



Virginia speaking –

Hello! My name is Virginia Witmer. I am the Outreach Coordinator for the Virginia Coastal Zone Management Program. On behalf of Margaret, Joanne and myself, thank you for participating on the webinar today. We are excited to share with you a brief highlight of our efforts, through regional native plant marketing, to build demand for natives plants, to increase the supply of native plants, and create places where people can visit and see natives at their best.

A quick note: the Virginia Coastal Zone Management Program is a network of state agencies and localities. We are headquartered at the Virginia Department of Environmental Quality, which serves as the lead coordinating agency of the network. Virginia CZM is 100% funded by an annual grant from NOAA through the Federal Coastal Zone Management Act.

45 minutes and 15 for questions.

PRESENTATION OUTLINE –

Virginia Witmer

- Why native plants?
- Social marketing campaigns
- Regional native plant campaigns

Margaret Fisher

- Outreach to landowners
- Recruiting volunteers

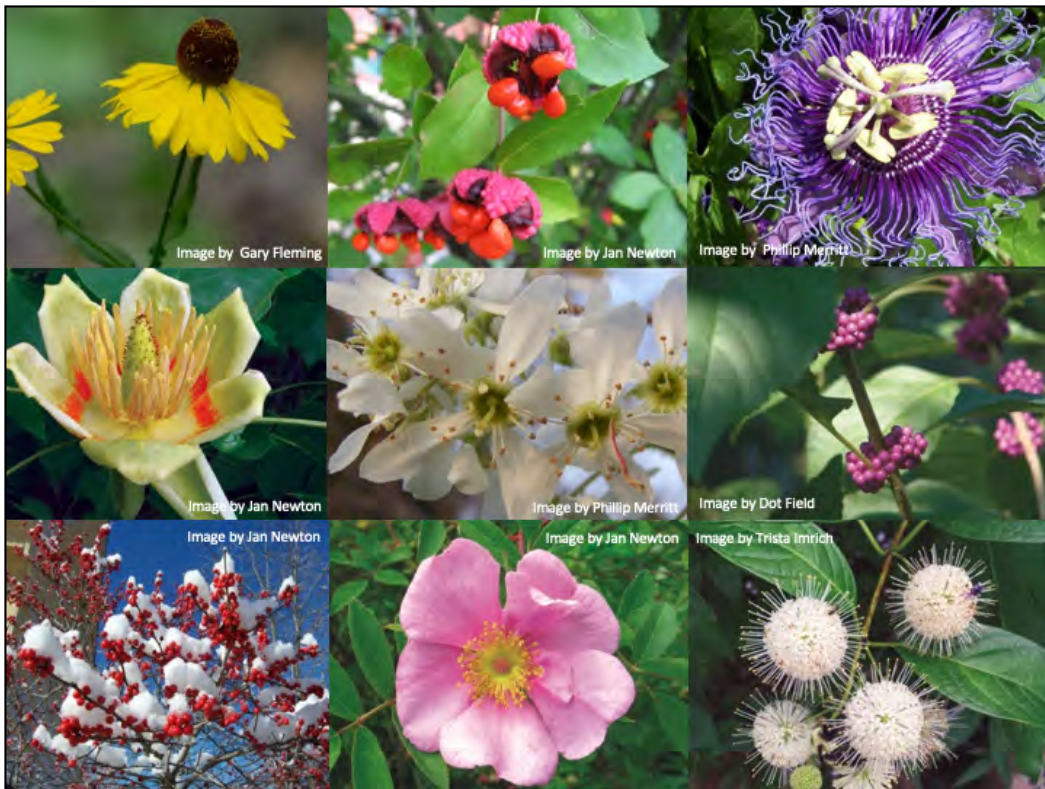
Joanne Hutton

- Native plant guides
- Outreach to suppliers
- Forming partnerships
- Demonstration gardens

Questions?

Virginia speaking –

In our presentation, I'll first provide some background on why we are focusing on native plant marketing. I'll give a crash course on the approach we are taking through community-based social marketing. Then Margaret and Joanne, campaign team members extraordinaire, will go into more detail about the components of the regional native plant marketing campaign strategies, and the many ways you can be involved.



Virginia speaking –

Foremost, we need your help in conveying the message that natives are beautiful, economical and environmentally the right choice.



Virginia speaking –

However, people need to see and experience the wonderful variety of native plants Virginia has to offer.



WHAT ARE NATIVE PLANTS?

- Evolved within specific regions and dispersed throughout their range without known human involvement
- Form the primary component of the living landscape
- Provide food and shelter for native animal species
- Co-evolved with native animals and have formed complex and interdependent relationships

Virginia speaking –

As Master Naturalists, we know we do not need to convince you that natives are not “weeds”!

Background - They evolved in specific areas without cultivation. They are part of the historic fabric of our natural communities.

Native species evolved within specific regions and dispersed throughout their range without known human involvement.

They form the primary component of the living landscape and provide food and shelter for native animal species.

Native plants co-evolved with native animals over many thousands to millions of years and have formed complex and interdependent relationships. Our native fauna depend on native flora to provide food and cover. Many animals require specific plants for their survival.

Loss of Native Vegetation...

- Lawns, houses, pavement replace native vegetation
- Natural areas fragmented
- Residential landscape often comprised of non-native plants
- Landscape requires fertilizers, pesticides, mowing

...Consequences

- Decrease in native songbirds, pollinators, other wildlife
- Increases in pollution and stormwater run-off
- Increase in invasive plant species

REGIONAL NATIVE PLANT MARKETING GOALS

- ✓ Increase the use and supply of native plants
- ✓ Change the landscaping culture and aesthetic



Virginia speaking –

Our challenge is that over the past decades development has rapidly increased in areas of Virginia, particularly in Virginia's coastal zone. With this, we see more native vegetation replaced with lawns, houses, and pavement.

