



Beautiful Gardens® Committee Meeting

JS Reynolds Community College, Tuesday, September 23, 2008

Doug Hensel called the meeting to order with the following present: Karen Kelly, Neal Beasley, Butch Gaddy, John Wise, Don Hyatt, Rick Baker, Jeff Miller, Lisa Lipsey, Linda Pinkham, Brian O'Neal, David Seward and Fred Duis. He noted that Rumen Conev had emailed that he was sick and was unable to attend.

Doug noted that the core purpose of Beautiful Gardens® was new plant introduction, but we are somewhat starting backwards with "Plants of Merit" promotions until we have new introductions available. Some questions that need to be clarified today are:

- What is the basis of plant selections?
- What is the propagation direction, responsibilities, etc?
- What are the distribution methods of plants?
- Discussion on participation of growers and liner availability.
- Should we have a letter of commitment from growers that retailers will get BG tags on plants?

Tags - Rick Baker explained issues with the new Commonwealth requirements to bid any orders greater than \$500 (originally \$5,000 minimum). It was the consensus of the group to use the TIC grant marketing funds to purchase plant tags this year and use the VDACS grant for other marketing products/services. Carol Pilgrim, with Shipp & Wilson, will develop an order form for growers to order tags, which will be sent to growers and will also be available on the website. The VNLA office will handle the processing and shipping of plant tag orders. Shipping/handling costs will be paid by the grower. Tag sales will be an income source for the BG program.

Guide to Virginia Growers - To help promote the BG "Plants of Merit" and participating growers, the cover of the Guide to Virginia Growers will have a note "See page 'x' for a list of participating BG Growers" and a BG page with all BG Growers listed with contact info. A "BG" logo will be put next to the name of each BG participating grower in the full guide directory listing.

Rick reviewed the current grower and retailer participant lists and there was a discussion on how to get more grower participation. Rick will also visit garden centers in January and February and distribute one free banner and poster as well as other promo info.

A group email list will be developed for BG growers and retailers to be able to send them program updates, forms etc about the program.

Rumen will be asked to develop an agreement for BG growers to not release BG plants until the program is ready.

"Plants of Merit" Promotion in 2009 – will be promoted at various shows: MANTS, Maymont Flower Show, Get Green Show, Richmond (free booth), MAHSC, HRAREC Consumer Field Day, etc. Let Rick Baker know of any other potential shows/locations for promotional displays.

Trade and Consumer Magazines, Extension and the Master Gardener program, VDACS, Newspapers, Radio, TV will be used to help promote the "Plants of Merit" program. A news release will be prepared for the American Nurseryman Magazine, regional city magazines (Roanoke, Richmond, etc).

Test Site Updates - Lisa discussed plants to be removed from the test sites and evaluations, plants currently in test sites, trial plants for evaluation sites in 2009, and trial plants that are promising for promotion. It was the consensus of the group that Lisa had the authority to decide if and when plants should be removed from the test sites.

There was an extensive discussion on promotional plants for 2010 and 2011. Linda Pinkham met with John Wise and prepared a list of currently available plants at JSRCC that were now available for planting at the test sites.

Plant Selections for 2011 and 2012 - Linda reviewed guidelines for plant selections. **(get copy from her)**

There was a discussion of the need to select plants on the basis of the needs of the end consumer (long bloom period, minimum maintenance, evergreen, deer-resistant, pest/disease resistant, drought tolerant, native) and plants that growers could profitably produce in a reasonable time period.

It was decided to not continue to pursue the promotion of the *Agapanthus* “Mid-Knight Blue” after availability issues were discussed.

Suggestions of plants for the program will be listed on the website with descriptions and photos will be put on the website for the committee and growers to vote on, rather than trying to email out large files.

Propagation - JSRCC - John Wise reported on propagation and grafting at JSRCC utilizing the propagation class. Butch Gaddy will coordinate with John Wise and David Seward at JSRCC on plants to propagate as well as quantities and distribution. They will continue propagation of *Ilex* ‘Virginia’, the *Adenia* and a new *Aucuba*. David will send Butch a list of available plants to send to growers.

Danville Propagation - Jeff noted that BG is funding Kadong Da at the IALR’s new tissue culture lab as well as lab equipment and supplies. He is working on protocol for tissue culture of the *Lillium* in the test program and is available to work on other tissue culture protocols. The IALR is also working on setting up an commercial tissue culture lab. Two plants that were discussed for this were the “blue” rhododendron from Paul James and the ‘Fairfax” azalea. Azalea ‘White Spider’ should already be tissue cultured, but no one could confirm this.

