

VSLDnews



Winter 2008/2009 *President's Message:*



Dear VSLD Members,

As I write this, the 44th President will be inaugurated. What a wonderful sense of possibilities Obama has inspired. Possibilities are what we, as landscape designers do for our clients. Although winter is traditionally a quiet time in our profession, it is a great time to look out at the landscape and visualize what spring can bring.

*Reminder:
Winter Meeting is
February 7th*

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As the year enfolds, one of the key issues facing our association has been the legislation introduced by Senator John Watkins on behalf of the Virginia chapter of the American Association of Landscape Architects [VAASLA]. Historically past attempts by landscape architects to regulate their profession have been opposed by VSLD. Our Society was organized initially to be a voice for landscape designers and to protect our right to engage in landscape design. Virginia is one of the few states that does not license landscape architects. VAASLA wants parity with the engineers and architects and seeks licensure.

In October VAASLA came to the Board and did a presentation on the draft legislation they were preparing. We were invited to review the draft and suggest changes. The Board did suggest several revisions which were reviewed by legal counsel. In each case VAASLA accepted our requests. A substitute bill is now to be introduced to the General Assembly for review by committee. This Bill has been crafted in order to protect landscape designers and other occupations in the green industry. It is with this in mind that the Board decided to support it.

Our annual Winter Meeting is February 7th. An easy drive over the Rappahannock River for me, but Denise Hargraves and I hope having it in Fredericksburg will

entice our Northern members to join us. And making it a lunch meeting should make it easier for those of you coming from the South, East and West! Denise has arranged a wonderful program and location—please thank her for her hard work!

Scott Creery will be presenting the annual landscape awards at the Winter Meeting. It's always exciting to see our members' work. Eve Willis did a great promotional article on last year's winners in the Nov/Dec issue of the Virginia Gardener. This is good publicity for VSLD and for the winners--Michelle Fletcher continues to help coordinate these articles for advertising space. Please contact her with ideas, photos or an essay. Also think about entering this year's Design contest!

Summer will find us on tour on the Eastern shore. Peggy Krapf is organizing this year's tour. Please consider volunteering your help. More details to come at the Winter Meeting and our next newsletter.

As I write the last lines of my last missive as President, I would like to thank everyone on the Board. VSLD is lucky to have such dedicated volunteers. As secretary Nanette Parsons does a huge undertaking each year with collecting dues, updating the website database and printing the annual brochure; Chris Coen has been an efficient "machine" handling the booth and coordinating volunteers, as well as being an invaluable help to me personally and VSLD working on the licensure legislation. There is no nicer camaraderie than what greeted me each Board Meeting. Thank you all!

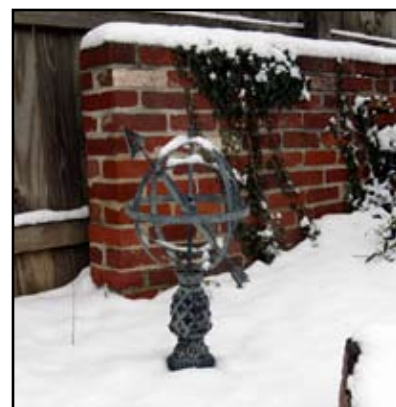


Photo Courtesy of Tiffany McCord

Cheers,
Margaret



Treasurer's Report

Nanette Parsons
As of 12/31/08

Checking Account	\$21,603.95
Savings Account	\$ 8, 089.28
TOTAL FUNDS	\$29,693.23

Secretary's Report

Jane Abbott

Membership Totals as of January 28, 2009

Associate Members	13
Certified Members	101
Honorary members	2
Liaison Members	4
Student Members	18
Total:	125

Please send any comments, articles, upcoming events, and pictures to
Tiffany McCord, newsletter editor at tsmccord@mac.com.

