

The Quarterly Newsletter of the Virginia Society of Landscape Designers

Fall 2011

Letter From the President

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Like many of you, I'd bet, autumn is my favorite season. Bright sunshine out of a sky so blue; brilliant colors washed across the trees: woodsmoke and crunch of leaves and stars leaping from velvet. The days are growing shorter, but only until Midwinter, when the pivot of the year turns again toward renewal.

I hope that each and every one of you is as busy as you want to be, despite the miserable economy. Your board is working on boosting VSLD's visibility – on top of our updated web site, we have plans for a Facebook presence. We will have a full color, full page ad in the next issue of the Historic Garden Week book. and we've debuted a three-ad

series in Virginia Gardener magazine as well.

Be sure to check out the information in this newsletter regarding the upcoming winter business meeting. We've all been told ad nauseum about the challenges confronting our environment. Speaker Frank Robinson will lead us into a discussion about the concrete sorts of things we, as designers, can do in response to those challenges—all too pertinent as TMDL and legislation continue to change the ground rules. (You'll be pleased, I hope, that we were able to hold the registration cost



pretty low. We really would like to see each and every one of you at the meeting!)

Check out the details of our newly revamped design contest – the flver and rules sheets are in this newsletter. We're aiming to make this the preeminent landscape design contest in the state, so be sure to enter your best work!

All this change requires

lots of effort. Please join me in thanking those who have been instrumental: Tom Thompson (design contest), Terry Tosh and Brian O'Neil (membership and particularly the new member process), Kay Moore (winter meeting), Monit Rosendale (website), Diane Roselius (silent auction), Eve Willis (booth). Christie Fargis played the devil's advocate role every organization needs. Yulita Ellis has ensured the summer's garden tour was put to bed in good order.

Remember: a robust, successful organization needs active members. Diane is even now accepting nominations to fill our annual roster of vacancies. This year, that includes a vice president, two directors, and a treasurer. Step up. Our success depends on our members' involvement.

Best wishes for a lovely holiday season, and I'll see you again after the year turns!

■ Chris Coen



Treasurer's report

Christie Barry As of November 30, 2011

Total assets: \$15,058.32 Total liabilities: \$0.00

Total funds: \$15,058.32

Lewis Ginter Botanical Garden Information--Kay Moore, Liaison

As many of you know, Frank Robinson was named President and CEO of LGBG and Shane Tippett moved up as Executive Director. Shane sent information about upcoming projects of designer interest. Renovation of the West Island Garden will include stabilizing the water level, improving the water quality, updating the collections, and working on visitor circulation. He says that extensive work on the pond, dams, and beds will be done. Also renovation and development of the perimeter around Lake Sydnor will occur. An anonymous donor is funding this project over the next four years. It will include improving visitor circulation, vistas, lake edge features, and a cherry tree collection.

Save the dates of Feb 8, 9, and 10th, 2012, for the Winter Symposium and CVNLA Short Course. The first two days will include speakers on the topic "Treading Lightly on the Land." Speakers include Nancy Ross Hugo, Gordon Hayward, Christopher Sonne and Chris Hale, Jonathan Brown, and Douglas Tallamy. The third day will be pesticide recertification. The cost will be \$40.00 per day which includes coffee and lunch. The proceeds help build the CVNLA's scholarship fund for students pursuing horticultural careers. Details for the program can be found at lewisginter.org. Registration has already begun. Contact Lewis Ginter at 262-9887.

