



The Quarterly Newsletter of the Virginia Society of Landscape Designers

Fall 2012

In this issue:

1. President's Message
2. Announcements
3. Treasurers Report
4. Membership Report
5. Trees To Save the World Article
6. Inbound Marketing Inf.
7. Plant ID Challenge
8. Fall Photos
9. Argiope Spider Inf.
10. Tuscany Tour
11. MAHSC Inf.
12. Calendar of Events
13. VSLD Board

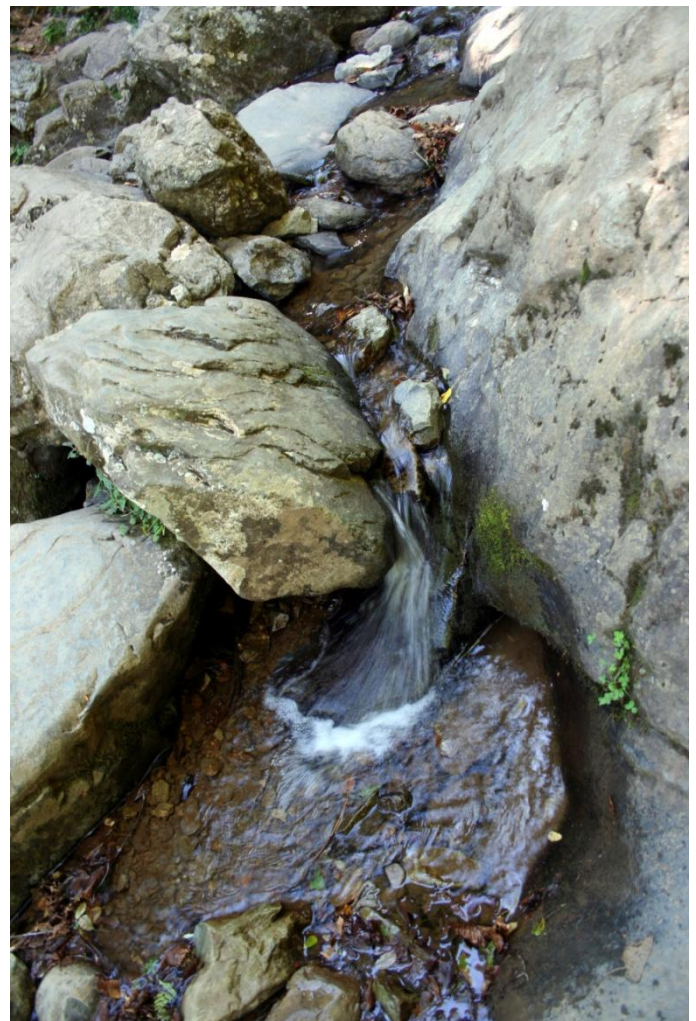
President's Letter:

Well, another newsletter can only mean one thing – a recent board meeting that leads to another message from me. Your board spent four hours this past October 16th in taking care of the business of our organization – old business, new business, dues,

trade shows, short courses, advertising, websites; we covered a lot of ground. Here's what I remember.

First, we need people to step up to start planning next year's Summer Tour. Actually, that's not true – we needed some people to step up to start planning next year's Summer Tour about two months ago. Seriously folks, if anybody's interested in working on the Summer Tour for next year, just contact me, Chris, Eve, or anyone else on the board. And we're not just talking about one poor soul doing all the work. We need at least three people to share the work. So this is your chance. If you didn't like the tour we had this past summer and think you can do better – show us. If there is place/garden you wish we would visit, now is

your chance; when YOU take over the planning of the Summer Tour, YOU get to decide where we will go. Now, who is up for this challenge?



Fall Stream Bed Photo: Katie Sokol



Next, Facebook. Did you know that The VSLD has a Facebook page? Did you know that you can post photographs of your work on the VSLD page, in effect getting advertising for free? No? You really should read some of the emails Chris sends out. Michele Fletcher has been working VERY hard to set our page up for us and she needs a little help from the rest of us to make it work. She needs your pictures of your projects to post on our page.