This has resulted in a dramatic decrease in the population of our native songbirds, pollinators, and other wildlife. The visual that really sticks with me is how a wide expanse of lawn is literally a desert to bird parents in need of the thousands of caterpillars it takes to raise just one nest of hungry chicks.

The loss of vegetation has also resulted in increased pollution and runoff to our waterways.

Additionally, some non-native plants sold are very invasive, which compounds our problems when they escape into our remaining natural areas.

You can help us achieve our goals to not only increase the demand for natives at local retailers, further encouraging local growers to supply them...but to change a social norm and what appeals to our neighbors and communities.



Virginia speaking –

We probably also don't need to sell you all on the benefits of natives! These are the key messages that are communicated to gardeners through our regional native plant marketing campaigns.

As you know, using native species in landscaping reduces the expense of maintaining cultivated landscapes and minimizes the likelihood of introducing new invasive species.

Natives thrive because they are adapted to our climate

Native plants often require less water, fertilizer and pesticide, thus adding fewer chemicals to the landscape and maintaining water quality in nearby rivers and streams. Fewer inputs mean time and money saved for the gardener.

Natives support a vast network of wildlife

Native plants increase the presence of desirable wildlife, such as birds and butterflies, and provide sanctuaries for these animals as they journey between summer and winter habitats.

The natural habitat you create with native plants can become an outdoor classroom for

children, or a place for you to find peace and quiet after a busy day.

Native plants evoke a strong sense of place and regional character

ADVANTAGES OF NATIVE PLANTS

- Natives can save money on landscaping
- Natives are low maintenance
- Require little or no watering, fertilization, or pesticides once established



Virginia speaking –

The benefits we are selling through our use of social marketing are the time and money saved on planting natives.



Virginia speaking –

Only native plants will give:

A Sense of Place...which is one of the things we tap into with our regional marketing approach. Increasing native vegetation also provides superior wildlife habitat and protects bio-diversity.



Virginia speaking –

You do not need to convince these guys that increasing native vegetative cover is the right thing to do!

In the mid-Atlantic, and nationally pollinators are threatened by habitat loss, including a decline in the native plant communities that support these animals. The federal and state government is responding to the sense of urgency with the national Pollinator Protection Act and state Pollinator Protection Strategy.

The regional native plant campaigns play an important part in getting the message out and you can help!

The Mid-Atlantic is not only strikingly diverse in its ecological diversity, it is remarkable for its range of pollinators, including 19 bumble bee species and thousands of other species of native bees, butterflies, hover flies, flower-visiting beetles, wasps, and moths. Native plants are usually the best sources of nectar and pollen for native pollinators. Many pollinators have developed a specialized relationship with certain native plants.

As a group these pollinators maintain healthy, productive plant communities, provide food that sustain wildlife, and play an essential role in crop production.

You can help by providing the flower-rich habitat that these pollinators need. Nectar is a primary food source to adult bees, butterflies and other pollinators. Female bees collect pollen for their offspring.

'SMALL' NATURE AND CONNECTIVITY



'Small' nature in yards
and vacant lots is
important to
conservation

Connectivity through Corridors & Stepping Stones

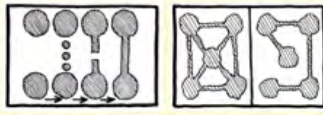



Diagram courtesy of Green Infrastructure Institute



Virginia speaking –

Another important point to stress to the public is that even 'SMALL' nature in yards can have a "BIG" impact. This is especially true because as you connect yards, and other community properties, you are creating natural "stepping stones" or green corridors.



**VIRGINIA
CZM
PROGRAM
GOALS**

Network of state and local government agencies working to create more vital and sustainable coastal communities and ecosystems.

COASTAL RESOURCE PROTECTION

- To protect and restore coastal habitats and species.
- To restore and maintain the quality of all coastal waters.
- To protect air quality.
- To reduce or prevent losses of coastal habitat, life, and property.

Coastal Resource Sustainable Use

- To provide for sustainable wild fisheries and aquaculture.
- To promote sustainable ecotourism and to increase and improve public access.
- To promote renewable energy production and provide for appropriate extraction of energy and mineral resources.

Coastal Management Coordination

- To ensure sustainable development and support access for water-dependent development through effective coordination of governmental planning processes.
- To avoid and minimize coastal resource use conflicts through research, planning, and a forum for coordination among agencies, interest groups, and citizens.
- To promote informed decision-making by maximizing availability of up-to-date information, technical advice, and scientific data.

Virginia speaking –

Efforts to increase and protect the native vegetation that is undeniably a foundation of Virginia’s ecological integrity has been ongoing for decades.

The Virginia CZM Program has invested significant funding and effort over its 30 year history on land and water-based habitat restoration and protection, and improving the quality of coastal waters, so preserving our native vegetative cover is a significant goal.

Increasing the amount of native vegetation in Virginia’s coastal zone can accomplish many goals, including 4 of the ten goals of the Virginia CZM Program.

This is why the Virginia CZM Program has been funding regional native plant marketing campaigns in Virginia’s coastal zone and has initiated the Virginia Native Plant Marketing Partnership, which is facilitating the expansion of the regional campaign model through out Virginia.



Virginia speaking –

In spring 2009, the Virginia CZM Program and its partners launched the Plant ES Natives campaign using proven social marketing tools and techniques with a focus on making planting natives fun, easy and popular. Plant ES Natives is going beyond awareness to change individual behavior and make planting natives the social norm rather than the exception.

