



Minutes Board Meeting

Tuesday, March 17, 2009:10 a.m. - 3 p.m.
State Fair office, Mechanicsville, VA

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, Cheri Haggerty, Cary White, Virginia Chisholm Carroll, Greg Lonergan, and Rick Baker.

President's Comments - Lin Diacont

Lin Diacont welcomes members and asks that they fill out a member survey provided by Jeff.

Committee heads were thanked for sending in their reports. They were asked to solicit one new member not on the board to be a part of their committee.

Jeff will be doing our Industry newsletter and Sylvia will be handling the Consumer newsletter.

See attached President's report

Executive Director's Report – Jeff Miller

Jeff continues to work with Green Industry (nursery, landscape designers, contractors, garden centers, and flower growers, Christmas tree growers) to jointly fund the Economic Impact Survey.

The website statistics are holding steady. Funding through website ads is still being considered.

A close watch continues with the VA Tech position changes. There is a concern that positions will be lost within the Horticulture Department.

There were less people at the water roundtable held at the Mid-Atlantic Horticulture Short Course than the one held last year. This is still considered a good effort and we will continue working on this for future years.

Our GoGreen logo is up for renewal, Jeff will go ahead with this.

See attached Directors report

Treasurer's Report – Jeff Miller

Balance sheets were presented for approval. Motion to approve was made by Lin and seconded by Cary.

Minutes from the last meeting were presented and approved. Motion to approve was made by Cary Gouldin, second by Mary Williams.

See attached Treasurer's report

Committee Report's

Budget Report – Cary Gouldin

Cary requested the membership to come up with ideas to generate more income for the VGIC.

Sylvia suggested that we host some type of short course or class and charge a fee for attendance.

Lin suggested we offer the chance for Sponsorship when speaking with our membership.

The opportunity also remains to charge for advertising on our websites.

Cary White suggested that the fertilizer committee will need avenues to certify for the Fertilizer licenses; we could be an avenue for this for a fee.

Communications Report– Sylvia Wright

Participation in some type of on going Blog was suggested; however an agreement within the green industry on topics discussed would be needed before a stance was taken. Any Blog would also need to be monitored regularly.

See attached communications report

Membership– Mary Williams, Lin Diacont

Lin has been meeting with associations trying to bring them on board into a unifying group under the umbrella of the VGIC.

Information on any groups that have not already been approached for their involvement would be appreciated.

The suggestion was made to add a GoGreen Friends category to the membership application.

Program and Education- Rick Baker

The Virginia Garden Festival will be held on September 12, at the Science Museum of Virginia

Rick requests ideas for people to contact for sponsorships and/or participation in the event (exhibitors, crafters and food vendors)

See attached Garden Festival Report

Legislative

Mary will have more information on the Invasive Species issue after the April 15th meeting.

Cary White will attend the Fertilizer Legislative Advisory Committee meeting on March 30 and will have updated information for us at the next meeting.

See legislative issues attachment from Donna Johnson

Activities

Arbor Day at the Capital will be celebrated on April 24th. Bremo Trees and Nonsuch Nursery will be donating the trees this year.

An annual dinner meeting of industry leaders has been suggested. The possibility of holding this meeting in conjunction with the VTC was suggested.

Suggestions for the SFVA student garden theme for 2009 were requested by Gwynn. Jeff's suggestion of "Back on the Farm" was the most popular and will be used for this year's student garden theme.



Gwynn requested that the VGIC come on board as partners with SFVA by being the premium and plaque sponsor for the Student Garden Competition. The motion to accept this responsibility was made by Lin and was seconded by Cary W.

Gwynn requested Industry involvement in landscaping the new Meadow Event Park. Jeff requested an article be pulled together to put in the upcoming VNLA newsletter. Gwynn will coordinate with Jeff.

Cary White requested the support of the VGIC at the PGMS Equipment Demo Day. This will be held at the University of Richmond on August 4 in the afternoon, possibly 12-6 p.m. The VGIC was invited to have a booth at this event.

