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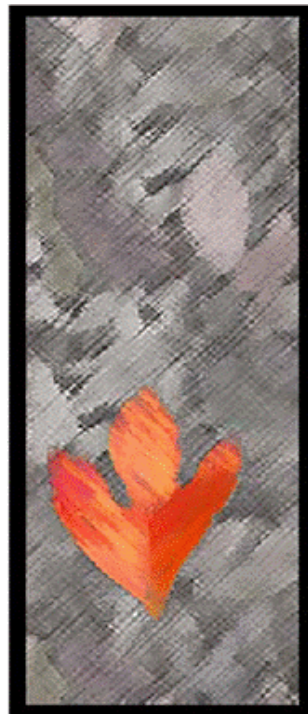
Chesapeake Conservation
Landscaping Council's
**Turning a New Leaf
Conference**

Friday, December 4, 2009
8 AM to 6 PM

George Washington University
Washington D.C.

SUSTAINABLE LANDSCAPING PRACTICES

Plenary and Concurrent Sessions
Eco Marketplace
Wine and Cheese Reception



Early registration fee \$95
\$105 after November 1

Student discounts available

CEU credits available

More info and online registration:
www.ChesapeakeLandscape.org

Stay current with sustainable landscaping practices

About the Speakers

The Honorable Anthony Williams is the Director of State and Local Practice at Arent Fox LLP. Mr. Williams served two terms as the mayor of the District of Columbia, from 1995 to 2007, and is widely credited with leading the comeback of Washington, restoring its finances and infrastructure and human services. In addition to his work on company boards, he devotes his attention to issues of education and the environment, serving on the boards of Fight for Children and the Chesapeake Bay Foundation, among others.

Eric Eckl is fascinated by the intersection between language, technology, and the environment. Mr. Eckl's company, Water Words That Work, LLC, assists nature protection and pollution control organizations with their behavior change, fundraising and issue advocacy efforts. Mr. Eckl's clients include the National Park Service, the Alliance for the Chesapeake Bay, the National Fish and Wildlife Foundation, the Foundation for Pennsylvania Watersheds, the Cacapon and Lost Rivers Land Trust, and the New Jersey Department of Environmental Protection.

Lee Edgar is a Civil Engineer with Queen Anne's County, Maryland specializing in capital projects and water resources. He has managed the implementation of several water quality initiatives including rain gardens, bio-retention swales, wetlands, watershed management plans and the first pervious concrete on Maryland's Eastern Shore.

Michael Furbish founded the Furbish Company in 2003 to focus on sustainable building systems. The firm has gravitated to plant-based building systems — living roofs and living walls predominantly in the mid-Atlantic region. The firm has recently launched the Smart Slope product to offer vegetated retaining walls in any metropolitan area with local production and recycled content. Mr. Furbish received his

BS in Systems Engineering from Georgia Tech and his MBA from Harvard.

Mike Galvin is Deputy Director at Casey Trees, a non-profit whose mission is to restore, protect, and enhance the tree canopy of the Nation's Capital. He is a Registered Consulting Arborist, a Co-Principal Investigator with the Chesapeake Bay ULTRA-Ex project, a collaborator with the Baltimore Ecosystem Study, and has worked for years with urban trees and their relationship to legal structures and ecosystem functions.

Faye Harwell, a co-founder of Rhodeside & Harwell, has over 30 years of experience with the design of award-winning landscapes. She received her Masters in Landscape Architecture from the University of Pennsylvania and she is licensed to practice in six states. She is currently working on several new green roof gardens and a new regenerative landscape at Virginia Tech University in Blacksburg, VA.

Bob McGrory is the Town Manager for the town of Centreville, MD. In nearly 20 years of public sector management, Mr. McGrory has served as Mayor, Council Member and Project Manager, but developed his passion for the power of municipal government to promote positive change as a volunteer with the Anacostia Watershed Society's river cleanup efforts.