VSLD BOOTHWATCH

Winter 2008 edition

by Chris Coen, and VSLD Booth Coordinator Eve Willis
eve@creativelandscapedesign.com / 804-931-5489

I don't know about you, but the chill on the wind today sure is making me long for the warmth of summer and all the pretty colors. Walking in the back yard with the dogs, I check the fattening buds on the camellias, eyeball the protective scales on the viburnums, and wonder why I planted the hellebores where I can't see their lovely pale faces from the house!

And I think about the upcoming year's events. We have two booth appearances coming up soon - the Mid-Atlantic Horticulture Short Course and the Maymont Flower Show. We have dates and times for the Maymont show, and new booth coordinator Eve Willis is accepting volunteers for those booth slots - see the link in the table below for details on this show. Shortly thereafter, we will be looking at participation in the spring plant sale event at Lewis Ginter Botanical Garden.

Last year we had a fair number of new faces step forward and help introduce the public to VSLD, and I thank you all for helping out! Remember, working the booth is a very tangible way to boost VSLD's visibility with the public, and in the current economic climate that visibility becomes more important than ever. In addition, you can use the time and space to advertise your own business. Lay out your portfolio. Set up your brochures and your business cards. If you have one, prep your photo frame with photos of the work you've done, or for the shows where we can have the VSLD laptop in residence bring your thumb drive or a disc with your work and have it play on the laptop. You get into the show for free, you can attend the lectures offered in conjunction with the show, and if you're a certified member you get one CEU for each hour you work the booth and for each lecture you attend.

If you feel like you need help learning to market yourself, or would just prefer to work the booth alongside a more experienced member, please speak up and we'll be happy to help make that happen.

And, as always, if you know of a venue where you think the booth would be appropriate and where we can get enough participation from local members to work it, let Eve or someone else on the board know – we sent the booth last fall to a new venue at the request of a member and would love to broaden our reach as an organization to the betterment of us all!

February 19 - 22, 2009	Maymont Flower & Garden Show http://macevents.com/show.cfm/eventID/139 ***STILL HAVE OPEN SLOTS FOR VOLUNTEERS***	RICHMOND
April 30 - May 2, 2009	Spring Plant Sale at Lewis Ginter Botanical Garden ***VOLUNTEERS NEEDED***	RICHMOND

UPCOMING EVENTS WINTER/SPRING 2009

FEBRUARY

- February 4-5** CHESAPEAKE GREEN 2009
A Horticulture Symposium for the Chesapeake Region & Surrounding States
The Conference Center at the Maritime Institute, Brooklandville, MD
Contact: 410-823-8684, www.chesapeakegreen.org
- February 4-6** GARDENING IN AN ERA OF CLIMATE CHANGE: IS THE SKY REALLY FALLING?
Presented by Lewis Ginter Botanical Garden and the Central Virginia Nursery & Landscape Association at the Massey Conference Center, Lewis Ginter Botanical Garden, Richmond, VA www.lewisginter.org, 804-262-9887x222 www.cvnla.org
- February 7** VSLD WINTER MEETING
Doors open 11:30am at the Gari Melchers Home and Studio, Fredericksburg, VA
- February 12** 26th ANNUAL CENTRAL VIRGINIA LANDSCAPE MANAGEMENT SEMINAR
Sponsored by the Piedmont Landscape Association at the Martin Luther King Performing Arts Center, Charlottesville, VA
Contact: www.piedmont-landscape.org
- February 17** SANDY'S PLANTS DESIGNERS' DAY MECHANICSVILLE
8011 Bell Creek Road, Mechanicsville, VA 23111
9:00 a.m. to 2:30 p.m.
- February 18** VNLA BEAUTIFUL GARDENS® COMMITTEE MEETING
J Sargent Reynolds Community College, Goochland 10 am - 4 pm
Contact: 800-476-0055, BG@BeautifulGardens.org
- February 18** SANDY'S PLANTS DESIGNERS' DAY GAINESVILLE
Merrifield Gainesville Location
6895 Wellington Road, Gainesville, VA 20156
9:00 a.m. to 12:30 p.m.
- February 19-22** MAYMONT FLOWER & GARDEN SHOW
Greater Richmond Convention Center, Richmond, VA
www.MacEvents.com
- February 26** EXCITING EVERGREENS FOR THE LOW MAINTENANCE LANDSCAPE
Th., 8:30 am - 12:30 pm Lewis Ginter Botanical Gardens
Evergreens are perfect choices for year-round appeal. Beth Burrell discusses evergreen trees, shrubs, and perennial varieties that are low-maintenance, plus provide texture, foliage color and even some blooms. Class includes a garden walk to look at how Lewis Ginter Botanical Garden uses evergreens throughout the landscape. \$40 / \$30 members.
- February 28** LANDSCAPE SHORT COURSE: ART AND THE LANDSCAPE
Presented by Elin Haaga and Dan Marriott
From Renaissance Italy to the Hudson River School in New York, the history of pleasure gardens, urban planning, agrarian society, and the conservation movement hangs on the walls of Washington's art galleries. See page 9 for more information.
1:00 – 4:00pm, Location: National Gallery of Art