Finances – Jeff presented copies of the current grant reimbursement status, balances available and a copy of the proposed 5-year budget that was developed with the BG business plan which was submitted to the Tobacco Commission. He discussed the tenacious nature of the availability of grants and the need to have alternative plans for program funding if the availability of grants does not continue. He also raised the question on the amount of time and effort put into the ‘Plants of Merit’ program versus the core purpose of the program of new plant introduction and the need to be more aggressive in searching for new plants, making world-wide contacts with other plant developers who could benefit from the BG testing and marketing system. There had previously been discussions of “renting” space in the BG test sites to test plants from other sources.

Beautiful Gardens® is officially registered and we can use the “®” with the name now. If you are using MS Word, you can use “ALT 0174) to enter the “®” (use the numeric keypad) or you can go to “symbols” and select it.

Next Meeting - It was the consensus that the committee should have another meeting in November which Doug will work on setting up.

Being no other business, the meeting was adjourned at 3:45 pm.

Respectively submitted, Jeff Miller

Addendum 9/29/08 from Rumen on the plants from Margaret Pooler at the National Arboretum: We have 4 rooted *Viburnum* ‘Nantucket’ cuttings and 6 more still green with no roots but callus ball instead. The rooted cuttings are individually repotted in 4" pots. The questionable cuttings are 3 in pot in 2 pots. None of the 25 crapemyrtle cuttings rooted. We have 6 successfully budded plants of Lady Fairfax dogwood, and 9 buds (all look good so far) from the 2 variegated shoots of the “Silk and Honey’ Pagoda Dogwood.



Plant Selection Process

Beautiful Garden TM

Linda Pinkham

- Nominations for plants may be made by members of the Plant Selection Committee, members of the BG committee, members of VNLA or any other interested parties.
- Plants for Promotion in a given year can be between 5 and 9 in number.
- Plants for Promotion are voted on by the entire BG committee.
- The Production Committee prescribes the timeline for propagation and identifies limitations in the supply chain.
- Plants for Promotion will be announced at each MANTS meeting 2 years prior to the promotion year to allow growers to have adequate time to produce saleable sized plants.
- Criteria for choosing the plants to be promoted are:
 - The plant must perform well across the state of Virginia
 - The plant should exhibit a WOW factor and preferably be one that is not overly well known, but also not so obscure that growers cannot find germ plasm for growing on.
 - The plant must be worthy of growing in a typical landscape/yard
 - The plant should exhibit some trait(s) that makes it superior or unique in some way compared to similar plants on the market
 - The plant should be one that will prove to have market appeal sufficient to prove a profitable venture for the growers and retailers involved
 - The plant should not be invasive or show any threat of becoming so

Members of the Plant Selection Committee will work diligently to identify and present to the overall BG committee potential candidates for consideration of becoming Plants of Distinction for promotion and for planting in the trials each year. They will also assist as needed the Marketing committee and the VNLA newsletter editor in providing information about the plants. They will coordinate with the Production Committee to avoid suggesting plants that are not yet available and to suggest plants for starting in the propagation process for future promotion.

September 23, 2008

CURRENT BG TRIAL PLANTS

| Trees | When planted |
|---|--------------------------------------|
| Acer rubrum 'Jamestown' E | 2005 |
| Acer rubrum 'October Glory' C | 2005 |
| Acer shirasawanum 'Autumn Moon' E | spring 08 |
| Acer sieboldiana 'Sode No Uchi' C | spring 08 |
| Amelanchier 'Autumn Brilliance' E | 2005 |
| Chionanthus virginicus - seedlings C | summer 07; spring 08 Glade |
| Chionanthus virginicus 'Emerald Knight' | summer 07; spring 08 Glade |
| Chionanthus virginicus 'Spring Fleecing' | summer 07; spring 08 Glade |
| Cornus kousa – variegated E | |
| Eriobrya japonica E | summer 08; Norfolk only |
| Ilex opaca 'Orange Berry' E | summer/fall 06 |
| Ilex opaca 'Satir Hill' E | summer/fall 06 |
| Ilex x 'Nellie Stevens' | summer 05 |
| Ilex x 'Virginia' E | fall 05 or spring 06 2009 Promo |
| Juniperus virginiana (blue, weeping form) E | 2004 |
| Quercus aliena E | 2004 |
| Shrubs | |
| Adina rubella E | fall 2006 2011 Promo |
| Azalea 'Johanna' E | summer 07; spring 08 Glade |
| Azalea 'Girard's Rose' C | fall 05 |
| Camellia sasanqua 'Autumn Rocket' E | spring 08 |
| Camellia sasanqua 'Northern Lights' C | spring 08 |
| Callistemon sieberi E | fall 2005; NBG & SB only |
| Cephalotaxus harringtonia 'Duke Gardens' E | summer 05 |
| Taxus x media 'Densiformis' C | summer 05 |
| Cotoneaster salwinensis | fall 2005 |
| Cotoneaster franchetii | fall 2005 |
| Cotoneaster microphyllus | fall 2005 |
| Corylopsis spicata 'Ogon' E | spring 08 |
| Corylopsis spicata C | spring 08 |
| Edgeworthia chrysantha E | spring 08 |
| Hydrangea macrophylla 'Fuji Waterfall' E | spring 08 |
| Lagerstroemia 'Chicksaw' E | spring 08; summer 08 Norfolk |
| Lagerstroemia 'Tightwad' E | spring 08; summer 08 Norfolk |

