



The Quarterly Newsletter of the Virginia Society of Landscape Designers

Winter 2014

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President's Letter:

Well, here we are in the first week of March and it seems a lion is knocking at the door! Again. I believe we are all more excited for spring than ever before.

Our recent Winter Meeting was lovely. Denise Hargraves organized another impressive event at

Gari Melchers Studio in Fredericksburg. It was a spring-like day and the sun was intoxicating. Our speaker Claire Sawyers delivered an inspiring program. We accomplished some business, but most of all we enjoyed a day to connect with old and new designer friends. I would especially like to congratulate our design contest winners: Chris Coen, Michele Fletcher, and Kim League. Also, I would like to thank all those who brought designs to share.

The VSLD started strong with a successful show at MAHSC. This year it was expanded into a full week including a 'Homeowners' Day'. The new pop-up booth made an appearance at the PLA in beautiful Charlottesville at the Paramount. Next, the VSLD made its maiden

voyage at the Richmond Home and Garden Show. We have handed out thousands of brochures over the past few months and are very excited to visit new venues and events over the coming year!

Your VSLD Board has worked hard together as a team this past year, and taken on a mission to reach out to new members. Whether it is a student member that is ready to submit for certification or a potential associate member, our goal is to be sure they understand the value and support that accompanies membership with the VSLD. We are developing working relationships with students from programs ranging from post-graduate to community college to high school levels. We continue to encourage applicants through our mentorship program.

When you receive your renewal envelope, please note the application for Associate Members. Most of us have wonderful relationships with other professionals in our industry that are not designers. This could be your local nursery, stonemason, grower, or any other professional in the landscape industry. By becoming an associate member, they will be able to advertise in our quarterly newsletter and be encouraged to network at all of our social and educational events. You will also note that there is a survey enclosed. We, as a board, need your feedback to better serve you. I strongly encourage you to complete the survey and return it to Chris Coen, Secretary, as soon as possible.

In closing, I'd like to thank our energetic and forward-thinking board for the never-ending support and hard work during the past year. I have been blessed to have had the opportunity to work alongside each and every one of you. I am inspired by Katie Sokol and know she will be a wonderful president! Have a terrific 2014!

Happy Spring...Best Wishes...Eve



Eve and the new banner booth at PLA

Membership:

As of February 21, 2014, our society includes 103 members: 89 certified, 5 student, 1 associate, 3 honorary, and 5 liaison members.

In the past quarter, VSLD has welcomed new members Brian Hermsmeier (certified); Anna K.M. Best (student); Jamesetta M. Walker (student); and Jerry Zsoldos (student).

A complete list of our members, including associates and students, can be found on our website at www.vsl.org.

Treasurer's Report:

Income/Expense by Category
1/1/2013 through 12/31/2013 (Cash Basis)

Starting balance:	\$19,373.32
Category	
[Income]	
Application Fee	50.00
Dues	9,655.00
Other Income	3,244.00
Scholarship Fund	360.00
TOTAL [Income]	13,309.00
EXPENSES	
Advertising (Business)	9,631.90
Board Expenses	1,271.02
Dues and Subscriptions	55.00
Embossers	137.12
Gifts & Donations	400.00
Insurance (Business)	325.00
Office Expenses (Business)	32.28
Postage and Delivery (Business)	115.42
Printing and Reproduction (Business)	627.64
Regional Meeting Expense	57.52
Summer Tour Expense	88.19
Winter Meeting Expense	2,222.83
TOTAL EXPENSES	14,963.92
Ending balance:	\$17,468.40
Overall difference:	-1,654.92

VSLD at Large!

This year, VSLD once again sent our large booth to the Mid-Atlantic Horticulture Short Course held January 12 – 17 in Newport News. We also sponsored a social hour for members and those attendees interested in landscape design. Thanks to Diane Roselius for coordinating the social event (and sending us photos), and to Peggy Krapf for getting the booth set up!

And, on February 20, the new banner made an appearance at the Piedmont Landscape Association annual seminar in Charlottesville. Thanks to Eve Willis for making this possible!