**SOCIAL MARKETING?
DO YOU MEAN SOCIAL MEDIA?
HOW DOES SOCIAL MARKETING WORK?**

- ✓ Shifts the focus from the message – what WE think people *just need to hear* – to who we need to reach
- ✓ Offers benefits to the “consumer”
- ✓ Identifies barriers/obstacles – “Why marketing surveys/trend analysis are important in business world.”

Virginia speaking –

For those of you unfamiliar with the term, I wanted to give you a quick overview of what we mean by social marketing.

I often get the question – Do you mean social media? The quick answer – no, these terms are not synonymous.

However social media can be a multi-media component of a community-based social marketing campaign strategy, which is a more deliberative and comprehensive approach.

Social marketing campaigns ask who must do what differently, what benefits can we offer them for changing their behavior, and what barriers or obstacles – real or perceived - are stopping them from engaging in the desired behavior.

Social marketing sets out to change behavior and ultimately a social norm for that behavior.

THE SOCIAL MARKETING PROCESS

1. Know your campaign's focus and goals
2. Pinpoint your target audience
3. Identify the specific behavior you want the audience to take

RESEARCH! Listen to your audience.

4. Assess the barriers to the action
5. Find the benefits and motivators that will overcome those barriers

Virginia speaking –

To answer these questions, it is key to talk to and, most importantly to listen to, the people you are trying to reach.

Developing effective Social Marketing strategies means avoiding making premature assumptions about your audience(s): who they are; their attitudes, awareness and knowledge; the barriers to the behavior you want them to engage in (real or perceived) ...in this case planting native plants; the benefits they would receive in engaging in the behavior...a beautiful and colorful, and less needy landscape, along with the birds and butterflies they like to watch; and, the avenues to reach or communicate with them – how do we most effectively convey our message to our audience...where do they go for their information and what language is best to use. Conducting research is the important first step in developing a social marketing strategy. Yes, we could have assumed that our research would show that too many people still believe that native plants are scraggly and ugly, but our research also provided a wealth of information and some surprises.

THE SOCIAL MARKETING PROCESS

6. Design your campaign strategy →
Refine your messages, incentives, and tools, and determine where and how you will deliver them to the target audience
 - ✓ Social Marketing Tools → Prompts, Norms
 - ✓ Convenience for the Audience
 - ✓ Incentives, Rebates
 - ✓ Delivery Channels → Multi-media
7. Evaluate and measure your progress

Virginia speaking –

With your research in hand, you are ready to design your campaign strategy.

A Community-based Social Marketing strategy uses “tools” that have been proven to change behavior.

One of these tools, prompts, are visual or auditory aids that remind us to carry out an activity, or to engage in a behavior, that we might otherwise forget.

Your ultimate goal is to make the behavior you want people to engage in, a new “social norm”. Norms guide how we should behave. If we observe others acting unsustainably or badly, like throwing trash on the ground, the more likely it is we are more likely to feel like act similarly. In contrast, if we observe members of our community acting sustainably we are more likely to do the same.

Multi-media is an important component to an effective social marketing campaign. Make it colorful, vivid, and captivating.

WHY DO YOU PLANT?

"SURVEY SAID..."

For beauty (92-94%)

Like to feed birds and butterflies (82%)

For relaxation & feeling close to nature (82%)

WHY NOT NATIVES?

FOCUS GROUPS SAID...

Natives are scraggly and ugly

Lack of availability locally

Uncertainty about what is native



Virginia speaking –

So, the Plant ES Natives regional (social) marketing campaign strategy was designed after listening to Eastern Shore residents, and identifying: the barriers that were inhibiting their planting of natives; the benefits they would receive by increasing their use of natives; and the outlets through which they receive information.

The campaign's planning team then selected social marketing methods that would most effectively convey a campaign message that would resonate with this audience: "They're Shore Beautiful!"

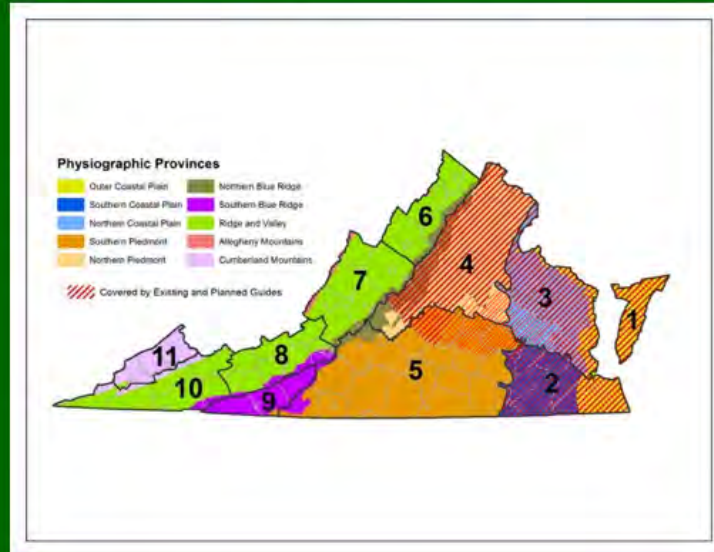


Virginia speaking –

There is now a campaign, or developing campaign, in every region of the coastal zone - with the exception of the Middle Peninsula.

Note that the design of the campaign logos visually link these efforts as a broader coordinated and collaborative marketing initiative.

SUGGESTED PLANTING REGIONS FOR PURPOSES OF MARKETING COORDINATION



Virginia speaking –

Ultimately we hope to have campaigns in every part of Virginia. Beginning with the Piedmont Native Plant Initiative, the regional social marketing campaign model is spreading westward.

How are the regions for these campaigns being identified? We worked with Natural Heritage Division staff at the VA Department of Conservation and Recreation to first delineate planting regions in Virginia's coastal zone, and to develop regional native plant lists based on the new Flora of Virginia. Later Natural Heritage (Chris Ludwig) expanded this map state-wide. The hash shows the regions covered by current and upcoming campaigns, with the exception of the Roanoke, Shenandoah Valley and Highland county areas.

