

FOR IMMEDIATE RELEASE

Friday, December 4, 2009

CONTACT

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Today, Friday, December 4, 2009, the Chesapeake Conservation Landscaping Council (CCLC) will hold its third annual “Turning a New Leaf” Conference at the George Washington University Conference Center. The day-long event expects to attract a group of distinguished landscape professionals, scholars as well as representatives from federal agencies and local governments. Co-sponsored by George Washington University’s Landscape Design Program, the conference aims to promote and educate professionals on sustainable landscaping and development best practices which are becoming increasingly necessary for healthy local and regional watersheds and the greater environment.

“New stormwater regulations and preferred practices being promoted by the state of Maryland and other states in response to increased regulatory mandates from the EPA focus on vegetated practices such as rain gardens and other vegetated stormwater best management practices. This new direction represents an opportunity for those ready to provide the services and expertise to design, build, maintain and direct the oversight of sustainable and local practices. For the landscape industry, it is an opportunity to be consulted first in the development process, rather than last” says speaker Ann English, Montgomery County Department of Environmental Protection, about the timeliness of the CCLC’s conference. In fact, a panel will focus on design practices relevant to the new Sustainable Sites Initiative, which is the landscape equivalent of LEED certification for green buildings.

Conference tracks will cover the art of sustainable landscape design practice as well as advances in technology and urban ecology. Speakers will also discuss business models, planning, and marketing sustainable design as well as local government incentives and programs. The conference will also feature an EcoMarketplace featuring a variety of local organizations and green businesses.

Twenty-two speakers of repute from academia, government, and the private sector will come together for the conference. The Honorable Anthony Williams, Mayor of the District of Columbia from 1995 to 2007, will give the introductory Keynote Address.

“We are very pleased with the response to our third Turning a New Leaf Conference. Between the speakers, educational displays and EcoMarketplace this will be a wonderful event,” said Sylvan Kaufman, conference organizer.

The Chesapeake Conservation Landscaping Council (CCLC) 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.

### **List of Speakers** (in order of their appearance)

Marcy Damon, Chesapeake Conservation Landscaping Council

(<http://www.chesapeakelandscapes.org/>)

Adele Ashkar, George Washington University, College of Professional Studies

(<http://cps.gwu.edu/landscape.html>)

The Honorable Anthony Williams, Arent Fox LLP

(<http://www.arentfox.com/>)

Nancy Somerville, American Society of Landscape Architects (ASLA)

(<http://www.asla.org/>)

Luke Jessup, Father Nature Restorative Landscaping

(<http://www.father-nature.com/>)

Jeff Potter, J & G Landscaping

(<http://www.jglandscape.com/>)

Carla Thomas, Nature by Design

(<http://www.nature-by-design.com/>)

Lee Edgar, Queen Anne's County, Maryland

(<http://www.qac.org/>)

Bob McGrory, Town of Centreville, Maryland

(<http://www.townofcentreville.org/>)

Dr. Stuart Schwartz, Center for Urban Environmental Research (CUERE), UMBC

(<http://www.umbc.edu/cuere/>)

Faye Harwell, Rhodeside & Harwell, Inc.

(<http://www.rhodeside-harwell.com/>)

Stan Sersen, EnviroCenter

(<http://www.enviro-center.com/>)

Jennifer Guillaume, DC Department of the Environment

(<http://ddoe.dc.gov/>)

Ann English, Montgomery County Maryland, Department of Environmental Protection

(<http://www.montgomerycountymd.gov/rainscapes>)

Aileen Winquist, Arlington County, Virginia

(<http://www.co.arlington.va.us/>)

Ron Bowen, Anne Arundel County, Maryland

(<http://www.aacounty.org/>)

Dr. David Myers, Department of Plant Science & Landscape Architecture, UMCP

(<http://www.psla.umd.edu/>)

Michael Furbish, Furbish Company

(<http://www.furbishco.com/>)