ANNOUNCEMENTS

Who/What/Where:

VSLD Associate Member Brevo Trees would like to announce the hiring of Ed Yates as their manager. Brevo Trees is a wholesale nursery located on the James River in Fluvanna County, which specializes in growing a wide variety of quality deciduous and evergreen trees. Ed will be joining an already established and successful team.

Ed has spent the past six years serving as the Nursery Manager for J.W. Townsend Landscapes in Charlottesville. He is looking forward to working with and learning from existing staff as well as current and potential clients.

Top Trends:

ASLA has their list of hot ideas now trending according to their membership. Tell us: what has you excited about landscape design? What trends are you seeing in your part of the state, or in other areas (or even other states or countries), that have you and other designers talking?

Booth Appearances and Volunteer Opportunities for 2014:

Mid Atlantic Horticulture Short Course (MAHSC) (Newport News) - social; large booth, Jan.12-17

Piedmont Landscape Assoc.(PLA) (Charlottesville) - banner/small booth, Feb. 20

Richmond Home and Garden Show - large booth, **volunteers needed** Feb. 28 - Mar. 2

Garden Fair @ State Arboretum, Boyce - large booth, **volunteers needed** May 9 - 11

VNLA Field Day/VSLD Summer Tour August?

State Fair - large booth, **volunteers needed** Sept. 26 - Oct.5

Gillette Forum, Lewis Ginter Botanical Garden - small booth/banner, Oct.23-24

Keep Virginia Beautiful:

In November, Susan Kappel met with Mike Baum, Executive Director of Keep Virginia Beautiful (KVB). We were looking for ways VSLD could contribute to KVB's mission supporting and encouraging recycling and clean up of public areas. While KVB does not generate specific civic beautification projects, they do, however, have access to grant money for such efforts. Baum suggested that, if you are interested in working on a beautification project in your area, you contact the recycling/beautification person in the local city or county government for a list of places they would like to improve. If you come up with a project, you can then apply for grant money from KVB. Involvement at the county level can bring great opportunities for marketing your business and our society as well.

Winter Meeting Report

By Chris Coen

**Saturday, February 22, 2014
Gari Melchers Studio Pavilion
Fredericksburg VA**

Following a social hour which included the sharing of portfolios and opportunities to examine the entries for this year's design contest, the gathered members of our society assembled for the annual business meeting. Outgoing president Eve Willis described VSLD's accomplishments this past year--a new booth, a private Facebook group just for members, website improvements, allowing distant board members to participate more fully and with less personal cost by attending quarterly meetings via Skype.



2014 Officers and Committee Chairmen

Proposed changes to the VSLD by-laws, circulated in advance, were voted upon and approved. The new by-laws as approved are below.

Past President Tom Thompson presented a slate of members for election, which was approved unanimously. Your new officers are President, Katie Sokol; Vice President, Tom Thompson; Treasurer, Susan Kappel; Secretary, Chris Coen; Directors, Theresa Biagioli, Kim League, Jeff Klingel, and Vic Meadows. (See us pictured above - missing from the photo are Kim League and Vic Meadows.) Terry Tosh received the President's Spirit Award, and Michele Fletcher and Chris Coen were called out as Most Valuable Players for their efforts on behalf of the board this year. For the design contest, the winner in the color category was Chris Coen and the winner in the black and white category was Michele Fletcher.

After a delicious lunch, we were treated to a lecture by guest speaker Claire Sawyers on The Authentic Garden. Ms. Sawyers, whose background includes a degree in horticulture from Purdue University and a Longwood Fellowship and who has been director of the Scott Arboretum at Swarthmore College since 1990, discussed the principles she feels instill a sense of authenticity into gardens: capturing a sense of place; deriving beauty from function; using ordinary materials; and connecting the inside of the house and the individual to the garden.

Virginia Society of Landscape Designers By-laws

ARTICLE I

NAME

The name of the society shall be Virginia Society of Landscape Designers.

ARTICLE II

The purpose of the Society shall be:

Section 1. To promote the professional competence of its members in their profession of landscape design and in associated fields.