After putting it off for about a year, I finally submitted pictures of a job I did, so now I can officially browbeat the rest of you who have not. Seriously, ya'll, all you have to do is cull through the pictures of all your work and choose your best, or your favorite or one you learned a tough lesson on – and email them to Michele. How hard is that? She'll organize and post them for you. This is a member benefit so take advantage of it. And if you really get a wild hair (hare) and want to VOLUNTEER, Michele can always use a little help with the page too.

Third, the Mac Events Flower and Garden/Home Show, in February in Richmond. We have committed to build a garden display at the show this year – a first for us – starting the 5th of February. The show opens on the 8th, so we have three whole days to build a garden. We are partnering with Colesville Nursery, which will supply most of the plants; Chesterfield Technical Center, which will force the plants, arrange the planters and provide some labor; and a hardscape supplier/contractor to build the walls and lay the pavers. But that doesn't mean you get away scot-free. Nope, we need EVERY able body to help build for the show, man the display during the show and help take it down after the show. We usually spend a lot of money to have a booth at this show, but this year we are going to get paid to build a garden. Before you get all excited, what we get will probably not cover all of our expenses, but just look at the advertising we'll get from this show. Which would you rather do, stand at a booth passing out brochures to the dozens of people who actually stop by, or would you rather walk

hundreds of prospective customers through a finished garden, in full bloom, in the middle of winter? Tough choice. Call or email me (naturalartlandscaping@yahoo.com) to let me know how you want to help with this thing. If you don't get in touch with me, I WILL get back in touch with you.

Well, that's about all I have. I'm sure there was more, and I'll probably remember more after the Newsletter gets distributed. If you have any questions, you can always call Chris, Eve or Brian. If I don't see ya'll before, I'll see ya'll at the flower and garden show. And if I don't see ya'll there, I hope to see you at the Winter Meeting.



Frost-Captured Marigold

Photo: Chris Coen

ANNOUNCEMENTS



The Virginia
Horticultural Foundation

Mid-Atlantic Horticulture Short Course: February 4-7, 2013

This four-day Green Industry training conference divides subjects into industry-specific Tracks and

allows participants to mix and match subject areas. This event offers participants the opportunity to earn continuing education credits from over a dozen professional organizations for courses taught by national and regional speakers widely recognized as leaders in their subject areas. These instructors will present new techniques, university research, and advances in Arboriculture, Horticultural Skills, Business, Landscape Architecture and Design, Landscape Maintenance, and Plants and Production. Also offered are Certification Courses in Work Crew Management, ISA Arborist, Virginia Horticulturist, and others. Hands-on workshop topics include Bonsai, Grafting, Plant Propagation, Pruning, and QuickBooks Tips and Tricks. CEUs and Certifications are available from ASLA, GCSAA, ISA, Irrigation Association, PLANET, NC BoLA, VSLD, Crew Manager, Advanced Crew Manager, Certified Horticulturist or Nurseryman, VA DCR Nutrient Manager, and Pesticide Applicator in 10 states, including DC.

Speakers not listed on the full page ad to follow in this newsletter are:

Rolfe Carawan, President, Lifematters International
Bernie Erven, HR Management, Ohio State Univ.
Mike Goatley, Turfgrass Specialist, Virginia Tech
Monica Muir, QuickBooks ProAdvisor, Muir & Associates
Ellen Ecker Ogden, Kitchen Garden Designer, Cook's Garden
Rebecca Sweet, Garden Designer, Harmony in the Garden
Maria Zampini, President UpShoot, Agricola Mgmt

The 2013 Mid-Atlantic Horticulture Short Course is held in the spacious and well-appointed surroundings of the Marriott City Center in Newport News. Programs and registration forms will be made available in the fall. More information can be obtained from <http://www.mahsc.org>, the event's Facebook page or by calling 757-523-4734.

Lewis Ginter Botanical Garden Information:

Kaye Moore: Liaison

LGBG Winter Symposium and CVNLA Short Course entitled "A Love Affair With Nature" will be held February 13, 14, and 15, 2013.

Michael Dirr will be the keynote speaker on Feb. 13. The final day- the 15th- will be pesticide recertification.

