



The Quarterly Newsletter of the Virginia Society of Landscape Designers

Spring 2011

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Letter From the President

Hello, VSLDers! It's spring, and I hope wherever you are your calendar is filled with enjoyable (and profitable!) tasks. While you're working on those tasks, don't forget to take a moment to appreciate what is proving to be a nice, long spring season. Breathe some fresh air. Take a walk in the garden, and remember why it is we all work so hard at our designs.

Thank you to those who've recently stepped up and accepted spots on the board of directors - Tom

Thompson as vice president, Brian O'Neil as secretary, Yulita Ellis as one of four directors (and motive force behind this year's summer tour in Lynchburg; Wonder Woman has nothing on Yulita). I appreciate everyone's hard work to date and look forward to the rest of year.

Our booth made an appearance at the Julie Moir Messervy event at Lewis Ginter Botanical Garden on April 27 and will be at the 'Go Green!' Garden Festival at the Richmond Science Museum later this

year. We are considering other venues for our booth and its advertising value for the organization; home shows in Salem and Roanoke have been investigated. If you know of an event at which our booth could appear, please feel free to contact Eve to nominate the event – so long as there is sufficient member support to man the booth.

In the following pages you'll find information about the summer tour, a summary of this year's legislation which impacts our industry, summaries of the past quarter's email threads for those of you who don't get our emails, a notice regarding an upcoming change to the by-laws, and an invitation to a summit on the design contest and the "own work" issue. Yes, there's a lot going on. If you find yourself moved by any of the above, please do know that your board, and in particular myself, always value the input and volunteerism of members. Let us hear from you!



Meet Your New President



Hi, I'm Chris Coen, and I'm your president this year.

I'm also the sole proprietor of Nature's Palette, a design-only firm I opened in 2001, the year I graduated from George Washington University's landscape design program. I joined VSLD at about that same time, and I served on the board prior to accepting the nomination for vice president last year. (Some of you may have been surprised to see my name come up, as I had intended to have relocated to Tennessee; plans changed, and we've now moved to acreage in western Goochland County.)

My design work is very part time, fitting in around a full-time day job in downtown Richmond, a family, and the excitement of a new home and property. Despite all the other irons I have in the fire, I don't think I could ever give up designing. I love the pure focus on line, the time spent staring off into space

while visualizing form and balance, the feel of pencil on paper.

I am thankful to VSLD for introducing me to a community amongst whom I've found some very good friends and which I'm proud to serve. This president gig is hard work, but it's worthwhile, with emphasis on the latter rather than the former.

And, your Vice President



Tom Thompson

Thanks, Tom and congratulations to all of our 2011 board members, directors and committee chairs!!

VSLD Winter Meeting 2011

The VSLD Winter Meeting was held this year at the Norfolk Botanical Gardens, a delightful place to hold a meeting. We had 34 participants. Brian O'Neil was our host with Diane Roselius assisting. It began with a social hour and a viewing of the design contest entries. The caterers had a lovely display of breakfast treats. Next, there was a tram tour of the gardens led by Brian. The annual meeting was held at 11:30 am.

The following members were voted in as new officers: President, Chris Coen; Vice President, Tom Thompson; Secretary, Brian O'Neil; Treasurer, Christy Barrie; Directors, Eve Willis, Yulita Ellis, Terry Tosh and Christie Fargis. Our design contest winners are Chuck Bateman and Helen Janele. Lunch was served following the meeting. The table decorations were designed and made by Norfolk Botanical Gardens using plant material from the garden. They were exquisite! They were taken home by VSLD members.

Doug Aurand, Landscape Architect, was our guest speaker who spoke on "Architecture in the Landscape".



Figure 1 Brian O'Neill presenting Doug Aurand

After the presentation, Brian led a walking tour of the garden. Mother Nature cooperated in that we had no rain or snow. Brian arranged free plants from the garden for all participants of the winter meeting.



Figure 2 Stop along the Walking Tour

Future meetings may not be as economical as this one. Norfolk Botanical Gardens normally charges \$2000 for renting a room. They gave us a \$1500 discount! The speaker spoke with no charge. These discounts are greatly appreciated but do not happen often.