Eric Eckl, Water Words That Work, LLC

(<http://waterwordsthatwork.com/>)

Mike Galvin, Casey Trees

(<http://www.caseytrees.org/>)

### **Sustainable Landscape Project Presenters**

Anya Zmudzka Sattler, ArtGarden Design (<http://www.artgardendesign.com/>)

Lauren Wheeler, Natural Resources Design (<http://www.naturalresourcesdesign.com/>)

Adele O'Dowd, Willow Landscape Design (<http://www.dogwooddesigner.com/>)

Aileen Winquist, Arlington County, Virginia (<http://www.co.arlington.va.us/>)

Daryl Braithwaite, City of Takoma Park, Maryland (<http://www.takomaparkmd.gov/>)

### **Speaker Bios** (in alphabetical order)

**Ron Bowen** is Director of the Department of Public Works for Anne Arundel County Maryland. He oversees the Department's Bureaus of Utilities, Waste Management Services, Highways and Engineering, which includes capital improvements and most county-owned infrastructure.

**Daryl Braithwaite** is the Public Works Director for Takoma Park, Maryland and has worked for the city for over twenty years. Previously she worked with environmental organizations and has tried to bring environmental awareness to public works.

**Eric Eckl** owns Water Words That Work, LLC which assists nature protection and pollution control organizations with their behavior change, fundraising and issue advocacy efforts. Notable clients include the National Park Service, and the Alliance for the Chesapeake Bay.

**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 rain gardens, bio-retention swales, wetlands, watershed management plans as well as the first pervious concrete installation on Maryland's Eastern Shore.

**Ann English** is the Rainscapes coordinator for Montgomery County's Department of the Environment and an adjunct faculty member in George Washington University's Sustainable Landscape Design Program. Previously, she was in private practice as a landscape architect.

**Michael Furbish** founded Furbish Company in 2003 to focus on sustainable building systems. The firm's current focus is on living roofs and walls including Smart Slope, a vegetated retaining wall system designed for any metropolitan area with local plant production and recycled content.

**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 also a Co-Principal Investigator with the Chesapeake Bay ULTRA-Ex project, and a collaborator with the Baltimore Ecosystem Study.

**Jenny Guillaume** is an Environmental Protection Specialist at the District Department of the Environment and the RiverSmart Homes program. Her background is in non-profit community greening, landscaping, and farming.

**Faye Harwell**, licensed landscape architect and co-founder of Rhodesside & Harwell, has over 30 years of experience with the design of award-winning landscapes throughout the United States, Canada, and overseas.

**Luke Jessup** is a former wilderness survival instructor. His company, Father Nature Restorative Landscaping, focuses on restoring suburban ecosystems and connecting people to the natural world through their own yard.

**Bob McGrory** is the Town Manager for the Town of Centreville, MD. McGrory believes in the power of municipal government to promote positive change after volunteering with the Anacostia Watershed Society's river cleanup efforts – in partnership with the city of Bladensburg.

**Dr. David Myers**, ASLA, RLA is the BLA Coordinator and Director, Digital Studio, Landscape Architecture Program in the Department of Plant Science and Landscape Architecture, University of Maryland as well as Adjunct Faculty at the Monteverde Institute in Costa Rica. He works on issues of sustainable design in suburban residential environments, compliance in forest easements, greenway envisioning, and conservation design and planning in Costa Rica.

**Adele O'Dowd's** owns Willow Landscape Design which she founded after graduating from George Washington University Landscape Design Program. Previously, she worked as a graphic designer on web site and experience design for museums.

**Jeff Potter** is the principal of J&G Landscape Design, a landscape design-build firm. In 2009, Jeff became president of the Maryland, DC and Virginia chapter of the Landscape Contractor's Association and is also certified in Maryland Home Improvement.

**Anya Zmudzka Sattler** is representing an all-volunteer schoolyard greening project. She is the owner of ArtGarden Design, a Capitol Hill based practice focused on urban gardens local to Washington, DC.

