



**For Immediate Release**

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**Newly Awarded Virginia Certified Horticulturists Keep Region Green and Growing**

*VCH designees offer a breadth of horticulture knowledge to the area not seen previously*

**Fredericksburg, Va.** (June 1, 2017) — [Virginia Nursery & Landscape Association](http://www.vnla.org) (VNLA), the state trade association for garden centers, nursery growers, landscape designers, installation and maintenance contractors, greenhouses and horticultural suppliers, will designate over 50 nursery and landscape professionals with the title of Virginia Certified Horticulturists (VCH) this year.

In Fredericksburg, resident Jordan McKenzie Hoffman, owner of Winsome Downs, LLC, was among those recognized as being qualified to offer the latest in green services and scientifically sound advice to community members creating beautiful landscapes and thriving gardens. She is a 2016 graduate of Virginia Polytechnic Institute and State University with a Bachelor's degree in Crop and Soil Environmental Sciences. She formed Winsome Downs, LLC just this past year as a plant and landscape consulting company with a focus in stormwater systems. She currently works closely with Daniel Donovan, a professional engineer and President of Total Stormwater Solutions, Inc. in Warrenton, Va offering consulting services. Daniel Donovan is a 2010 graduate of Virginia Polytechnic Institute and State University with Bachelor's and Master's degrees in Civil Engineering.

"Virginia Certified Horticulturists impact the region where they work and live in many ways," VNLA Executive Director Jeff Miller said. "Having someone with this breadth of expertise and knowhow in their community allows residents and businesses to confidently seek advice and assistance as they improve Virginia's green landscape."

VCH designations require dedication and study. Candidates must pass a four-hour exam, comprehensively covering everything from basic botany to the study of insects. If they pass, VCH awardees must renew their certification every three years and prove at least 30 hours of sanctioned horticulture focused training within that timeframe.

The VCH designation offers many benefits to businesses and consumers as well. Consumers are assured they will receive professional services from a capable associate and the confidence that any business employing a VCH certified employee is a credible source for their nursery or landscaping needs. Additionally, VCH designations provide businesses a standard for evaluating potential and current employees.

**About the Virginia Nursery & Landscape Association**

The VNLA is the state trade association for garden centers, nursery growers, landscape designers, installation and maintenance contractors, greenhouses, and horticultural suppliers. Its mission is to unify, strengthen and promote the Green Industry, while certifying industry practices and principles

that keep Virginia green and growing. Additionally, VNLA focuses on Research & Education, Industry Advocacy and Publications & Communications. Visit [www.vnla.org](http://www.vnla.org) for more information.