Next Meeting- June 16, 2009, 10 a.m. - 3p.m. at the SFVA offices on Erle Rd. in Mechanicsville

Respectively submitted, Gwynn Hubbard, Secretary

Virginia Green Industry Council
Balance Sheet Prev Year Comparison
As of December 31, 2008

		Dec 31, 08	Dec 31, 07
ASSETS			
Current Assets			
Checking/Savings			
	1130 · SunTrust Bank	8,802.92	21,619.55
	1131 · SunTrust CD 8/29/09 2%	5,000.00	0.00
	Total Checking/Savings	13,802.92	21,619.55
Accounts Receivable			
	1200 · Accounts Receivable	50.00	50.00
	Total Accounts Receivable	50.00	50.00
Other Current Assets			
	1499 · Undeposited Funds	100.00	0.00
	Total Other Current Assets	100.00	0.00
	Total Current Assets	13,952.92	21,669.55
TOTAL ASSETS		13,952.92	21,669.55
LIABILITIES & EQUITY			
Equity			
	1110 · Retained Earnings	-12,188.77	-17,900.97
	3000 · Opening Bal Equity	33,858.32	33,858.32
	Net Income	-7,716.63	5,712.20
	Total Equity	13,952.92	21,669.55
TOTAL LIABILITIES & EQUITY		13,952.92	21,669.55

Virginia Green Industry Council
2008 Profit & Loss Budget vs. Actual
January through December 2008

		Jan - Dec 08	Budget
Ordinary Income/Expense			
Income			
4050 - Sales			
	4051 - Plant Sale Hort Gardens	3,514.50	5,000.00
	Total 4050 - Sales	3,514.50	5,000.00
4100 - Dues membership			
	4110 - Sponsorships	1,200.00	4,000.00
	4100 - Dues membership - Other	3,397.00	4,000.00
	Total 4100 - Dues membership	4,597.00	8,000.00
4400 - Virginia Garden Festival			
	4410 - Plant Sale Garden Festival	927.00	2,750.00
	4415 - Exhibitor Garden Festival	2,050.00	
	4420 - Sponsorships	4,900.00	10,000.00
	4430 - Donations	0.00	1,150.00
	Total 4400 - Virginia Garden Festival	7,877.00	13,900.00
4900 - Websites			
	4910 - Website Link	80.00	
	Total 4900 - Websites	80.00	0.00
	Total Income	16,068.50	26,900.00
Expense			
	6110 - Meeting Expenses	62.42	250.00
	6160 - Dues and Subscriptions	595.00	250.00
	6180 - Insurance		
	6185 - Liability Insurance	400.00	400.00
	Total 6180 - Insurance	400.00	400.00
	6230 - Licenses and Permits	35.00	
	6240 - Miscellaneous	158.18	
	6250 - Postage and Delivery	55.06	120.00
	6270 - Professional Fees		
	6271 - Management Fee		
	6275 - News Releases		
	6276 - News Clipping Service	842.04	720.00
	6277 - Public Relations GoGreen Column	2,090.00	2,400.00
	6275 - News Releases - Other	0.00	1,500.00
	Total 6275 - News Releases	2,932.04	4,620.00
	6271 - Management Fee - Other	10,356.25	7,500.00
	Total 6271 - Management Fee	13,288.29	12,120.00
	Total 6270 - Professional Fees	13,288.29	12,120.00
	6340 - Telephone	0.00	100.00
	6345 - Email Broadcast Service	15.00	
	6400 - Public Relations		
	6410 - Marketing of the VGIC	50.00	
	6420 - Virginia Garden Festival	6,714.48	7,500.00
	6450 - Maymont	0.00	600.00
	Total 6400 - Public Relations	6,764.48	8,100.00

Virginia Green Industry Council
2008 Profit & Loss Budget vs. Actual
 January through December 2008

				Jan - Dec 08	Budget
			6550 - Office Supplies	77.45	150.00
			6700 - Website		
			6710 - VirginiaGardening.com	522.50	3,000.00
			6720 - VirginiaGreen.org	1,818.75	2,000.00
			Total 6700 - Website	2,341.25	5,000.00
			Total Expense	23,792.13	26,490.00
			Net Ordinary Income	-7,723.63	410.00
			Other Income/Expense		
			Other Income		
			7010 - Interest Income	7.00	
			Total Other Income	7.00	
			Net Other Income	7.00	
			Net Income	-7,716.63	410.00