VSLD Design Contest winners, Helen Rees Janele and Chuck Bateman receive their awards for the beautiful designs they created.

Richmond Regional Meeting--by Kay Moore

In November we had a regional meeting where we visited 2 sites to look at Landscape lighting. Matt Templeton of Illuminations Landscape Lighting did a great job of planning the tour. He set up visitations at a commercial site, Agecroft, and a residential site in Windsor Farms for us. We met after dark so that we could really see the effect of the various lights. Even though we just visited two sites, Matt was able to acquaint us with many types of lighting.

He talked about the different purposes for the different types of lights. Some of the lights were obviously for security. Others provided safe passage while others were used to create a focal point. We saw lights used to add a feeling of ambience to Agecroft as well. There was a soft shadow cast on the walls rather than a spotlight effect. We saw different ways of lighting for safety from the more dominate safety and security lighting at Agecroft to the softer safety lighting on the steps of the deck at the residential site.

Matt was great at answering our questions about what we saw at the sites. He was able to explain to us the design process involved in working around the demands of an older and historical building such as Agecroft. He also talked about the maintenance requirements for the public and private places. Since his company offers design, installation, and maintenance contracts, he was able to really help us with our questions.

One question that was raised by the group dealt with the future impact of LED lighting. Matt discussed some of the pros and cons he sees. He feels it's the lighting of the future and that codes may soon require it to a degree. He pointed out that the lights use less electricity. They can last longer. Though they can last longer, he feels a problem still exists with the physical mechanics such as junction

boxes in the weather. He also feels that it's harder to get a certain ambience such as on Agecroft's wall with LED lighting. He's hopeful that as the industry moves forward, some of these problems will be solved.

Shortly after we had this tour with Matt, I received my copy of WaterShapes Magazine. In it was an article written by Mike Gambino of Gambino Landscape Lighting of Simi Valley, California. Both the magazine and the author gave permission for us to publish his article which appeared in the last newsletter. The article gave one man's view on low-voltage lighting. I hope others will share their experiences with this kind of lighting

Thanks so much to Matt Templeton of Illuminations Landscape Lighting for planning our walk after dark!

Kay Moore Richmond Regional Chair

Editor's Notes:

Thanks to Kay Moore we were able to republish Mike Gambino's article from Watershapes Magazine in our last newsletter. In an effort to continue this conversation and further the discussion, I have asked a lighting design here in the Northern Virginia area to comment on his use of LED lights.

If you have an article you'd like to see in our newsletter please forward any links, and remember that we will need to get permission from the editor and / or author to reprint.

In response to Mike Gambino's informative article here's what Patrick Harder's of Outdoor Lighting Perspectives had to say;

I agree with this article on three points: One, there are many unproven claims being made in regards to LEDs. Two, it is unwise to use low quality fixtures that are not made of bare metal materials like brass or copper. Three, all lighting systems require routine maintenance.

Here is where I disagree: LEDs are able to provide the same lumen output as halogen. I concede that not all LEDs do, but Cree, the leader in the field definitely has achieved this. When we began installing LED fixtures and systems two years ago, the Cree diodes were able to achieve 60-70 lumens per watt. The current diodes are up to 100 lumens per watt and this spring the newest diode should be between 110-160 lumens per watt. In the very near future a 5 watt LED will surpass a 35 watt halogen in lumen output.

As far as light color is concerned, quality LEDs do achieve great color. Cree also leads the LED manufacturers with a CRI (Color Rating Index) that is above 80*. Not only are there LEDs that produce color to match halogen, but for a modern and unique look, you can also add colorful lights on projects. We installed color shifting underwater LEDs for a client recently. It was a stunning effect.



As far as environmental concerns, halogen {bulbs} cannot compete with LEDs. Even if it took a 6 watt LED to match {the light output} a 20 watt halogen, it is still more energy efficient. This can really add up if a client has 50+ fixtures.

The life of the LED is considered over when the lumen output has depreciated to 70%. This can be tested by determining the heat at the LED (heat is the enemy of the LED). I agree that 50,000 {hours of life} has not been proven outside in the elements. For the sake of argument, if the LED only lasted 10,000 hours, it still doubles the life of most halogen lights. Even if a LED lasted only as long as a halogen, it still uses much less energy and runs much cooler than halogen. The LED systems we have installed have been reliable with few service issues. This is due to our selection of quality fixtures and quality LED components.

