Friday - August 21
VNLA Summer Tour
Behind the scenes tours

Thursday - August 20
Annual VNLA Field Day
Shade Tree Farm, Upperville, VA
Over 100 acres of trees.

“We grow BIG Trees...
What takes nature twenty years...Shade Tree Farm can do in a day.”
Live big tree digging demonstrations!

Speakers
Thomas Rainer - Horticultural Futurist
Marcus vandeVliet - Companies & Business Success
Craig Regelbrugge - Bees, Neonicotinoids, Labor
Dr. Richard Olsen - U.S. National Arboretum Director

Friday - August 21st
VNLA Summer Tour

Behind the Scenes Tours

2 Ruppert Landscape Facility, Gainesville
3 Meadowlark Botanical Garden, Vienna
4 Two private landscapes
   by Wheat’s Landscape, Vienna

More details at www.vnla.org  info@vnla.org  800-476-0055
## 2015 Field Day and Summer Tour Pre-Registration for All Events

**Company Name:**

**Address:**

**City:**

**State:**

**Zip code:**

**Cell Phone:**

**Fax:**

**Email:**

(VSLD members get VNLA Member rates)

<table>
<thead>
<tr>
<th>Event</th>
<th>Wednesday August 19</th>
<th>Thursday August 20</th>
<th>Friday August 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enter fees for each event you are registering for in the appropriate box(s)</td>
<td>Successful Landscape Company Workshop 1-5 pm</td>
<td>Casual Networking Beer/Wine Reception Wyndam Hotel 5:30-7 pm</td>
<td>Field Day at Shade Tree Farm (Pages 3,4,5)</td>
</tr>
</tbody>
</table>

**Qualifying CEUs**

- 4 CEU
- 4 CEU
- 2 CEU

<table>
<thead>
<tr>
<th>Print Name(s) of Person(s) Registering</th>
<th>$45 Members non-Members $65</th>
<th>$5 Members non-Members $10</th>
<th>$60 Members Non-Member $85</th>
<th>$55 Members Non-Member $75</th>
<th>Total $$ Due</th>
</tr>
</thead>
</table>

- **Does NOT include overnight accommodations, make reservations at the Wyndham Garden Hotel at 1-703-335-0000; $89.00/night**

**Copy form for additional persons registering**

- **Total Due**

- **I have special food, lodging or transportation requirements:**

**Make check payable to:** VNLA Field Day

**Charge to Credit Card #:**

- **Expiration:**

<table>
<thead>
<tr>
<th>VISA</th>
<th>MasterCard</th>
<th>AmExpress</th>
</tr>
</thead>
</table>

**Signature:**

**Mail to:** VNLA Field Day

383 Coal Hollow Rd

Christiansburg, VA 24073-6721

**Questions? Call**

1-800-476-0055

**Or Email:**

fieldday@vnla.org

**Save Time and $$$ Pre-Register TODAY!**

By July 31

On-site Registration is $10 more per person per event
**VNLA 2015 Field Day**

**Digging Big Trees Where the Trees Live**

Upperville, VA
Shade Tree Farm

**VNLA 2015 Field Day**

**Digging Big Trees Where the Trees Live**

Upperville, VA
Shade Tree Farm

**MORNING SCHEDULE**

9:00 - 10:00am  “Planting in a Post-Wild World: Designing Plant Communities for Resilient Landscapes”  (Thomas Rainer)

10:00 - 10:30am  Network with Exhibitors

10:30 - 11:30am  BIG TREE Digging Demonstration **OR**  “How to Beat the Low-Bid Competition”  (Marcus VandeVliet)

11:30 - 12:00pm  Network with Exhibitors

12:00 - 1:30pm  Box Lunch under the Big Tent

**AFTERNOON SCHEDULE**

1:30 - 2:30pm  BIG TREE Digging Demonstration **OR**  Bees and Pollinators, Immigration  (Craig Regelbrugge, AmericanHort SR. Legislative Director)

2:30 - 3:30pm  “Trees for the Future”  (Dr. Richard Olsen, U.S. National Arboretum)

**WEDNESDAY 8/19**

**Five Key Fundamentals to Operating a Successful Landscape Construction Company**

Marcus vandeVliet improved profitability of a residential design build firm from 6% to 19% while maintaining $7 million in revenues!