Virginia Green Industry Council
Balance Sheet Prev Year Comparison
As of March 12, 2009

		Mar 12, 09	Mar 12, 08
ASSETS			
Current Assets			
Checking/Savings			
	1130 · SunTrust Bank	9,377.10	20,071.72
	1131 · SunTrust CD 8/29/09 2%	5,000.00	0.00
	Total Checking/Savings	14,377.10	20,071.72
Accounts Receivable			
	1200 · Accounts Receivable	50.00	50.00
	Total Accounts Receivable	50.00	50.00
Other Current Assets			
	1499 · Undeposited Funds	670.00	950.00
	Total Other Current Assets	670.00	950.00
	Total Current Assets	15,097.10	21,071.72
TOTAL ASSETS		15,097.10	21,071.72
LIABILITIES & EQUITY			
Equity			
	1110 · Retained Earnings	-19,905.40	-12,188.77
	3000 · Opening Bal Equity	33,858.32	33,858.32
	Net Income	1,144.18	-597.83
	Total Equity	15,097.10	21,071.72
TOTAL LIABILITIES & EQUITY		15,097.10	21,071.72

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

		Jan - Dec 09	Budget
Ordinary Income/Expense			
Income			
4050 - Sales			
	4051 - Plant Sale Hort Gardens	0.00	3,600.00
	Total 4050 - Sales	0.00	3,600.00
4100 - Dues membership			
	4110 - Sponsorships	1,200.00	6,000.00
	4100 - Dues membership - Other	1,266.00	5,000.00
	Total 4100 - Dues membership	2,466.00	11,000.00
4400 - Virginia Garden Festival			
	4410 - Plant Sale Garden Festival	0.00	2,500.00
	4415 - Exhibitor Garden Festival	0.00	2,100.00
	4420 - Sponsorships	0.00	6,000.00
	Total 4400 - Virginia Garden Festival	0.00	10,600.00
4900 - Websites			
	4910 - Website Link	20.00	100.00
	Total 4900 - Websites	20.00	100.00
	Total Income	2,486.00	25,300.00
Expense			
	6110 - Meeting Expenses	10.00	100.00
	6160 - Dues and Subscriptions	550.00	600.00
	6180 - Insurance		
	6185 - Liability Insurance	0.00	400.00
	Total 6180 - Insurance	0.00	400.00
	6230 - Licenses and Permits	25.00	35.00
	6250 - Postage and Delivery	0.00	75.00
	6270 - Professional Fees		
	6271 - Management Fee		
	6275 - News Releases		
	6276 - News Clipping Service	210.13	500.00
	6277 - Public Relations GoGreen Column	0.00	1,200.00
	6275 - News Releases - Other	0.00	2,000.00
	Total 6275 - News Releases	210.13	3,700.00
	6271 - Management Fee - Other	1,526.25	7,500.00
	Total 6271 - Management Fee	1,736.38	11,200.00
	Total 6270 - Professional Fees	1,736.38	11,200.00
	6340 - Telephone		
	6341 - Conference Calls	0.00	100.00
	Total 6340 - Telephone	0.00	100.00
	6345 - Email Broadcast Service	15.00	
	6400 - Public Relations		
	6401 - Travel Expenses President	75.00	1,000.00
	6420 - Virginia Garden Festival	0.00	7,500.00
	Total 6400 - Public Relations	75.00	8,500.00

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

				Jan - Dec 09	Budget
			6550 - Office Supplies	0.00	100.00
			6700 - Website		
			6710 - VirginiaGardening.com	0.00	3,000.00
			6720 - VirginiaGreen.org	31.00	2,000.00
			Total 6700 - Website	31.00	5,000.00
			Total Expense	2,442.38	26,110.00
			Net Ordinary Income	43.62	-810.00
			Other Income/Expense		
			Other Income		
			7010 - Interest Income	0.56	5.00
			7030 - Other Income	1,100.00	
			Total Other Income	1,100.56	5.00
			Net Other Income	1,100.56	5.00
			Net Income	1,144.18	-805.00



VGIC Presidents Report
March 17, 2009

GOALS-2009

Increase Membership

Meeting with many groups, associations, companies and individuals-soliciting membership and sponsorships and promoting support of the Economic impact study where appropriate
Thanks to the VNLA for adding a VGIC check off on VNLA membership renewal forms-it is helping increase membership. I encourage other associations to do the same for us.

