



The Quarterly Newsletter of the Virginia Society of Landscape Designers

Spring 2010

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Dear VSLD Members,

What a cold and snowy winter followed by a gorgeous spring! It is symbolic of the last year and a half with the cold hard economy. It has been rough for business but I see that our economy is improving. Hopefully, this spring will be much better for all of us.

VSLD has made great strides this past year! We've designed a new logo, redesigned the web site, reworked our brochure, hired a marketing firm and started celebrating our 50th anniversary! We started 2010 with a marvelous winter meeting arranged by Denise Hargraves. Kathy Wulf and others set up a display table of memorabilia of our VSLD history. The guest speakers shared many good ideas.

Monit Rosendale spent many days working with Jean Provost on updating our website. It hasn't been revised since 2003. Most everything had to be rewritten and a new layout defined and then refined. We have a picture gallery now so plan for the future to submit your work. If you haven't seen it yet, you are in for a treat! Thank you so much Monit, Jean, and others who helped with critiquing. Carol Pilgrim worked on our brochure updating the wordage, incorporating our new logo and printing. Monit and Carol also revised the Scholarship Application. Monit and other board members worked on revising the membership application. In phase two more

information on VSLD history will be included, a Photo Release Form, more membership photos and newsletters.

Kathy Wulf Corker has been working on gathering VSLD history and continues to do so. If you have any information about our past please send it on to her.

Kay Moore continues her good work with providing activities for Central Virginia group. Educational information helps us grow as designers.

Heather Taylor and Margaret are working on the Summer Tour, July 12-14th, to be held in Raleigh, NC. There will be residential and public gardens to tour and they are putting together a list of other places to visit on our own.

Brian O'Neil is working on the 2011 Winter Tour to be held in Norfolk at the Norfolk Botanical Garden so save the date, February 12th, 2011.

Associations are all about **passion** and **dedication** to improve public awareness and growth as members. We are very fortunate to have many members who desire to see the public educated on why use certified designers. And, work as a team to help us be better landscape designers. Thank you so much, Scott Creery, Chris Coen, Jane Abbott, Christie, Barry, Monit Rosendale, Carol Pilgrim, Kay Moore, Kathy Wulf Corker, Eve Willis, Terry Tosh, Heather Taylor, Brian Bulman, Brian O'Neil, Denise Green, Denise Hargraves, Peggy Krapf and Michele Fletcher.

There are many events happening this year so check the Upcoming Events in the newsletter and on our website. We partnership with several other organizations and you are invited to participate in their events.

Happy 50th Year Anniversary,
Diane Roselius, VSLD President



VSLD Winter Meeting 2010

50th ANNIVERSARY

The 2010 Winter Meeting was held February 13, 2010 at the Gari Melchers Studio Pavilion in Fredericksburg, Virginia. It started at 9:30 a.m. with a social, display of anniversary items, landscape design contest display and voting for the Members' Choice Award. Kathy Wulf Corker collected VSLD historical memorabilia for this event.



At 11:30 a.m. President Scot Creery called the meeting to order. He welcomed everyone and thanked Denise Hargraves for organizing this special fiftieth anniversary. Scott presented the new logo and talked about the board's emphasis on marketing. He also thanked Monit Rosendale for working on updating the website. She is also our new certification chair.

Secretary and treasurer reports were given. Eve Willis talked about the booth. Heather Taylor spoke about the summer tour to Raleigh, NC, July 12th-14th

Margaret Pavela presented the candidates for the 2010 board: President-Diane Roselius, Vice President-Chris Coen, Treasurer-Christie Barry, Secretary -Jane Abbott, Certification-Monit Rosendale, Membership-Terry Tosh, Summer Tour-Heather Taylor, and Past President-Scott Creery. A motion was made and seconded to accept the slate of board members.

Secretary Jane Abbott received the Spirit Award for all the hard work she has done for VSLD.