The Tree Care Symposium is on Friday, March 8 from 8:30- 3:30 and offers CEUs for VSLD and ISA.

To register for the above classes/ workshops, go to <http://www.lewisginter.org/adult-education/sponsored-symposiums.php>.

A 5-week **Landscape for Life Sustainable Design Workshop** begins January 17 and is directed at designers of smaller-scale residences and serious gardeners. Its cost is between \$250-300. See the following details:

Landscape for Life **Lewis Ginter Botanical Garden**

Five Thursday evenings, Jan 17, 24, 31, Feb 7 and 21, 2013

TIME TBD

Maximum enrollment: 12

Projected tuition cost per person: \$250 - \$300 for 12.5 contact hours

Participants receive handbook, certificate of completion, refreshments

Instructional Staff: Lisa Taranto, Shannon Smith, Kristi Orcutt, Heather Veneziano and guest presenters from allied sustainable design organizations

Landscape for Life™ is a five-week curriculum based on the principles of the Sustainable Sites Initiative™, and is directed at serious gardeners and smaller scale residential designers.

The Sustainable Sites Initiative™ (SITES™) is an interdisciplinary effort by the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center at The University of Texas at Austin and the United States Botanic Garden to create voluntary national guidelines

and performance benchmarks for sustainable land design, construction and maintenance practices. Major funding for the Sustainable Sites Initiative is provided by the Meadows Foundation and Landscape Structures.

DRAFT SYLLABUS

January 17

Sustainability in Home Gardens

- The concept of sustainability and its application in residential gardens
- Examples of the benefits and services nature provides to humans
- Compare conventional and sustainable landscape practices
- Examples of sustainable design practices
- Discussion on stewardship and how to improve practices

The Role of Soils in a Sustainable Garden

- Benefits provided by healthy soils
- Compare conventional and sustainable soil management practices
- ACTIVITY: determine texture, soil structure, general percolation and pH of garden soils

Creating a Base Map Exercise

- Sources for plats / City of Richmond website
- ACTIVITY: draft a base map from Locbury House

January 24

Successful Soil Practices

- Working with garden soils to create successful landscapes
 - ACTIVITY: soil texture triangle
- The concept of a soil food web and the role it plays in soil fertility; demonstrate how to use soil web
- Use of green waste from the landscape or kitchen to make compost—visit Garden's compost operations

The Role of Water in a Sustainable Garden

- Why water conservation is important
- Compare the water use of sustainable and conventional landscapes
- Identify landscape practices that contribute to water shortages and pollution

Go over base map assignment for next class

January 31

Successful Water Practices

- Describe how stormwater runoff can impact the environment and human health
- Apply water conservation and sustainable stormwater management strategies in home landscapes

The Role of Plants in a Sustainable Garden

- Benefits of vegetation to homeowners and the surrounding community
- Importance of removal and containment of invasive species
- Identify invasive species common to the area

Go over base map assignment for next class

February 7

Successful Plant Practices

- Explain the benefits of using native plants in the garden
- Describe garden features that are beneficial to wildlife
- Demonstrate how to use plants to increase home energy efficiency

Selecting materials for sustainability

- Strategies for reducing material use in the landscape

Go over base maps in preparation for final presentations on Feb. 21

February 21

Successful materials practices

- Strategies for reducing, reusing and recycling materials in the landscape
- Making informed decisions when selecting landscape materials
- Using local salvage & recycling centers

Final Presentations

Students describe their studied landscape and existing features that either contribute to or take away from its overall sustainability

- Discuss how sustainable practices are implemented in home landscapes

Treasurer's Report:

--Susan Kappel--

Balance as of July 1..... \$16,956.71

Balance as of Sept. 30.....\$14,916.89

.....

Membership Report:

--Christie Fargis--

Certified Members: 101

Associate Members: 6

Student Members: 11

Honorary Members: 3

Christie wants to encourage members to renew their membership early and reduce their costs

.....

by acting before dues increase on December 7, 2012.

Also, check Chris' MailChimp mailing on 10/21/12 for updated information on the additional CEU credits now possible before you send in your 2012 CEUs along with your dues.