Editor's Notes:

- Volunteer Opportunity Unfortunately your illustrious newsletter editor will have to give up his post due to obligations outside of Virginia, Any interested members please contact Brian bbulman@gdiva.com Bulman at (703)-906-5561
- The annual membership registration process is underway. You should have already received your registration and dues form (where you report CEU hours earned, if you are a certified member). The completed form and your check must be postmarked by December 9 in order to qualify for an early registration credit. If you have not received your packet, please contact membership chair Terry Tosh (804) 387-1879 terrytosh@comsact.net

VNLA Certification Review Classes & Exam Schedule, **Spring 2012** PLA, Central & SW VA

Review Classes

How Long: Eight weeks

Dates: January 3-12, 2012; Tuesdays & Thursdays 5:30-

8:30 PM

January 17-25, 2012; Tuesdays & Wednesdays

5:30-8:30 PM

Location: Charlottesville area, TBD

Fees: VNLA Member: \$150.00; Non-member: \$200.00

Exam

Date: Saturday, January 28, 2012 @ 10AM – 2PM PVCC, Charlottesville, VA; Location:

Room # TBD

VNLA Member: \$55.00; Non-member: \$250.00 Fees:

VCH@vnla.org or 1-800-476-0055

***Article**

The following article was written and submitted by Diane Roselius – Thanks, Diane!

WHY I AM A VOLUNTEER

This year it is my responsibility to find people to volunteer to fill the positions of vicepresident, treasurer, and two directors. This brought to my mind why I volunteer and encourage others to do so. I'll explain, but, first, some background is in order.

In 1986 I was a new landscape designer. I had a degree in art education and had taught school for a number of years. In the early 1980's my husband was deployed a lot and so the yard became my responsibility. Finding that I enjoyed working in the yard, I attended TCC (Tidewater Community College) and graduated with an associate's degree in horticulture. Combining that with my art background made a neophyte a landscape designer.

At a horticultural function in Virginia Beach, I met Pat Bridges, one of VSLD's co-founders. He recommended that I join VSLD. I did and it turned out to be a very good decision. By joining and participating in VSLD I not only learned more about the business of landscape design, but also, made many new friends. I joined the board as a director in the late 1980's. This helped me meet more designers. This interaction helped expand my abilities just in time to move to a new situation and learn what it's like without a landscape organization.

From 1991 to 2002, I lived in and worked in El Paso, Texas. Although I enjoyed living there, the state of Texas did not have a professional landscape organization. I had to learn new plants and growing conditions on my own. There were only three landscape designers listed in the phone book for a population of 500,000. There were just as few landscape architects. I had to go to Albuquerque,

New Mexico or Phoenix and Tucson, Arizona for landscape design workshops. I joined APLD but, again the contacts were so far away. In 2002 I moved back to Virginia. I really appreciated VSLD at that point. I rejoined the organization and became involved. As a volunteer I am giving back to the organization that has helped me through the years. Now that I have been designing for twenty-five years I can share what I have learned.

What is happening in landscaping?

Belonging to and participating in my professional organization keeps me up to date with happenings in the horticultural world. There have been times in the past when landscape architects wanted the public to use only them for landscape design. As an organization we have been involved with the state to keep laws from being passed that would take away our right to design. The LEEDS program is becoming more important. The Chesapeake Bay Act is always in the news. We need to keep up with these and other events. VSLD helps keep us informed. We have a very active group of volunteers who keep the web site up to date, send out news information, and work on new marketing ideas.

In addition to providing information about the landscape design field, VSLD has enhanced my professional development and has provided endless opportunities for net-working. Being able to put VSLD Certified Landscape Designer has given me more validity in the eyes of my clients. Being a volunteer and sitting on the board gives me exposure to new ideas that I can apply to my business. Volunteering, for me, doesn't stop with VSLD. I give lectures on landscape design to master gardener groups, the YMCA, garden clubs and church. Education is power and the more the public understands what we do the more work we will have.

Why should I participate in VSLD?

Simply being a card carrying member doesn't mean I am a productive member. To increase my knowledge and hone my salesmanship skills, I must participate in the organization. I try to know as many members as possible. This helps me learn of new and effective aspects the business such as closing techniques, pricing of designs, new marketing ideas, etc. This also gives me the opportunity to share what I have learned.

