



## The Quarterly Newsletter of the Virginia Society of Landscape Designers

### Spring 2012

#### In This Issue:

1. President's Message
2. Introducing the Board for 2012
3. Treasurer's Report
4. Membership Report
5. LGBG Report
6. (Guest) Editor's Notes
7. LEED Green Associate Exam Prep Course
8. VSLD Studio Commences
9. Calendar
10. Officers and Committee chair contact list

#### Letter From the President

Where to begin? For starters we have a few new people on your Board and a few regulars who now have new jobs. We have two new directors – Kim League and Dave Chirico – and a new Treasurer, Susan Kappel. Christie Fargis took over the Membership Committee leadership, Michele Fletcher became the chair of the new Marketing/Social Media Committee, Eve Willis took the plunge and became Vice President, I moved to President and Chris is STILL the only member of the Board who knows how to use MailChimp (she tried to teach me, but it didn't take).

But that's not all that is new. This year, for the first time, the VSLD is going to build a garden display for the Maymont Flower and Garden Show. At the moment we don't know what the theme of this year's show will be, but I've been in contact with MAC Events and they promise me that that information will be available in the next couple of weeks. When they tell me, I'll (meaning Chris) will tell you. Last year our very own Kathy Brooks won a bunch of awards for a design she did for the CVNLA. Folks, we need to really WOW! the audience this year, so we need everybody to get on

board. We'll need volunteers to help collect materials, volunteers to help build the garden, volunteers to stand watch at the garden during the show and volunteers to help dismantle the garden at the end of the show. So start thinking about what you can do for the show. Notice that I didn't mention anything about volunteers to help design the garden. That's because I have something different in mind for that – read on.

This year's theme for the summer tour is – It's Not Chuck's Garden Anymore. The "Chuck" here refers to that Gillette guy who most Virginians think is the second coming of Olmstead. The tour is kind of an irreverent look at the techniques/styles that are the new way of landscaping and how un-Gillette they are. The summer tour starts Monday evening, July 23<sup>rd</sup> with a Hawaiian luau at Maymont Park. Dress code is beach casual – Hawaiian shirts and grass skirts optional. But bring your favorite drawing tools because while we enjoy the hospitality of the Islands, we'll also be having a design charette for the Maymont display garden. Tuesday the 24<sup>th</sup> is when the actual tour starts as we will be going to the state Capitol for a tour of the new green landscaping that was installed during the past few years. We will have the privilege to be escorted by the designers of many of those features – Chris Hale and Chris Sonne. Tuesday also includes a green roof at VCU that utilizes not just sedum but native plants as well. From there we will tour a couple of urban farms with a handful of City green projects thrown in. Wednesday we will visit a few very un-Gillette private residences, one on Grove Avenue (Chuck's old neighborhood) that has a green roof and a green wall among other features. Details on price and lodging options will be available soon, but go ahead and save the dates now.

If you keep reading this newsletter, you'll come to an article that is going to run in the next VNLA newsletter about the VNLA offering LEED Green Associate exam prep courses at Lewis Ginter this summer. FYI – the prices for this class will be EXTREMELY reasonably priced, if you are a VNLA member. They will still be reasonably priced even if you're not, but if you've been

on the fence about spending the money to join the VNLA, this might be the time.

Well, that's about all I can think of. Hope I didn't butcher the English language too badly. If you have any questions about anything you read here, just ask. If I don't know the answer I'm sure I can make something up that will satisfy you long enough for you to forget what you asked.



### **Introducing your 2012 VSLD Board:**

Pictured, left to right:

Eve Willis, Vice President; Tom Thompson, President; Yulita Ellis, Director; Chris Coen, Past President; Susan Kappel, Treasurer; Christie Fargis, Director and Membership Chair; Brian O'Neil, Secretary; Monit Rosendale, Certification and Website Chair; David Chirico, Director.



(Missing: Kim League, Director; Michele Fletcher, Marketing Chair – she's also VSLD's "official" photographer, and is taking this photo!)