Increase Balance Sheet

Sponsorships

Attended Many Events in January/February

Worked on reviewing, cleanup and organizing of old notes and ideas
Organize and Prioritize notes and task

ATTENDED

MANTS

Va Turfgrass Conference-Jeff

Va Agribusiness Appreciation Banquet-setup and decorate Author Ashe Center-
represented by others(wife was sick), Thanks to all those who helped setup and breakdown event

MAHSC

Water Roundtable at MAHSC update on water issues

Manned Booth with Jeff

Talked to many attendees about VGIC membership

Va AG Summit-Richmond

Solicited membership

Renewable/Sustainable Energy Topics

Meeting @ Farm bureau-interviewing interim dean candidates

Maymont Flower and Garden Show-coordinated with CVNLA, Master Gardeners, Beautiful Gardens,

Landscape Supply-Turf Store

VNLA Board Meeting March 4th

Landscape Supply Show-promoting VNLA Certification and Beautiful; Gardens Program-
Richmond and Blacksburg

Supplied booth and brochures for CVNLA Short Course @ Lewis Ginter

TO BE ATTENDED

Virginia Waterways

Spring Green Lawn Clinic, Saturday April 4th, 2009, 10am-2pm FREE - Rain or Shine-**Volunteers**

welcome to help man VGIC Booth

Association Board Meetings as allowed

Earth Day

Arbor Day/-April 24 State Capitol

NOT TO BE ATTENDED

20th Annual Environment Virginia Symposium-will not attend-they were not willing to partner this year.

VNLA will have representatives there

Get Your Green On-canceled

Going Green-canceled

COMMITTEES

Communications/PR

Meet with Sylvia

Discussed P/R and Communications opportunities

Changes in Newsletter

Marketing Ideas

Start collecting Consumer e-mail addresses for Consumer Newsletter

Speakers Bureau

Marketing

Genera business does not see us as business-i/e Virginia Business Magazine

Membership

Met with Mary to discuss membership committee agenda items

Letter to associations-spot on agenda

Contacted

Rob Wilhoite-said will join-need to f/u

Gil Graton-Virginia Green-joined

Va Farm Bureau-partnering

How can they better serve us and us serve them (Meeting to be scheduled)

Ag in the Classroom

Ag in the Classroom-Hort in High School

Joyce Latimer: Virginia Greenhouse Growers-speak to board-need to f/u

Tim Snow-Piedmont Landscape Association-contacted-need to f/u

HRNLA-Wes Bray-met with their board, made presentation

Lawns Plus-Wes Bray-encourage him to renew

Katie Register, Executive Director Clean Virginia Waterways

Virginia Irrigation Association-trying to get on board agenda

VTC-trying to get on board agenda

Stephanie White Community College Hort Program

VA State-meeting to be scheduled

John Berry-a Dept of Tourism-meeting to be scheduled

Brookmeade Sod Farm-Louis Brooking joined

Carol Smallwood-detention homes (Gwynn-need contact info)

Mike Wallace -prisons (need contact info)

Events-Rick Baker

Virginia Garden Festival-September 12th

Book Store (Sylvia)

Sponsorships

Industry Leaders Meeting/Dinner

Possibly partner with VTC other associations
Get Sponsor for event
Need to establish committee to look into possibilities

Economic Impact

Listing all donors on VGIC Industry Website
HRNLA-
Piedmont Landscape Association

State Fair

Working with Gwynn on Naturalist for wetlands
Working with Gwynn on Plant Material for grounds

Work with Jeff

Website ideas
 Use web for improved communication
 Adding links
 Improving Speakers Bureau
Economic Impact
Legislation updates
Normal Association Business

Followed Legislation/regulations both State and Federal

Met with Mark Warner, Chris Peace, Ryan McDougale, Frank Hargrove, John Watkins,
Card Check
Stimulus
Sales Tax discount issues
Landscape Architect bill
Storm Water Management Issues
Nutrient Management TAC

