

# HAVILAND HAPPENINGS

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**Haviland Talks. . .**

**Congratulations to the dedicated athletes representing Team USA in Beijing, China during the 29th Olympiad. We are proud of you! Thank you for a job very well done!**



**The Flemer Family—A Family of Pioneers in the Northern Neck of Virginia Ingleside Plantation, “Birthplace of a Family Legacy: A Story Worth Telling”**

**The Flemer Family—5 Generations**

- Carl Henry Flemer:** Purchased property in Westmoreland County in 1890
- John Adolph Flemer:** Owned a patent medicine company that was sold to Peoples Drug
- Carl Flemer, Sr., Nephew of Adolph Flemer:** Initiated farming on Westmoreland County property in 1920
- Carl Flemer, Jr.:** Began dairy operation; Started Ingleside Plantation Nursery in 1949; Started Ingleside Winery in 1970
- C. Fletcher (Fletch) Flemer:** Started managing Ingleside Plantation Nursery in 1972
- Doug Flemer:** Began managing Ingleside Plantation Winery in 1990

This article began as a story about Ingleside Plantation Nursery and its superb grower, Tom Smallwood, but after visiting Ingleside Plantation Nursery, Westmoreland County, Virginia, meeting members of the Flemer family, and enjoying the relaxing ambiance at the Ingleside Winery and Vineyards, it quickly became clear that this family’s story needed to be told with detail. The members of this family have given much to our Nation, and the nursery industry. Spanning five generations, the Flemer story grows with the personality of each of its family members.

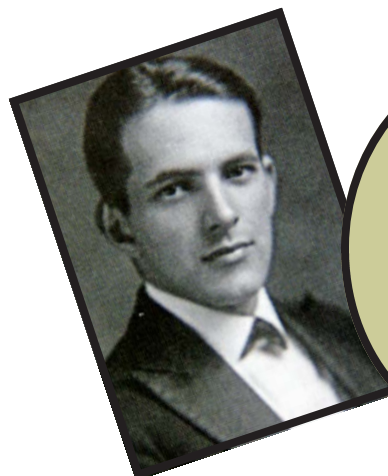
**The Flemer Linage**

The Flemer family has a history as rich as the ground where Ingleside Plantation and Nursery in Westmoreland County, Virginia sits and prospers. The nursery property was approximately 800 acres when initially purchased by Henry Flemer in 1890. The first building on the property was actually constructed in 1834 and served as a boys school known as, The Washington Academy. Later it was used as a Civil War Garrison

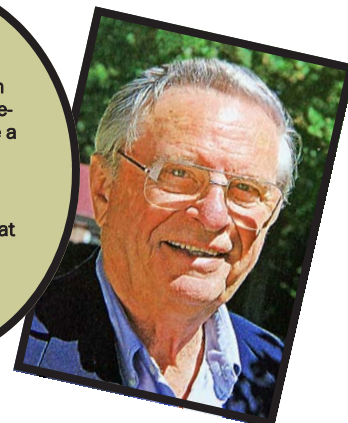
and a courthouse. Members of the Flemer family, originally from New York and New Jersey, migrated to the Washington, D.C. area during the coming decades. Henry Flemer was a pioneer in building design and was responsible for designing many of the buildings and town homes in the East Capitol District of Washington, D.C. It was this man that purchased the Westmoreland County property when Benjamin Harrison was President, to be used as retreat from the daily stresses of the work world. Of course, this was a time when carriages were the mode of transportation! President Harrison’s plantation home was just down the old post road in a nearby county. Like the President’s beautifully landscaped Berkeley Plantation, Carrie Harri-

son was busy refurbishing the White House and its lawns. She dedicated much of her time to developing a huge assortment of plants and flowers that would dress up the Nation’s Capitol. History tells us that she assembled over 5,000 different decorative plants and trees to warm the Nation’s Capitol and welcome its visitors with color and beauty.

Adolph Flemer, Henry’s son, owned a very successful patent medicine company, which was later sold to Peoples Drug Company. It was Adolph’s nephew, Carl Flemer, Sr., who chose to “take out on his own” and move to the Westmoreland County property to become a farmer. Education and timing were keys to success—and both were working against this young man’s dreams. Not only did he have limited



Left Photo:  
Carl Flemer, Sr., when he arrived in Westmoreland County to become a farmer



Right Photo:  
Carl Flemer, Jr., taken at his home, Ingleside Plantation in Virginia

## SNA Establishes a Hurricane Disaster Team

How quickly your company can come back, "doing business as usual" after a natural disaster or crisis depends on your crisis strategies and planning long before the emergency is real. Crisis planning should be a part of your nursery's long term goals. Research shows that almost 40% of small businesses that close due to a disaster event never re-open. A nursery crisis plan should prepare for all types of hazards—weather events, fires, foreign invasions, or even local emergencies. When your nursery is prepared to survive the disaster and recover, you are helping local individuals and the economy become secure by ensuring weekly payroll commitments, and forecasting successfully the implementation steps to your re-building.

