

February 13, 2014 - Schedule

8:00 - 9:00 am - Trade Show Registration

8:00 - 10:30 am - VCH Exam

9:00 - 10:00 am - Keynote Address w/
Jeffrey Scott, MBA, landscape
business expert, and facilitator of the
Leader's Edge peer group presents:

**"ARE YOU ACCOUNTABLE? A Game
Plan for Achieving Wildly Successful
Results.**

Learn a simple stress-free approach to
greatly increasing the trust, efficiency, quality and results within yourself,
your work teams/crews and your organization.

There are 5 proven paths to promoting accountability, and thus
performance, within an organization. You will learn how to apply these
within your company.

Jeffrey's inspiring message will help you become a better manager of
people and leader of teams. You will become more confident and
productive in your day-to-day work environment.

10:00 - 10:30 am - Visit with Vendors/Trade Show

10:30 - 11:30 am - Green Works Business Meeting
(includes presentation of awards).



11:45 - 12:45 pm - Lunch

1:00 - 2:30 pm - Concurrent Sessions

**PROFIT BUILDERS WORKSHOP with Jeffrey Scott: Are you maximizing
Your growth & profitability?**

What first made you successful may now be getting in the way of
reaching your next level of success. This workshop will wake you up to
specific methods for improving efficiency, productivity, margins, and net
profits.

You will make more money in 2014 by learning how to:

- Sell and produce at higher margins.
- Organize your company for improved efficiency
- Get more done with less labor
- Create ownership thinking among your staff

Highly interactive networking opportunity. This is an interactive peer
group discussion that is good for established companies looking to
reinvigorate their profit focus and younger ones still building their systems.
You don't want to miss this inspirational workshop that will show you
concrete ways to make more money in 2014.

OR

**The 10 PRINCIPLES of Sustainable Landscape Planning and Design with
David Raphael:**

Join David, licensed landscape architect and planner, principal owner of
Landworks, and a faculty member of the UVM Rubenstein School of
Environment and Natural Resources. David will identify and discuss the

10 principles of sustainable landscape planning and design he has established in his landscape architectural practice:

- work with terrain and topography
- respond to climate & microclimate
- conserve soil
- conserve energy
- go local & recycle
- conserve water
- right plant, right place everywhere a garden
- create and support habitat
- create beauty

These principles will be illustrated by case studies and specific sites and projects - and also draw in some academic work David has been undertaking at UVM. The discussion will invite input from participants with regard to their own experiences, challenges in implementing sustainable practices, and other related ideas and examples of sustainability. Joining David in discussions will be Asst. Professor, Plant & Soil Science Dept., Stephanie Hurley, who teaches a course entitled "Ecological Landscape Design".

2:30- 2:45 pm. - Visit with Vendors/Trade Show

2:45 - 3:45 pm - Green Works Industry Award Winners Presentation of Projects.

The winners of the 2013 Industry Awards Program will present their winning entries complete with a description of their project and photos.

4:00 - 5:00 pm - 50th Anniversary Social

We hope you can join us in celebrating 50 years of our Association! Snacks and cash bar will be set up in the Grand Maple Ballroom.

Speaker Profiles

Jeffrey Scott, MBA, Landscape business expert, grew his landscape company into a successful \$10 million enterprise, and he's now devoted to helping others achieve profound success. He facilitates The Leader's Edge peer group for landscape business owners who want to transform and grow their business. His members achieved 27% profit increases in their first year. To learn more visit www.GetTheLeadersEdge.com.



David Raphael is married to Diana Morris and has 3 children and 5 grandchildren and is a resident of the lakeshore town of Panton, Vermont, where he has been chair of the town Planning Commission and Development Review Board. He is a licensed landscape architect and planner with undergraduate and graduate degrees from Tufts and Harvard Universities. Currently Mr. Raphael is Principal of LandWorks, a multidisciplinary consulting firm in Middlebury, VT, and he is also on the faculty of the Rubenstein School of Environment and Natural Resources at the University of Vermont. Mr. Raphael was recently named chairman of the Vermont Urban and Community Forestry Council.



