

# SNAPSHOT 2017 Mid-Atlantic Horticulture Short Course

January 16-20, 2017 at Founders Inn & Spa, Virginia Beach, VA

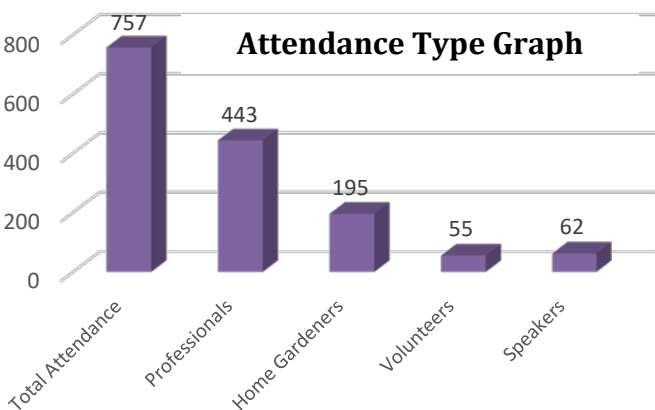
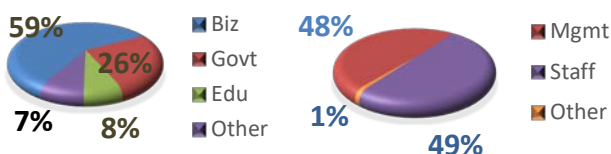


The Virginia Horticultural Foundation

## Promotions, Program and Attendance Data

Promotions	E-mail Campaigns: 22,394 (17 messages sent, average 32.7% open rate; 5.8% forward/ click rate)		
Calendar Announcements & Social Networking	<p><u>Industry Newsletters &amp; Web:</u> <i>APLD, ASLA LA CES, GCSAA, MAC-ISA, PGMS, VA Nursery &amp; Landscape Association, VA Society of Landscape Designers</i></p> <p><u>Facebook</u> <a href="http://www.facebook.com/MidAtlanticHorticultureShortCourse">www.facebook.com/MidAtlanticHorticultureShortCourse</a> = 526 likes</p> <p><u>Facebook</u> <a href="http://www.facebook.com/HomeGardenerDay">www.facebook.com/HomeGardenerDay</a> = 203 likes     <u>Twitter</u> <a href="https://twitter.com/VAHort">@VAHort</a></p>		
Industry-specific Classes & Workshops	<p><b>90</b> Classes and Workshops offered over 4 days and 3 evenings [some classes qualify in more than 1 track]</p> <p>Advanced Crew Manager (1 day training)                  Arboriculture (21 classes)                  Business &amp; Management (13 classes plus 3 Lunch &amp; Learn topics)                  Crew Manager (2 days training + certification testing)                  Hardscapes &amp; Pavers (4 classes, Product Showcase; 2 certifications)                  Horticulture Skills (23 classes)                  Horticulture Skills in Spanish "Dia de Habilidad en Horticultura en Español" (6 hours instruction)                  Landscape Architecture &amp; Design (27 classes)                  Landscape Management (39 classes, including the Turf Tuesday series)                  Pesticide Safety Education (2 days of certification training plus 1 day Recertification)                  Plants &amp; Production (33 classes)</p> <p><u>Lunch &amp; Learns</u>                  How to Get Your Production Staff to Sell, Sell, Sell                      Dogscaping: Creating a Pet Friendly Garden                  Professionalism: Getting Your Team to the Next Level</p> <p><u>Workshop Topics</u>                  Growing Gourmet &amp; Medicinal Mushrooms    Create Your Own Terrarium    Creating Concrete Leaf Castings                  Diagnosing Disease &amp; Designing IPM for Turf    Advanced Diagnoses of Ornamental Plant Disease                  Herbaceous Plant Propagation    Designing Hardy Winter Containers    Rain Barrels</p>		
Paid Attendance	<b>Professionals</b> <b>442</b> <b>Home Gardeners</b> <b>195</b>	On-site Staff	<b>Speakers &amp; Educators</b> <b>62</b> <b>Volunteers &amp; Board Members</b> <b>55</b>
Attendees are from	<b>95% from VA (distribution within VA: 69% Southeast, 8% Northern, 19% Central, 4% Western)</b> <b>5% DC, MD, NC, NJ, WV</b>		
Professional Certifications & CEUs	Advanced Crew Manager Certification International Society of Arboriculture VA Certified Horticulturist  CEUs: <i>APLD, ASLA LA CES, GCSAA, ICPI, ISA, NALP, NCBola, PGMS, VA DCR, VA DPOR, VHF, VNLA, VSLD</i>	Crew Manager Certification (VA Horticultural Foundation programs) Pesticide Certifications in Virginia Chesapeake Bay Landscape Professionals Program	

### 2017 MAHSC Attendance:



### Attendees' Primary Work Area