Our President declared September as National Preparedness Month. The mission of Bush's Proclamation is to spread the emergency preparedness message. Abrams and Bettes of the Weather Channel said, "People simply have no plans." When an emergency becomes a reality however, it is comforting to hear from friends offering hands of help and comforting words and deeds of assistance. In the wake of Katrina, (and now Ike) the Southern Nurserymen Association (SNA) has established a Disaster Relief Program. Haviland is proud to be a part of this organization's plan to assist nurseries. Haviland Representative Marty Thomas will assist with the SNA disaster's plan in North and upper South Carolina along with Virginia. Howard Smith will assist growers and nurseries on the Florida and Georgia coasts and the lower half of SC. SNA has the ability to provide satellite telephones, generators, irrigation parts and food, water, and ice, if required. The post-disaster plan is to utilize a well placed nursery or distributor as a focal point. Hopefully this is a program that will never have to be implemented, but know we are one big team, supporting and helping each other.

Haviland 800-860-6294  
Marty Thomas 336-392-9770  
Howard Smith 386-679-9407



## FLEMER STORY: INGLESIDE PLANTATION

agricultural knowledge, but the Depression compounded the situation. The Flemer family struggled with the farming endeavor. Carl Jr., as a lad and young man, had a strong work ethic and drive that made the hard life on the farm easier to



Westmoreland County, Virginia

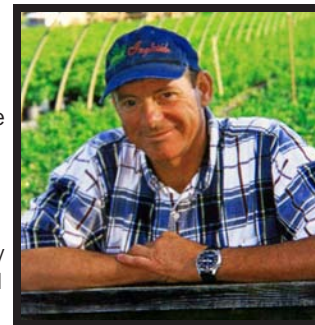
manage emotionally, but did not produce much financially. Thusly, the family was continuing to fall deeper and deeper into the farming well. It was here, though, on the farm, that Carl Jr. developed his love of the land in Westmoreland, Virginia, and developed his great appreciation for history.

### Westmoreland County, Virginia

Westmoreland County lies between the Potomac and Rappahannock Rivers on a peninsula known as Virginia's Northern Neck. Located halfway between Washington, D.C., and the Chesapeake Bay, Westmoreland County offers easy access to both. This beautiful section of Virginia enjoys four distinct seasons but the winters are milder and the summers are cooler because of the proximity of the Chesapeake Bay. Westmoreland County has been the incubator of some of our most notable national leaders. The county was the birthplace of George Washington, James Monroe, and General Robert E. Lee.

Carl Flemer, Jr., who was working hard to make the farm a success, was constantly seeking an easier life for his family. Always searching for a way to make the land productive, he pioneered a dairy farm, as a 4-H project, while just a senior in high school. Flemer toiled with this new venture and it provided a small but steady income from the 1930s until well into the 1960s. Flemer milked cows, drove a milk run, and worked the dairy by himself, but still seemed to have mixed feelings regarding the viability about the dairy. During this time, Flemer met and married his love, Shirley Hallock from Long Island, New York. She was a lover of horses and enjoyed the Virginia farm with her horses in spite of its questionable profit status. On several of his travels from Virginia to New York though, Flemer would visit a cousin who was operating a plant nursery in Princeton, New Jersey. Another pioneering idea struck Flemer—he would pattern this plant nursery idea on his Westmoreland property! With the help of his cousin, he developed the first nursery in Westmoreland County in 1949. Unlike his grandfather's farming venture, the timing was perfect. With the post-war expansion of the nation's capitol, the fact that there were few nurseries in the state, and the sudden but great demand for landscape material—Ingleside Plantation Nursery was a success!

Flemer found his niche and an enjoyable way to have the beautiful land that he so loved become productive. He grew the nursery from the original 800 acres to 1,800 acres



Fletch Flemer, President of IPN

during the '70s. It is here, that we pick up the story with Fletcher (Fletch), Carl Jr.'s, first born son.