1. **Business Planning**: developing a team-based business plan that has the buy-in of your key employees is critical for your long-term success. This plan will allow you to develop a long-term strategy for developing the right people and systems to ensure success.

2. **Cash Flow**: cash flow is the accumulation of previously earned profits. Accounts receivable and payment schedules will also play a short-term role in improving your cash flow. The key is to produce profitable projects. This will be accomplished by eliminating waste and improving production systems.

3. **Pricing Strategies**: developing a price for each project based on your company’s cost is vital. Understanding your direct costs will provide the foundation for job costing. It is also important to understand how much overhead and profit will be generated from each project. The market price will not generate profitable projects.

4. **Accountability**: the key is to measure every employee’s performance. This includes overhead and production employees. Job costing plays a key role in developing measurable goals for both sales and production employees. Developing standard operating procedures will provide consistency.

5. **Culture**: this ultimately drives your long-term success. Having a great culture allows your company to reach its potential. Employees must be engaged, and the company must be continually improving.

5:30 - 7:00pm  Networking Beer/Wine Reception under the Gazebo
About Shade Tree Farm

Where the Trees Live
100 acres and tens of thousands of trees and one of the largest fleets of truck mounted spades in the nation!

Philip Klene
Owner of West Winds Nursery, LLC and Shade Tree Farm
Philip received a degree from University of Maryland in Horticulture in 1981. While attending the University of Maryland, Phillip studied Horticulture at Northern Virginia Community College. Valuable hands-on experience was gained weekends and spare afternoons working at Garden World of Virginia.

Philip founded West Winds Nursery because of his love for landscaping. West Winds was founded in 1982. This launched Philip on a lifelong career involving growing, planting and installing trees, shrubs and perennials. Over the last thirty years, Phillip brings to his business a love of hard work and a profound appreciation for plant material of all types and sizes.

At Shade Tree Farm, Philip is devoted to making sure each client receives the best service. He personally supervises and works on most landscapes.

When not working, his favorite pastime includes driving his Saab with the top down traveling to see large and spectacular trees.

Always Learning and Growing - In order to keep abreast with current horticulture trends and research, Philip maintains Virginia Certified Horticulturist and the International Society of Arboriculture (ISA) Certified Arborist accreditations. The highest level of certification available.

Cecilia A. Palmer
Landscape Designer, Estimator (and Philip's sister)
Cecilia started working with Philip at West Wind Nursery in 1985. Cecilia studied Ornamental Horticulture and Landscape Design at Northern Virginia Community College. She is also a Virginia Certified Horticulturist and enjoys attending seminars concerning the newest research in plants. She also loves to learn about new plant introductions in the horticulture and landscape design fields.

Plant Enthusiast - Cecilia is an avid gardener and plant enthusiast. She enjoys sharing her love and knowledge of the plant world with clients. Cecilia loves the process of making their dream garden.

Whenever time permits she loves to tour gardens and botanical arboretums. Chanticleer Garden in Pennsylvania is a special favorite.

Erica A. Klene
Sales, clerical and graphic arts technician (and Philip's daughter)
Erica started working with Philip and Cecilia in 2002. She studied Horticulture Technology and Fine Arts at Northern Virginia Community College. What an unusual background and a wonderful combination for Shade Tree Farm.

Erica enjoys spending time with her daughters touring gardens and seeing the newest plants wherever she can find them.
Shade Tree Farm is a division of West Winds Nursery, a landscaping company in Sudley Springs, but not part of the actual VNLA Field Day.

West Winds Nursery has been creating and installing distinctive landscapes since 1981. With a lifetime of landscape experience, owner Philip Klene, brings nature’s beauty to your home and garden. Every project is a personal work of art, utilizing nature’s palette of perennials, shrubs and trees, creating a unique outdoor experience – an experience tailored to your home. From design through installation, West Winds Nursery develops distinctive, award winning landscapes that have received recognition and accolades from both design professionals and clients.

Field Day Speaker Information

Marcus vandeVliet

Bio: With more than 25 years of real world experience as an entrepreneur, business executive, and consultant, Marcus was a founder of a design build company in New Jersey that he re-directed into a niche business specializing in project management of high-end projects for the residential marketplace.