Ginkgo Sentinels

Photo: Chris Coen

.....



Helianthus angustifolius & *Pyracantha* c. 'Gold Rush' Photo: H. Janele

ARTICLE: TREES TO SAVE THE WORLD

It's a grass-roots movement that might properly be called a tree-roots movement. The reforestation by the people of the nation of Niger, on the border of the Sahara Desert, is being described in the world press as "astonishing".

Simply by allowing tree seedlings to grow rather than cutting everything down before planting their crops, farmers in Niger have covered more than seven million acres with trees, which also often provide income from the sale of fruits, branches or bark. But, even more important, the trees hold the soil and improve it with their fallen leaves, and in some cases, with nitrogen-fixing roots.

Thus, despite a population explosion and years of drought, desertification has been

reversed. And, barren land on the very edge of the Sahara has been reclaimed by digging pits in the rock-hard soil and adding manure to grow crops and eventually trees; this has reclaimed more than 600,000 acres.

The need for massive tree plantings worldwide to halt global warming is being recognized. A campaign to plant at least one billion trees this year has been organized by the United Nations Environment Programme; for information, contact

<http://www.unep.org/billiontreescampaign> .

One of the most valuable programs in the U.S. is being undertaken by Los Angeles. Individuals, organizations and businesses are urged to plant one million trees, with professional advice (www.milliontrees.org) and even free trees from the Department of Water and Power.

This program will have special value because, thanks to a grant from the National Science Foundation, every environmental and social effect of the tree planting will be analyzed.

As a press release from the Los Angeles Department of Public Works states, the objectives will be to quantify the influence of the urban forest on the local climate in typical Los Angeles neighborhoods. To what degree will the forest cool the urban environment? Will it make a difference in both day and night temperatures? How do different urban forest tree species affect temperature? What are the potential energy savings once the forest is grown? And what could be the air pollution reduction benefit from a reduction in energy use?

The LA Department of Public Works study also aims "to quantify the costs and services provided by urban forests in terms of land values, greenhouse gas mitigation and water use.

How does the urban forest affect real estate prices and property tax revenues in various neighborhoods? How does the distribution of the urban forest impact air quality? Does planting in certain areas provide more benefit than in others? Which trees are the most climate-appropriate for water use?"

Such information, never before collected in such detail, will be of enormous help to communities everywhere to promote and implement tree planting projects.

*...reprinted with permission of "The Avant Gardener" Magazine:
Tom Powell, Editor*



Viburnum dilatatum 'Erie' & 'Michael Dodge' Photo: Helen. Janele

Inbound Marketing: Time to Get in the Game

The Internet has fundamentally changed the way people find, discover, share, shop, & connect.

Inbound marketing is based on the concept of earning the attention of prospects and making your company more easily found online by producing content your customers value. In contrast, cold-calling, direct mail, radio advertisements, sales fliers and other forms of traditional advertising are considered "outbound marketing".



"Consumers are tuning out traditional, interruption-based marketing methods, and choosing when and where to interact with companies. As a result, business-to-business (B2B) and business-to-consumer (B2C) organizations in every industry are shifting budgets away from print advertising, trade shows, cold calling, and direct mail toward more measurable and effective inbound marketing strategies that cater to consumer needs." Paul Roetzer

Are traditional interruption-based advertising mediums like television, radio and print still effective? Consider this:

- Fewer consumers are subscribing to cable television. On top of that, more and more consumers are minimizing, or even eliminating, commercial interruptions by using DVRs or streaming their entertainment using services like Netflix, Hulu and Roku.
- [More teens in the United States now listen to music via YouTube than the radio.](#) And consumers continue to adopt digital music in the form of mp3 files and streaming services like Spotify and Pandora. This eliminates local commercial interruptions.
- We're not predicting the death of print but consumption habits have most certainly changed. Kindle e-books are now outselling books in print and more and more consumers are reading their local newspapers on their Kindles and iPads. When I read the Austin Statesman on my Kindle I don't see a single

advertisement--and my subscription costs much less than getting the print edition on my doorstep.