Dr. David Myers, ASLA, RLA is Coordinator and Director of the Digital Studio, Landscape Architecture Program in the Department of Plant Science and Landscape Architecture, University of Maryland and Adjunct Faculty at the Monteverde Institute in Costa Rica. His research and creative activities include issues of sustainable design in suburban residential environments, a recent focus on compliance in forest easements, greenway envisioning, and conservation design and planning in Costa Rica.

Dr. Stuart S. Schwartz is a Senior Research Scientist at the Center for Urban Environmental Research and Education (CUERE) at the University of Maryland Baltimore County. His research and professional interests focus on environmental systems analysis and multi-objective decision-making for risk-based policy and management. His current research includes hydrologic design and performance of pervious concrete, sustainable water resources treatment, and stormwater performance criteria for Environmental Site Design (ESD).

Stan Sersen, a graduate of the University of Maryland Architecture School, is a licensed architect in multiple states, an accredited professional with the US Green Building Council LEED® certification program, a founder of the non-profit Green Building Institute and is the designer and developer of the EnviroCenter®, a Green Executive Office Building whose development is regenerating a redevelopment site in Jessup, MD.

Nancy C. Somerville is the Executive Vice President and CEO of the American Society of Landscape Architects (ASLA). Since joining the Society in August 2000, she has enabled the Society to become a more effective advocate on sustainability, community planning, transportation, and land use issues. Ms. Somerville directs the Society's ongoing green roof education and advocacy programs, as well as ASLA's participation as a Founding Partner in the Sustainable Sites Initiative™. A native of the Washington, D.C., area, she holds a B.A. from Princeton University and an M.A. from Stanford University.

**PANEL PARTICIPANT BIOGRAPHIES
CAN BE FOUND AT**
www.chesapeakelandscape.org





About the CCLC

The Chesapeake Conservation Landscaping Council is a coalition of individuals and organizations dedicated to researching, promoting, and educating the public about conservation-based gardening and landscaping practices in the Chesapeake Bay Watershed. The Council is committed to fostering changes in public attitudes and the implementation of practices that result in a cleaner, healthier and more beautiful environment benefiting residents and the region's biological diversity.

CCLC Board and Events Committee

- Adkins Arboretum
- Alliance for the Chesapeake Bay
- Arlington Echo Outdoor Education Center
- Audubon Maryland-DC
- Bay Smart Gardening
- Chesapeake Bay Foundation
- Chesapeake Bay Trust
- Environmental Concern
- EPA
- Good Earth Gardeners
- Heal Earth Gardens
- Herr Landscape Architecture & Environmental Design
- Mark Willcher and Company
- Maryland Cooperative Extension
- Maryland No Child Left Inside
- Montgomery County MD Dept. of Environmental Protection
- National Park Service Chesapeake Bay Program
- Natural Resources Design, Inc.
- Northern Virginia Soil and Water Conservation District
- Pax Garden Design
- Sylvan Green Earth Consulting
- U.S. Fish & Wildlife Service
- Chesapeake Bay Field Office
- Virginia Dept. Game and Inland Fisheries

Program

8:00 to 9:00 a.m.

Conference registration, continental breakfast, exhibits and Eco-Marketplace open

9:00 to 9:30 a.m.

Welcome and introductory remarks
Marcy Damon, CCLC Chair
Adele Ashkar, GW College of Professional Studies

9:30 to 10:30 a.m. Keynote Address

D.C.'s Green Initiatives
Anthony Williams
Washington, DC is undertaking exciting new Green Initiatives. Mr. Williams will discuss these initiatives and how they fit into the federal environmental framework, and what action needs to be taken to improve the health of the Chesapeake Bay.

10:30 to 10:45 a.m.

Break for Exhibits and Eco-Marketplace

10:45 a.m. to 12:00 p.m. Concurrent Sessions

A.1 Sustainable Sites Initiative and the Design Process
Nancy Somerville

The Sustainable Sites Initiative is a partnership between ASLA, The US Botanic Garden and the Ladybird Johnson Wildflower Center to create the first voluntary system to evaluate sustainable landscape design, construction and maintenance. Learn how your landscape designs can measure up. The U.S. Green Building Council is lending its support to this project and anticipates incorporating the Initiative metrics into future versions of LEED.