I have made some good friends over the years being a member of VSLD. In the summer of 1996, Elsie Katz and I went to England for a design workshop. Kay Moore, Terry Tosh and others have been on Robert McDuffie garden tours with me.

The reason I am writing this article is to explain to those of you feel you don't have the time to be involved why you should rethink this. Yes, we do need new board members: a vice-president, a treasurer and a director, and I hope you will consider filling one of them. But if you can't fill one of these positions, consider helping out a committee. You will be glad you did. A professional organization is only as strong as its member participation.

Diane Roselius

VSLD WINTER MEETING SATURDAY, FEBRUARY 25, 2012 LEWIS GINTER BOTANICAL GARDEN

(LGBG) RICHMOND, VA.

PLEASE JOIN US FOR THE ANNUAL BUSINESS MEETING. DESIGN AWARDS, LUNCH, AND **GUEST SPEAKER:**

FRANK ROBINSON,

President and CEO of LGBG:

"Man is the most invasive species of all. How do we design to mitigate our impact?"

Robinson looks at some of the global environmental challenges and how our work in Virginia is relevant to them.

We also hope to have as part of our business meeting a quick presentation on social media (Facebook, etc.) and why it matters to you and to VSLD.

Reservations for VSLD members and guests are \$55 each; the winter program committee recognizes the effect the continuing difficult economy is having on our members, and is pleased to be able to hold prices down to enable as many as possible to participate.

Registration forms will be distributed after Christmas.

Named President and CEO of Lewis Ginter Botanical Garden in October 2011, Frank Robinson served as Executive Director of the Lewis Ginter Botanical Garden, Richmond, VA, since 1992. During his tenure the Garden has expanded dramatically, developing more than 50 acres of themed gardens and major public facilities, as well as extensive educational and community programs.

- Funded by a successful \$44 million capital campaign, the Garden has grown to become one of the major horticultural and botanical facilities in the U.S. In October 2011, the Garden received the prestigious National Medal from the Institute of Museum and Library Services (Washington, D.C.) for its positive impact on the Richmond region.
- Frank has degrees in Horticulture, Japanese Language and Psychology. He attended Earlham College (IN) and Haywood Technical Institute (NC), and studied for a year at Waseda University in Tokyo, Japan.
- He is interested in immigrant issues and has taught English as a Second Language to students in Richmond. His community board service has included Hollywood Cemetery; past board chair of Susan G. Komen for the Cure, Richmond Affiliate: the Arts Council of Richmond: The Richmond Convention and Visitors Bureau. He has participated in the design process of the Healing Garden at Virginia Commonwealth University's Massey Cancer Center, the garden at the VCU School of Nursing, and most recently, Monroe Park. He has served on the Landscape Peer Review Committee for the Colonial Williamsburg Foundation and as advisor to the emerging non-profit Full Circle Grief Center.
- Frank was honored to be the inaugural recipient of the 2005 Stettinius Award for Nonprofit Leadership through the Community Foundation. He used the grant to spend a month in the gardens of Kyoto, Japan authoring a book on parental grief, after the tragic loss of his older son in 2003. Alec's Legacy was published in 2006, and has been printed three times. His family's experience and his writing have led him ever deeper into the personal and public issues of grief, spirituality and organ/tissue donation.

Article

The following article was written by Chris Helier and brought to us by Bridgette Rivas, Thanks Bridgette!

TO TWEET OR NOT TO TWEET...

Social Media is doing to the world of communication what the printing press did to give rise to the Age of Enlightenment. It is a revolutionary new way of connecting with, distributing to and maintaining contact with everyone. And as is with any great societal shift, there continues to be much groaning and gnashing of teeth. Change is never an easy transition, but there are many reasons to look at how to make this new reality work for you.

This is no longer an age of websites for the elite and prosperous. Today, if you don't have a website, you aren't even considered a legitimate business in the eyes of many. In addition to the most basic of digital presence you have Twitter, Facebook, LinkedIn and blogging just for starters—not to mention the every growing list of social groups that are hankering for your participation.