### Treasurer's report:

--Susan Kappel--

As of April 15, 2012

Balance 1/1/12:	\$19,008.21
Income:	\$6,008.00
Expenses:	\$7,234.19
Balance 4/15/12:	\$17,782.05

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### Membership Report:

--Christie Fargis--

Certified members:	100
Associate members:	6
Student members:	11
Honorary members:	3

Total: 120

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### Lewis Ginter Botanical Garden Information:

--Kay Moore, Liaison--

The next time you visit Lewis Ginter, take a tour of the renovated West Island Garden. Work has included dredging, stabilization of eroded bed edges, repair of damaged weirs, and replacement of boardwalks. This area focuses primarily on natives. There will be some replanting in the fall.

Another thing of interest is a Permaculture class that is to be offered this summer. Lisa Taranto will be the teacher and she intends to gear the class to design professionals. It has been submitted for certification by the Landscape Architect Continuing Education system for 10 continuing education hours. The class will run for five Thursdays from 6-8 pm beginning July 12th. More information is available at [www.lewisginter.org](http://www.lewisginter.org).

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### (Guest) Editor's Notes:

--Chris Coen--

No, I'm not your next newsletter editor. Helen Janele has volunteered to take over that role, now that Brian Bulman has moved to Austria (cue the envy!), but Helen had long-standing plans which would have interfered with the production of this newsletter, so I'm filling in.

Remember that what you see in the newsletter depends on member participation – if you see a particularly interesting article somewhere, we can ask for permission to reprint, but first you need to let us know it exists. We always need photos to include in the newsletter. Have a question you want to see posed to the membership? Ask the newsletter editor to include it in the next issue.

Below you'll find some items which have been distributed to VSLD via our MailChimp mail broadcast system, so you may have seen them before, but here they are again as a refresher if necessary and, for those who do not receive the MailChimp broadcast (generally because you have asked for paper delivery of the newsletter), these items are presented to make sure you're kept up to date.

**Facebook:** You all know that VSLD, in addition to having a beautifully updated website, now also has a Facebook page. We saw a great presentation at the winter meeting showing exactly why your business needs to participate in social media. Recently, the Board voted to award two CEUs to each certified member who creates a business Facebook page and links their page to the VSLD Facebook (which you do via a Like). You can do this even if you do not have a personal Facebook account; business Facebook pages are visible, and available, to everyone. Come join the social media surge! (We hope to have future articles about how to do some of this stuff; if there is a particular topic you want to see discussed relating to marketing and social media, please let committee chair Michele Fletcher hear from you – [plantlover@ntelos.net](mailto:plantlover@ntelos.net).)

**MAC-ISA Certification Courses Scheduled:**

The Virginia Dept. of Forestry has announced a series of International Society of Arboriculture certification courses, taught by Joe Murray. Each is worth 24 ISA CEUs.

June 12, 19 and 26, Fairfax, VA

July 17-19, Abingdon, VA (certification exam to be offered on the Friday immediately after the course)

December 4-6, Charlottesville, VA (certification exam to be offered on the Friday immediately after the course)

Register online or download brochure [www.mac-isa.org](http://www.mac-isa.org). Call 703-753-0499 or email [admin@macisa.org](mailto:admin@macisa.org) for additional information.

**Late-breaking news:**

I think you'll all be pleased to hear that, once again, VSLD has agreed to sponsor a summer horticulture intern at the Maymont estate. Our contribution provides a stipend for the summer internship program to support students seeking a degree in a horticulture related field as they gain the experience necessary for a successful career in our industry.



**Save The Date – LEED Green Associate Prep Course:**

--Tom Thompson--

On Wednesday, August 22<sup>nd</sup>, and Thursday, August 23<sup>rd</sup>, at Lewis Ginter Botanical Garden in Richmond, the VNLA will offer prep classes for the LEED Green Associate exam. Classes will start at 8:30am and end at 12:30pm and will be presented by Sustainable Design Consultants. This is the first of hopefully several classes offered regionally throughout the state. Other possible sites will be in Tidewater – probably at Lancaster Farms, Charlottesville, Northern Virginia and Southwest Virginia. There will only be 30 seats available for this class.

