plate, including new certified member **Michelle Baudanza**, curator of herbaceous plants at Norfolk Botanical Garden. Michelle is secretary for VSLD, taking over from **Brian O’Neil**. (See *new board lineup later in this newsletter*.) The board had its first meeting of the year on March 15. Among items discussed were the new website and the summer tour. Stay connected to learn more.

... And new associate members

Shawn Lemke, Bennett’s Creek Wholesale Nursery, Smithfield
Scott Moberly, Inaray Design Group, Richmond

Success at Virginia Flower & Garden Expo

Over three days we showed off our work, provided brochures and picked up several potential clients. It pays to have our face in the place. Pictured to the right are **Tim Hess**, **Meg French** and **Brian O’Neil**.

*Cover photo of Jeff Howe by Michele Fletcher



The VSLD Scene

VSLD was in the house at the Piedmont Landscape Association seminar

Each February the Piedmont Landscape Association holds its annual seminar. This year it was at the Paramount Theater in Charlottesville. Not only were VSLD members in attendance for support and enrichment, we also held a joint social. Socials are quickly becoming an engaging VSLD networking tool. Couldn't be there? Here are a few scenes. You also can learn more about PLA at piedmontlandscape.com.



Photos by Michele Fletcher

Brie Arthur, who spoke on foodscaping.



Street view along the historic Paramount Theater in Charlottesville.

VSLD Past President **Tim Hess** and his father enjoy conversation during intermission at The Paramount.





VSLD members (from left) **Sue Thompson, Terry Tosh and Abbie Wharton**, all of Garden Graces.



VSLD President **Jeff Howe** with wife **Christy Payne Howe**.

VSLD's Winter Meeting brings full house to Norfolk Botanical Garden

Slowly but surely both residential and commercial clients are waking up to the reality that stormwater management equates to being a good steward. And we as designers are stepping up to the challenge of creating practical, aesthetic features into our design plans for these clients. Our seminar on Feb. 2 helped us get up to speed on calculating stormwater inflow, knowing the tools for analyzing soils in the field and making the site attractive.

Photo by Tim Hess



News and announcements

Mark your calendars

- **Shenandoah Valley Plant Symposium** is March 15 at the Waynesboro Best Western Inn. To learn more: <https://www.waynesboro.va.us/971/Shenandoah-Valley-Plant-Symposium>
- **The Mid-Atlantic Home & Outdoor Living Show** is March 23-24 at the Virginia Beach Convention Center. Visit midatlantichomeshow.com for event details.
- **Historic Garden Week** is April 27- May 4. Find activities near you: www.vagardenweek.org
- **Native Plants in the Landscape Conference** is June 5-8, 2019 at Millersville University, Millersville, Pa. From millersvillenativeplants.org: Enjoy inspirational field trips, educational workshops, engaging topics of concern, native plant and book sale, and native plant merchandise. See website for more.



A new resource to aid your clients, and a good read

- The Virginia Department of Forestry has launched the online-based Urban and Small Woodlot Forestry Business Directory. According to a PSA from the DOF via Sustainability Matter Virginia, this site is intended to help the small landowner seeking someone to cut or utilize anywhere from one tree to a few acres of trees. These services and options may include portable sawmilling, wood crafts and custom furniture, local lumber sales, invasive species control and more. As of now more than 135 businesses are listed. To learn more, visit dof.virginia.gov or send an email to joe.lehnen@dof.virginia.gov.
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- An article posted March 1 on greenindustrypros.com, **Key Elements of Landscape Design: Spatial Planning and Tree Layouts**, thoroughly lays out why you should never randomize the placement of trees. And it offers some compelling planting arrangements.



This newsletter needs you – how and what to submit

Have you received an award or some other accomplishment? Do you know of industry advancements and news we that would enlighten us and help us stay ahead of the game? Have a fascinating photo? These tidbits, stories, essays, pictures and links belong in the VSLD newsletter.

Deadlines are as follows: Feb. 15, May 15, August 15, November 15.

- Please make sure to send articles as a Word or Google doc or as text in an email. No PDFs.
- Photos should be jpegs, clear and preferably high-resolution.
- Please send complete information. Example: Event submissions should include details like a location. where learn more - like a website, a contact person and number or an email.

Send materials to jamesetta@onewomanandashovel.com.

- - *Jamesetta Walker, newsletter chair*



Urgent: VSLD seeks your project photos

VSLD has an imminent mission to upgrade our marketing materials and update our online presence. This is an excellent opportunity to show YOUR stuff, and a benefit of your VSLD membership. Submit up to 15 project photos. It's very important to send the largest file size you have for each image. We will size them appropriately for the particular use. If you have a company logo please submit it also. VERY IMPORTANT — please name each file this way:

last name_first name-photo 1 (up to 15 photos)

Use this link to submit your photo: <https://tinyurl.com/yas7q9qi>

A reminder: Would anyone like to volunteer to start a VSLD Instagram account? This could be another avenue for spreading news about projects and VSLD events.