Margaret and Joanne are going to highlight the opportunities to volunteer with existing campaigns.

We also need partners to bring together other organizations in regions without a campaign to get the conversation started.

REGIONAL MARKETING CAMPAIGN STRATEGY COMPONENTS

- Point of Sale Materials (the “Prompts”)
- Demonstration Gardens and Landscapes (the “Social Norms”)
- Multi-Media Materials – print and on-line (colorful, vivid and captivating *information at-the-ready*)

The campaigns also are programmatically linked through the use of shared campaign techniques and materials – multi-media elements of the Plant ES Natives Campaign strategy have been easily transferrable to address barriers common in all the regions to planting natives - such as plant tags at garden centers, regional native plant, and demonstration gardens. Many of the same organizations are participating on the regional campaign planning teams, including the Native Plant Society, Master Gardeners and Master Naturalists. Research tools and results, campaign strategies and materials (including point of sale and collaboration with local plant retailers and providers), and campaign successes, fails and challenges are all readily shared.

In our focus on supporting the local economy, we are using a series of noticeable, eye catching, self-explanatory prompts at point of sale – such as banners, signs, and plant tags.

As the adage goes, seeing is believing, so we have been establishing demonstration gardens to showcase the beauty of Virginia’s native plants, working with local community groups and businesses. These community places are helping establish a “native plant norm”.

And we conveying our message through channels our audience gets their information, and doing it in a colorful, vivid, and captivating way. This includes regional plant guides that showcase the beauty and variety of Virginia’s natives, and many other print and on-line materials.

Margaret and Joanne will now highlight the components of our regional strategies and

the types of activities that could use your talents.

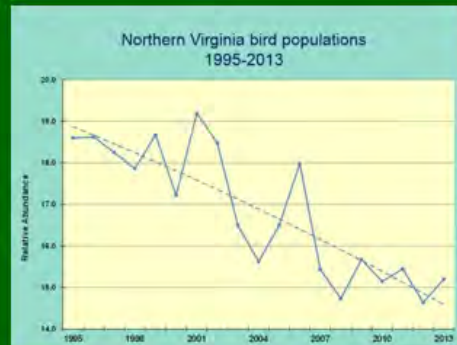
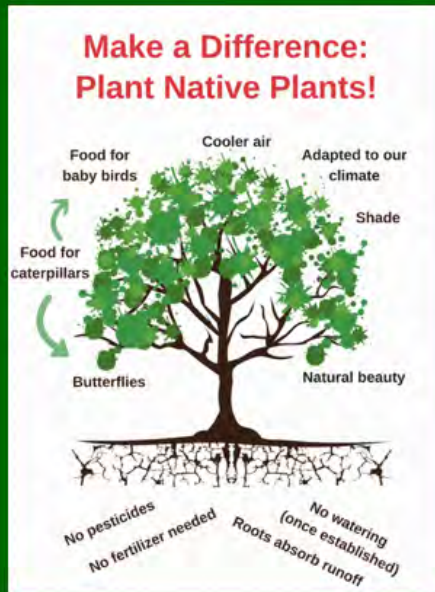
**SUGGESTIONS OF THINGS YOU CAN DO -
EITHER BY YOURSELF
OR AS A CAMPAIGN PARTNER/VOLUNTEER**

www.plantnovanatives.org

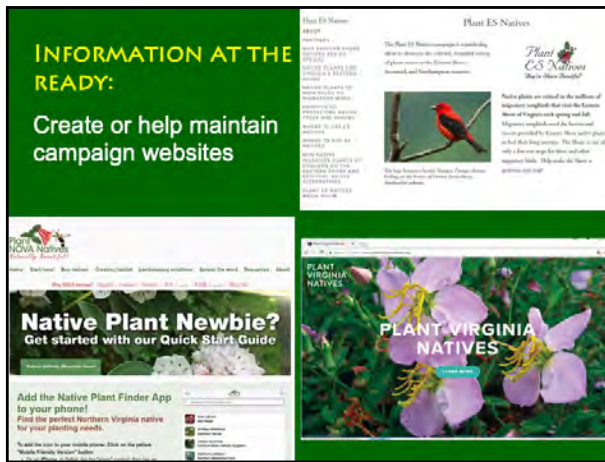
Margaret – Multi-media materials produced in the regional native plant campaigns have been easily transferrable.

MESSAGING:

Keep it positive (but urgent)



Don't alienate people



Information is at hand where our audience looks for it.

About two years ago the Virginia Native Plant Marketing Partnership launched a new website as a state-wide hub for information about Virginia's native plants and the marketing and Education resources the partners have to offer. Help is also needed to populate state-wide information places to see and purchase native plants. Contact Virginia if you are interested.

INFORMATION AT THE READY:

Help maintain website information about demo gardens and plant providers throughout Virginia

CHINCOTEAGUE ISLAND NATURAL TRAIL - SHADY WETLANDS LANDSCAPE

The landscaping of this demonstration site was kept as natural as possible and includes Eastern Shore natives that do well in shady moist conditions. The plants were covered with pine straw and blend beautifully into the existing native vegetation.

Designed by Kim Owen, a local landscaper, this site was funded by the Virginia CZM Program and is being maintained by Eastern Shore Master Naturalists.