MARCH

- March 1-8** PHILADELPHIA FLOWER SHOW
“Bella Italia”, Pennsylvania Convention Center
<http://www.theflowershow.com/home/index.html>
- March 4** DIVERSIFYING YOUR TREEPHOLIO The New Urban Forest
8 am - 3:30 pm at Virginia Western Community College a Trees Virginia Workshop
www.treesvirginia.org Contact: 434-220-9024, becky.woodson@dof.virginia.gov
- March 6-8** RICHMOND HOME & GARDEN SHOW
“Green Spot”, sponsored by the James River Green Building Council at the Richmond Raceway Complex
Contact: 804-425-6556, atedesco@affinitygroup.com
- March 28** LANDSCAPE SHORT COURSE: GET THE JOB, SELL YOUR DESIGN: COMMUNICATION SKILLS 101
Presented by Elin Haaga and Dan Marriott
Effective public speaking techniques, creative presentations, and diplomacy are essential skills for every successful landscape designer. Learn how to sell your services by communicating effectively, setting expectations, and establishing a professional reputation. See page 9 for more information.
1:00 – 4:00pm, Location: TBA

APRIL

- April 4** LANDSCAPE SHORT COURSE: DESIGNER EYES
Presented by Elin Haaga and Dan Marriott
Successful designers effectively evaluate landscapes with a blink of the eye. Learn how to improve your visual acumen and critical eye as Dan Marriott takes you on a trip of discovery in your own city. See page 9 for more information.
1:00 – 4:00pm, Location: Foggy Bottom, Washington DC
- April 18** GET YOUR GREEN ON!
A Green Festival for the Whole Family sponsored by First Market Bank
Contact: Denise Bird, birdmarketing@aol.com
- April 18-25** HISTORIC GARDEN WEEK IN VIRGINIA
“America’s Largest Open House” presents four centuries of Virginia’s finest homes and gardens
www.VAGardenweek.org / 804-644-7776

MAY

- May 1-3** AZALEA SOCIETY OF AMERICA NATIONAL CONVENTION
Hosted by the Northern Virginia Chapter of ASA
Crowne Plaza Hotel, Herndon, VA
www.azaleas.org 703-242-8387, ASA-2009-VA@hotmail.com
Registration forms: <http://donalldhyatt.com/asa2009>
- May 2** SOUP TO NUTS: A PRACTICAL INTRODUCTION TO RESIDENTIAL DESIGN
Successful residential landscape design projects involve more than good design and beautiful plantings. Let Elin Haaga introduce you to the realities of designing and managing a successful project. See page 9 for more information.
1:00 – 4:00pm, Location: Bethesda
- May 1-2** Lewis Ginter Botanical Gardens – Plant Sale 9:00am

Framing the Booth

by L. Scott Creery, River City Gardens LLC

The VSLD now has a digital photo frame for use at the booth. We plan on using the frame at indoor venues where power is available. A slideshow presentation is programmed to run continuously. The slideshow incorporates pictures along with the wording in our “First Comes the Design...” handouts. Classical music plays while the slideshow is running. (There is a volume control when the music starts to drive you nuts.)

