

# VIRGINIA NURSEYEMEN'S ASSOCIATION HORTICULTURE RESEARCH FOUNDATION, INC.

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Plant Introduction Task Force Minutes  
Tuesday, May 31, 2005 9 a.m.- 3 p.m.  
Lewis Ginter Botanical Garden

The meeting was called to order by Fred Duis with the following people present: Tom Brinda, Neal Beasley, John Wise, Greg Eaton, Jack Campbell, Bill McCaleb, Rumen Conev, Jeff Miller, Rick Baker.

Jeff Miller presented a financial report with 5,155.34 expenses to date and a balance of \$73,244.38 in the checking account.

Dr. Rumen Conev, new Director of the Plant Introduction Program (PIP) was introduced and he gave a presentation on you background and his view of the PIP program.

## Committee Reports

**Plant Selection:** There was a discussion lead by Linda Pinkham on daylily introduction possibilities and she will get details and introductions for Dr. Conev about attending the regional daylily meeting in Roanoke on June 26. Some of the issues that were discussed were: Determine current inventory at LGBG and determine what plants will enter PIP tests and what will be sold at Field Day

,Establish a more narrow focus on what plants should go into trials i.e. What new plants will be irresistible to consumers? What improvements can be made to "problem" plants such as Kalmia and how can we make those changes? Are our most beautiful and thrifty Virginia native plants worthy of immediate production and promotion? What contacts with international plant enthusiasts do we now have through our arboreta, Dr. Conev, Dr. Nowak, Dr. Niemera? Determine how our plant selection goals can be supported by the staffs at VT and IALR and their ability to work with plants on the cellular level.

**Facilities:** Bill McCaleb reported that the Edmunds Park site was ready for fencing and shade structure and that the area is ready for tilling and subsoiling.

**Promotions:** There was a discussion concerning trademarks, patents etc. Greg Eaton will check with the Virginia Tech Intellectual Office to see if they could have a representative at the next PIP meeting to discuss these issues. Promotion of the PIP program needs to begin to target growers and then retailers as well as having PIP updates in the Newsletter. The committee will work with Rick Baker to finalize a logo/slogan.

**Administration and Finance:** Discussed changes in Greg Eaton's re-allocation of funds for the portion of the grant going to Virginia Tech and approved the plan. There was a discussion on setting up the master gardener training. Fred requested the group to let him know about any meetings that Rumen should be attending and interest group contacts that he should be making.

The next PIP meeting will be at Virginia Tech on Wednesday, August 3 in conjunction with the Educational Seminars/Field Day.

The meeting was adjourned at 3:30 p;m;

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*Respectively submitted by Jeff Miller, Exec Dir.*