Marcus also developed and improved accounting and information transfer systems to help maximize profitability of a large landscaping company with 400 employees and $23 million in revenues. He was also President of a residential design-build firm, improving profitability from 6% to 19% while maintaining the company’s $7 million in revenues.

He was recognized as an expert in bidding and estimating in the construction industry when working with Vander Kooi and Associates and delivered presentations and conducted workshops throughout the United States.

Topic: How to Beat the Low Bid Competition!

Marcus vandeVliet has a real-world, action-oriented, proven approach to helping boost the prosperity and sustainability of small and mid-sized businesses like yours.

Thomas Rainer

Bio: Thomas Rainer is a registered landscape architect, teacher, and writer living in Arlington, Virginia. Thomas is a highly sought after public speaker whose passionate and provocative talks have inspired and entertained audiences all over the country. He is a passionate advocate for an ecologically expressive design aesthetic that does not imitate nature, but interprets it. He is best known for his influential blog, Grounded Design. In addition to writing, Thomas has designed landscapes for the U.S. Capitol grounds, The New York Botanical Garden, and over 100 gardens from Maine to Florida. Thomas is an Associate Principal for the firm Rhodeside & Harwell, teaches planting design for George Washington University, and will publish his first book with Timber Press this fall.

Topic: “Planting in a Post-Wild World: Designing Plant Communities for Resilient Landscapes”

The nature of nature is changing. As we enter the Anthropo-
Richard T. Olsen, Ph.D.

Bio: Since 2006, Richard has worn multiple hats at the U.S. National Arboretum, including his current role as Director. In this capacity he guides the Arboretum in its mission to enhance the economic, environmental, and aesthetic value of ornamental and landscape plants through long-term, multi-disciplinary research, conservation of genetic resources, and interpretative gardens and displays. Prior to assuming the directorship, Richard was a research geneticist in the Floral and Nursery Plants Research Unit, where he led the urban tree breeding and co-led the boxwood improvement programs. He was also lead scientist for plant germplasm program, and coordinated the collection, characterization, evaluation, and distribution of unique plant genetic resources to researchers, botanical gardens, and the nursery industry. Richard has a bachelor degree in horticulture (BS, NC State University, 1998), a master degree in horticulture (MS, University of Georgia, 2001) and a doctorate in horticultural science (Ph.D. NC State University, 2006).

Topic: “Woody landscape plant breeding for disease and insect resistance at the US National Arboretum”

This presentation will highlight current efforts in these research areas, including recent introductions from the breeding programs, novel hybrids and forms currently under evaluation, and research discoveries and implications for the woody ornamental plant nursery industry. Woody ornamental research at the U.S. National Arboretum has continued unabated since its inception in 1927 and encompasses germplasm collection and characterization, ornamental plant breeding, taxonomy and pathology. The living collections total more than 25,000 accessions and to date our plant introductions number over 650.

Craig Regelbrugge

Bio: Craig Regelbrugge serves as AmericanHort’s senior vice president, where he is responsible for industry advocacy and research programs. AmericanHort launched in January, 2014, as the consolidation of the American Nursery & Landscape Association (ANLA) and OFA - The Association of Horticulture Professionals. The mission of AmericanHort is to unite, promote, and advance our industry through advocacy, collaboration, connectivity, education, market development, and research.

Regelbrugge received his undergraduate degree in horticulture from Virginia Tech, and he worked in the retail nursery industry and served as a county horticultural extension agent in Virginia before joining ANLA in December, 1989.

Regelbrugge serves in several national leadership positions representing the horticulture industry on matters relating to the labor force, plant health, and trade. He co-chairs the Agriculture Coalition for Immigration Reform, a broad-based coalition seeking legislation to ensure a stable and legal agricultural workforce, and is chairman of the board of the National Immigration Forum Action Fund.

He is a frequent presenter, author, and spokesperson on topics relating to the workforce and immigration, production, trade, and environmental issues impacting farmers and small businesses in and serving the horticulture industry.