Diane Roselius thanked Scott for his leadership this past year. She then introduced the judges for the design contest: Cheryl LaJoie, Mike Simpson, Ed Tankard, and Chris Wheeler. Cheryl LaJoie of VNLA, one of the judges attended our meeting. The **winners of the design contest** were: **Graham Howe for Landscape Unbuilt,**

Vicki O'Neal for Vignette Built and for People's Choice, and Douglas Lockwood for Large Scale plan.

After lunch Kathy Wulf Corker talked about the history of VSLD which was formed to protect designers from legislation written to the advantage of landscape architects. Ennion Williams and Vic Meadows were guest speakers and spoke on the history of VSLD.

Nanette Parsons was honored for her eleven years of service.

Denise Hargraves introduced the speakers, Wayne Winterrowd and Joe Eck who present slides and spoke about their garden in Vermont and other parts of the U.S. The photos were wonderful and gave us many new ideas.



Scott Creery presenting Jane Abbott with the 2009 Spirit Award



VSLD Annual Meeting

February 13, 2010

Gari Melchers Studio Pavilion, Fredericksburg,
Virginia

President Scott Creery called the meeting to order at 11:40 am, after a morning of coffee and socializing. He welcomed everyone and thanked Denise Hargraves for organizing this special fiftieth year celebration. Scott presented the new logo and talked about the board's emphasis on marketing. Every effort is being made to direct people to our website which is being updated by Monit Rosendale.

Secretary Jane Abbott gave the account of membership numbers and reminded everyone to look in their packets for the web's password for the year.

Treasurer Nanette Parsons said that she had copies for anyone to peruse of VSLD income and expenses for the year. She said that legal expenses for defending VSLD in legislation initiated by VSLA and marketing expenses due to updating the website were larger than usual this year. She asked for a volunteer to do an in house audit. Linda Anson volunteered for this job.

Monit Rosendale, our new certification chair, has taken on the task of improving our **website**, so she spoke about that. Michele Fletcher asked that the minutes of board meeting be posted.

Eve Willis talked about the **booth**. She reminded us that the booth sells the value of hiring a designer and that you can sell yourself while manning the booth. We also earn Continuing Education Credits. She also asked for new laminated pictures, 12" x 18" or smaller.

Heather Taylor spoke about the **summer tour** to the Raleigh area in North Carolina, July 12-14.

Margaret Pavela presented the candidates for the 2010 board: President, Diane Roselius, Vice President Chris Coen, Treasurer Christie Barry, Secretary Jane Abbott, Certification, Monit Rosendale, Membership, Terry Tosh, Summer Tour Heather Taylor, and Past President Scott Creery. A motion was made and seconded to accept the slate of board members.

Diane thanked Scott for his leadership this past year. She then introduced the judges for the design **contest**: Sheryl LaJoie of VNLA, Mike Simpson, Ed Tankard, and Chris Wheeler. The winners were as

follows: Graham Howe for landscape unbuilt, Vicki O'Neal for vignette built, Douglas Lockwood for large scale plan, and Vick O'Neal for people's choice.

Scott presented a spirit award to Secretary Jane Abbott.

Lunch was served at 12:30, after which **Kathy Wulf Corker talked about the history of VSLD** which was formed to protect designers from legislation written to advantage landscape architects. She used the term "long timers" to introduce Ennion Williams, who had brought photos and memorabilia for all to see, and Vic Meadows who spoke about some of his favorite past tours. He expressed the desire to visit Japan, a suggestion that was warmly greeted.

Scott and Margaret invited presidents under whom Nanette had served to come forward to honor her. Everyone in the room rose to toast Nanette and her eleven years of service.

Denise Hargraves then introduced our speakers, Wayne Winterrowd and Joe Eck who presented slides and spoke about their own property in Vermont as well as several projects around the country.

The meeting was adjourned at 4:15.