Consumption habits have changed. Consumers have control. And they don't want to be interrupted by your marketing message.

Inbound marketing and your business

Inbound marketing is especially effective for small businesses, like many in the green industry, that deal with high-dollar values, long research and buying cycles, and knowledge-based products. In these areas prospects are more likely to hire companies who demonstrate superior expertise in their industry. Because of this, **inbound marketing is an ideal strategy for green industry companies.**

You don't prove your expertise by running an advertisement in your newspaper or by sending a postcard. [Advertising lacks credibility](#). You display your expertise over the long haul in the content you create and share.

And while a fancy postcard will quickly be introduced to the nearest trash can, your content resides online indefinitely for new visitors and prospects to find month after month, year after year, generating fresh leads. That's real impact.

The [content that drives the engine of an effective inbound marketing program](#) is focused on building thought-leadership, being relevant and useful, and generating qualified leads for a business.

This approach is in stark contrast to cold-calling, radio advertisements and other methods of traditional marketing that focus on interrupting a consumer's attention in the hopes of building greater brand awareness.

Why inbound marketing works so well

Original content allows you to stay top-of-mind with your customers and prospects on a regular basis. When they are in a referral position or able to make a buying decision, they are thinking about you, not your competition.

Your content gives you credibility. What if someone wanted to learn more about your company and you had nowhere to point them, like a website? What if you sent them to a blog or Facebook Page that hadn't been updated in three months? You would lose credibility.

Fresh content, optimized for search engines like Google, drives more traffic to your website where you are able to generate leads. The more content you have on your site the more opportunities you have to rank in search results.

Inbound marketing basics



Your website should no longer be treated as simply an online brochure. It should be a dynamic hub for information and engagement, and the metaphorical front door to your business (from [The Marketing Agency Blueprint](#)).

Social media, search marketing and content marketing each play a key role in a cohesive inbound marketing strategy. **All three must work together--with your website at the core.**

Everything is connected and success depends on the integration of each key component.

Key component #1: Content marketing

Potential customers find your business through the content you create and publish. Whether by reading your blog post or watching your video on YouTube, **original content is what generates more traffic to your company website and, ultimately, generates qualified leads and new customers.**

Your business is fighting for the limited attention of your customers and prospects. You are also going head to head with your competitors fighting for the attention of the search engines like Google and Bing. Creating original and compelling content on a regular basis is how you win this battle for attention, yet companies are ignoring this opportunity.

[A very small number of companies in our industry blog on a regular basis](#) (three to four times per month). Yet studies have shown that blogging results in a 55% increase in website visitors, and, companies that blog have 97% more inbound links than those that don't (source: HubSpot, State of Inbound Marketing Lead Generation Report, 2010).

Your content feeds your social media. It's what gives your website a boost in search rankings.

Picture a delicious cheeseburger in your hands: Your content is the meat. Social media is the tasty cheese on top and the bun is your SEO (search engine optimization). Without the meat--your content--your burger becomes nothing but tasteless bread and cheese.

Key component #2: Social media

"Content is fire. Social media is gasoline." So says social media strategist [Jay Baer](#).

Publishing a blog on your website is just a first step in the inbound marketing process. Your blog will attract both direct and organic search traffic, but as mentioned above, sharing your posts on your social networks can really fan the flames and attract more

eyeballs to your content.

Of course there are more benefits to social media than just driving traffic to your website. Here are a few that play an important role in any effective inbound marketing strategy:

- Your real-time updates and activity on social media complement a more "static" website. This allows your business to stay top-of-mind and keep your customers and prospects up to date with what's happening in your business. The more your business can participate in real-time, the more relevant you are.
- Remember the "social" in social media. Social media allows you to interact with the people who are most important to your business.
- Social media allows you to show people "behind the curtain" and humanize your company. Share your company story. Show your customers and prospects that you are more than just a big company or brand.
- Build your expertise and reputation by sharing helpful and useful information. Do more teaching and less marketing.

Key component #3: Search marketing

Search engine optimization (SEO) has drastically changed over the past few years with more emphasis being placed on quality of content and links as well as social signals now being factored in.