Section 2. To promote education and research in every aspect touched by the above profession. This promotion is to include formal education given on college level by state and private colleges and universities and in any other manner, formal and informal. Research programs are to be encouraged by schools, colleges, and individuals.

Section 3. To endeavor through the Society and the co-operation of its members to make Virginia a more beautiful and satisfying state in which to live, to help protect the natural resources of land, water, and forests and to help bring the design of all outdoor areas including home grounds, churches, schools, commercial and industrial areas, parks, and roadside developments to the highest state of beauty and usefulness.

Section 4. To promote exhibitions and contests in landscape design and development.

Section 5. To hold showings of competitive designs by the members and others and arrange for suitable recognition and awards for meritorious work.

ARTICLE III

MEMBERSHIP

Section 1. The membership of the Society shall consist of those persons whose names are listed at the end of the original draft of the Constitution and By-Laws and such additional members as may hereafter be elected to membership. No person shall be considered for membership until proposed in writing by a member in good standing and endorsed in writing by at least one other member in good standing. The proposal and endorsement shall be filed with the Secretary and will be considered by the Board of Directors at their next scheduled meeting.

Section 2. Members may submit endorsements of or opposition to the election of the members to the Secretary in writing and all such expressions of the members shall be submitted to the Board of Directors when the proposal for membership is considered by the Board.

Section 3. Any member desiring to appear before the Board in support or in opposition to the election of a member may notify the Secretary, and if this is done, the Secretary shall give such member notice of the time and place of the meeting at which the proposal will be considered.

Section 4. The affirmative vote of three-fourths of the members of the Board of Directors in attendance at the meeting shall be required for election to membership. The Secretary shall promptly inform the new member of his election or rejection.

Section 5. Membership categories shall include:

(A) Certified Landscape Designer: A Certified Landscape Designer member has met all membership qualifications listed in Article III, Section 1-4, plus the requirements of the Certification Program and has paid a one-time application fee;

(B) Associate: An Associate member is a member of an allied trade/profession or a supporter of the Society, but not actively involved in landscape design;

(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.

Only certified members have voting privileges and/or the use of the letters V.S.L.D. following their name.

Section 6. To maintain certification, a Certified Landscape Designer member must be current on annual dues and complete a minimum of ten (10) hours of continuing education every year on landscape design-related subjects, achieved through related workshops, short courses, seminars, college courses, or VSLD educational events.

Section 7. The seal of the Society will be considered property of the Society. Members in good standing may use the seal on their official documents so long as that member remains in good standing, but must cease use of the seal immediately upon departure from the Society.

ARTICLE IV

DISCIPLINE OF MEMBERS

Section 1. Any member who is two months in arrears in the payment of dues shall be notified in writing by the Treasurer, at his last known address as it appears on the records of the Society, and advised that, unless his dues are paid within one month after the notice is sent, he may be expelled from membership. In the event the dues are not paid within the period of one month after notification, the Board of Directors may, by a vote of three-fourths of members in attendance at the meeting, expel the delinquent from membership.

Section 2. Any member charged with conduct unbecoming a member and against whom such charge is sustained, after due and proper hearings before the Board of Directors, at which hearing the member shall have the right to be present, may, by a vote of three-fourths of the members in attendance at the meeting, be expelled from membership. The decision of the Board of Directors shall be final and there shall be no appeal therefrom.

Section 3. Any certified member not maintaining the requirements of a Certified Landscape Designer may only be reinstated as a certified member after paying a reinstatement fee set by the Board and becoming current on all certification requirements.

ARTICLE V

OFFICERS AND THEIR DUTIES

Section 1. The officers of the Society shall be a President, a Vice-President, a Secretary and a Treasurer. One person may be elected to the last two offices.

Section 2. The officers shall be elected for a one-year term and shall hold office until the adjournment of the annual meeting at which their successors are elected.

Section 3. The President shall be the executive officer of the Society, shall preside over all meetings of the membership and of the Board of Directors and be an ex-officio member of all committees. He shall perform such other duties as usually pertain to the office of President.