### Ingleside Plantation Nursery Today With Fletch

C. Fletcher Flemer, the oldest child of Carl and Shirley's five children, is the President of the nursery today. Fletch, as he is known, graduated from North Carolina State University in 1969 with a Bachelor's Degree in Ornamental Horticulture. Shortly after his graduation he served with the U.S. Army as a Commissioned Rotary Wing Aviator. After flying more than 1,000 hours of missions while piloting a helicopter in Vietnam, he received the Army Commendation Award, the Bronze Star, twenty-two Air Medals and the coveted Silver Star for his exemplary service.

Upon leaving the service in 1972, Fletch returned to Westmoreland County to take on the duties of the day-to-day operation of the nursery that his father was running almost single handedly. Under Fletch's leadership, Ingleside Plantation Nursery has grown to nearly 2,900 acres. The nursery is a balanced combination of containerized growing coupled with field plants. The production list includes vines, perennials, grasses, shrubs, azaleas, evergreens, conifers, and ornamental and shade trees. Flemer is especially proud of the pot-in-pot innovation that he estab-

lished in 1990. Like his father, Fletch soon realized that he could not do it all. In 1983, he hired Tom Smallwood, as the nursery's grower. Tom is a lover of bikes, owns a Harley, and rides every



chance he can find. But, at the nursery, Tom has become Fletch's right hand man. Tom says that the nursery specializes in Red Maples and Japanese Hollies, but he and Fletch study the market needs and adjust growing specific species based on the market demands. Tom believes the future of the nursery industry is in container production and Ingleside Plantation has slowly been making the transition to more and more container grown material. Additionally, Ingleside Plantation is a leader in establishing industry standards. Tom shares that they label every plant with the name, grade and container size. This helps the landscape architects. Tom, too, loves Westmoreland County. He and his wife have two daughters and he says, "It [Westmoreland County] has been a great place to live and work and raise a family. I have been allowed a lot of latitude here. My wife and I have loved raising our kids in this rural setting," says Smallwood.

Fletch has grown with the nursery industry during the past thirty-six years. "The industry has grown a lot. There are a lot more people in it since I started in the early '70s," says Fletch. Fletch has served the industry well by being very active in industry business. He served as President of the Virginia Nurserymen's Association in 1978, then President of the Southern Association of Nurserymen in 1988, and President of the American Association of Nurserymen in 1994. During this industry service, he was honored with the SNA's David E. Laird, Sr. Memorial Award, and the Slater Wright Memorial Award. Flemer says, "Since Tom has taken over the growing end, I have to work hard at the business details. It's not as much

fun as it used to be; I miss the interaction with the plant material." Continues Flemer, "Tom is very knowledgeable about what he is doing—we're very lucky to have him!" Fletch, like other family members, loves the property and this beautiful part of Virginia where history is so deep and alive. He shares, "I love this place, but sometimes I take it for granted, because I grew up here, I guess." He is the best promoter of his father, the nursery, the winery, and the rich history of the area!

**Ingleside Winery—Another Pioneering Idea**

Even though Fletch's father retreated from daily nursery activities, he remained busy dreaming new dreams. He has written a fine history book, about Westmoreland County. If that wasn't enough, in his retirement, he decided to follow the growing leads of George Washington and Thomas Jefferson and become a Virginia vintner. Carl Jr. started growing twenty different varieties of grapes on seventy acres. While the beginning days were difficult, the result is a grand tasting explosion and great wine! Today the winery is big business. The winery's tasting facility is housed on the site of the Plantation's former dairy barns. The wines are made from hand-harvested grapes and have consistently earned top honors in state, national and international wine competitions. Doug, Fletch's brother, has managed the winery since 1990. The winery produces approximately 15,000 cases and more than a



Ingleside Plantation Winery

dozen varieties of claret, white and champagnes. The Ingleside Plantation label is becoming increasingly more popular. Marketing the wine has opened up a new avenue for the Flemer family. They offer musical performances, wine tastings, tours of the winery, a museum filled with artifacts from Westmoreland County in the winery's courtyard and a great gift shop where Mr. Flemer's fine history books are among the gift items for sale. Some of the "old timers" may recall the full bodied wine served at the SNA banquet in Atlanta, Georgia, that was supplied by Ingleside Plantation Winery when Fletch was turning over the reins of President to the new leader.