There are risks and many questions regarding LED, but the larger question is not if LED has a place in landscape lighting, but how much longer halogen will have a place. When achieving 110-160 lumens per watt the question people will ask is: Why is anyone using last century's technology when there is something better available?

Editor's Note A traditional incandescent bulb has a CRI of 100, a tungsten halogen bulb has a CRI of 95 and a 'Cool White' bulb has a CRI of 62.

Source:

http://www.fullspectrum solutions.com/cri_explained.htm

Patrick Harders
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Password Update

Please be advised that you will shortly have mailed to you (via email, if that is your stated preferred means of contact, or by US Postal Service mail if you have indicated you do not wish to receive email for things like this newsletter) a change to the password for the Members Only section of our website. Remember to check the website for notices of courses and upcoming events!

Upcoming Design Contest "Summit"

Your board regularly fine-tunes our annual design contest. A change made this previous year has generated a lot of questions and comments, and in order to most efficiently deal with the issue we have decided to hold a "summit" on the design contest and the new "own work" requirement. You are cordially invited to attend – your input on this topic

is vital to ensuring the design contest remains both fun and professional. A date and venue have not yet been chosen, but it will probably be this summer in the Richmond area. Please stay tuned. (If you do not receive email notifications and want to be notified specifically when this meeting will be held, please call Chris Coen at 804-475-6767 so we can be sure to get that information to you once it becomes available.)

Email thread summaries

For those of you who do not receive email notifications, here are some of the issues communicated to members, offered in the spirit of keeping you up-to-date on goings on within the organization. Remember that many notifications we receive are relatively short-notice; keep an eye on the website's Members Only calendar if you are not receiving email.

1. Messervy event, LGBG: VSLD agreed to co-sponsor the event, which brought internationally known landscape designer Julie Moir Messervy to speak at Lewis Ginter Botanical Garden. Our booth appeared at the event (manned by Jane Abbott – thank you, Jane!).
2. Virginia Gardener Magazine: In response to a call for responses to a question posted in the magazine's Ask the Expert column, a number of VSLDers provided excellent answers. The editor was impressed, and has offered our members the opportunity to nominate themselves to a rotating list of VSLDers appear as experts in that column.
3. Ad in Virginia Gardener/website hits: We are evaluating the effectiveness of our ads based on website hits generated following the debut of a new ad.
4. Legislation: See the more thorough explanation below. There are a lot of changes coming.

Legislation Roundup

Those of you who receive VSLD's email notifications were probably heartily tired of all of the messages related to this year's General Assembly session. The sheer volume of legislation made it a challenge to keep you informed and prepared to act, should action be warranted, but thankfully the legislative session's done. Below is a summary (with comments and notes provided by the Virginia Agribusiness Council's lobbyists) of this year's green industry legislation which passed and will become law.

The driving force behind the legislation is, of course, the federal Environmental Protection Agency's mandating the various Bay states to finally reduce their portion of the pollutants reaching the Chesapeake Bay – the TMDL (Total Maximum Daily Load) – to meet water quality standards. There's a lot of politics related to this issue, but be aware that our industry will see change as a result. Commercial lawn fertilizer formulations will, by 2014, eliminate phosphorus use in all commercially produced fertilizers except for lawn starter products. A reporting requirement has been introduced for businesses who apply fertilizer to more than 100 acres of non-agricultural land annually. The state Dept. of Conservation and Recreation will be required to prepare a list of those persons judged competent to apply fertilizers on non-agricultural land and who have met DCR's training requirements and to encourage the public to consult the list when hiring a lawn care professional – which is a heck of an encouragement to get on their list!

http://vsld.org/Members/news/VSLD_hb1831_ann.pdf

For those of you who may be receiving this newsletter in hard copy and don't have access to the internet, please contact Chris Coen at 804-475-6767 to have a copy of the legislation mailed to you

Article:

The following article was brought to us by Susan Kappel. Please feel free to respond or comment on this or any other article reprinted in our newsletter.