Location:

ES native plants of note at this site:

- Anelochyris arbuscula* - Downy Serviceberry
- Chelone alifanalis* - Coastal White-flower
- Oenothera cinnamomea* - Cinnamon
- Oenothera regia* - Royal Fennel
- Peperomia areolata* - Christmas

Virginia Nurseries List.pdf

Virginia Nurseries List

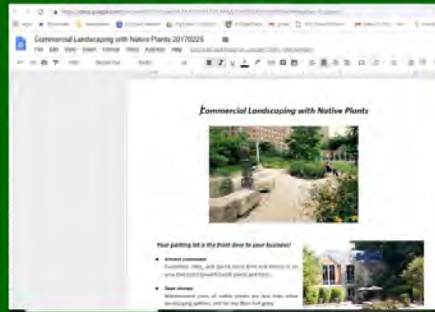
This list is provided by the Virginia Native Plant Society (VNPS), 405 Stony Farm Lane, Unit G, Stone, VA 22620, (943) 827-3000.

To the best of our knowledge, the following nurseries do not dig plants from the wild to sell. Plants are propagated from nursery stock or responsibly collected seeds. Please report any infractions to this policy. The VNPS does not endorse or recommend any individual nursery and is not responsible for the accuracy of claims made by the organizations included in this listing. Email: vnps@vnps.org Website: www.vnps.org

Nursery Name & Contact Info	Specialty	Plant Source or Origin	Other Info
Against the Wind Lanes, Plugs & More P.O. Box 780 Harris, VA 22303 (757) 894-2100 info@againstthewindlanes.com	Natives & herbaceous perennials & woody plants	VA, MD, WV, NC, SC, FL	WHOLESALE ONLY. Call for appointments for visits. Re-shipment operations to meet of the plant material is direct shipped from the supplier to the customer.
Beach Tree Farm 1200 Richmond Road Richmond, VA 23228 (800) 226-2524 info@beachtreefarm.com	Native Virginia shrubs & trees	Seedling or live nurseries	NETSAS ONLY. Sales of flowers and plant shows. Sales on Cash by appointment.
Blue Ridge Wildflower Society Plant Sale Virginia Native Plant Society www.vnps.org	Native herbaceous plants	Locally propagated plants	See the 2nd Saturday of May in the members of Virginia Western Community College at the parking lot behind the

Help is needed to identify and gather state-wide information about places people can go to see natives and to purchase natives. Contact Virginia if you are interested in helping populate this information for the Plant Virginia Natives website.

INFORMATION AT THE READY:
Google Drive – A Great way to communicate and share
resources with partners
Use for an "instant web page" or event link



Information is at hand where our audience looks for it.

INFORMATION AT THE READY:

Why

Why Native Plants?

1. **Naturally Beautiful!** Native plants will add beauty to your garden. *Not convinced?*
2. **Low Maintenance!** Native plants are adapted to local conditions. Planted in the right place, native plants need less water and other care.
3. **Good for the Earth!** Native plants support butterflies, birds and pollinators AND healthy water!



How

Super-Low-Maintenance Native Plant Gardens

All gardens require some maintenance, but if you want to keep it to a minimum while providing wildlife habitat that looks neat and tidy, here are some suggestions.

Plant trees

There's nothing wrong with trees and trees provide hundreds of the insects that songbirds need to feed their young. Native trees come in a wide range of sizes. From 20 feet tall up to 100 feet tall trees.

Plant shrubs and vines

Shrubs add to the space with a minimum of effort on your part and host a lot of wildlife. They come in shades for landscape designers who are trying to figure out what is a weed and what is a desirable plant. Cover fences or other empty vertical space with native vines and vines to beautify your yard and make it a strong habitat.



Volunteers

Spread the word – *work with us*

There are so many great ways that we can work together to inform and motivate others on the benefits and beauty of planting NOVA Natives.

1. Let us know you're interested

- Complete the [Volunteer Form](#) to tell us your interests and how to contact you.
- [Send an email](#) to tell us how you'd like to help.

VOLUNTEER

Sign up here
for 2018
Tabling Events!

REACHING OUR AUDIENCE: Accumulate e-mail addresses

Subscribe to our monthly Native Plant Newsletter

Learn about volunteer opportunities,
lectures, meetings and more!

Email Address

Subscribe

Examples of past newsletters

I Pledge to Plant NOVA Natives!

*Required

County (or town) *

Your answer

Zip Code *

Your answer

Name (optional)

Your answer

Email (optional)

Your answer

How many square feet do you plan to devote to native plants?
(Take a guess!) *

I pledge to Plant NOVA Natives

**If you wish to receive our monthly campaigns e-mails, please include your email

Name: _____ Email: _____ County: _____ Zip Code: _____

www.plantnovanatives.org



INFORMATION AT THE READY:

Create resources that make it easy for volunteers to help

Why Plant Northern Virginia Native Plants?

Native plants provide food and habitat for native wildlife.

- Many insects have co-evolved to feed and reproduce only on native plants.
- Insect life supports the food web for birds, frogs, and other animals.
- Native plants attract pollinators like bees, butterflies, and hummingbirds.
- Planting natives creates a sanctuary for a diverse network of life.

Native plants are of lower cost.

- Natives are adapted to live in our climate.
- Natives flourish without extensive watering, fertilizing, or pesticides.
- Natives help conserve water and soil quality.
- Natives provide curb appeal and can raise property values.

Native plants have many advantages over non-native plants.

- Grow more effectively and
- Tolerate and withstand heat, water, and pests.

A native plant in every yard!

Native plants:

- Are drought
- Are pest-free
- No watering once established, if properly sited
- No mowing
- Naturally beautiful!

Enhance your property while saving the birds and butterflies

Plant NOVA Natives
Naturally Beautiful!

www.plantnovanatives.org

Make A Difference Plant Natives

Plant NOVA Natives
Naturally Beautiful!