Pre-register and save - Deadline is February 3, 2014!

\$15 additional for walk-in registration.

Registration is also available on-line @www.greenworksvermont.org

**EXCERPTS FROM *The History of the VAPH -1964-2005,*
first published in January, 2006.**

Lewis Hill of Greensboro wrote the following article in the 1991 winter issue of *The Dirt, News Quarterly for The Vermont Plantsmen's Association, Inc.:*

"In the early 1960's a small group of Vermont nurserymen began to discuss the need for a statewide organization. Vermont already had dairy, sheep, poultry, apple, maple, beekeeper, potato and other agricultural groups. Even several floral producers, such as the gladiolus growers, met regularly.

After three or four preliminary gatherings, with the help of Harrison Flint, Ornamental Horticulturist with the UVM Extension Service and several officials from the Vermont Department of Agriculture, the growers composed a set of bylaws and a statement of purpose. They held their first official meeting at the Vermont Farm Show in February, 1964, in the Barre auditorium. . . .

Some thirty nursery growers, greenhouse operators, and landscapers met in the hot, crowded quarters that day to listen to the plans of the organizers. They adopted the following statement of purpose: "The object of this organization shall be for the purpose of improving the condition of floriculture and ornamental horticulture, and to help beautify the state with plants, through promotion, education, legislation, mutual benefits, and information of public interest."

Most of the officers elected that day were growers who had been active in getting the association started. They were Fred Abbey, president; Lewis Hill, Greensboro, vice president; Richard Salter, Reading, executive secretary; and Richard Stevens, Springfield, treasurer. The executive committee consisted of H. Parks Holcomb, Marlboro; Marvin Carley, Brattleboro; and Grace Clark of Bristol. After much discussion, the name

Vermont Plantsmen's Association was chosen (feminists had not yet become active). To counteract the unpleasant dealings, the public had experienced with unscrupulous nursery salesmen and landscapers during the first half of the century, the group composed and adopted a code of ethics for their members. . . .

During those early years the group became better organized and grew rapidly during the 1960's and 1970's when several other plant oriented groups joined. . . . Membership increased as it became increasingly important for growers to keep informed, and both the meetings and newsletter, *The Potting Bench*, helped accomplish this.

Under the guidance of later Extension Horticulturists, first Norman Pellett, and presently, Leonard Perry, the group organized field trips to other New England states and to Canada, and began to hold twilight summer meetings at growers' places of business. Meetings attracted exhibitors of both nursery plants and related products, and these added interest to the gatherings as well as financial help. . . .

Summer meetings at Lake Champagne (in Randolph Center) allowed members to enjoy Phil Hodgdon's famous barbecues and offered a chance for members to get together, picnic and swap ideas and plants. The group also sponsored bus tours to nurseries and display gardens in New England and Canada. The spring flower show grew from small gatherings in Barre to many large, colorful exhibits in Burlington malls and also included educational lectures."

To read the complete history as published visit: <http://www.greenworksvermont.org/about-us/history/>

**February 13, 2014 - (Thursday)
Green Works/VNLA Winter Meeting and Trade Show
*Registration deadline - February 3, 2014***

QTY	REGISTRATION	PRICE	TOTAL
	Member Registration	\$45	
	Non-Member Registration	\$55	
	Additional Attendees from your company	\$30	
	Student	Free	
	Lunch	\$20	
	VCH Exam-Member	\$10	
	VCH Exam Non-Member	\$25	
	Subtotal		
	Total		

A parking permit and information will be emailed to you one week before the meeting. Parking will be @ Gutterson Garage.

Company Name _____

Name on Badge _____

Additional Name(s) _____

Mailing Address _____

City _____ State _____ Zip _____

Phone: _____ Email _____

Payment: check payable to VNLA Visa Mastercard
(please circle)

Credit Card # _____ / _____ / _____ / _____

Exp. Date _____ / _____

Print Name as appears on card: _____

Signature _____

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