The article is republished with consent of Jim Darden, and was originally printed on Hortsources.com Thanks, Jim!!

WHY TREE PRICES WILL INCREASE

(Editor's Note: The following article was submitted to Hortsources.com by Hillary Barber, Tree Specialist at Bold Spring Nursery in Hawkinsville, Georgia. Hillary earned her degrees in Horticulture from the University of Georgia in Athens, and submitted a series of articles to Hortsources.com in early 2010, which you might remember reading in this newsletter.

Hillary recently submitted this article to us, which echoes the consensus of many nurserymen whom have been quoted in our newsletter this year that economic conditions have caused many to propagate and grow less plant materials in the past three years. This ultimately will lead to shortages of plant materials and higher prices as the economy moves back toward pre-recession activity.

This article, by Bold Spring owner/president John H. Barbour, is very perceptive and explains the coming problems with supply and rising costs of nursery materials in very understandable terms. This article has already been picked up by the GA Urban Forest

Council and NM Pro Magazine. We sincerely thank Hillary for allowing us to bring it to you.)

WHY TREE PRICES WILL INCREASE

By: John H. Barbour, President

Bold Spring Nursery

Price increases are a sore topic. In our current economic climate, cost cutting has become a way of life as businesses fight to conserve cash and preserve margins. The unwelcome news of a price increase from a supplier is usually the last thing a buyer wants to hear. The ornamental tree business has been no different. Growers have suffered a crushing over-supply of trees which was, in fact, developing 6 -7 years ago, but was masked by the frenetic pace of construction through the middle part of the decade. When the bubble burst in 2007-2008 the demand for trees was reduced dramatically, beyond what few of us have ever witnessed. Since that time, growers, desperate to maintain a market share, have reacted by cutting prices for each of the last 3 years to the point where prices, on some items, have reached 30-year lows.

Unlike many businesses, tree growers cannot simply downsize their company to a scale that matches their sales. Existing inventory requires upkeep and that costs money. Like everyone else, growers have aggressively cut costs to try to staunch the negative flow of cash. That is a tall order in a world where the costs of raw materials such as burlap, diesel, and plastic have only increased. So, in many cases, fertilizer, pesticides, pruning, and staking have gone by the board. The results

of excessive cost cutting are evident in the marketplace this year and many growers are simply not capable of supplying trees of adequate quality. For most growers, even the cost of culling bad trees is daunting when cash is tight and so the trees sit around, on display in the fields or, in the case of containers, growing increasingly pot-bound.

The other major area of cost cutting has been a sharp decrease in tree-planting in nurseries. Many cash conscious growers have realized that if they cannot afford to maintain what they have, then there is little point in putting more trees in the ground. As a result, tree planting has declined 70-80% over this period. This reduction occurred progressively: first by about 20% in 2008-2009 and then an additional 30-40% in each of the two following years. This trend has only just begun to become evident, with many smaller-sized trees and evergreens becoming scarce this spring. Over the next two years the breadth of shortages will increase dramatically and progressively, as more gaps appear while the old inventory outgrows the market, becomes ruined from neglect, is sawed down to increase spacing, or grubbed out entirely to prepare fields for re-planting.

Growers are watching carefully to see which items are selling out and they will raise prices whenever market conditions allow. This is not a matter of greed as much as survival. Most nurseries are just hanging on and absorbing losses, if they are even doing that. We are all watching while prominent nurseries fail, unable to

continue in an economic meltdown that was nearly impossible to predict.

The shock waves from the sub-prime meltdown will continue to be felt, but will soon be felt in different ways. The crash of demand will be followed by a crash in supply caused by a reduction in the number of nurseries that have been willing and able to continue to risk investment in the planting and maintenance of quality inventory these last three years. And just as the construction boom masked the over-supply of trees 5-6 years ago, the construction bust is masking the currently developing shortage. When we experience even a modest resumption in new construction, the shortages will be difficult to manage.

It is important for businesses to educate their customers for what is coming. There is a special challenge for those who are bidding projects that are further out. There is a shocking gap between the desperate pricing of 2010-11, and the prices of, even, the over-supplied market of 2007. But when scarcities become prevalent, prices will return to their former levels, and eventually go higher still. That market of shortages may be much closer than you realize. Buyers should be prepared for price increases in fall 2011 and very large increases in 2012 and 2013.