| | | |
|--|----------------------|---------|
| Lagerstroemia 'Cherry Dazzle' C | spring 08; summer 08 | Norfolk |
| Leptodermis oblonga E | spring 08 | |
| Oregano vulgare C | spring 08 | |
| Nerium 'Pink Lemonade' E | spring 07 | |
| Nerium 'Grenadine Glaze' E | " | |
| Nerium 'Petite Peaches & Cream' E | " | |
| Nerium 'Peppermint Parfait' E | " | |
| Nerium 'Cranberry Cooler' E | " | |
| Nerium 'Raspberry Sherbet' E | " | |
| Nerium 'Double Yellow' C | spring 08 | |
| Nerium 'Hardy Red' C | spring 08 | |
| Rhododendron arborescens 'White Lightning' E | spring 08 | |
| Rhododendron arborescens C | spring 08 | |
| Syringa tigerstedtii | summer 2006 | |
| Viburnum prunifolium E | fall 06 | |
| Viburnum plicatum E | fall 06 | |

Perennials

| | | |
|---|---------------------------|----------------------|
| Alstroemeria 'Casablanca' E | spring 08 | |
| Alstroemeria 'Mauve Majesty' E | spring 08 | |
| Amarcrinum 'Fred Howard' E | spring 08; not at Norfolk | |
| Aquilegia 'Virginia' (Swan Blue & White) | fall 05 | |
| Calamagrostis x acutifolia 'Eldorado' E | spring 08 | |
| Calamagrostis x acutifolia 'Avalanche' C | spring 08 | |
| Hakonechloa macra 'All Gold' E | spring 08 | |
| Carex oshimensis 'Evergold' C | spring 08 | |
| Hemerocallis 'Buttered Popcorn' E | spring 08 | |
| Hemerocallis 'Moonlit Masquerade' E | spring 08 | |
| Hemerocallis 'Stella de Oro' C | fall 05 | |
| Heuchera 'Beaujolais' E | spring 08 | |
| Heuchera 'Citronelle' E | spring 08 | |
| Heuchera 'Miracle' E | spring 08 | |
| Heuchera 'Pinot Noir' E | spring 08 | |
| Heuchera villosa 'Autumn Bride' C | spring 08 | |
| Lilium species E | fall 06 | |
| Rudbeckia subtomentosa 'Henry Eilers' | spring 08 | 2010 Promo |
| Stokesia laevis 'Peachie's Pick' E | fall 05 | 2009 Promo |
| Stokesia laevis 'Klaus Jelitto' C | fall 05 | |
| Symphytum x uplandicum 'Axminster Gold' E | spring 08 | |
| Thermopsis chinensis 'Sophia' | spring 08 | 2010 Promo |
| Yucca rostrata E | 2005 | South Boston only |
| Dasylyrion berlandieri E | 2005 | SB only; one Bedford |
| Yucca pallida E | 2005 | SB & Norfolk only |
| Hesperaloe funifera E | 2005 | SB only |

TRIAL PLANTS FOR EVALUATION SITES – 2009

Evaluation Plant

Comparison Plant

Acer palmatum 'Pixie'
Cupressus arizonica var. glabra "Chaparral"
Parrotia persica 'Henny Compact'
Parrotia persica 'Vanessa'

Acer palmatum 'Bloodgood' or 'Emperor'
Cupressus arizonica var. glabra 'Blue Ice'
Parrotia persica
Parrotia persica