Search engine optimization does not require a degree in Rocket Science. It requires a basic understanding of how search engines work and a healthy dose of common sense.

That said, SEO is not easy. Ongoing effort is required to rank consistently in the search engine results pages (SERPs). There is no one-time fix. Sure, [your website needs to be designed up front with SEO in mind](#), but you also have to [create meaningful content](#) on a regular basis as well as participate in social media.

The search engines like Google and Bing reward web pages with [the right combination of ranking factors](#), or “signals.” SEO is about ensuring the content on your website generates the right type of signals.

Your website should be the front door to your business. And it is your content, social media and SEO that will drive visitors to your door.

You can do this...you just need to take the first step!

Landscape Leadership's [free Inbound Marketing Assessment](#) evaluates your current website and inbound marketing efforts like your social media and SEO. Learn how your competitors stack up against you and be able to make better decisions with your marketing dollars.

Let us provide you with a custom analysis of your marketing. Apply for your FREE Inbound Marketing Assessment TODAY!

...Reprinted with permission of Chris Heiler of Landscape Leadership, an inbound marketing agency for green industry companies:

<http://www.landscapелеadership.com/about-us/>

PLANT ID CHALLENGE:



Description:

*Seems to only grow from deep organic/duff layer at base of hardwoods, within 1-2' from main trunk

*Green, soft, floppy stems (ridged or square) supporting single leaf each, total of 7 stems emerging from ground on this specimen

*Site is seasonal-semi wetland (holds water after it rains for 48 hours); area is heavily wooded with lots of surface roots from maples, oaks, beech, birch, ash, sycamore, & elm

*Leaf is veined, readily evident, with veins a tad lighter in color, Leaf deeply 3-lobed & sparsely cordate



*Lighter colored leaf underside has hints of silver/gray with prominent, heavy veins

*Plant is approximately 5-7" tall

*Observed in July

*Another plant observed less than 20' away in June, but was not present in July...possible deerbrowse or summer dormancy

*No flowers present

*Some slight fungal spotting to upper surfaces of leaves

*Other plants growing in vicinity: Monotropa, Tipularia, and colonies of Botrychium in this particular year

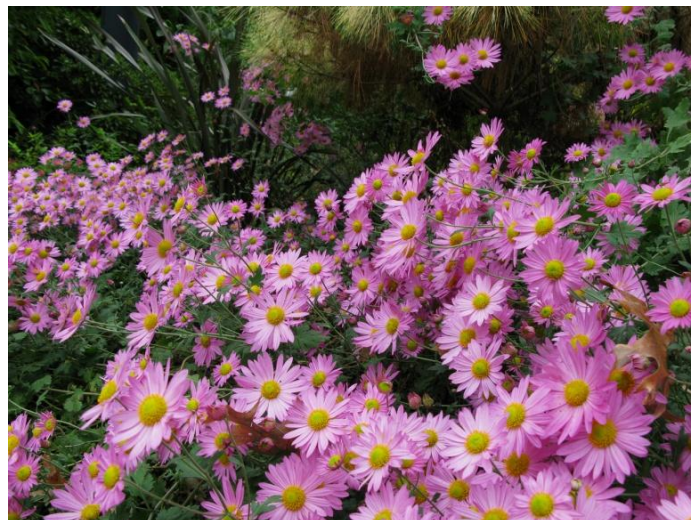
*Site is in a Tidewater rural/suburb with lots sized from 3-10 acres

Responses to Patty Adkins-E-mail:

Patty@edwardgosman.com Phone: 757-421-2500



Parked for the Season Photo: Chris Coen



Dendranthema 'Celo's Pink', *Phormium* 'RedRage' & *Pinus densiflora* 'Golden Ghost' Photo: Helen Janele



Argiope aurantia Photo: H. Janele

The Beneficial Black and Yellow Garden Spider-

Apologies first to arachnophobes... A true indicator of autumn, this beautiful garden spider has attained a noticeable size by August. Throughout the summer, she consumes flying insects, from moths to katydids, and, by fall lays her eggs in a large brown silky sphere usually located near her web. The spiderlings hatch out in autumn, but remain in the egg sac until spring. With the onset of Spring's warm weather, they emerge and scatter, looking for a mate and the cycle begins again. This spider's dramatic coloring, large size and white zigzag spun in the center of her web make her one of the most widely recognized spiders in the country. Many people think she brings good luck to the garden...or perhaps her presence signifies the garden is healthy and supportive of all kinds of insect life. For more information visit:

<http://www.spiders.us/species/argiope-aurantia/> or http://aggie-horticulture.tamu.edu/galveston/beneficials/beneficial-24_spider_blackandyellow_argiope.htm.



