



Accomplishments in 2007

Virginia Agribusiness Council Appreciation Banquet: Provided centerpieces for the tables at the banquet and other decorations and each piece had signage with the VGIC logo along with information about the Green Industry, which helps make our industry more visible to our legislators and their aides.

Arbor Day – Co-sponsored the Virginia Arbor Day Ceremony on the Capitol grounds in the rain. With representatives from the VNLA and VDACS as well as Tony Griffin who accepted the tree for the Commonwealth of Virginia.

The 2nd Virginia Garden Festivalsm was successfully completed on Saturday, September 22 at the Lewis Ginter Botanical Garden in Richmond, Virginia. 35 exhibitors for the Virginia Garden Festivalsm participated in the stand-alone event. The program featured Andre Viette's live radio show "IN THE GARDEN". There were keynote presentations by Edmund Snodgrass on Greening the Roofs of our Communities; Brent Heath discussing Bayscaping with Bulbs, and Mike Goatley - Environmental Turf Management; and others. We estimate that there were approximately 2,000 people in attendance. The VGIC had sales of \$2,750 from donated plant material from Virginia growers. The VGIC donated \$700.00 of the plant sale proceeds from the Garden Festival in September to the Virginia Tech Hahn Horticulture Garden's Jocelyne Couture-Nowak Memorial Garden.

Donation to the Virginia Tech Hahn Horticulture Gardens – The VGIC donated \$700, part of the Garden Festival plant sales proceeds, to the gardens in memory of Jocelyne Couture-Nowak.

State Fair Horticulture Gardens: The VGIC members provided a bountiful supply of plant material to provide and enhanced color landscape for these gardens during the State Fair, which were then sold at the end of the Fair, generating additional revenues for the Council.

Quarterly email Newsletters and monthly Bulletins on current events and updates were continued this year by Sylvia Wright.

Gardening News Releases: The VGIC released 38 seasonal news releases that were used, reaching over 3,933,591 contacts in daily and non-daily newspapers, websites and magazines.

Monthly gardening articles were written by Jim May, Virginia Certified Horticulturist, and submitted to newspapers statewide and by the VGIC office.

www.VirginiaGreen.org (the trade website) continues to be the "go to" website for the most extensive green industry calendar of events, as well as industry information and resources.

www.VirginiaGardening.com (the consumer website) continues to grow with resources and information for Virginia Gardening information from all segments of the green industry.

Publicity – Sylvia Wright continued to provide an extensive array of news releases and articles promoting the VGIC, resulting in coverage of the VGIC and events in numerous state, regional and national publications.

Listed by Richmond.com as 1 of the top 20 regional non-profits.

Strategic Plan – held an all-day strategic planning session to establish direction and priorities for the next several years.