To sort out the chatter, I asked Social Media guru and founder of LandscapeLeadership.com, Chris Heiler¹ what his thoughts were on how to manage this new way of doing business.

What role does Social Media play in landscape design, mainly a hands-on, customized service?

"In a business sense, social media fits into a lot of departments--marketing, sales, HR, training, internal communication, customer support, etc. As it relates specifically to landscape design, I think companies should be adding a social layer to their design work (the media) by sharing their ideas and creativity online. Let customers, prospects, and others behind the curtain. Show them what inspires your design

work. Share your process. Show them the actual, tangible work that you do--both design and construction--through images, video and writing."

If you had to focus on only 2 main channels for social media, what would you recommend to the small to medium-sized landscape design firms?

"I would recommend starting a Wordpress blog and either use it as my main website or host it on my existing corporate website. I would treat this as my hub for everything I do online. That's the starting point. Then I would concentrate on building a strong presence on either Facebook (with a FB Page, not personal profile) or Twitter--whichever you're most comfortable with. Start small like this and after you have some success then move on to other networks and platforms."

With what frequency should a designer be producing new content to post or communicate?

"This depends on which platform you are using. If you have a blog then you want to be posting at least once each week. That doesn't necessarily mean a 1,200 word article. Keep it simple. On a facebook page you'll want to post five to 10 times each week. This doesn't have to be new content created by you. Share other people's content, upload pictures, and ask lots of questions."

What is more effective: 1) generating commentary or 2) cataloguing the course of a project from planning to excavation to finale? Or both?

"There is no reason you can't do both. A Facebook Page might be the best place for doing both of these things. On your Facebook Page you can ask a lot of questions which kick starts conversations. You can also create photo albums for each project and upload images to the album as you design and construct the project. Telling the story of a landscape project like this will actually build a lot of interest and interaction on your page. "

How do you see the social media trend affecting the ability of the designer to satisfy his/her clients? Or is it primarily busy work with little or no actual return?

"There are two things I've noticed happening: One, sharing the evolution of a project (on your FB page for instance) is very flattering to your clients and gets them even more engaged in the project. Second, the social networks offer a terrific way to keep in touch with customers on a consistent basis. It's not easy to pick up the phone and call every past client to touch base. We can still do this, but we can also stay top of mind with many of our customers online, especially on Facebook and LinkedIn. Social media isn't about satisfying clients, it's all about engaging with them, now and into the future."

So instead of looking at social media as something that merely takes your eye off the ball, thank the great Social Media Architects for offering you a virtually cost-free, far-reaching and effective way to showcase your business, your personality and ultimately your expertise.

¹Chris Heiler is a social media consultant for green industry companies. He develops social media strategy and training programs for clients ranging from landscape design/build firms and lawn care companies to garden centers and specialty manufacturers.

Chris regularly speaks at landscape industry events across the country, writes for industry publications, and also shares his social media expertise with hundreds of landscape professionals in his exclusive Social Media Club at www.LandscapeLeadership.com.

Before turning his full attention to consulting, Chris spent the previous seven years designing and creating some of the most beautiful gardens in west Michigan as Principle of Fountainhead Gardens. He now lives in Austin, TX.





The 2012 Research Gala Featuring The Skyla Burrell Blues Band

Wednesday, January 11, 2012 6:00 pm till...



Tír Na Nóg Irish Pub



A complete Buffet Dinner is included

Drinks, Cocktails, Beer & Wine (2 drink tickets, cash bar) Silent Auction featuring artwork, gift certificates, autographed memorabilia, vacations, and more! (6:00 - 8:30) Stay until they close!