Attention all certified VSLD Members

You have the opportunity to market yourself, VSLD, earn CEUs and to be a “published” writer – adding to your credentials – all at the same time.

VSLD gets the free ad and you get publicity!

The *Washington Gardener* magazine is looking for short articles of “Before and After” Designs (from anywhere in the state); the WG editor is currently most interested in smaller properties and townhome B&A designs. She will also do a VSLD ad trade for an article for a “My Garden” feature which is an essay about your own home garden. Periodically she asks for other types of articles as needed.

The *Virginia Gardener* magazine is state-wide and looking for Design articles. According to the latest guidelines, Design articles that are published in VG also brings \$50.00 to the writer, while VSLD continues to receive a 1/4page advertising space for your effort – that is real Value for your time!

KEEP IN MIND: Copies of your published article can be helpful to you in many ways and you could send a press release to your own newspaper about this accomplishment as well; so do yourself a favor and consider some writing as part of your marketing and for VSLD. (You also get VSLD and VNLA CEUs for these!) The writers I have spoken to over the last couple years have been enthusiastic about how much it has helped expand their business. So consider the possibilities as you work and remember to take before and after photographs this spring and summer as you visit clients.

Please think about what you have to offer for a Design magazine article and contact me; I'll email the guidelines for the Design articles right out to you and hook you up with the editors.
Also Kudos and thanks to members:

Chris Coen had a piece on Viburnum Leaf Beetle published in the January issue of the *Washington Gardener* E-News (online newsletter) which provided VSLD with an ad in the Spring hard copy issue of the magazine. Her article was also printed in the winter *VSLDnews*.

Brian Bulman will have a design article published in *Virginia Gardener* magazine in the upcoming October issue which will provide an ad to VSLD.
Doug Lockwood will have a design article later this year in the November issue of VG which will also provide an ad to us.

On behalf of VSLD, thank you to all our writers.
Prospective writers... contact me!

Michele Fletcher, VSLD
plantlover@ntelos.net
(540) 464-1599

Editor's Notes:

Terry Tosh has asked everyone to be on the lookout for the VSLD logo, member's names or member's work in publications or media. We are trying to track our visibility. If you see anything or if you publish work please notify our Publicity Chair, **Denise Greene** sassafrasfarm@verizon.net

Thanks!

****Attention**** Please review the website's designer directory to make sure the information posted about you is current and accurate. If you need to make changes contact Terry Tosh to make the corrections. 804-387-1849 terrytosh@comcast.net

Hi All –

This being my first attempt at editing I am obviously a bit nervous. I want to a good job, so all your feedback and input is greatly appreciated.

I am constantly in need of content, so please send me info about new products you may have used. Software, hardgoods and newly introduced plant materials are all constantly being updated. We can use our network to improve our services and enhance our designer toolboxes. If you see something of interest please let me know.

Many Thanks,

Brian Bulman

bbulman@gdiva.com



VSLD SUMMER TOUR
July 12, 13 & 14, 2010
Raleigh, North Carolina



This year we will be crossing over our southern border and visiting our neighbors in North Carolina. There is a lot to do and see in Raleigh. **We will start our tour on Monday this year.** As you drive down to Raleigh, we will visit four gardens. We will gather for lunch at noon at our first garden in Oxford, NC and travel into Raleigh from there. Lunch will be provided on Monday and Tuesday and you are invited to a hospitality reception on Tuesday evening at the hotel.

During our three days together, we will visit the JC Raulston Arboretum which is famous for its unique plant collections. The Arboretum has 5,000 different plants on display in many types of gardens such as Asian, conifer, xeric, and rooftop. We will also visit the Sarah P. Duke Gardens. The Duke gardens include 55 acres divided into four major areas with wildlife, grottos, terraces, rock gardens, Asiatic arboretum, reflecting pools, and much more.

