

VIRGINIA NURSEYMEN'S ASSOCIATION  
HORTICULTURE RESEARCH FOUNDATION,  
INC.

383 Coal Hollow Rd, Christiansburg, VA 24073-6721  
Phone: 540-382-0943 – 800-476-0055 – Fax: 540-382-2716 – Email: pip@vnla.org

Plant Introduction Executive Committee Minutes  
Thursday, September 1, 2005  
Claytor Nature Center, Bedford VA

The meeting was called to order at 9:00 a.m. by Fred Duis with the following people present: Rumen Conev, Greg Eaton, Rick Baker and Jeff Miller.

Logo and slogan suggestions were discussed. It was decided that "Beautiful Gardens" should be the logo with a stylized plant/flower graphic background and the possible incorporation of dogwood blooms. Possible tag lines are: "Great Performers", "Plants That Work", "Garden Performers".

Rick Baker will give the committee's ideas to the VDACS graphics person next week to develop final proposed designs. The ideas will also be given to other graphic people for review and ideas. The proposed script is Edwardian Script.

Additional guidelines for the plant selection committee were discussed as well as establishing a plant advisory committee made up of "specialized" plant enthusiast, and representatives from plant groups/societies such as daylily, hosta, boxwood, ivy, native plants etc.

The establishment of retailer and grower advisory committees was discussed for input on plant selection and promotional ideas.

Jeff is working to set up a meeting with a patent attorney in Roanoke on September 26 or 28.

The meeting was adjourned at 12:10 p.m.

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*Respectively submitted by Jeff Miller, Exec Dir.*

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*Beautiful Gardens*

*Plants that Work for Beautiful Gardens*

*Great Performers for Beautiful Gardens*