Va Tech

Mark McCann resigned his position as director of extension
Dean Sharon Quisenberry left March 1st, interim dean Dr KOK-see letter attached

General Notes

If you have not talked to me about how you can better serve the VGIC then you will be getting a call
Working on creating strong partnerships ad alliances as we continue to unify Green Industry

What can VGIC do for VNLA that it is not already doing

What you can do for VGIC

 Continue Support

 Encourage others to support us and our endeavors, join if you or your company are not members-
 lead be example

 Continue to strengthen partnerships, encourage other groups to do the same

I am sure I have missed something but for now that is my report

Thank You, Thank You Thank you

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

Executive Director's Report

Economic Impact Analysis

THANKS to these Associations who have stepped up to help fund the 2009 Economic Impact Analysis!

\$1,100 Mid-Atlantic Chapter of the International Society of Arboriculture (MAC-ISA)

\$1,300 Virginia Society of Landscape Designers (VSLD)

\$2,619 Virginia Flower Growers Association (VFGA)

\$13,000 Virginia Nursery & Landscape Association (VNLA)

There is still time for your association/company to contribute to this important analysis which will show the total economic impact of the Green Industry in the Commonwealth of Virginia as a whole and by the various sectors.

Bulletin and Email Format – Please let us know your opinion on the new format for the monthly Bulletin and for emails.

We've been sending most notices out using Constant Contact and these are some reports of the number that were sent, how many were opened, bounces (bad emails) the number of people who actually looked at the emails, and the links that were clicked on.

There is only about a 33-37% opening response rate. Some people might be opening the emails and Constant Contact cannot verify that they've opened the email.



[Print Report](#)

Virginia Green Industry Council
Email Statistics
3/13/2009

Email Name: 2009 March 17 Meeting Notice

Template: Newsletters - Landscaper

Lists: VGIC Email List

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	197	3/9/2009 10:27 AM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
197	7.6% (15)	0	0	34.1% (62)	22.6% (14)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://virginiagreen.org/Info_Files/Fair_Office_Directions.htm	1	5.3%
http://virginiagreen.org/Meeting_Minutes/Agenda2009_0317.pdf	12	63.2%
http://virginiagreen.org/Meeting_Minutes/Minutes_2009_0120.pdf	6	31.6%
Total Click-throughs	19	100%

Email Name: **Bulletin Feb'09**
 Template: Newsletters - Landscaper
 Lists: VGIC Email List

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	142	2/23/2009 1:37 PM EST	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
142	2.1% (3)	0	0	33.8% (47)	14.9% (7)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://viriniagardening.com/index.html	2	14.3%
http://viriniagreen.org/events.htm	3	21.4%
http://viriniagreen.org/Forms/DuesInvoiceApplication.htm	0	0.0%
http://viriniagreen.org/Info_Files/Fair_Office_Directions.htm	0	0.0%
http://viriniagreen.org/Meeting_Minutes/vgic_accomplishments_in_2008.htm	0	0.0%
http://viriniagreen.org/News/Joel%20Koci_2009NL.pdf	2	14.3%
http://viriniagreen.org/News/NewsIngleside.pdf	1	7.1%
http://viriniagreen.org/viriniagardenfestival09.htm	1	7.1%



[Print Report](#)

Virginia Green Industry Council Email Statistics 3/13/2009						
Email Name: VGIC 2009 Dues Notice						
Template: Newsletters - Landscaper						
Lists: VGIC Email List						
Email Run History						
Sending Type	Sent	Run Date		Status		
Original Send	142	2/23/2009 9:15 PM EST		Successfully Sent		
Email Statistics						
Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
142	2.1% (3)	0	0	37.4% (52)	28.8% (15)	0
Click-through Statistics						
Email Link		Unique Click-throughs		Click-through Distribution		
http://viriniagreen.org/Forms/DuesInVHC03.pdf		15		93.8%		
http://www.viriniagardening.com/		1		6.2%		
http://www.viriniagreen.org/		0		0.0%		
Total Click-throughs		16		100%		