In addition to the two large gardens, we will visit six residential gardens ranging in size from half an acre to 44 acres. One garden has on display some very unique large sculptures blended into the scenery. All have water features to cool the body and soothe the soul. All, of course, have beautiful plants and each has its own unique beauty and interesting features, which you will have to come and see for yourself. The owners and/or gardeners will be on hand to give the history of their garden and answer all your questions. And just a note – all gardens have ample shade for us to escape the North Carolina sun!

And last but not least our final stop will be at **Plant Delights** where you can wander the many display gardens and buy to your heart's content!!!

Hotel Information

Raleigh Marriott at Crabtree Valley
4500 Marriott Dr.
Raleigh, NC 27612
919-781-7000 or 800-909-8289

First come, first serve block of rooms will be held until June 25th at \$119 plus tax per night per room (\$130 includes breakfast for two). When you call the Marriott, tell them you are with VSLD.

Summer Tour Registration Deadline is June 11th



VSLD Raleigh Summer Tour Registration Form

Tour is July 12, 13 & 14, 2010

Name (s) _____

Address: _____

E-mail: _____

Directions to first garden on Monday will be emailed to you.

Phone: _____

_____ VSLD Member/Spouse @ \$125.00 each _____

_____ Non-Member/Guest @ \$160.00 each _____

Total Enclosed Check (**Make payable to VSLD**) \$ _____

Registration is not refundable

VSLD Raleigh Summer Tour Registration, cont.

Mail check and registration form **by June 11th** to:

Heather Taylor
VSLD Director
4900 Highlands Place
Charlottesville, VA 22901

Any dietary concerns for lunches?

Please list _____

2010

Calendar of Events & Meetings

(in reverse order)

November 10, 2010

VGIC Meeting, Henrico County Extension Office Conference Room, Richmond

October 4, 2010

State Fair of Virginia Plant Sale, benefitting VGIC

September 11, 2010

Virginia GoGreen Garden Festival, Science Museum of Virginia

August 11, 2010

VGIC Meeting, Massey Cancer Center Conference Room, Tour Healing Garden (valet parking)

July 12, 13, 14, 2010

[VSLD SUMMER TOUR](#)

June 9, 2010

VGIC Meeting, Henrico County Extension Office Conference Room, Richmond

May 14 and 15, 2010

DESIGNING WILDLIFE HABITATS - Dumbarton Oaks

The Garden and Landscape Studies Program at Dumbarton Oaks Symposium

See http://www.doaks.org/research/garden_landscape/doaks_gal_symposium_2010_05_14.html
for further information

Officers & Directors 2010

Officers

President:

Diane Roselius
(757) 357-2961

roseliusdesign@charter.net

Past President:

L. Scott Creery
River City Gardens, LLC
(804) 837-4062

gardencree@aol.com

Vice President:

Chris Coen
Nature's Palette
(804) 475-6767

clarentine@gmail.com

Treasurer:

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

christie@christiesfinegardening.com

Secretary:

Jane Abbott
Simply Beautiful
(804) 355-5211

janeabbott@verizon.net

Directors

Eve Willis

Eve's Creative Landscape Design, LLC
(804) 931-5489

eve@creativelandscapedesign.com

Kathy Wulf Corker

Green Leaf Gardens, LLC
(804) 239-4639

kathy@gardensbygreenleaf.com

Heather H. Taylor

Watkins & Company, Inc.
(434) 823-4510

heather@watkinscompany.net

Terry Tosh

Garden Graces, LLC
(804) 387-1849

terrytosh@comcast.net

Committees

Certification Chair:

Monit Rosendale
Gardens by Monit, LLC
(804) 355-3444

gardensbymonit@verizon.net

Membership Chair:

Terry Tosh
Garden Graces, LLC
(804) 387-1849

terrytosh@comcast.net

Public Relations:

Denise Greene
Sassafras Farm
(804) 642-0923

sassafrasfarm@verizon.net

Newsletter Editor:

Brian Bulman
Grigg Design, Inc.
(703) 368-7539

bbulman@gdiva.com