For those that are not digitally challenged the photo frame offers a great opportunity to showcase your own work and interact with potential clients. Many options are available for you to attach your own media while manning the booth. The frame has ports that accept the following:

SD, MMC, MS and xD cards • Compact Flash and Microdrive • USB devices • Flash drives

So load your best photos on one of these and simply enter into the frame. Your own slideshow will begin. The VSLD slideshow will resume when you remove your device. It's that easy.

The frame also has a touch screen that allows you to stop your slide show and pull up specific photos to discuss with potential clients. By touching the frame around the screen you can access this option. This may take a few minutes to become familiar with, but will be very useful in your presentation.

Our hope is that the photo frame will draw attention to the booth and to you while manning it. With both visual and audio enhancements this will bring a little life to the booth. Manning the booth is a great opportunity to find new clients as well as work on your sales skills. We'll hook'em, you reel'em in.

APLD REGIONAL BUSINESS WORKSHOP

A FRESH LOOK AT STRATEGY, THE CLIENT RELATIONSHIP & PROFITABILITY

How do you, the experienced landscape professional, re-think current practice? How can you move to a higher financial plateau? And how do you buffer yourself against the unpredictable ups and downs of the client relationship?

Catherine Wiersema has designed three connected sessions for this one-day workshop: The opening talk will focus on strategic positioning, so the audience gets to better understand where they belong in the competitive universe. Catherine will then walk through client relationships, where the respective designer and client roles will be dissected and a clear approach to the design cycle and contracts will emerge. Last, she will share her rigorous approach to pricing and profitability, and discuss budgets and their place in the selling of projects.

Make plans to be a part of this workshop, **Friday, March 27** at the Crowne Plaza Monroe in Monroe Township, New Jersey. 8:00 am – 5:00 pm

For info contact: APLD Headquarters, 717-238-9780

Location: Crowne Plaza Monroe 390 Forsgate Drive, Monroe Township, NJ 08831

ACKNOWLEDGEMENTS

Thank you to the following VSLD members for their generous contributions to the VSLD Scholarship Fund:



Margaret Douglas
Michele Fletcher
Stan Francis
Mike Hildebrand
Lisa Lipsey
Sue Thompson
Kathy Wulf



Presented annually, this scholarship is available to any community college student with an interest in landscape design. If you know someone who fits the criteria listed below, encourage them to apply. Download the application at our website www.vslld.org or click on the link below.

Annual VSLD Scholarship

Criteria Required:

1. Applicant should be a college student primarily interested in a career in landscape design
2. Must be currently enrolled in a curriculum which includes landscape design courses.
3. Minimum 3.0 cumulative grade point average.
4. Resident of Virginia.
5. Financial need may be a determining factor in the final decision.

ALL of the following items must be enclosed to complete your scholarship application:

- * Completed VSLD Scholarship Application with signature
- * Current college / university transcript
- * One-page cover letter describing your current studies and career objectives
- * Resume with work experience listed and names and contact information of at least 3 references

Deadline Date: March 31, 2009 (for 2009-2010 academic year)

Amount: \$500.00

The scholarship program is intended as an educational aid for a qualified student who intends to pursue a career in Virginia as a landscape designer.

[Printable Scholarship Application](#)

Return completed applications to your Community College Horticulture Department Head before March 31.

Scholarship applications are current only for the academic year submitted.

Failure to follow application instructions may result in your application being disqualified.

Recent VSLD News

Our Organization at Work

This past year, VSLD made a one-time contribution to the Marion Clark Memorial Scholarship for Sustainable Landscape Design at George Washington University. This program is offered in correlation with the Landscape Design Graduate Certificate. The mission of the Graduate Certificate in Sustainable Landscapes is to provide an innovative and relevant curriculum that reflects changing social attitudes towards the conservation and sustainability of our living environments. Landscape Designers will be called upon to provide design and implementation services that apply new strategies of plant and water conservation and energy efficiency. The Sustainable Landscapes program strives to provide advanced landscape design students and experienced landscape design professionals with a fundamental understanding of best practices in landscape conservation and sustainability, adapted to the small-scale landscape, at the neighborhood level.