NOTIFICATION OF VOTE ON AMENDMENT TO BY-LAWS

To all VSLD certified members:

Please be advised that, on July 26 at the quarterly board meeting, a vote will be taken addressing an amendment to the organizational by-laws relating to student membership. Our by-laws require that we notify you of this vote so that you may participate if you choose.

The issue: Currently, a combination of our by-laws and our student membership rules provides for a two-year limit on student membership past the conclusion of the last class which qualifies the member as a student. It is understood that, at that point, the former student should apply for certified membership status. However, your board and particularly your certification committee have noticed a trend where former student members who have passed that two-year window of opportunity have not yet gained sufficient experience to qualify them as certified members.

The proposal: It has been suggested that we amend our by-laws to extend the two-year limit on post-educational student membership such that a student member past the two-year window of opportunity may continue as a student member so long as they apply for and receive a mentor through our mentorship program and work with the mentor to apply for certified membership.

Our by-laws relating to student membership would be changed as follows (proposed language highlighted in bold italic font):

C) Student member: A student member is a student of Landscape Design/Horticulture at an accredited college or university. The student can be part-time, *and must either gain certified membership status prior to the expiration of a two-year period*

following the completion of a final course at such college or university or request in writing to the Certification Committee chairman an extension of student status by applying to the mentorship program for guidance through the certification process. The duration of such an extension of student status shall be for a period of one year, further extendable at the discretion of the Board of Directors, and may be terminated if the student member demonstrates they no longer wish to apply for certification.

If you plan to attend the meeting at which this vote will be taken, please note your intention to Terry Tosh, director and membership coordinator, or to Chris Coen, president, no later than Tuesday, July 5 so that we may provide for sufficient seating. The meeting is currently slated to be held in the conference room at Steel Services Inc., 9800 Mayland Drive, Richmond VA 23233; if this changes, you will be notified.

Upcoming Events:

June 11, 2011

Hahn Horticulture Garden Gala
VA Tech, Blacksburg
www.hort.vt.edu/hhg

July 11-13, 2011

VLSD Summer Tour
Lynchburg, VA

August 17, 2011

VNLA Field Day
Ingleside Plantation Nursery and Winery
Oak Grove, VA
www.vnla.org

REGISTER NOW!

The Virginia Society of Landscape Designers Annual Summer Garden Tour

Sustainable and Timeless Landscape Designs of Lynchburg, Virginia



Monday-Wednesday

July 11, 12, & 13, 2011

\$135.00 Members

(including Associate, Student Members, & Spouses)

\$165.00 Non-members

10 Continuing Education Credits (CEU's)

This year the tour focuses on timeless and sustainable landscape designs which respect the history of the surrounding community. Join VSLD members for an exclusive look at historic Lynchburg and some of the beautiful garden treasures it holds.

The tour includes transportation, picnic lunch on Tuesday, and a relaxing dinner on Tuesday evening. The tour will begin mid-day on Monday and will end mid-day on Wednesday. Please come early and/or stay late to explore historic Lynchburg.

The VSLD special rate of \$89 per night plus tax includes breakfast for two guests or \$82 for one guest and is available on Monday and Tuesday nights at the Holiday Inn Downtown Lynchburg. Located at 601 Main Street our hotel is within walking distance of the best dining in town.

Book before June 24, 2011 by calling (434) 528-2500. Mention the VSLD when you make your reservation.

VSLD Summer Tour Registration Form Lynchburg, VA July 11, 12 & 13, 2011

Name (s) _____

Address: _____

E-mail: _____

Directions to the first garden on Monday will be emailed to you.

Phone: _____

_____ VSLD Member /Spouse @ \$135.00 each \$ _____

_____ Non-Member/Guest @ \$165.00 each \$ _____

Total Enclosed Check (payable to VSLD) \$ _____

Registration is non-refundable.

Please mail check and registration form by June 10th to:

Yulita Ellis

VSLD Summer Tour Chair

388 Spring Lane

Gladstone, VA 24553

Please list any dietary concerns: _____

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