Section 4. The Vice-President, in the absence of the President, shall preside at all meetings of the Society and of the Board of Directors. He shall perform such other duties as usually pertain to that office and such as may be assigned to him by the President or the Board of Directors.

Section 5. The Secretary shall keep the records of membership and the minutes of the meetings of the Society and the Board of Directors. He shall issue notices of all meetings of the membership and of the Board of Directors and any other notices required by this Constitution and By-Laws. He shall perform such other duties as usually pertain to that office and such as may be assigned to him by the President or the Board of Directors.

Section 6. The Treasurer shall send out statements for dues due by members, collect the dues and other funds payable to the Society and disburse the same on order of the Board of Directors, keeping proper records of all receipts and disbursements. His accounts and books shall at all times be open to the inspection of the President, the Board of Directors and any authorized auditors. He shall make a report at the annual meeting of the Society and at such other times as the President or the Board of Directors may require. He shall make a report to the Secretary of any member two months in arrears in payment of his dues.

ARTICLE VI

BOARD OF DIRECTORS

Section 1. The Board of Directors shall consist of the officers of the Society, the immediate past-president, and four members elected for a two-year term from the membership at the annual meeting. The elected members shall hold office until the adjournment of the annual meeting at which their successors are elected. Of the elected non-officer members serving, one-half (1/2) will retire annually.

Section 2. Honorary Directors may be elected at the discretion of the Society, with the same powers and responsibilities as other directors.

Section 3. The Board of Directors shall determine the policies and activities of the Society, elect and discipline members, approve the budget and approve all bills for payment. It shall hold regular meetings at such times and places as it may fix and special meetings on call of the President or any three of its members. Notice of the time and place fixed for any special meeting shall be given to all members of the Board by the Secretary, either by mail or by electronic means, at least three days before the meeting.

ARTICLE VII

MEETINGS

Section 1. The annual meeting of the members of the Society shall be held at such time and place as may be fixed by the Board of Directors, or determined by the members in a duly called meeting.

Section 2. A special meeting shall be held at any time on the call of the President or the Board of Directors or as determined by the members in a duly called meeting. Written notice of the time and place of all meetings shall be sent to each member by the Secretary at least two weeks before the meeting. One-third of the members of the Society shall constitute a quorum.

ARTICLE VIII

ELECTIONS

Section 1. The officers and directors shall be elected at the annual meeting. There shall be no voting by proxy.

Section 2. The President, at his discretion, may appoint a nominating committee to make nominations of officers and directors provided, however, that the Board of Directors, at its discretion, may require the President to appoint such a committee and make provisions as to its deliberations and report. Additional nominations may be made from the floor at the annual meeting for any office or the Board of Directors. A majority of the votes cast shall be necessary to determine the choice of any officer. In the event any ballot does not show a majority for any nominee, then the nominee having the lowest number of votes shall be dropped and another ballot shall be taken. This practice shall be continued until a nominee receives a majority of the votes cast.

Section 3. If the names of more than the number of directors to be elected are placed in nomination, the members receiving the highest vote up to the number to be elected shall be declared to be elected.

Section 4. In the case of a vacancy in any office (including that of a director), the vacancy may be filled by the Board of Directors.

ARTICLE IX

REVENUE AND FINANCE

Section 1. The amount and time of payment of the annual dues shall be fixed by the Directors. In addition, at their discretion, they may require payment of an initiation fee by new members and determine the amount thereof.

Section 2. The Board of Directors shall determine the depository or depositories to be used by Treasurer and the manner in which checks on the funds on deposit shall be signed.

ARTICLE X

RULES OF ORDER

Section 1. Robert's Rules of Order shall be the parliamentary authority for all matters of procedure not specifically covered by these By-Laws.

ARTICLE XI

AMENDMENTS

Section 1. Any amendment to this Constitution and By-Laws may be adopted by a two-thirds (2/3) vote of the members present at any meeting of the membership provided written notice of the proposed amendment shall have been given to the members at least ten days before the meeting.

