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## ***Minutes Board Meeting***

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Wednesday October 14, 2009 10 a.m. - 3 p.m.

Henrico County Offices

The meeting was called to order at 10 a.m. with the following people present: Lin Diacont, Jeff Miller, Cary Gouldin, Sylvia Wright, Gwynn Hubbard, Mary Williams, Rick Baker, Bill Bonwell, Virginia Carroll, Duane Shumaker, L. Scott Creery, Donna Johnson, Lisa Sanderson, and Karen Carter.

### **President's Comments - Lin Diacont**

Lin acknowledged Rick, Sylvia, Bill, Karen and all of the people responsible for the success of the 2009 Garden Festival, stating that this was the best Festival to date.

Lin encourages membership to continue to market the VGIC to our industry. Think outside the box for ways to encourage membership and support in our efforts for unification of the industry.

Lin attended a meeting with the Virginia Commission on Youth and felt that this was a worthwhile meeting to follow up on. They target youth not planning to attend college, hoping to help them with after school work skills. Lin suggests this may be a way to get some of our Industry certifications recognized in school systems.

See Presidents Report for additional areas of interest.

### **Guest speaker – Chris French**

Chris is the Virginia Director for The Alliance for the Chesapeake Bay. He feels that there is a good opportunity for the Alliance and the VGIC to partner in some areas where there are similar goals between our two groups.

Chris spoke on the BayScapes project that the Alliance for the Chesapeake Bay has just completed at the Science Museum. "BayScapes promote environmentally - sound landscaping practices that create wildlife habitat, conserve water, and prevent pollution- for the benefit and restoration of our local waterways and the Chesapeake Bay – at homes, businesses, and public spaces."

More information can be found at [www.AllianceChesBay.org](http://www.AllianceChesBay.org)

### **Program and Education – Rick Baker**

See Virginia GoGreen Garden Festival summary.

Style Magazine and the Science Museum are interested in partnership at next years Garden Festival.

Mary requests that we compile a list of places where help is needed for next year's festival. This will help us recruit volunteers.

**Legislative – Donna Johnson**

Donna has outlined the issues that we need to be aware of on a handout with the Agribusiness position and the action needed. Please see attachment.

Mary has been working on the Invasive species issue and a brochure for education on these issues. Her report on these issues is attached.

**Executive Director's Report – Jeff Miller**

Minutes for August 26, 2009 approval, motion made by Cary Gouldin second by Bill Bonwell.

The Economic Survey is back on track again and should be finished by Dec. 15. There is \$ 20,000 currently committed for the Economic Impact Analysis hopefully there will be more funds available by the end of spring.

All future specialty crops surveys have been canceled at this time due to state budget cuts.

Website visits continue to rise at this time.

**Treasurer's Report – Jeff Miller**

Dues Notices were sent out to members who have not yet paid.

Balance sheets were presented see attachments.

**Budget Report – Cary Gouldin**

The decision was made to look at and vote on the 2010 budget during the December meeting.

Cary suggests we look at soliciting for advertisement on our websites

**Communications Report– Sylvia Wright**

See attached report

**Membership– Mary Williams**

Mary has sent out new letters for dues payments. If members pay at this time their dues will cover 2010.

She has suggested that we encourage members to stay on board as individuals if a business membership can not be kept up.

**Activities**

**State Fair Update – Gwynn Hubbard**

The plant sale after the Fair this year made \$2629.50. A great deal of volunteer time goes into not only installation of the State Fair Gardens; but also the delivery of plant material, it's maintenance, tear



down of the Gardens (from 8:00 p.m. until we are done on the last night of the fair), and finally the sale itself. The Gardens would not happen without all of the great people who have come out to help over the years. Thank you to everyone involved, the Gardens got many compliments this year as always.

We will again be doing the Roundtable luncheon discussion at MAHSC. The discussion topic for the 2010 luncheon will be Chesapeake Bay Milestones. Suggestions for a speaker would be welcome.