In his free time, he enjoys travel and, of course, gardening.
### VNLA 2015 Summer Tour

**FRIDAY 8/21**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7:30 am</td>
<td>Breakfast and checkout of Hotel</td>
</tr>
<tr>
<td>7:45 am</td>
<td>Buses depart for tours</td>
</tr>
<tr>
<td>4:00 pm</td>
<td>Arrive back at the Hotel</td>
</tr>
</tbody>
</table>

**SPECIAL NOTE:** The Summer Tour will start Friday morning with the bus leaving from the Wyndham Garden Manassas.

If you are staying at another location or driving in for the day, you will be required to ride the bus Friday as all tour stops have limited access. You may park at the Wyndham Garden Manassas during the tour.

---

### Ruppert Landscape - Gainesville Facility

As a Gainesville, VA landscape maintenance company, Ruppert Landscape is responsible for managing some of the most well-known properties in Virginia. There are 125 employees at this facility with the landscape construction branch operating 8 crews with 3 trucks and the landscape maintenance branch operating with 12 crews and 12 trucks. The company specializes in high-quality large-scale and full-service commercial landscape construction services as well as comprehensive landscape management and irrigation management services with 18 branches in 5 Mid-Atlantic States.

### Meadowlark Botanical Gardens - A Behind the Scenes Tour

**Embrace the Beauty of Nature** - Meadowlark Botanical Gardens in Vienna, Virginia, has created three distinctive native plant collections in support of the International Agenda for Botanic Gardens in Conservation. The largest of these is the Potomac Valley Collection (PVC). **July & August** - Hosta Garden, Herb Garden, Perennial Garden, Butterfly Garden, White Garden, Bold Garden, Salvia Collection, Hydrangeas, Container Plantings, Crepe Myrtles, Ferns & Fern Allies, Annual Plantings, Aquatic Plants, Grasses. Stroll through the Potomac Valley Collection to see the diversity of native plants and experience the seclusion of a mature hardwood forest.

Beauty, conservation, education and discovery flourish throughout the year at this 95 acre complex of large ornamental display gardens and unique native plant collections. Walking trails, lakes, more than twenty varieties of cherry trees, irises, peonies, an extensive shade garden, native wildflowers, gazebos, birds, butterflies, seasonal blooms and foliage create a sanctuary of beauty and nature.

See the developing $1M Korean Bell Garden development with stone terracing and stairs, Korean trees, a meandering path with various reflection stations, and the highlight, the Bell Pavilion and Bell. The expert craftsmanship of the pavilion, the simplicity of the landscape and the breathtaking view of the rest of the gardens are exquisite.

### Private Garden Landscapes by Wheat’s Landscape

Wheat’s was established by Mike Wheat in McLean, Virginia in 1978. The business has evolved from a family lawn care service to a full service design/build, and landscape maintenance company serving high-end residences.

Their work area covers Northern Virginia, Maryland and Washington DC area homes with comprehensive year-round lawn service and landscape care, they provide every landscape design-build job with professional project coordination and planning; their irrigation team of trained and certified professionals will create a custom layout based on the watering needs of your unique landscape. View two of their exquisitely design and maintained private estates.
**Hotel Accommodations**

The amenities and services at this non-smoking Manassas hotel are top of the line: a full-service restaurant, fully equipped hotel fitness center, and both an indoor pool and seasonal outdoor pool, complete with beautiful garden gazebo. Guests will also find ample free parking, and for those who must work, a 24-hour business center comes equipped with copy and faxing capabilities, as well as free Wi-Fi Internet access, available throughout the hotel.

**Make your own reservations at:**

1-703-335-0000

**RESERVATION CUTOFF:** August 4

(As available after this date)

---

**Directions to Wyndham Garden Manassas**

10800 Vandor Ln, Manassas, VA 20109
I-66 Exit 47 North, Sudley Rd/Rt. 234

**Directions to Shade Tree Farm**

[https://goo.gl/maps/l0zld](https://goo.gl/maps/l0zld) From Wyndham Hotel

In approximately 8 miles turn Right onto John S Mosby Hwy/US-50E
In approximately 2 miles turn left onto Trappe Road/VA-619
Shade Tree Farm entrance will be approximately 2.75 miles on left shortly after Millville Road on the right

Additional directions, details and updated information available on the VNLA website at [http://www.vnla.org](http://www.vnla.org)

---

Ask for the “Virginia Nursery & Landscape Association” special rate of $89.00/room