Acuba japonica 'Fructo-Albo'
Daphne x rollsdorffii 'Wilhelm Schacht'
Daphne x rollsdorffii 'Arnold Cihlarz'
Fatsia japonica 'Variegata'
Ilex glabra selection (Michael Graham)
Ilex glabra 'Red Tip'

Acuba japonica 'Variegata'
none – test for hardiness
none – test for hardiness
none – test for hardiness
Ilex glabra 'Nigra' or 'Shamrock'
Ilex glabra 'Nigra' or 'Shamrock'

Berberis x stenophylla 'Corallina Compacta'
Callistemon sieberi
Cestrum 'Orange Peel'
Dierama pulcherrimum
Geranium 'Orkney Cherry'
Hesperaloe parviflora
Panicum virgatum 'Cheyenne Sky'
Panicum virgatum 'Prairie Fire'
#33 Triploid Daylily

none
Callistemon 'Clemson Hardy'
none - test for hardiness
none – test for hardiness
Geranium 'Tiny Monster'
none (from JSRCC)
Panicum virgatum 'Shenandoah'
Panicum virgatum 'Shenandoah'
existing

Jasminum officinalis 'Frojas'

none – test for hardiness

Possible 2011 Promotion Plants for BG:

Adina rubella
Cornus kousa 'Lustgarten Weeping'
Parrotia persica
Helleborus x hybridus Southern Belle (if Danville TC is successful)
Iris cristata 'Tennessee White' (from Don Shadow; should we register it with a different name?)
Narcissus 'Golden Echo' (hybridized by VA growers Brent & Becky Heath)
Brunnera 'Jack Frost'
Heuchera 'Beaujolaais' or 'Pinot Noir' (looks promising in trials)
Hemerocallis 'Shores Of Time' (if Danville could produce in TC)
Hemerocallis 'Catapult Sam' or 'Dances With Giraffes' (from breeding program of VA hybridizers Margo Reed and Jim Murphy)
Only one of these 3 daylilies would be selected; Linda will send pictures and specs to BG committee members to make selection of which 1

Possible 2012 Promotion Plants for BG:

Chionanthus 'Spring Fleecing' (looks promising in trials)
Hemerocallis #33 (maybe after it has been converted to hexaploid)
Lilium 'Jocelyn's Pink Bouquet' (dependent on TC success in Danville)

Beautiful Gardens™ Budget Estimates

| Income | 2008 | 2009 | 2010 | 2012 | 2013 | 2014 | | |
|---|---------------|----------------|----------------|----------------|----------------|----------------|--|--|
| Grants | | | | | | | | |
| Marketing | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 | | |
| Grants TIRC | | | | | | | | |
| Tag Sales (note 3) | 1,500 | 1,500 | 1,500 | 2,250 | 3,000 | 4,500 | | |
| VNLA | 0 | 25,000 | 25,000 | 25,000 | 25,000 | 25,000 | | |
| Educational programs | 0 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | | |
| Sponsors | 0 | 0 | 0 | 0 | 0 | 0 | | |
| Licensing Fees \$1/plt | 0 | 0 | 5,000 | 7,500 | 10,000 | 10,000 | | |
| Testing Fees | 0 | 500 | 1,000 | 2,000 | 3,000 | 4,000 | | |
| Other | 0 | 0 | 0 | 0 | 0 | 0 | | |
| TOTAL | 11,500 | 42,000 | 47,500 | 51,750 | 56,000 | 58,500 | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| Expenses | | | | | | | | |
| Marketing Promotions | 0 | 5,000 | 7,500 | 10,000 | 10,000 | 15,000 | | |
| tags/signs (note 3) | 10,000 | 2,250 | 2,250 | 3,500 | 4,000 | 5,000 | | |
| Education programs | 0 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | | |
| Program Coordinator | 0 | 36,000 | 37,000 | 38,000 | 39,000 | 40,000 | | |
| Test Site Maintenance | 0 | 500 | 500 | 500 | 500 | 500 | | |
| Travel Sites Qtrly (note 1) | \$ - | \$ 2,591 | \$ 2,591 | \$ 2,591 | \$ 2,591 | \$ 2,591 | | |
| Travel Committee Meetings (Note 2) | 0 | 787 | 787 | 787 | 787 | 787 | | |
| Travel Conferences | 0 | 500 | 500 | 500 | 500 | 500 | | |
| Propagation Materials | 0 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | | |
| Plant Germplasm | 0 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | | |
| Weather station phone line | 0 | 408 | 408 | 408 | 408 | 408 | | |
| Cell phone | 0 | 552 | 552 | 552 | 552 | 552 | | |
| Printing | 0 | 300 | 300 | 300 | 300 | 300 | | |
| Postage | 0 | 50 | 50 | 50 | 50 | 50 | | |
| Committee Meetings (2) | 500 | 500 | 500 | 500 | 500 | 500 | | |
| Miscellaneous | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | | |
| TOTAL Expenses | 11,500 | 57,438 | 60,938 | 65,688 | 67,188 | 74,188 | | |
| | | | | | | | | |
| Net Income | 0 | -15,438 | -13,438 | -13,938 | -11,188 | -15,688 | | |
| | | | | | | | | |
| | | | | | | | | |