There are only two ways to qualify to sit for the LEED Green Associate exam. The first is to actually work on a LEED certified project. Second is to have taken a class, like the one being offered here and receiving a certificate of completion. The certificate will allow you to sign up to take the exam. Exams are administered by a separate organization and are not included in this program.

LEED (Leadership in Energy and Environmental Design) is a rating system for green construction projects and as such is geared toward the building trades. Where do we fit in? Ask anyone at River Bend Nursery and anyone who installs their LiveRoof green roof system. Do you install concrete pavers? How many square feet of your installations qualify as porous paving? That square footage is increasing and will increase even more. Do you build rain gardens? How about bioswales? Do you install irrigation? Drip? Smart timers? If you answered yes to any of these, you should take this class and get accredited. If you answered no, well.....

I recently took the very same class the VNLA is offering, taught by the same people we contracted to teach our class. It was offered free of charge by the City of Richmond. I was in a class with architects, builders (large and small), developers, and a bunch of city department heads – Elizabeth and I were the only landscapers in the room. We gave out business cards to a bunch of potential customers. But did you notice the part about the City of Richmond offering the class for free? Richmond is just a little better off financially than Detroit. For them to give anything away for free is unheard of. Richmond has also started going green recently. The free LEED class tells me that they are serious about it. Soon that LEED Green Associate label that you have on your website or Facebook page will mean money.





**VSLD Studio commences:**

--Chris Coen--

At the winter meeting, some folks commented on how much they'd enjoyed getting to talk with other designers, share problems and ideas, and see the designs we'd shared from our portfolios. I think we probably say that every year and then go home and forget about it. This time, however, an idea arose, and I want to follow up on it: a regular get-together, especially of folks who otherwise generally work alone but including anyone who wants to participate—a studio. A *salon*. It would be a time for sharing ideas and problems and for learning from and supporting one another. If you've ever worked in collaboration, whether in school or professionally, you'll know what I'm after here.

When does Studio convene, you ask? May 21, 2012, from 2-5 PM, we will meet in the Tuckahoe (Henrico County) Library Branch's meeting room, just inside and to the right of the front doors. Directions are on their website:

<http://www.henricolibrary.org/Libs/tu.html>.

I don't want this to sound like some regimented classroom set-up; if you need to be elsewhere for whatever reason, catch up with us the next time, or the one after that. It's all voluntary. More than that, it's supposed to be fun!

Please do come join us in the Studio.



*Philadelphus* blossoms (Photo credit: Chris Coen)

## 2012 Calendar of Events & Meetings

### May 21, 2012:

**VSLD Studio**, 2-5PM, Tuckahoe Branch Library meeting room, Henrico VA.  
Come collaborate/generate/cogitate and see what your fellow designers are working on. Bring your drawings and implements!

### July 23 - 25, 2012:

#### **VSLD Summer Tour - "It Ain't Chuck's Garden Any More"**

Tour sustainable, beautiful gardens - both industrial and residential - in Richmond. Luau dinner on Monday evening; plan to participate in charette to brainstorm design for VSLD Maymont garden display!

### August 8-9, 2012:

**VNLA Field Day**, Battlefield Farms, Orange VA

### August 22-23, 2012:

**LEED Green Associate Exam Prep Course**, Lewis Ginter Botanical Garden. Sponsored by VNLA.

### October 1-4, 2012:

**8th Annual Eastern Native Grass Symposium**, Charlottesville VA.

<http://www.cpe.vt.edu/engs/index.html>

### January 9-11, 2013:

**MANTS**, Baltimore MD

### February 3-8, 2013:

**Mid-Atlantic Hort Short Course**, Newport News VA

### February 8 - 10, 2013:

**Maymont Flower and Garden Show**, Richmond VA. VSLD will have a garden display!

Plan to come help us make this appearance unforgettable!

## Officers & Directors 2012

### **Officers**

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