Nurture Nature: Plant NOVA Natives

Native plants:

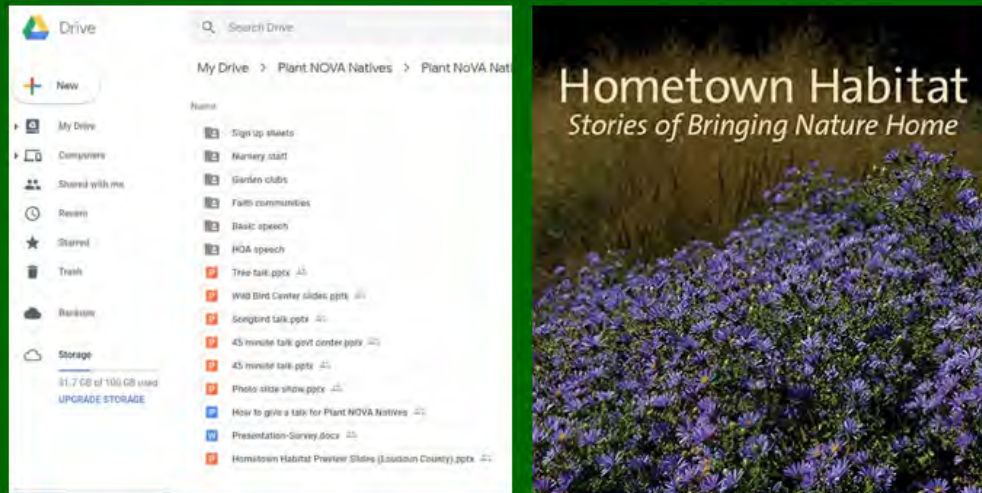
- Provide food and shelter to birds, butterflies and bees
- Add beauty to any location sun or shade
- Require less maintenance and water once established
- Reduce or eliminate the need for pesticides
- Improve water quality

Look for Northern Virginia native plants at your local garden center, native plant nursery, and spring and fall native plant sales.

www.plantnovanatives.org

INFORMATION AT THE READY:

Give presentations



Presentation materials. Hometown Habitat

INFORMATION AT THE READY:

Arrange and/or staff events



Date	Location	Time	Available 2019	Calendar Item
11/22/2018 (Thu.)	Douglas MacArthur Elementary School (Grades K-6) 1101 Jamez Lane, Alexandria, VA 22302	8:00pm - 7:30pm	Elementary School Science Fair (2)	1 of 2 slots filled Event Canceled Sign Up
04/23/2019 (Tue.)	George Mason University	8:00am - 11:00am	School Environmental Action Showcase (2)	Sign Up
		11:00am - 2:00pm	School Environmental Action Showcase (2)	Sign Up
04/24/2019 (Wed.)	Vienna Community Center—Auditorium 120 Cherry St SE, Vienna, VA 22181	5:00pm - 8:00pm	Vienna Green Expo (2)	Sign Up



Events you arrange – fairs, farmers markets, plant sales, environmental forums, community forums

CHANGING THE SOCIAL NORM:

Deputize Everyone!



HOAs, garden clubs, Rotary, workplaces – a Community Leader program and training is a part of some of the regional native plant campaign strategies.

**CHANGING THE
SOCIAL NORM:
Faith Communities**



Faith communities – lots of land, educate membership, educate community

CHANGING THE SOCIAL NORM:

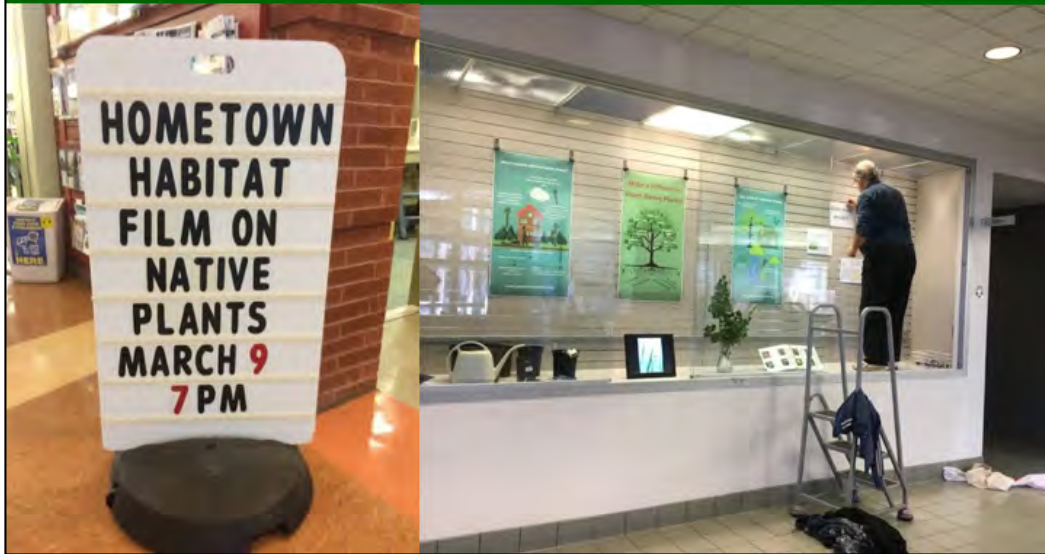
Schools



Schools – environmental clubs, school gardens. Stormwater facilities. The CURRICULUM is key.

CHANGING THE SOCIAL NORM:

Libraries



Libraries – exhibit space, talks – they are looking for stuff

INFORMATION AT THE READY:

Share short articles



Jan 21 · 1 min

Save the Planet for Under \$30

Would you like to help the birds and butterflies but have a limited budget for landscaping? What the living world needs from Northern Virginians is for us to plant native plants, and lots of them. Luckily, we can obtain seedlings of several trees and shrubs for next to nothi...