### **Other Business**

Marlene Larios and Luis Coral returned to remind the industry about Telamon Corporation's pesticide safety training program. The program is free of charge and they will come to the farm or grower for the training. Go to [www.telamon.org](http://www.telamon.org) for more information.

Duane Shumaker, President of the Virginia Nursery & Landscape Association, requested a letter of support for the VNLA's Beautiful Gardens Plant Introduction Program to support the VNLA budgeting process. A motion was made to write the letter, seconded and passed.

### **Future meeting dates** (2<sup>nd</sup> Wednesday of the month)

Dec. 9, 2009 (changed to Dec. 10)

Jan. 13, 2010

March 10, 2010

June 9, 2010

Aug. 11, 2010

Nov. 10, 2010

*Respectively submitted, Gwynn Hubbard, Secretary*

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## ***Presidents Comments***

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October 14, 2009

Thank everyone for coming

On behalf on the officers, we appreciate your being here and look forward to your input as we continue to grow our organization

Garden Festival Sept 12, Congratulations to all who helped. It was a wonderful event and a job extremely well done. It was a very successful event.

I am in a lame duck session with new leadership coming forth

**Horticulture is "sitting on a goldmine of opportunity" to promote itself as a solution to climate change, renewable energy, water quality and quantity 'etc  
Let's think outside the box, (our landscape beds, greenhouses, nurseries and lawns)  
and become more creative in leading our industry into the future**

I have passed out my report, please review and ask questions

Thanks to all who sent in their committee reports-it really helps to make meeting run smoothly and efficiently

Goals-continuing on with goals for 2009 as per our strategic plan to grow membership

Will continue to contact and organize meetings with association boards and potential partnerships with allied groups to promote membership

*(Many are saying they will join or support efforts but never actually sign on)*

Career and Technical Roundtable discussion with the Virginia Commission on Youth Study

Sylvia has been nominated for the Scott Arboretum Medal and Award. Committee is meeting on November 20<sup>th</sup> to select recipient. Will keep you posted

Working with MAHSC on luncheon format and topic

***GoGreen! Champions of the Environment!  
Unifying Horticulture in Virginia!***

*Lin Diacont, 2009 VGIC President*

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## ***VGIC PR/Communications/Membership Ideas***

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**list of 5/10 reasons to join VGIC** (such as following examples)–

Participate in activities that enable Industry consensus.

Take advantage of Industry diverse opportunities (advertise/sponsor events, access to job postings, discounts offered by VGIC membership)

Use network to get ahead (refer/acquire referrals, mentor/seek mentoring, be a link in a diverse network)

Be represented by a ‘consolidated Industry voice’ which is more clearly heard by advisory and legislative regulators.

Be represented by unification that seeks to develop and influence research, products and services, education and scholarship distribution.

Participate in a unification that enables consumer education and awareness of products and services.

Become known as a leader of an advocacy for GoGreen, environmental stewardship.

**Further Industry/Consumer Awareness –**

Establish an **annual VGIC Award** which acknowledges a person/organization that communicates an understanding of the importance of the Industry to leaders, colleagues and the public; an understanding of what it means to be a professional in the Green Industry of VA. (My example was Joyce’s ‘water it right brochure’)

Update VGIC brochure to lists tangible/intangible benefits.

Affiliate the VGIC festival as well as other activities related to VA’s tourism function **VAGreen**.



Solicit VGIC membership to supply niche educational press release articles and circulate to community newspapers.

**Establish tangible membership benefits –**

Establish a member/non-member rate of payment for participating in the VA GoGreen Garden Festival.

Create a ‘members only’ function on [www.virginiagreen.org](http://www.virginiagreen.org) – identify functions that would only be available to membership and the pass-word is supplied through the quarterly meeting notice or some other means.

Create ability to **advertise** on [www.virginiagardening.com](http://www.virginiagardening.com) and [www.virginiagreen.org](http://www.virginiagreen.org) with either free/discount to VGIC member and higher cost to non-VGIC advertiser.