Our Organization and the Law

On January 30, 2009, at the Senate General Laws Subcommittee Hearing there was no opposition to SB940 which could have potentially affected our rights to practice landscape design. Much credit goes to Board Members (particularly Chris Coen) and VSLD member, Virginia Rockwell for their diligence to negotiate and craft a bill that would protect our rights, as well as other green industry occupations.

Additional thanks to Nanette Parsons, Chris Coen, Virginia Rockwell and Monit Rosendale for braving the elements to attend the meeting. The next step in this process is approval by the Senate, introduction into the House and approval, and finally to the Governor for signature.

Support our Associate Members!!

Our Associate members and their companies, although not actively involved in landscape design, are engaged in fields that are directly related to landscape design. From outdoor lighting companies to floral design, outdoor kitchens to horticulturists, these members are effectively a network of support to our design community. They are not listed in the brochure or on the website, so we'd like to acknowledge their participation in the VSLD and also give our members a chance to support them.

Tom Conway
Smithfield Gardens, Inc.
1869 Bridge Road
Suffolk, VA 23433

Alan Hissem
Moonlight By Design
321 Nancy Drive
Hampton, VA 23669

Clay Johnston
Outdoor Lighting Perspectives of Southern Virginia
15315 Old Franklin Turnpike
Penhook, VA 24137

Neil Peterman
Hybla Valley Nursery, Inc.
2801 Beacon Hill Road
Alexandria, VA 22306

Paul Pietrowski
Outdoor Kitchen Creations
3915 Deep Rock Road
Richmond, VA 23233

David Pippin
David Pippin, Inc.
204 South Belmont Avenue
Richmond, VA 23221

Susan Smead
Heritage Studio LLC
2405 Buckingham Avenue
Richmond, VA 23228

Matthew Templeton
Illuminations Landscape Lighting, Inc.
11127 Cauthorne Road
Glen Allen, VA 23059

LANDSCAPE SHORT COURSES

Professional Development Series, Winter/Spring 2009

Landscape Short Courses have been designed to offer focused professional development opportunities. The courses are offered to landscape architecture students, and landscape architects and design professionals. For registration information or questions, please contact Dan Marriott, 202-686-2860 / dan_marriott@historicroads.org or Elin Haaga, 301-651-5050 / elinhaaga@mac.com. Each course is offered at a fee of \$145.00.

ART AND THE LANDSCAPE, Saturday, February 28, 2009

1:00 – 4:00pm, Location: National Gallery of Art, Washington, DC

Masterworks of art reflect the role of the landscape in culture and design. Symbolic references, romantic visions and literal depictions in painting capture our evolving views of the landscape over the centuries. From Renaissance Italy to the Hudson River School in New York, the history of pleasure gardens, urban planning, agrarian society, and the conservation movement hangs on the walls of Washington's art galleries.

GET THE JOB, SELL YOUR DESIGN: COMMUNICATION SKILLS 101, Saturday, March 28, 2009

1:00 – 4:00pm, Location: TBA

Communication skills are the key to landing a job and competing in a tight job market. How do you sell your skills and abilities? How do you distinguish yourself from the competition? What do your clients really want? Effective public speaking techniques, creative presentations, and diplomacy are essential skills for every successful landscape designer.

DESIGNER EYES, Saturday, April 4, 2009

1:00 – 4:00pm, Location: Foggy Bottom, Washington, DC

Successful designers effectively evaluate landscapes with a blink of the eye. Learn how to improve your visual acumen and critical eye as Dan Marriott takes you on a trip of discovery in your own city. Learn how to read the landscape, interpret patterns and draw conclusions relying on your powers of observation. From architecture oddities to the spacing of street trees and the strange patterns of pavement, amaze yourself (and your clients) as a new visual world is presented to you through your own designer eyes.