| | A | B | C | D | E | F | G | H | I | J | |
|----|--|---|----------------|------------------|---------------|---------------|-----------|-----------------|----------------|----------------|--|
| 1 | BEAUTIFUL GARDENS™ 2007 BUDGET - TICRC SPECIAL PROJECTS FUNDING Grant #2 | | | | | | | Request#4 | | | |
| 2 | Category | | | 2/26/2008 | Request#1 | Request#2 | Request#3 | Transfer | Request#5 | Budget | |
| 3 | Sub-Category | | Revised | Revised 2 | Reimb 5/29/07 | Reimb 9/30/07 | 4/30/2008 | to IALR 4/30/08 | pending | Balance | |
| 4 | Personal Services | | | | | | | | | | |
| 5 | | wages (hiring a propagator) | \$ 36,000 | 0 | | | | | | 0 | |
| 6 | | Propagator at IALR, Danville | | 46,000 | 0 | | | 46,000 | | 0 | |
| 7 | Contractual | | | | | | | | | 0 | |
| 8 | | Telecom (cell phones, conf. calls) | \$ 1,700 | 1,650 | 381 | 178 | 379 | | 45 | 667 | |
| 9 | | Weather station phone line | \$ 600 | 800 | 207 | 160 | 278 | | 69 | 86 | |
| 10 | | | | | | | | | | 0 | |
| 11 | | Printing | \$ 5,200 | \$ 3,200 | 319 | 1,220 | 77 | | 52 | 1,532 | |
| 12 | | Pages charge - publications | \$ 2,500 | \$ 2,250 | 910 | | 23 | | | 1,317 | |
| 13 | | Travel - site visits and conferences | \$ 10,000 | \$ 19,500 | 1,986 | 4,332 | 2,071 | | 1,062 | 10,049 | |
| 14 | | Truck rental | \$ 1,800 | \$ 1,800 | 0 | 480 | | | | 1,320 | |
| 15 | | Marketing and promotion | \$ 17,000 | 17,000 | 686 | 1,339 | 2,767 | | 141 | 12,067 | |
| 16 | | Contracting Scientific Research | \$ 12,000 | 12,000 | 5,311 | | | | | 6,689 | |
| 17 | | Contracting Greenhouse Facility | \$ 3,000 | 3,000 | 0 | | | | | 3,000 | |
| 18 | | Equipment, Commercial TC Lab, Danville | \$ 18,000 | 19,000 | 0 | | | 19,000 | | 0 | |
| 19 | | | | | | | | | | 0 | |
| 20 | Transfer payments (Virginia Tech) | | \$ 15,000 | 0 | 0 | | | | | 0 | |
| 21 | | Propagation materials | \$ 1,700 | 700 | 0 | | | | | 700 | |
| 22 | | TC Lab supplies and materials, Danville | \$ 6,000 | 6,000 | 0 | | | 6,000 | | 0 | |
| 23 | | | | | | | | | | 0 | |
| 24 | Property and Improvement | | | | | | | | | 0 | |
| 25 | | Test site maintenance x 3 sites | \$ 4,500 | 4,600 | 504 | 187 | 2,827 | | 263 | 819 | |
| 26 | | | | | | | | | | 0 | |
| 27 | Plant and Improvements | | | | | | | | | 0 | |
| 28 | | Plant germplasm acquisition | \$ 10,000 | 7,500 | | 1,673 | 5,019 | | 253 | 555 | |
| 29 | | | | | | | | | | 0 | |
| 30 | | | \$ 145,000 | \$ 145,000 | \$ 10,304 | \$ 9,569 | \$ 13,441 | \$ 71,000 | \$ 1,885 | \$ 38,801 | |
| 31 | | | | | | | | | checksum | 145,000 | |
| 32 | | | | | | | | | | | |