Identify and establish criteria of Industry certification programs/quality assurance policies/procedures (ex. IPM), **develop a model VA certified ‘green business’** and offer application process that awards use of the VGIC logo and a slogan such as ‘provider of certified green services’. Members/non-members could apply to both web sites – the criteria is the applying business has participated in existing VA Industry certification such as certified hort or landscape, master gardener, master naturalist or for example by attending the VA Natural Resource Leadership Institute program, I’m a certified environmental meeting facilitator – we could have an ‘other category’ and identify criteria as applied. Again, VGIC member list is free and non-VGIC pays application fee. We could also allow use of VGIC logo plus some type of slogan phrase such as ‘supplier of VA certified green services’.

Solicit from members of VGIC **expanded benefit** – ex. if VNLA is a member then, members of VGIC receive VNLA member discount during a VNLA sponsored event. (Create VGIC membership cards which are used as proof of membership)

**Funding -**

Identify sources for VGIC projects – grants, etc. Since other states have ‘green initiative grants, we should lobby for establishment and also explore those available through DCR as well as agri.

*Sylvia Wright, Public Relations Chair*

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## ***Environmental Affairs Committee***

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### **Virginia Green Industry Council Board Meeting October 14, 2009**

**Report: Mary Williams Representing the Environmental Affairs Committee for VNLA**

1. Proposing to the VNLA Board to vote on the Voluntary Code of Conduct for Nursery Professionals’. This code was written by the Center for Plant Conservation.
2. The VNLA has put a link to ‘The NatureServe Plant Data’ the Invasive Species Assessment Protocol on its website.

3. The Beautiful Gardens program has agreed to us more native plants in their 'Plants of Distinction' selection.
4. The Invasive Species Advisory Group, Educational Outreach Committee has developed a poster/brochure named "Stop the Invasion!". It lists" the 12 worst invasive species Virginians should know about and what you can do about them."
5. Kevin Heffernan with Natural Heritage, Virginia Department of Conservation and Recreation and the Invasive Species Advisory Group has asked the VNLA to revise the brochures "Native Plants for Conservation Restoration and Landscaping."
6. The VNLA will be adding an "Environmental Affairs" chapter to the Virginia Certified Horticulturist manual with sub chapters including Native , Invasive and Wetlands plants, Water Quality, Drought issues, conservation, runoff, fertilizer and WaterSense program and the Mission H2o issues.
7. I am presently working on the Native and Invasive plants chapter.

## 2009 Virginia GoGreen Garden Festival Summary

Saturday, September 12, 2009  
Science Museum of Virginia  
Virginia Green Industry Council

We are moving in the right direction!  
Good promotions,  
An improved mix and quality of vendors,  
Great weather.  
A venue that is well suited to our efforts.  
All added up to a successful 2009 Virginia GoGreen Garden Festival.

We estimate an attendance of 2,355 based on the programs given out. 86% came from the greater Richmond area. This is up from less than 1,000 in 2008. We received many favorable comments from exhibitors and the public about the Festival and its offerings. Increased interest from the Science Museum was a positive factor. Sylvia, as always, got the word out and coordinated the speakers and did her usual excellent job. Most vendors selling product this year actually made money. Rick's Custom Nursery did over \$1,000 in-business. The VGIC plant sale more than doubled sales over 2008 with adjustments to pricing and a new location. Volunteers from the Master Gardeners did a great job! They were enthusiastic and well organized thanks to Cheri Haggerty. Music worked out well in its new location and attracted people to the food vendor.

While we improved our efforts in many areas, there are activities that still need to be worked on or eliminated. Tours of the Science Museums environmental display area by Science Museum staff never happened. Presentations in the amphitheater are not



drawing people to that area. Children's activities outside of the exhibits need to be reviewed.

These are some key considerations for 2010:

We must have a PA system — rented by VGIC or provided by SMV

Name on each exhibit

Recycling containers!

Tent for Andre and his radio show

Have key note speaker or personality in addition to Andre (like a Mike McGrath)

Move speakers from amphitheater,

I'm sure some of you have observations and suggestions, I have two pages of notes of adjustments for 2010. Sylvia has also reviewed the effectiveness of her media campaign and the speakers at the Festival.