Salvia leucantha 'Santa Barbara', *Colchicum* 'Lilac Wonder', *Origanum vulgare* 'Aurea', and *Talinum paniculatum* 'Kingswood Gold' Photo: H. Janele

TOUR THE GARDENS OF TUSCANY

~ April 8-16 2013

Imagine the countryside and gardens of Tuscany in April! Do more than dream if you join us on a visit to enjoy jeweled gardens, Tuscan villages and cultural treasures. From our home away from home (http://www.pratello.it/eng/the_resort.htm & photo) we will explore enchanting gardens, helicopter to a family owned winery, visit nearby towns and villages, sample artisanal chocolates, and enjoy some shopping at local markets. And oh, the food!

Our trip combines gracious hospitality with a spirit of adventure. Claudia Harris of Adagio Travel is our host and travel companion. Claudia lived in and has traveled extensively in Italy and Europe. Since 1999, she has been hosting small group tours (8-10) to corners of Italy that are often overlooked. Also hosting,

Vicki O'Neal, is a seasoned traveler and joinsthis trip as a horticulture, landscape and interior design expert. An Italian certified agronomist and other local guides will adventure with us for parts of the journey. Don't miss this amazing adventure! For more information contact Vicki O'Neal, VSLD, ASID (804) 677-8269. voneal@FandFdesign.com





Autumn Morning at Maymont

Photo Credit: Vicki O'Neal

FEBRUARY 4-7

Marriott at City Center • Newport News, VA



2013

Mid-Atlantic Horticulture Short Course


INVITED SPEAKERS

Diane Blazek, All-America Selections, National Gardening Bureau

Matt Brinckman, Mid-Atlantic Regional Science Coordinator, The American Chestnut Foundation

Linda Chalker-Scott, Horticulture, Washington State University

Donna Fare, USDA Research Horticulturist

Billy Goodnick, ASLA, Columnist & Garden Educator

Robert "Buddy" Lee, Breeder of the Encore® Azalea

Johnny Linville, Horticulture Foreman, Friends of the High Line, NYC

Darrin Nordahl, ASLA, Author, *Public Produce*, *Making Transit Fun*

Ellen Ecker Ogden, Kitchen Garden Designer, Co-Founder, Cook's Garden

Brad Park, Sports Turf Extension Specialist, Rutgers University

Daniel A Potter, Turf Entomologist, University of Kentucky

Joe Roman, School of Environment and Natural Resources, University of Vermont

Juan Rovalo, Certified Biomimicry Professional, Principal, Taller de Operaciones Ambientales, Mexico City

Rob Springer, Bartlett Tree Experts, Safety & Training Coordinator, Piedmont Division

Brian Upchurch, Owner, Highland Creek Nursery

Bob von Bernuth, Irrigation Association, Education Director

Ellen Zachos, Designer, Acme Plant Stuff

\$95 PER DAY • CEUs & CERTIFICATIONS

Add Lunch & Learns or Evening Workshops to increase your CEUs!

The Virginia
Horticultural Foundation

Detailed schedule available in late fall.