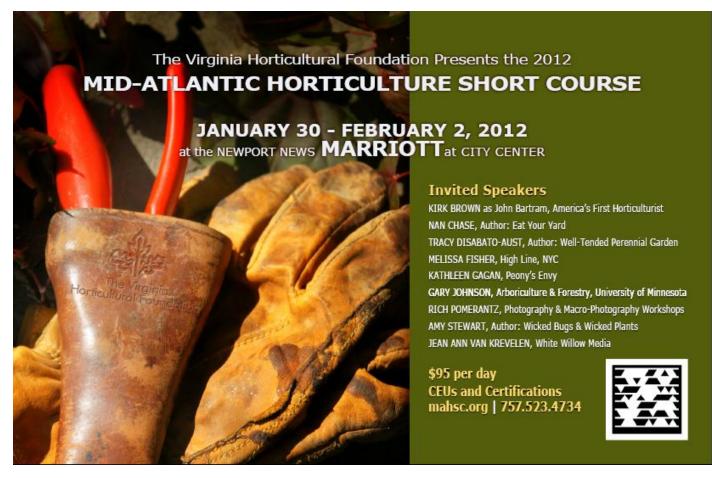
> \$70/person (limited to 200 tickets) Order tickets through MANTS pre-registration



To donate items for the auctions Contact Matt Sawyer at 757-535-6658 Email: Matt@bcnursery.com

Ticket information will be in the MANTS pre-registration packet VNA Horticulture Research Foundation, Inc.

This is the major fund-raiser event for the Foundation. The net proceeds from this event are added to the investment account managed by SunTrust Bank. The income from the investment account is used each year to fund worthy research projects that could benefit the nursery industry.





8th ANNUAL VSLD LANDSCAPE DESIGN CONTEST*

*Now with cash prizes

Entry Categories

Full Color - any part or all of the design may be color rendered using pastels, colored pencils, markers, water colors - even crayola crayons, if that's your style.

Black Tie - or Little Black Dress, if you prefer. The title says it all here, black and white drawings only. The classics never go out of style!

Judging Criteria:

- Problem Solving
- Sustainability
- Environmental Impact
- Creativity
- Functionality
- Maintenance
- Presentation
- Overall Impact
- Concept
- Design
- **Plant Selection**

Entry Requirements:

In this contest the designer is being judged as much as the submitted design, therefore each design submitted must be the work of one designer - no collaborations allowed.

A designer may enter more than one design but only one design per category.

The designer may submit as much or as little work as they deem needed for a good presentation - the judges will decide on its quality.

Style is in the eye of the designer - designs may be hand drawn or produced using a CAD program.

A written summary of the project's scope and requirements must be included with the design. Before photos recommended.

Landscape, Vignette or Master Plan

8TH ANNUAL VSLD LANDSCAPE DESIGN CONTEST ENTRY FORM*

*VSLD CERTIFIED DESIGNERS ONLY

VSLD CERTIFIED DES	SIGNER'S NAME		
DESIGNER'S BUSINE	SS NAME		
DESIGNER'S CONTA	ACT INFORMATION:		
ADDRESS _			
_		ZIP CODE	
BUSINESS P	HONE		
CELL PHON	E		
E-MAIL			
ENTRY FEE:	ENTRY(IES) AT \$25.00/ENTRY		TOTAL FEE

ALL ENTRIES MUST BE POSTMARKED BY JANUARY 7TH, 2012

MAIL TO: TOM THOMPSON
VSLD DESIGN CONTEST
3540 S. BELMONT RD.
RICHMOND, VA 23234

EACH PLACE WILL RECEIVE A PLAQUE PLUS A CASH AWARD AS FOLLOWS:

FIRST PLACE IN EACH CATEGORY \$200.00
SECOND PLACE IN EACH CATEGORY \$100.00
THIRD PLACE IN EACH CATEGORY \$50.00

A CERTIFICATE WILL BE AWARDED FOR HONORABLE MENTION

Rules of Entry for the VSLD Design Contest:

- In this contest the designer is being judged as much as the submitted design. Therefore, each design submitted must be the work of one designer no collaborations allowed. Submitting a design for judging implies that ALL work has been done by the entrant alone.
- A designer may enter more than one category, but only one design per category.
- The designer may submit as much or as little work as they deem needed for a good presentation the judges will decide on its quality.
- Design is in the eye of the designer designs may be hand drawn or produced using a CAD program. A landscape, vignette, or master plan may be submitted.
- A written summary of the project's scope and requirements must be included with the design. This summary is to be limited to no more than two pages in length. "Before" photos are recommended.
- Materials submitted will not be returned and may be used by the VSLD for publicity purposes.
- It is the designer's responsibility to obtain a media release from their client in order to have their winning entry publicly displayed.
- Prizes will be awarded at the discretion of the judges. Should the judges deem that there is no work of suitable merit, or if there are not enough entries in a given category, no award will be made.

as of: 11/3/2011

2012 **Calendar of Events & Meetings**

January 29 - February 2, 2012:

Mid-Atlantic Horticulture Short Course (MAHSC), Newport News at the Marriott at City Center. Registration and course schedule information: http://www.mahsc.org/.

February 8 - 10, 2012:

CVNLA Winter Symposium and Short Course, Massey Conference Center at Lewis Ginter Botanical Garden, Richmond. Registration and schedule information: http://www.cvnla.org/short-course.htm.

February 9 - 12, 2012:

the Maymont Flower and Garden Show, held at the Greater Richmond Convention Center as in previous years. Our booth will be making its annual appearance, so volunteers will be needed. Please contact Eve Willis if you would like to volunteer. Remember, working the booth – as well as attending any of the speakers' presentations – nets you CEUs. http://macevents.com/show.cfm/eventID/139.

February 25, 2012:

VSLD's Annual Winter Meeting, to be held at the Lewis Ginter Botanical Garden, Richmond. Plan to take a gander at the design contest winners' entries, catch up with your friends from across the state, earn CEUs, and hear the garden's President and CEO Frank Robinson talk about the practical side of dealing with climate change, TMDL, and its effect on our business; what does sustainability really mean in our current environment? During our business meeting, a quick presentation on social media (Facebook, etc.) and why it matters to you and to VSLD will possibly be included. Registration forms will be distributed after Christmas.

Officers & Directors 2011

<u>Officers</u>	<u>Directors</u>	
President	Eve Willis	
Chris Coen	Eve's Creative Landscape Design, LLC	
Nature's Palette	(804) 931-5489	
(804) 475-6767	eve@creativelandscapedesign.com	
clarentine@gmail.com		
Past President	Terry Tosh	
Diane Roselius	Garden Graces, LLC	
(757) 357-2961	(804) 387-1849	
roseliusdesign@charter.net	terrytosh@comcast.net	

Officers & Directors 2011, cont.

Officers

Vice President

Tom Thompson Natural Art Landscaping

naturalartlandscaping@yahoo.com

Treasurer

Christie Barry Christie's Fine Gardening (804) 784-8886

christie@christiesfinegardening.com

Secretary

Brian O'Neil (757) 479-4765 brian.oneil@nbgs.org

Directors

Yulita Ellis Ellis Landscape & Garden Designs (434) 933-4553 yblu@aol.com

Christie Fargis Homescapes, Ltd. (804) 359-4710 scfargis@comcast.net

Committees

Certification Chair

Monit Rosedale Gardens by Monit, LLC gardensbymonit@verizon.net (804) 355-3444

Membership Chair

Terry Tosh Garden Graces, LLC (804) 387-1849 terrytosh@comcast.net **Public Relations**

Denise Greene Sassafras Farm (804) 642-0923

Newsletter Editor

Brian Bulman Grigg Design, Inc (703) 368-7539 bbulman@gdiva.com

Website Chair Monit Rosedale Gardens by Monit, LLC

gardensbymonit@verizon.net

(804) 355-3444