Our goal for the Virginia GoGreen Garden Festival is to help market our Virginia horticulture industry to the public and encourage consumers to GoGreen through the educational presentations. I think we are doing a good job of this with room for improvement. Two positive offers came out of this year's Festival - the Science Museum would like to partner with us for 2010 and Richmond Magazine would like to sponsor, The Council must decide if we are to move ahead for 2010.

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- *provided by Rick Baker, VGIC Marketing Chair an Director of VDACS Mid-Atlantic Region Marketing*

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## ***VGIC PR/Communications Ideas***

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Further Industry/Consumer **Awareness** –

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Establish tangible membership **benefits** –

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Use network to get ahead (refer/acquire referrals, mentor/seek mentoring, be a link in a diverse network)





Be represented by a 'consolidated Industry voice' which is more clearly heard by advisory and legislative regulators.

Be represented by unification that seeks to develop and influence research, products and services, education and scholarship distribution.

Participate in a unification that enables consumer education and awareness of products and services.

Become known as a leader of an advocacy for GoGreen, environmental stewardship.

Identify sources for **funding** VGIC projects – grants, etc.

Affiliate the VGIC festival as well as other activities related to tourism with **VAGreen**.

Identify and **market VGIC/Industry activities as 'green services'** – ex. Certification programs.

Identify and establish criteria of Industry certification programs/quality assurance policies/procedures (ex. IPM), **develop a model 'green business'** and offer application process that awards use of the VGIC logo and a slogan such as 'provider of certified green services'.

*- provided by Sylvia Wright*

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**Virginia Green Industry Council**  
**Profit & Loss Budget vs. Actual**  
 January through December 2009

				Jan - Oct 11. 09	Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>4050 - Sales</b>					
		4051 - Plant Sale Hort Gardens		0.00	3,600.00
		<b>Total 4050 - Sales</b>		<b>0.00</b>	<b>3,600.00</b>
<b>4100 - Dues membership</b>					
		4110 - Sponsorships		1,650.00	6,000.00
		4100 - Dues membership - Other		2,794.00	5,000.00
		<b>Total 4100 - Dues membership</b>		<b>4,444.00</b>	<b>11,000.00</b>
<b>4400 - Virginia Garden Festival</b>					
		4410 - Plant Sale Garden Festival		2,406.28	2,500.00
		4415 - Exhibitor Garden Festival		2,525.00	2,100.00
		4420 - Sponsorships		4,900.00	6,000.00
		<b>Total 4400 - Virginia Garden Festival</b>		<b>9,831.28</b>	<b>10,600.00</b>
<b>4900 - Websites</b>					
		4910 - Website Link		40.00	100.00
		<b>Total 4900 - Websites</b>		<b>40.00</b>	<b>100.00</b>
		<b>Total Income</b>		<b>14,315.28</b>	<b>25,300.00</b>
<b>Expense</b>					
		6110 - Meeting Expenses		39.96	100.00
		6120 - Bank Service Charges		30.00	
		6160 - Dues and Subscriptions		550.00	600.00
		6180 - Insurance			
		6185 - Liability Insurance		400.00	400.00
		<b>Total 6180 - Insurance</b>		<b>400.00</b>	<b>400.00</b>
		6230 - Licenses and Permits		175.00	35.00
		6250 - Postage and Delivery		0.00	75.00
		6260 - Printing and Reproduction		67.88	
		6270 - Professional Fees			
		6271 - Management Fee			
		6275 - News Releases			
		6276 - News Clipping Service		586.05	500.00
		6277 - Public Relations GoGreen Column		357.25	1,200.00
		6275 - News Releases - Other		247.50	2,000.00
		<b>Total 6275 - News Releases</b>		<b>1,190.80</b>	<b>3,700.00</b>
		6271 - Management Fee - Other		7,232.50	7,500.00
		<b>Total 6271 - Management Fee</b>		<b>8,423.30</b>	<b>11,200.00</b>
		<b>Total 6270 - Professional Fees</b>		<b>8,423.30</b>	<b>11,200.00</b>
		6340 - Telephone			
		6341 - Conference Calls		0.00	100.00
		<b>Total 6340 - Telephone</b>		<b>0.00</b>	<b>100.00</b>
		6345 - Email Broadcast Service		135.00	
		6400 - Public Relations			
		6401 - Travel Expenses President		1,055.18	1,000.00