(757)523-4734 | www.mahsc.org

2012-2013

Calendar of Events & Meetings

November 8–10, 2012

TCI Expo 2012, Tree Care Industry Association, Baltimore, MD <http://www.tcia.org>

December 4–6, 2012

MAC–ISA Arborist Certification Courses, taught by Joe Murray, 24 CEUs & 24 VNLA, VCH CEUs
Charlottesville, VA

December 6, 2012

“How to Market and Organize Your Business for Success” Seminar; Green Spring Garden &
Horticulture Center; 4603 Green Spring Road; Alexandria, VA 22312; 8:30 AM–2:30 PM;
Free to VSLD Members

January 9–11, 2013

MANTS, Baltimore Convention Center, Baltimore, MD
Contact: 800–431–0066 info@mants.com <http://www.mants.com>

January 17, 24, 31, Feb 7. and 21, 2013

Landscape for Life Symposium, Lewis Ginter Botanical Garden, <http://www.lewisginter.org/adult-education/sponsored-symposiums.php>

January 17–18, 2013

Green& Growin' Show, Greensboro, NC www.ncnla.com

February 4–7, 2013

Mid–Atlantic Horticultural Short Course, Marriott at City Center, Newport News, VA
Contact: 757–523–4734 info@vahort.org or www.mahsc.org

February 8–10, 2013

Maymont Flower and Garden Show, Richmond, VA–*Join in to create a memorable VSLD garden display!*
Greater Richmond Convention Center, Contact: 800–332–3976 <http://www.MacEvents.com>

2012-2013

Calendar of Events & Meetings (cont.)

February 13–15, 2013

Winter Symposium and CVNLA Short Course, “A Love Affair with Nature” regist. through Lewis Ginter
Botanical Garden, www.lewisginter.com

February 14, 2013

Piedmont Landscape Association 30th Annual Seminar, The Paramount Theater
Charlottesville, VA; For details: <http://www.theparamount.net/2012/pla2013/>

February 23, 2013, Saturday

VSLD Winter Meeting, Charles Luck Stone Center, Richmond, VA, 11AM-2PM

More information: <http://vsld.org/Members/winterprog.php>

March 08, 2013

Tree Care Symposium, Lewis Ginter Botanical Garden, <http://www.lewisginter.org/adult-education/sponsored-symposiums.php>

April 8-16, 2013

Tuscany Garden Tour, voneal@FandFdesign.com or www.adagiotravel.com

Contact Vicki to reserve your spot today!

April 26, 2013

Arbor Day– More information TBA

January 8-10, 2014

MANTS, Baltimore Convention Center, Baltimore, MD

Contact: 800-431-0066; info@mants.com<http://www.mants.com>

Officers & Directors 2012

Officers

President

Tom Thompson
Natural Art Landscaping
naturalartlandscaping@yahoo.com
[m](#)

Vice President

Eve Willis
Eve's CreativeLandscapeDesign,
LLC
(804) 931-5489
eve@creativelandscapedesign.com
[m](#)

Past President

Chris Coen
Nature's Palette
(804) 475-6767
clarentine@gmail.com

Secretary

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

Treasurer:

Susan Kappel
Creatrix Landscape Design
(804) 741-8975
treas@vsld.org

Directors

Christie Fargis
Homescapes, Ltd.
(804) 359-4710
scfargis@gmail.com

Yulita Ellis
Ellis Landscape & Garden
Designs
(434) 933-4553
yblu09@aol.com

Kimberly League
Gardens by Design
(757) 345-5226
bkleague@cox.net

David Chirico
WPL Site Design
(757) 431-1041 Ext. 53
dave@wplsite.com

Committees

Certification Chair,

Website Chair

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

Membership Chair

Christie Fargis
Homescapes, Ltd.
(804) 359-4710
scfargis@gmail.com

Marketing/Social Media Chair,

Official Photographer

Michele Fletcher
Michele Fletcher Landscape Designs
(540) 464-1599
plantlover@ntelos.net

Public Relations Chair

Denise Greene
Sassafras Farm
(804) 642-0923
sassafrasfarm@verizon.net

Scholarship Committee Chair

Carol Pilgrim
Shipp & Wilson, Inc.
(804) 781-0084
info@shippandwilson.com

Newsletter Editor

Helen Janele
Eco-Scapes LLC
(757) 867-6099
ecoscapes@cox.net

Central Region Coordinator, Lewis Ginter Botanical Garden Liaison

Kay Moore
Moore Designs
(804)-285-0623
Kimmoore9200@hotmail.com