Reprint. Social media. NextDoor.com

INFORMATION AT THE READY:

Help populate social media

Facebook

Twitter

Instagram

Nextdoor.com

Scary stuff

Free stuff

Lists

Humor

Videos

Photos

Reprint. Social media. NextDoor.com

INFORMATION AT THE READY: Traditional media – writers needed!



- Magazines
- Newspapers
- Newsletters
- Radio – ads or community spots

CITIZENS FOR A BETTER EASTERN SHORE
SHORE FACTS
October 2014

"Going Native" on the Eastern Shore of Virginia
Insurers and others are questioning your car's rating. How do you prove your car is worth the price?

By David Stanger

It's all in the name of the car. A car's rating is a reflection of its safety, reliability, and performance. The Insurance Institute for Highway Safety (IIHS) has a list of cars that are considered "safer" than others. The list is based on a number of factors, including the car's size, weight, and safety features. The list is updated annually and is a good resource for anyone looking to buy a new car.

When it comes to car ratings, there are a few things to keep in mind. First, the rating is based on the car's performance in a number of tests, including crash tests, braking tests, and steering tests. Second, the rating is based on the car's safety features, such as air bags and anti-lock brakes. Third, the rating is based on the car's reliability, which is determined by the number of complaints filed against the car.

So, if you're looking to buy a new car, it's a good idea to check the IIHS list of safer cars. This will help you to choose a car that is safer, more reliable, and more enjoyable to drive.

For more information on car ratings, visit the IIHS website at www.iihs.org.

The Starting Point

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A painted lady butterfly is resting on a Virginia sweetspine. Photo by Janet Pawlowski

Go Native, Grow Native
submitted by Gary Chaffin and Janet Pawlowski
of the Northern Neck Chapter, Virginia Native Plant Society

Virginia Sweetspine
Virginia sweetspine (Itea virginica) is one of the most beautiful and versatile deciduous shrubs native to the Northern Neck. It grows on creek banks or on other wet areas where it forms thickets from underground roots. Because of its thick roots, you may see it in the landscape for erosion control on banks.

At maturity, it is usually about three feet in height and can reach to eight feet. It does best in dappled shade but tolerates more shade.

It has attractive, lightly fragrant, white four-inch flowers open in late spring after most other flowering shrubs have finished blooming. In the fall, its leaves turn red and purple.

It is drought tolerant. The shape is informal and woody, only needing light pruning to keep it bound. It provides food for the holly atom butterfly.

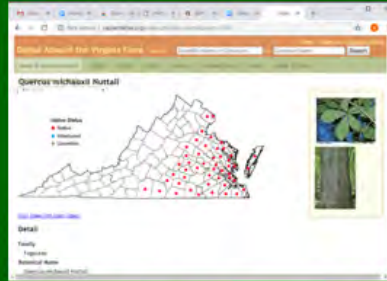
By comparison:

Friend us on Facebook at the Northern Neck Chapter Virginia Native Plant Society.



Colorful regional native plant guides include a plant list based on the Flora of Virginia, and highlights the beauty of natives.

FLORA OF VIRGINIA



**Digital Atlas of
the Virginia Flora**
<http://vaplantatlas.org>

Flora of Virginia App
<https://floraofvirginia.org/>

These regional guides are based on the Flora of Virginia, and much easier to carry!
The Digital Atlas of the Virginia Flora made it easy to identify the species native to Virginia by county.

There also is now an app of the Flora of Virginia for Android and Apple devices.

POINT OF SALE:

Engage
garden centers



We are here to help you sell the plants you already stock

The relationship is all – keep the message positive! (Avoid talk of invasives, lawns, pesticides)



A series of noticeable, eye-catching, self-explanatory prompts at point of sale makes it easier to find natives.

The campaigns need garden center liaisons:

Help reach out to garden centers about partnering

Help tag native plants

Coordinate an exhibit at the garden center, and talk with customers

POINT OF SALE:

Engage garden centers

Sticking
by volunteers



Inexpensive. So customers can walk along the aisles and pick out the ones with red stickers.

POINT OF SALE:

Engage garden centers

In-house
workshops



Enterprising nurseries recognize that events bring customers who increase sales – so offer your services and knowledge base.

FORMING PARTNERSHIPS

- For extending your reach
- For continuity

No regional campaign is a 501-C3. They are a partnership of interested parties (although 501-C3 status can help facilitate financial contributions and grants, such as the Plant NOVA Natives campaign partnership with the non-profit Potowmack Chapter of VNPS, which is receiving contributions on behalf of the campaign through the Northern Virginia Community Foundation). Strength in unity.

Master Gardeners Master Naturalists

Master Gardeners of Northern Virginia



[Home](#) [About Us](#) [Demonstrate Garden](#) [Events](#) [Programs](#) [Resources](#) [Tried & True Native Plants](#)

Shrubs

Tried and True Native Plant Selections for the Mid-Atlantic

Learn About Specific Shrubs

- [Aronia melanocarpa](#): Black Chokeberry
- [Coffea americana](#): American Beanberry
- [Cynodorus serotinus](#): Buttonbush
- [Clerodendron balfourii](#): Sweet Pepperbush



Arlington Regional Master Naturalists

Celebrating 10 Years of Service 2008-2018

Our mission is to provide environmental education, outreach, stewardship, and citizen science dedicated to beneficial management of natural resources and natural areas within Virginia.

Government agencies



Regional commission, foresters, conservation districts, fish and game, stormwater divisions, parks, schools, etc

Non-profits



Nonprofits – Sierra Club, Audubon, “Friends of” groups, interfaith groups, Issac Walton Leagues

Businesses



Businesses – native plant landscapers, landscaping associations, property management associations, realtors, bird stores, native plant suppliers

Collective action – each organization, or volunteer, partnering with the campaigns in whatever way fits with its goals and structure

- Guide sales
- Publicity
 - Email lists
 - Newsletters
 - Social media
- Events
- Financial help



Plant ID markers in demonstration gardens help visitors identify the natives Latin and common name, and provides a line drawing, description, and characteristics of the plant, its growing requirements, and interesting facts and history.