B.1 Business Models

Luke Jessup, Jeff Potter, Carla Thomas, Paul Bassett
Learn from different companies how their business models meet the growing demand for green services. Luke Jessup started a small restorative landscaping company offering conservation landscaping services with a goal of creating "healing natural spaces, for all walks of life, one yard at a time". J&G Landscaping is 20 year old design build firm that incorporates conservation into its services offerings with eye-catching yet environmentally friendly solutions. Nature By Design is a nursery and garden center in the heart of Northern Virginia specializing in native plants. Water Savers offers rainwater harvesting systems.

C.1 Case Study: Corsica River

Lee Edgar and Bob McGrory
Despite the buzz about "going green", property owners and landscape professionals alike hesitate with questions and concerns regarding design, installation, maintenance, and water quality credit. Working together, Corsica River communities are leading by example, demonstrating the benefits of sustainability through multi-agency collaboration, public outreach & education, and well-executed landscape aesthetics. This session highlights the elements and lessons which make the Corsica River strategy a success.

D.1 Soil Compaction

Stu Schwartz
Mass grading and soil compaction dramatically reduce the hydrologic function of pervious land uses in the built environment. LID prac-

tices that enhance on-site stormwater infiltration are severely constrained by the limited hydrologic function of disturbed and highly compacted urban soils. Sustainable landscaping practices that actively manage soil compaction offer rich cost-effective opportunities to grow healthier turf, restore infiltration services, and reduce nutrient and sediment loads from Chesapeake Bay's urban landscapes.

12:00 to 1:00 p.m. Lunch

Exhibits and Eco-Marketplace open

1:00 to 2:15 p.m. Concurrent Sessions

A.2 Sustainable Design in Practice, Developing Performance Landscapes

Faye Harwell
Sustainable design has often been considered a 'suburban' idiom. But the techniques and principles can be applied even in the most dense of urban environments. Several award-winning case studies, and new work 'on-the-boards' demonstrate the range of design opportunities from suburban settings to the most intense and vibrant city environments, all designed to create landscapes that perform ecosystem services.

B.2 Selling Green in a Tough Economic Climate

Stan Sersen
Even in these economic times the companies that embrace a "green" and more sustainable mindset will move forward where others will not be able to do so. The use of examples of projects that incorporate leading edge concepts of sustainability will be explored as to how they were able to weather the current recessionary times. Concepts that go beyond Green will be introduced and discussed so that the attendees understand the need for a more regenerative approach to the built environment.

C.2 Local Government Incentive Programs & Technical Assistance

Jennifer Guillaume, Ann English, Aileen Winqvist, Ron Bowen, Pam Rowe (moderator)

Many local government programs now offer incentives and technical assistance for installing rain gardens and other stormwater management features, for planting native plants, and for other green landscaping practices. Whether you design and install landscapes or want to develop your own local program, this panel discussion will give you insight into some of the region's innovative programs. Topics explored will include program drivers and funding mechanisms, long-term goals, challenges, and opportunities for improving available services.

D.2 Lawns, Landscapes, and Identity: What can current landscape practices tell us about the adoption of new stormwater techniques?

David Myers
How can our everyday choices and actions directly improve or degrade the very surroundings we would like to enhance? What does our culture of grass lawns and landscaping say about our values and our ability to practice what we preach? Our decisions as individuals and communities have immediate and long lasting impacts on our environment—including the people who live in them. This presentation, using action research, explores the complex role that identity plays in behaviors in maintaining landscapes. These practices may have relevance in the adoption of new stormwater techniques intended to improve water quality in the Bay.

2:15 to 2:30 p.m.