ARTICLE XII

DISSOLUTION

Section 1. In the event of the dissolution of the Virginia Society of Landscape Designers, the total assets shall be distributed to another 501(C)(3) organization, in accordance with the Internal Revenue code. No assets can be distributed to an individual member.

Rev: February 22, 2014

Blog Roll

Winter is a great time for designers to catch up on the thoughts and plans of fellow garden designers. Below is a selection of blogs VSLD members are reading this winter. If your favorites are not here, tell us what they are!

<http://landscapeofmeaning.blogspot.com> - the blog of landscape architect Thomas Rainer. Rainer gardens in Washington, DC. His blog explores the naturalistic garden design movement. From his bio: "Thomas thinks you should use more natives, plant in humongous masses, and loosen up that landscape, for crying out loud." Recently, he has been musing on the aesthetics of ecology. When you read his blog, be sure not to miss the comments to each entry; an astonishingly valuable amount of discussion goes on in them.

<http://gardenrant.com> - Garden Rant has been around for eight years now and has received positive attention from many landscape professionals for the bloggers' no-holds-barred examination of trends in the industry. There's actual give and take in the comments following each entry. The blog entries are short, but there are usually several of them in a given day to make up for the brevity. In essence, Garden Rant's bloggers strive to stir the pot and get folks thinking.

<http://deepmiddle.blogspot.com> - the blog of Benjamin Vogt. Benjamin, whose garden is located in Lincoln, NE, is a vocal crusader for re-establishing not only natives, but the entire biome they belong to. From his blog: "Gardening is a moral act. Gardening is an act of learning about your local ecosystem, getting in tune with it, and gardening / living on a higher level -- a level of connection we work hard to sever in our managed landscapes; native plants can mend the break as local ecology is

witnessed." If you're looking for impassioned commentary on natives and why Benjamin believes they should be our top priority, this is a good place to start.

<http://atidewatergardener.blogspot.com> - this blog is primarily a series of photo essays, but they're of our own Tidewater area and the plants and skies and topography, and challenges of gardening here, will be familiar to us. The blogger, Les Parks, is Curator of Herbaceous Plants at the Norfolk Botanical Garden.

<http://blackwalnutdispatch.com> - the blog of Mary Gray, a graduate of the George Washington University Landscape Design program. In a recent post, Mary blogged about designing for entropy, focusing on a subject I think many of us are pondering: "The question is, **how much wildness to invite in, and how to manage it?** We are only human after all; we will not thrive if we have kudzu clogging up our dryer vents. But surely we can embrace a bit more looseness, a bit more variety, and yes, even **entropy** out here in Suburbia without everyone freaking out all over the place."

<http://www.rhonestreetgardens.com> is another photo blog, this one set in Portland, OR and featuring blogger Scott Weber. Lovely shots of plants throughout the year, which without preaching demonstrates why a little more entropy is such a positive, beautiful thing.

<http://www.thehighline.org/blog> - this one's a blog all about the High Line, a garden designed by Piet Oudolf to occupy what had been a raised train embankment in New York City. Julie Moir Messervy rates the High Line as a must see, and this blog explores the garden in many seasons. If you're looking for more photos of this garden, check out <http://www.flickr.com/groups/friendsofthehighline/pool/>.

<http://federaltwist.com> - James Golden's blog detailing the evolution of his New Jersey garden, Federal Twist. James says his garden is good for nothing, but the blog has a huge following amongst those in the industry. If Mary Gray's Black Walnut Dispatch is about designing for entropy, James's blog is about what happens when you "plant[] highly competitive plants and see[] how they live with each other." In other words, this is *Nature* directing the design. Lots of photos.



Asclepias tuberosa (Chris Coen)

roundtable discussing the challenges of applying these ideas to actual design projects. ~ Chris

Plant Milkweed!

by Meg French

There are fourteen species of milkweed (*Asclepias* spp.) that are native to Virginia and occur throughout the diverse environmental communities across the state. Milkweeds are vital for the survival of Monarch Butterflies (as it is its only "host" plant for reproduction) and also provides an abundance of quality nectar for many other pollinating insects and hummingbirds.