SOUP TO NUTS: A PRACTICAL INTRODUCTION TO RESIDENTIAL DESIGN, Saturday, May 2, 2009

1:00 – 4:00pm, Location: Bethesda, MD

Successful residential landscape design projects involve more than good design and beautiful plantings. Let Elin Haaga introduce you to the realities of designing and managing a successful project. From "Soup to Nuts" will provide the tools to guide you from initial client contact through the completed project. Learn how to balance your client's desires with practical realities, how to select a contractor, manage a budget, coordinate a project schedule, and supervise a site.

THE INSTRUCTORS

Elin Haaga has a landscape design firm based in Bethesda, Maryland specializing in residential properties and academic and religious institutions in the metropolitan Washington area. She graduated from the GWU Landscape Design Program and has been teaching landscape history at George Washington University since 1999. Elin has a BA in history and MA from Oxford University.

Dan Marriott is a landscape architect and city planner with a specialization in historic preservation and community consensus building. He is principal of Paul Daniel Marriott + Associates—a Washington, DC-based preservation and planning consulting firm. He has been teaching landscape history at George Washington University since 1994. Dan has a BSLA from the Pennsylvania State University and a MRP from Cornell University.

THE PIEDMONT LANDSCAPE
ASSOCIATIONS'
26TH ANNUAL
CENTRAL VIRGINIA
LANDSCAPE MANAGEMENT
SEMINAR



FEBRUARY 12, 2009

SPEAKERS:
PAMELA HARPER
FRANK UZEL
MICHAEL ABBOTT
KENNON WILLIAMS
CATRIONA TUDOR ERLER

(NEW LOCATION)
THE MARTIN LUTHER KING
PERFORMING ARTS CENTER

CHECK OUT OUR WEBSITE FOR MORE UPDATES:
WWW.PIEDMONT-LANDSCAPE.ORG

REGISTRATION DEADLINE 2/7/09

GARDENING TIP:

CONTROLLING THE VOLE POPULATION
IN YOUR GARDEN

In Richard Nunnally's January 16 article "Gardening Q&A" in the Richmond Times-Dispatch, he outlines a method (courtesy of Eddie Wirt of Herod Seeds in Richmond) for trapping and controlling voles. He indicates it really does work. If you've got vole problems, or know someone who does, here's something to try:

"Place three mouse traps near a hole made by a vole. Don't set the traps; instead, cut several slices of apple and lay them on the traps. Next, cover the traps with a five-gallon bucket. Eddie even rubs a slice of apple inside the bucket to make the apple scent even stronger.

"Every day replace the apple slices with fresh ones and continue to do so until you notice them being eaten. Now that you have the voles attracted to your traps and feeding, you can set the traps and bait them with more apple slices.

"Eddie's experience is that you'll be catching voles every day for a week or more."



*A society grows great
when old men plant trees whose shade they
know they shall never sit in.*

—Anonymous

MEMBER BULLETIN BOARD

Congratulations to Robert McDuffie, our VT liaison. He received the 2008 W. E. Wine Award for Teaching Excellence. He was recognized for his teaching abilities, his mentoring of students, and his leadership in producing programs that encourage education. Those of us at our winter meeting last year understand why he was recognized for such skills. We saw his love of technology combined with his enthusiasm for both people and plants

In the Nov/Dec publication of the Virginia Nursery and Landscape Design Newsletter, VSLD received recognition for our monetary contribution to the Planet Student Career Days at Virginia Tech. We helped send a student team to the 32 annual meeting in Atlanta. This 4-day conference included a career fair and 26 competitive events in such things as plant identification, business management, landscape installation, and irrigation installation. It's nice to be recognized for supporting young people who want to enter our profession.

On November 16, 2008, *Tiffany McCord* gave birth to our newest budding member, Zoe Camille McCord. Baby Zoe weighed 8 lbs, 14 oz. and was 24" long.



Photo Courtesy of Tiffany McCord



"I prefer winter and fall, when you feel the bone structure of the landscape - the loneliness of it, the dead feeling of winter. Something waits beneath it, the whole story doesn't show."

—Andrew Wyeth

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