Below is a summary of the website stats for the last 2 years

VirginiaGreen.org				VirginiaGardening.com			
Month	Unique Visits			Month	Unique Visits		
	2007	2008	2009		2007	2008	2009
Jan	5,889	8,087	9,156	Jan	0	5,114	8,541
Feb	5,180	6,880	7,877	Feb	0	4,218	8,150
Mar	5,948	7,344		Mar	11,785	4,571	
Apr	5,539	10,901		Apr	6,563	7,970	
May	5,589	12,772		May	6,049	8,571	
Jun	9,364	10,915		Jun	8,304	7,657	
Jul	10,895	10,032		Jul	7,000	7,440	
Aug	7,742	8,763		Aug	5,517	8,354	
Sep	6,098	7,087		Sep	4,970	9,222	
Oct	6,577	7,734		Oct	3,843	9,602	
Nov	6,806	7,209		Nov	3,250	9,103	
Dec	7,666	6,901		Dec	4,637	8,210	
TOTAL	83,293	104,625	17,033	TOTAL	61,918	90,032	16,691

<u>Month</u>	% Change		<u>Month</u>	% Change	
Jan	37.3%	13.2%	Jan	0.0%	67.0%
Feb	32.8%	14.5%	Feb	0.0%	93.2%
Mar	23.5%	-100.0%	Mar	-61.2%	100.0%
Apr	96.8%	-100.0%	Apr	21.4%	100.0%
May	128.5%	-100.0%	May	41.7%	100.0%
Jun	16.6%	-100.0%	Jun	-7.8%	100.0%
Jul	-7.9%	-100.0%	Jul	6.3%	100.0%
Aug	13.2%	-100.0%	Aug	51.4%	100.0%
Sep	16.2%	-100.0%	Sep	85.6%	100.0%
Oct	17.6%	-100.0%	Oct	149.9%	100.0%
Nov	5.9%	-100.0%	Nov	180.1%	100.0%
Dec	-10.0%	-100.0%	Dec	77.1%	100.0%
Year Average					
Change	25.6%	0.0%		45.4%	0.0%

GoGreen Gardening Column this spring will focus around the “Value of Landscaping” to remind consumers that they can make substantial improvements in the value of their homes resulting in a greater value than their initial investment. Any ideas, suggestions, photos would be appreciated.

Arbor Day Planting Ceremony – This event is being coordinated by Mark Maslow, VNLA Public Relations Chair and is tentatively scheduled for 11:30 a.m. on Friday, April 24 on the Capitol grounds in Richmond. Bremono Trees is donating a 2.5-3” caliper ‘Allee’ Elm and Nonesuch Nursery is donating a multi-stem Kousa Dogwood. We need to have good industry representation at this event. The Governor is invited, along with related department leaders. Please add this to your schedule for this short, but important public relations event.

Jeff Miller

VGIC PR report as of Mar 2009

VGIC publications -

Bulletins - revert back to simple one-page notice with Industry activities posted on web sites.

GoGreen column – work with Jeff to write columns, distributed by VDACS, <http://www.vdacs.virginia.gov/marketing/gardening.shtml> for publication (syndicate – need to develop a series before we try to syndicate)

Prior columns by Jim May available at

<http://www.vdacs.virginia.gov/marketing/gogreen.shtml>

Press releases – announced 2009 officers and published by Mid-Atlantic Grower newspaper and www.landscapenonline.com/research/article/11677

announced notice Jan 2009 meeting and topic to business editors

announced notice Mar 2009 meeting and topic to business editors

Other publications -

The Wright Scoop –

provide (as Industry professional) a monthly column for the Mid-Atlantic Grower newspaper on the topic of Green Industry communications and whenever possible include VGIC symbols, etc.

blog HGTV – green and reference VGIC whenever possible.

published a back-page opinion column with Garden Center Today that references VGIC in bio.

published industry book – ABCs of Green Industry Communications – which featured VGIC and Lin Diacont as survey participants.

distributed two press releases (grower/garden center) for **Beautiful**

Gardens program which result in –

Mid-Atlantic Grower Newspaper (American Farm network) - cjkinsley@comcast.net, Green Profit magazine jwhite@growertalks.com, beytes@growertalks.com, AHS – American Gardener magazine - vneveln@ahs.org, March issue of **GMPRO** - dkuack@GIE.NET, Nursery News - "Thomas Benjamin" tom@cenflo.com – making a commitment to use material and <http://www.greenhousegrower.com/news/?storyid=1819>, <http://www.norfolkbotanicalgarden.org/gardens-horticulture/horticulture/beautiful-gardens-of-virginia>, http://www.vafb.com/news/2009/feb/022609_3.htm, <http://buylocalthinkglobal.com/article.cfm?newsid=2655>, <http://www.smithfieldgardens.com/events.php> using material. ** Mar/Apr issue of American Gardener and VA Living magazines are to feature the Beautiful Gardens project.