Break for Exhibits and Eco-Marketplace

2:30 to 3:45 p.m. Concurrent Sessions

A.3 Green Roofs and Living Walls: Plant Based Building Systems

Michael Furbish
Michael Furbish will describe plant-based building systems and considerations for success including objectives, design, installation, maintenance.

B.3 Marketing Green

Eric Eckl
Make a splash with your marketing! Participants in this workshop will learn a four-step method for preparing powerful marketing messages and materials. You'll learn what kinds of words and picture to use – and what to avoid – to attract attention and make the first impression you want.

C.3 Projects and Lessons Learned

This panel presents the successes and lessons learned from some on the ground projects that involved local government, non-profits, and businesses. The projects include environmentally friendly children's gardens in public parks and schools and a landscaping project in a private residential development. The project profiles will describe how the designs addressed the CCLC 'Eight Essential Elements of Conservation Landscaping.'

D.3 The Urban Canopy

Mike Galvin
For the first time in human history, the majority of the world's population lives in urban areas. There are many questions surrounding the implications of this fact for sustainability, livability, and human and environmental health. This presentation looks at how Urban Tree Canopy (UTC) is being used to address such issues, meet regulatory requirements, and address climate change.

3:50 to 4:30 p.m. Closing Plenary: The World Outside:

What They Say About Why Your Work Matters

Eric Eckl
Join us for a fascinating journey through the insights that social scientists and market researchers can provide about how your work plays on the big stage of public opinion. Sometimes frustrating, sometimes encouraging, always fascinating – we'll explore citizens' attitudes and actions when presented with information about nature protection and pollution control.

4:30 to 6:00 p.m. Wine & Cheese Reception

(Cash Bar)

Registration Info

Early Registration Deadline: Early registrations should be postmarked by November 1, 2009. A confirmation of your registration will be mailed or e-mailed with detailed parking, transportation and lodging information. Additional information is posted on www.ChesapeakeLandscape.org. Contact: Sylvan Kaufman, 410-634-2847, extension 41, sylvan.kaufman@gmail.com.

Chesapeake Conservation Landscaping Council "Turning a New Leaf" Conference REGISTRATION FORM

Friday, December 4, 2009, 8:00 a.m. to 6:00 p.m.
George Washington University, Jack Morton Auditorium
Washington, DC

Early Registration Fee \$95
\$105 if postmarked after November 1
Seating is limited, please register early

To register online visit
www.chesapeakelandscape.org/2009leaf.htm

Please copy and complete a form for each registrant (payment can be combined)

Name _____

Organization _____

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City _____

State _____ Zip Code _____

Telephone _____ EMail _____

Please exclude my contact info from attendee list Yes
Please check if you want vegetarian lunch: Yes
Please check if CEU credits requested: Yes (If yes, from which organization?) _____

Concurrent Session Preference: (Select only one choice from each row. You may select from more than one track.)

Sustainable Landscape Design: Making Beautiful Practical	Selling Green: Models, Planning, Marketing	Getting It Done with Local Governments	Science of Sustainability: Urban Ecology & New Technologies
<input type="checkbox"/> A.1	<input type="checkbox"/> B.1	<input type="checkbox"/> C.1	<input type="checkbox"/> D.1
<input type="checkbox"/> A.2	<input type="checkbox"/> B.2	<input type="checkbox"/> C.2	<input type="checkbox"/> D.2
<input type="checkbox"/> A.3	<input type="checkbox"/> B.3	<input type="checkbox"/> C.3	<input type="checkbox"/> D.3

Conference fee includes all lectures, exhibits and Eco-Marketplace, continental breakfast, box lunch, and food at evening reception (except the cash bar).

Registration fee – Early registration \$95 _____

Registration fee – Registration \$105 _____

Check enclosed (payable to CCLC)

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Mail form with payment to:
CCLC Conference c/o Adkins Arboretum, P.O. Box 100, Ridgely, MD 21660 or fax to 410-634-2878

I learned about this conference from (please circle): Save-The-Date card, CCLC website, other website, newsletter or newspaper (which?) _____