- Vicki O'Neal. director



What's going on? Updates? Tell us, we'll get the word out.

If you hear of an event or seminar that you think our membership would like to attend, please let Katie Sokol, the marketing chair, know at downriverlandscapedesign@gmail.com and we will send out a Mailchimp notice and/or Facebook notice.

Also, please send any changes to your email address, mailing address, phone number, website address to Molly Artz artzmolly@gmail.com and copy Katie at downriverlandscapedesign@gmail.com.

Our website member listing is one of VSLD's most important benefits but if your information is not current then it won't be of any help to promoting your business. Likewise, our Mailchimp email distribution system will only reach you with a current email address. If you have NOT been receiving MC emails, please contact Katie.

- Katie Sokol, marketing/social media chair



2019 scholarship deadline

The deadline for applications – March 31 - is quickly approaching. Please help get the word out to anyone who may be eligible. We need more young people entering the field. An application can be found at vsld.org by going to the scholarships tab. For questions or more information contact Carol Pilgrim, Scholarship Committee, info@shippandwilson.com (804) 781-0084.



Feature

Roberto Burle Marx's dazzling, art-inspired pedestrian thoroughfare along Copacabana Beach in Rio de Janeiro, Brazil.

Who inspired me to become a landscape designer

By Arnaldo Cardona VSLD, ASLA

While enrolled in an environmental design program in college, I did a search on landscape architects at the library and found a book about a Brazilian artist who was known mostly as a landscape architect-designer. That book was full of great artwork and the most unique gardens I have ever seen. That book illustrated the work of Roberto Burle Marx.

He was an artist by training, but his work as a landscape designer was recognized worldwide. He designed the waterfront development in



Roberto Burle Marx

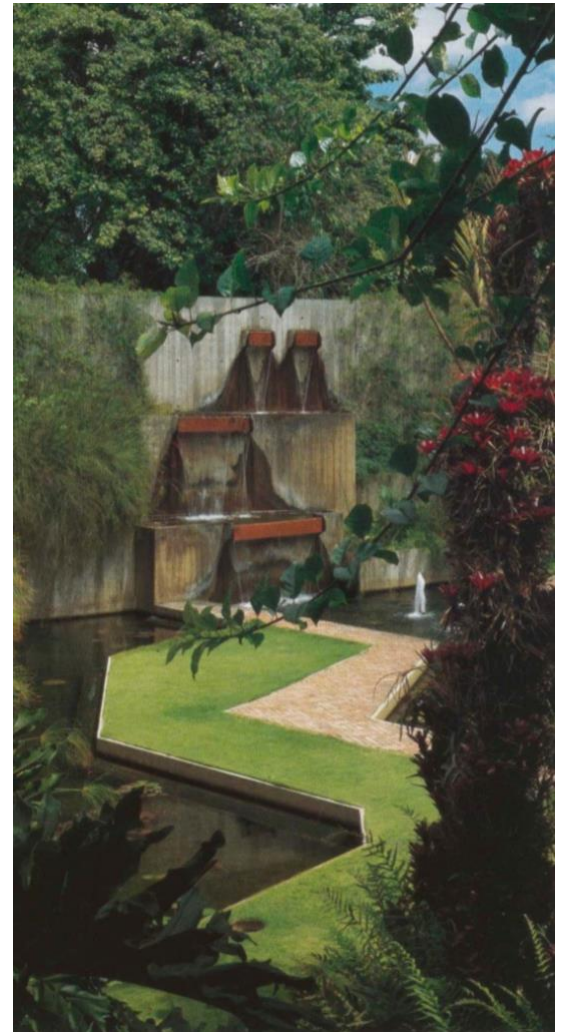


Roberto Burle Marx's work was dramatic and eloquent.

Copacabana, Rio de Janeiro. It was like a huge mosaic with playful shapes clearly inspired by an artful master plan. It was like looking at art that instead of hanging on a wall, was now on the land. In a marriage between natural elements, human activities and the existing landscape, he made me realize that landscape architecture and design was the field I wanted to pursue.