One Visible Face/Spokesperson – **Jeff** is the visible VGIC face/spokesperson.

Media Relationships – VA Gardener, DC Gardener, NC Gardener, also VA Home

Grown, Viette, McGrath, etc. (removed VA Gardener from www.viriniagardener.com because magazine failed to provide reciprocal advertisement). Intend to add Richmond's HouseTrends.

VA Extension Agents – Notify agents of quarterly meeting via Joyce Latimer email distribution.

Other Activities –

Awards –

Continue to investigate and nominate VGIC for awards

VGIC marketing plan – continue to update with membership suggestions and opinions solicited outside of the Industry.

Pending projects –

Develop membership card "GO GREEN" that lists membership benefits and/or marketing booklet of VGIC history/info.

Publication -

Va Business – continue to notify of activities.

VNLA continues to reprint VGIC notices and articles.

Continue to use writers' market to investigate additional publications, make initial contact and solicit publication/advertisement opportunities.

Solicit topic suggestions for 2009 from Green Industry – potential topics:

Beautiful Gardens project

VA Natural Resource Leadership Institute – environmental and leadership training

VA Master Naturalist – similar to master gardener but habitat and wildlife management

VA Open Space Easements – enable open space and provides reduced property tax

Environmental Compliance - buying carbon offsets – allows compliance avoidance

Picture collection – Continue to collect – presently soliciting pictures that rep Beautiful Gardens plants and activities.

2009 VA Garden Festival –

Date selected Sept 12 and site Science Museum (same weekend as heritage festivals, days of the past, VA Valley fruit festival, LGBG plant sale)

Celebrity spokesperson – NA

Featured Speakers –

Alexander Niemiera provides talk - **Trees are Cool** - I want to place emphasis on the newly issue Trees of VA book and neither author is a reasonable fee - recommended by Jeff)

Michael McConkey, CEO **Edible Landscaping**sm LLC excellent speaker, will also host exhibit booth and possible music as he sings and plays guitar in Charlottesville night spots

Beautiful Gardens -

Andre Viette;

Exhibitor '**special events**' – lawn and house/energy alternatives of the future

Festival **Media/Web** –listed by VA Tourism, Industry participant/assoc web sites plus media.

Festival **poster** – distributed to Industry and community sites

Festival **bookmarks** – distributed during community events

Festival **press release** – distributed at national level June 1st. And then, each following month as details were confirmed. Final product was a one-page notice with a referral to web site details.

Festival **sponsors** – worked with Rick to obtain sponsors.

Festival **Media/Web** –

Articles –

State-wide community newspapers –

TV –

Radio - Festival Media Analysis – (tallied through encore plant give-a-way) be aware most consumers see/hear an advertisement up to 8 times before they pay attention.

From survey of 2008 participants suggest for 2009 (and future Festivals) –

Alter format to **two-day event** to accommodate expectation of participating vendors.

Negotiate a '**rent free**' site at the new Fair Grounds.

Because 8 of 10 people want to acquire 'green products/services' and very few people presently regard their self as gardeners, **change name of event** from VA Garden Festival to VA GoGreen Expo, garden and more!

Require host site as a condition of SMV's contract to post the event and 'any special offers' on their web site as well as forward in newsletter format to their membership; also, include a clause that allows for cancellation of event.

PR Report submitted by: Sylvia Wright, March 2009

Potential meeting dates - June[*Lin Diacont*] 17th, August[*Lin Diacont*] 12th,
October[*Lin Diacont*] 21st, December[*Lin Diacont*] 9th, January 2010[*Lin Diacont*]
TBD