**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. He works on environmental systems analysis and multi-objective decision-making for risk-based policy and management, including hydrologic design and performance of pervious concrete, sustainable water resources treatment, and stormwater performance criteria for Environmental Site Design.

**Stan Sersen**, LEED AP is a licensed architect and founder of the Non-profit Green Building Institute. He is the designer and developer of the EnviroCenter®, a Green Executive Office Building whose development is regenerating a redevelopment site in Jessup, Howard County.

**Nancy C. Somerville** is the Executive Vice President and CEO of the American Society of Landscape Architects (ASLA). She directs the Society's ongoing green roof education and advocacy programs, as well as its work as Founding Partner in the Sustainable Sites Initiative™.

**Lauren Wheeler**, LEED AP is the principal of Natural Resources Design, Inc with over twenty years of experience in landscape design and installation. She has appeared on HGTV's Curb Appeal show and is an adjunct professor in George Washington University's Sustainable Landscape Design Program.

**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. He serves on the board of the Chesapeake Bay Foundation.

**Aileen Winquist** is an environmental planner with Arlington County, Virginia in 2000. She assists with sustainability and watershed programs in the County, including stream restoration projects, stream monitoring, rain barrel, rain garden training and other outreach programs

# 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 landscaping practices to benefit the Chesapeake Bay watershed. The Council is committed to implementing best practices that result in a healthier and more beautiful environment that benefits residents and the region's biodiversity.

## GUIDING PRINCIPLES

The Council works to advance the following principles:

- Build a diverse and broad coalition of public and private sector groups and leaders and homeowners
- Reach a broader market to strengthen the macro economic benefits of conservation landscaping
- Influence the setting of standards that define good conservation landscaping practices
- Inform and educate public policy decision makers to advance conservation landscaping activities.

## GOAL

The long term goal of the Conservation Landscaping Council is to advance conservation landscaping practices that have significant ecological benefits for communities throughout the Chesapeake Bay Watershed. To achieve larger-scale conservation landscapes, the Council considers a range of strategies and advances those deemed most desirable to achieve its goal. Strategies may range from public outreach campaigns, to advancing progressive public policies, to developing model best practices to demonstrate the benefits of conservation landscaping on small and large scales, to encouraging landscaping retailers to carry and promote native plant material and conservation practices.

Our "first clients" are the professionals in the conservation-landscaping-related fields, including environmental organizations; federal, state and local agencies; land planners; landscapers; nursery people; developers; Master Gardeners; and landscape architects.

The role of CCLC is that of providing tools and information, convening discussions and learning opportunities, and serving as spokesperson to aid professionals in the field to do a better job of advancing small and large scale conservation landscaping practices.

*[www.chesapeakelandscape.org](http://www.chesapeakelandscape.org)*

# **THE EIGHT ESSENTIAL ELEMENTS of Conservation Landscaping**

The following elements represent the practice of conservation landscaping. By implementing these practices, you can contribute to the restoration of the Chesapeake Bay watershed and improve the region's water and air quality. Incorporate as many of these elements as possible into your landscape, to benefit all life in our watershed.

A conservation landscape:

1. Is designed to benefit the environment and function efficiently and aesthetically for human use and well-being;
2. Uses locally native plants that are appropriate for site conditions;
3. Institutes a management plan for the removal of existing invasive plants and the prevention of future nonnative plant invasions;
4. Provides habitat for wildlife;
5. Promotes healthy air quality and minimizes air pollution;
6. Conserves and cleans water;
7. Promotes healthy soils;
8. Is managed to conserve energy, reduce waste, and eliminate or minimize the use of pesticides and fertilizers.



A beautiful perennial border provides nectar for butterflies and slows stormwater runoff in addition to being eye-catching.  
Photo by Britt Slattery

The CCLC rain garden was on display at the  
US Botanical Garden in 2008-2009.  
Photo by Sylvan Kaufman