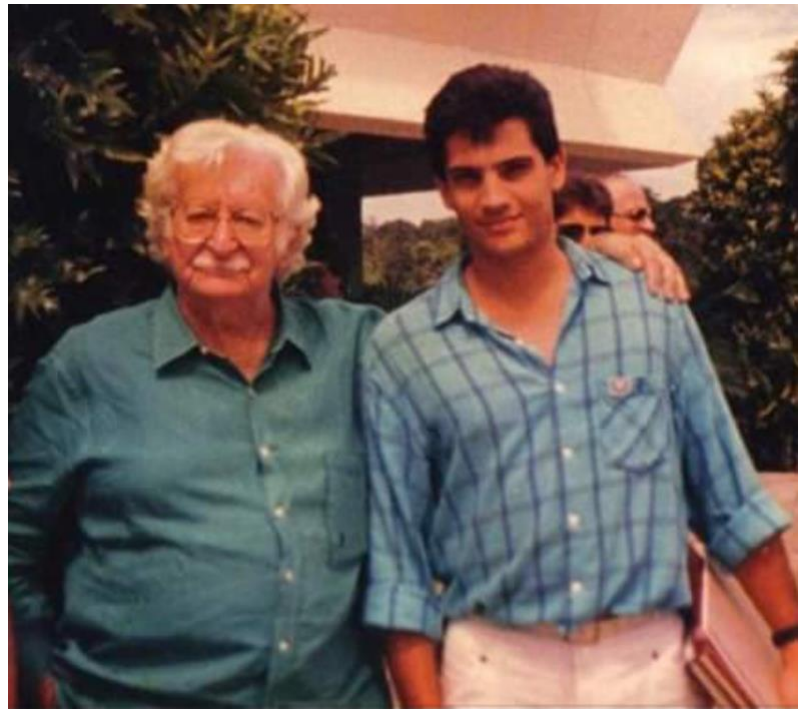
Roberto Burle Marx's work was dramatic and eloquent. It helped me realize how art and the built environment can be integrated to create a dynamic landscape. The organic shapes all around the walk make you feel you are part of the whole outdoor space and there is more to come ahead.

So after I finished my bachelor's in environmental design (1998), I decided to join the landscape architecture program at City College of New York. At that time they were having an exhibition of Marx's work and book, "Roberto Burle Marx: The Unnatural Art of the Garden," at the Museum of Modern Art in NYC. I was so glad to see that they included as part of the exhibition one of my favorite projects, the roof garden at the Safra Bank in Brazil. Once again, this exhibition motivated me to become a landscape designer. While at the CCNY program I tried to integrate Roberto's design ideas in each design problem presented, always trying to see landscape design as an art form in which the goal was to integrate art in the landscape.



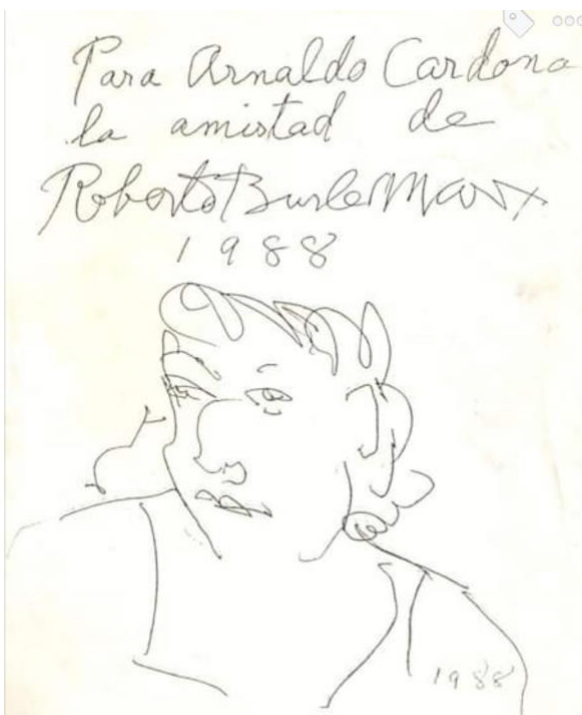
After finishing the landscape architecture program in 1992, I wanted to study art like Marx did. Then I joined the Art & Art Education program at Teachers College, Columbia University. As part of this program I had the chance to take the course, Elements of Landscape Architecture. As part of this course we did presentations about famous landscape architects, and so I did a presentation about Marx's work, comparing it to another known Landscape Architect, Luis Barragan. After finishing my master of arts in art and art education I had the opportunity to teach courses in landscape design at college level. It was a joy to realize that many students already knew about the work of Marx and his contributions.

Marx's work not only influenced my academic decisions but my design style during my private practice. I will never forget when he signed the books that I worshiped for so long while studying environmental design, and how much I appreciated the autographed portrait he dedicated to me. I exhort anybody who is a landscape design professional to research his work and ideas. In this way you might understand who has inspired many in pursuing a career in landscape design, including me.



Noted landscape architect Roberto Burle Marx and a then-yet-to-be VSLD member **Arnaldo Cardona**.

Unfortunately, Marx died in 1994; however, he will always live in me, every time I design a garden.



References:

- Eliovson, S., (1991). The Gardens of Roberto Burle Marx. Oregon: Saga Press. Inc/Timber Press, Inc.
- Adams, W. Howard, (1991). ROBERTO BURLE MARX The Unnatural Art of the Garden. New York: Museum of Modern Art.
- Montero, M., (2001). Roberto Burle Marx: The Lyrical Landscape. Los Angeles: University of California Press.



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Future board meeting dates

June 14 – location TBD
Aug. 16 – 10 a.m., Lee Highway Nursery, Warrenton
Nov. 15 - location TBD

Contact us:

vsld.org/contact/htm

Facebook: @virginiasocietyoflandscapedesigners