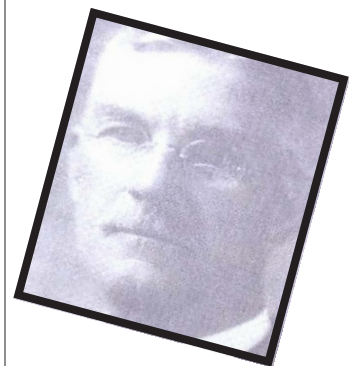
Fletch's dad has recently completed and printed a second book on the history of Westmoreland County, **Birthplace of the Nation: A Story Worth Telling.** His hope is to have the history of the area in a museum that will tell the complete story of his beloved area.



C. Fletcher Flemer  
First LT US Army 1972

Presently, Carl Jr., is recovering from some health issues. But, as of this writing, Fletch says, "He is recovering well. He is doing very well. He is getting around and doing as well as we can expect." Given his track record, we certainly expect to hear about another new idea shortly!

The Flemer Westmoreland County property, Ingleside Plantation Nurseries and Winery, has come a long way since the original purchase in 1890 for a stress reduction. Flemer and his family have served the nation and our fine industry well and have pioneered innovative ways to make the property financially successful and inviting! Both sons, Fletch and Doug, are carrying on this legacy. They nurture and hope that other family members will find the same sense of pride, work ethic, love of family and property, so the family dreams and its great legacy will continue to prosper and new pioneering ways will emerge. Indeed, Ingleside Plantation is the Birthplace of a Family legacy and is, in Carl Flemer's own words, "A Story Worth Telling!"



John Adolph Flemer

*"Since Tom has taken over the growing end, I have to work hard at the business details. It's not as much fun as it used to be; I miss the interaction with the plant material."*

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## Hot Spiced Apple Cider

As fall approaches, we dig out sweaters and take walks with the leaves crackling beneath our feet. What better way to warm our hearts and bodies than with a hot mug of cider? Pour yourself a cup and welcome the colorful new season!

- 1/2 cup apple cider
- 12 cloves
- 3 cinnamon sticks
- 1 cup orange juice
- 1/2 cup lemon juice

Heat apple cider. Add all ingredients. Allow mixture to simmer for half hour or more. Serve in mugs and enjoy the cool air, beautiful colors, and the fun fall decorations!

*Haviland Plastic Products is a family-run company committed to the nursery industry. We work closely with our customers to reduce the cost and time spent in the ordering process. Our customers, know when they place an order, they will hear the same friendly voice. Our commitment to you is our quality product and excellent service!*

## LIVING A GREEN STATE OF MIND

David Bach, author of five *New York Times* best-sellers has recently written another environmental winner, titled, *Go Green, Live Rich*. In this best selling adventure, Bach is urging readers to become more green by simply changing daily living habits. He outlines fifty simple ways to make our lives greener from driving eco-friendly automobiles to changing out the light bulbs in our homes and offices. Bach offers his readers simple daily living habits that will improve the environment and help consumers and the business world save money along the way.

Tip number 16 in his book is especially important for our industry—Plant Trees! We are acutely aware that planting trees and shrubs saves volumes on energy costs. Landscape architects and industry growers realize that the strategic placement of trees and shrubs to shade homes and offices will lower the sur-



Haviland uses 100% re-cycled plastic!

rounding air temperatures during the warm summer months by “up to 9 degrees Fahrenheit,” and “can reduce the wall and roof temperatures by 20 to 40 degrees Fahrenheit by keeping homes naturally cooler.” During the cold winter months, the carefully positioned landscape material functions as windbreakers which also aides in lower utility costs. Bach shares that “over the course of a year, the average home [or office] could save between \$150 and \$250 on energy costs,” simply by planting beautiful and importantly placed landscape material. In addition to the utility savings annually, many other benefits are realized by making our homes and businesses more attractive. The newly planted

shrubs and trees provide natural food, homes and sanctuaries for birds and insects. The strategically placed landscape acts as visual barriers to other unappealing sights nearby, and also helps protect against erosion. Of course, Bach is “preaching to the choir” with us, but it is our job to better educate homeowners and consumers about the many benefits of our GREEN product line!

Bach says that he wrote *Go Green, Live Rich*, because “he believes that each of us has the power to make a difference.” He is on a mission to help make our planet greener for future generations. Bach believes that we can all live a great life by living a greener life. As leaders in this industry, perhaps we should investigate creative ways to play a greater role in developing a green state of mind by talking the green talk louder with the consumers! Haviland is happy to be a part of this green movement and is proud to help!