Throughout the state, the Milkweed populations are being rapidly lost due to the onward "progress" of

The following article is second in the pollinators series we're exploring this year. For the final article, we hope to bring you the results of a designers'

urban sprawl and commercial farming. Milkweed was often found commonly in pastures, meadows, edges of woods, farmlands and roadsides. Now, whole habitats, to include the presence of milkweed, are disappearing and are being replaced with man's choices, most of which have no opportunities for beneficial native plants, especially milkweed. Even commercial farming (especially distressing when planting GMO crops) regularly spray herbicides to eradicate the undesired vegetation in the row crops and along the perimeter of the farmed land previously rich with Milkweed.

Now as we look toward our future, we, as "good steward" landowners, need to see our own yards as opportunities for "replacing" that which has been lost.

The Xerxes Society stated that despite "the native status and value to Monarch Butterflies and a diversity of other pollinators, milkweeds are sometimes perceived as weeds and are eradicated." The gardener's definition of a "weed" is "any plant that is growing where we don't want it to." We need to work to remove Milkweed from our "weed" list and add it to our "desired" garden plant list. Planting milkweed will impart a great infusion of benefits and enhance pollinator populations.

There are a number of ways to obtain milkweed. One of the easiest ways is to collect and plant milkweed seeds from plants that are already growing natively. Native plant nurseries, native plant Society sales, butterfly society plant sales and often local botanical garden plant sales are sure bets. The most commonly found milkweeds for purchase are Common Milkweed, Butterfly Weed, and Swamp Milkweed. Two nice Swamp Milkweed cultivars are 'Cinderella' (pink) and 'Ice Ballet' (white).

A few of the larger nursery/growers are just beginning to grow and sell types of milkweed in response to the developing demand for it. Let's support this demand!

Now, for the first time in its history, gardening has taken on a role that transcends the needs of the gardener. Like it or not, gardeners have become important players in the management of our nation's wildlife. It is now within the power of individual gardeners to do something that we all dream of doing: to make a difference.
-- Doug Tallamy, Bringing Nature Home

So, let's all make a difference!!

2014 Calendar of Events & Meetings

March 20, 2014

Shenandoah Valley Plant Symposium

<http://www.virginia.org>Listings/Events/ShenandoahValleyPlantSymposium/>

April 26-May 3, 2014 HISTORIC GARDEN WEEK IN VIRGINIA
sponsored by the Garden Club of Virginia
<http://www.vagardenweek.org/>

April , 2014, 10th ANNUAL SPRING GARDEN FEST
J. Sargeant Reynolds Comm. College – Goochland
Contact: 804-556-5841 or www.gpmga.org

May 9 – 11, 2014
Garden Fair @ State Arboretum, Boyce VA

August 14-15, 2014, VNLA Field Day and VNLA/VSLD Summer Tour
Blacksburg

September 26 – October 5, 2014

State Fair

Tentative Date--October 23-24, 2014
[Rescheduled from October 2013]

Biennial Gillette Forum, Lewis Ginter Botanical Garden, Richmond VA,
[C coinides with 2014 30th Anniversary of LGBG]

January 14-16 , 2015, MANTS
Baltimore Convention Center
Contact: 800-431-0066 info@mants.com www.mants.com

The *Virginia Society of Landscape Designers* has set the following guideline for newsletter advertising space:

Rates per issue are as follows:

Member rates:

Business card	\$20
1/4 page	\$25
1/2 page	\$50
Full page	\$100

Non-member rates:

Business card	\$40
1/4 page	\$50
1/2 page	\$100
Full page	\$200

Ads should be "camera or copy ready" and submitted to the newsletter editor by the posted deadlines. For upcoming year, deadlines are: April 30th for Spring issue, July 30th for Summer issue, October 30th for Autumn issue and by January 30th for Winter issue. Payment should be submitted to the treasurer by the deadline. For additional information, call Helen Janele, editor, at (757) 867-6099. Email: ecoscapes@cox.net.

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Officers & Directors 2014

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