Let other people do the work! You don't have to make demo gardens yourself. Libraries, government buildings, businesses, parks, etc

INFORMATION AT THE READY:

Signage – telling the story where it happens



Signage helps connect the plantings and tell the story.

INFORMATION AT THE READY:

Signage – telling the story where it happens



<http://www.virginiamasternaturalist.org/home/linking-up-with-plantsmap>



<http://smartgardensigns.com/>

The educational value of signage is high –

Plant ID markers installed in demos installed by or identified by regional native plant campaigns have plant ID markers installed with that include the campaign logo and the Latin and common name of the species, a line drawing, description, and characteristics of the plant, its growing requirements, and interesting facts and history. As these markers are produced by Smart Garden Signs we have been helping to build their catalogue of native plant information.

Michelle has worked with a local producer with good prices and excellent service: PlantsMap

Plant Virginia Natives



VIRGINIA NATIVE PLANT MARKETING PARTNERSHIP

<p>Identify and prioritize opportunities to collaborate on Virginia native plant communication and marketing efforts and form cohesive and coordinated messaging and strategies to increase local availability and use of native plants state-wide.</p>	<p style="text-align: center;">Albemarle County Alliance for the Chesapeake Bay Chesapeake Bay Foundation Chesapeake Bay National Estuarine Research Reserve of VA Chesapeake Conservation Landscaping Council Flora of Virginia Hampton Roads PDC Lewis Ginter Botanical Garden Norfolk Botanical Gardens Northern Neck PDC Northern Virginia Regional Commission Piedmont Environmental Council VA Audubon Council VA Dept of Agriculture and Consumer Affairs VA Dept of Conservation and Recreation</p>	<p style="text-align: center;">Chairs: VA Coastal Zone Management Program VA Dept of Game and Inland Fisheries</p> <p style="text-align: center;">VA Dept of Environmental Quality VA Dept of Forestry VA Dept of Transportation VA Institute of Marine Science VA Master Gardener Program VA Master Naturalist Program VA Native Plant Society VA Nursery and Landscape Association VA Society of Landscape Designers VA Soil and Water Conservation Districts Wetlands Watch Williamsburg Botanical Garden</p>
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As the regional campaign effort grew, we reached out to our state agencies and other partners and established a state-wide partnership to:

Identify and prioritize opportunities to collaborate on Virginia native plant communication and marketing efforts and form cohesive and coordinated messaging and strategies to increase local availability and use of native plants state-wide.

During these meetings, we established the Virginia Native Plant Marketing Partnership - a forum to collaborate and coordinate, leading to more consistent messaging to the general public and greater efficiencies in the use of limited resources.

The partnership has grown quite a bit since those first meetings. A steering team of lead partners for the VNPMP evolved, and the current member organizations are shown here, and represents an array of public and private organizations and businesses interested in collaborating to increase the local and statewide availability and use of Virginia native plants.



Virginia Native Plant Marketing Partnership

Priorities:

- 1) Support development of a Virginia conservation landscaping certification;
- 2) Develop new strategies to help increase the availability of native plants including a framework and guidelines for native plant seed collection/propagation;
- 3) Develop new coordinated/collaborated state-wide native plant marketing strategies.

The steering team identified needs and projects that could be more effectively and efficiently addressed and supported through Partnership efforts.

To engage other interested organizations, businesses and individuals, the Virginia CZM Program and the Department of Game and Inland Fisheries hosted a forum in May 2013 to gather input on priorities for the partnership.

In August 2013, the Team prioritized the following priorities:

- 1) Support development of a Virginia conservation landscaping certification;
- 2) Develop new strategies to help increase the availability of native plants including a framework and guidelines for native plant seed collection/propagation; and
- 3) Develop new coordinated/collaborated state-wide native plant marketing strategies.

Another forum was held in January 2014 to solicit more specific ideas on addressing these priorities.



To address these priorities and to lay out a roadmap for our efforts, the Partnership's steering team drafted an Action Plan. This was based on facilitated team discussions, and feedback from the two open forums.

The Action Plan is focused on strategies and actions to address the five goals as you can see on this slide.

Members of the partnership have been coordinating their activities and have collaborated on a number of projects, and achieved some of its priorities. If you are interested, I have brought copies of the Action Plan, which highlights our accomplishments to date.

For example:

1. With support from members of the partnership, the Chesapeake Bay Landscape Professional Certification Program was launched in 2016.
2. In 2014, the Virginia Nursery and Landscape Association added a native plant section to

the Virginia Grower's Guide. This will help us reach growers, landscape architects and designers, and contractors and is a great first step in highlighting and increasing the wholesale availability and distribution of Virginia natives. The 2014, 15, 16 and 2017 guides include ads highlighting the habitat value of native plants, the Flora of Virginia, the CBLP, and the availability of the regional guides. Over the last three summers, the Partnership has also exhibited at the VNA Field Day. In 2014, this included being recognized as a sponsor of the event, during which the VNLA paid for presentations by Doug Tallamy.

3. VNPS added webpage to their site to highlight availability of regional guides.

4. Virginia CZM partnered with DCR and the Natural Heritage Program, DGIF, the Flora Project and VNPS on an exhibit at the Executive Mansion in spring 2016.

Want to Help?!

Plant NOVA Natives

www.plantnovanatives.org
plantnovanatives@gmail.com

Other Regional Campaigns or State-wide Effort:

Virginia.Witmer@deq.virginia.gov

Collaboration, communication,