## Virginia Green Industry Council

### Profit & Loss Budget vs. Actual

January through December 2009

				Jan - Oct 11. 09	Budget
			<b>6410 · Marketing of the VGIC</b>	145.95	
			<b>6420 · Virginia Garden Festival</b>	5,127.66	7,500.00
			<b>6460 · State Fair</b>	600.00	
			<b>Total 6400 · Public Relations</b>	6,928.79	8,500.00
			<b>6550 · Office Supplies</b>	0.00	100.00
			<b>6700 · Website</b>		
			<b>6710 · VirginiaGardening.com</b>	518.94	3,000.00
			<b>6720 · VirginiaGreen.org</b>	669.00	2,000.00
			<b>6700 · Website - Other</b>	29.70	
			<b>Total 6700 · Website</b>	1,217.64	5,000.00
			<b>Total Expense</b>	17,967.57	26,110.00
			<b>Net Ordinary Income</b>	-3,652.29	-810.00
			<b>Other Income/Expense</b>		
			<b>Other Income</b>		
			<b>7010 · Interest Income</b>	67.94	5.00
			<b>7030 · Other Income</b>	1,100.00	
			<b>Total Other Income</b>	1,167.94	5.00
			<b>Net Other Income</b>	1,167.94	5.00
			<b>Net Income</b>	<b>-2,484.35</b>	<b>-805.00</b>

**Virginia Green Industry Council**  
**Profit & Loss Prev Year Comparison**  
 January 1 through October 11, 2009

				Jan 1 - Oct 11, 09	Jan 1 - Oct 11, 08
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4100 · Dues membership					
4110 · Sponsorships				1,650.00	1,200.00
4100 · Dues membership - Other				2,794.00	3,197.00
<b>Total 4100 · Dues membership</b>				<b>4,444.00</b>	<b>4,397.00</b>
4400 · Virginia Garden Festival					
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4420 · Sponsorships				4,900.00	4,650.00
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4900 · Websites					
4910 · Website Link				40.00	80.00
<b>Total 4900 · Websites</b>				<b>40.00</b>	<b>80.00</b>
<b>Total Income</b>				<b>14,315.28</b>	<b>12,104.00</b>
<b>Expense</b>					
6110 · Meeting Expenses				39.96	62.42
6120 · Bank Service Charges				30.00	0.00
6160 · Dues and Subscriptions				550.00	550.00
6180 · Insurance					
6185 · Liability Insurance				400.00	400.00
<b>Total 6180 · Insurance</b>				<b>400.00</b>	<b>400.00</b>
6230 · Licenses and Permits				175.00	35.00
6240 · Miscellaneous				0.00	158.18
6250 · Postage and Delivery				0.00	55.06
6260 · Printing and Reproduction				67.88	0.00
6270 · Professional Fees					
6271 · Management Fee					
6275 · News Releases					
6276 · News Clipping Service				586.05	623.06
6277 · Public Relations GoGreen Column				357.25	1,787.50
6275 · News Releases - Other				247.50	0.00
<b>Total 6275 · News Releases</b>				<b>1,190.80</b>	<b>2,410.56</b>
6271 · Management Fee - Other				7,232.50	6,868.75
<b>Total 6271 · Management Fee</b>				<b>8,423.30</b>	<b>9,279.31</b>
<b>Total 6270 · Professional Fees</b>				<b>8,423.30</b>	<b>9,279.31</b>
6345 · Email Broadcast Service				135.00	0.00
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6460 · State Fair				600.00	0.00
<b>Total 6400 · Public Relations</b>				<b>6,928.79</b>	<b>5,660.30</b>
6550 · Office Supplies				0.00	77.45
6700 · Website					

