



# 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.





# ABOUT THE 2009 CONFERENCE

## CHESAPEAKE CONSERVATION LANDSCAPING COUNCIL FALL CONFERENCE *Turning a New Leaf*

**DATE:** December 4, 2009  
**WHERE:** George Washington University, Washington, DC  
**WHAT:** One day conference with an Eco-Marketplace/Vendors Market

### **THEMES:**

- ✿ Sustainable Landscape Design: Making Beautiful Practical
- ✿ Selling Green: Business Models, Planning, and Marketing
- ✿ Getting it Done with Local Governments
- ✿ The Science of Sustainability: Urban Ecology and New Technology

The Chesapeake Conservation Landscaping Council announces its third sustainable landscaping conference. This conference brings together landscaping professionals, environmental nonprofits, and government agencies to exchange information and network. From the science of urban soils to green roofs this conference focuses on innovative practices to improve your business, and the health of the environment and the Chesapeake Bay. This conference is being co-sponsored by George Washington University's Landscape Design Program.

### **PARTICIPANTS:**

Landscape Architects, Landscape Designers, Landscape Contractors, Arborists and Tree Care Companies, Lawn Care Companies, Nurseries (wholesale and retail), Botanical Gardens, Natural Resource Managers, Developers, Civil Engineers, Planners, Master Gardeners. Homeowners welcome.

### **FORMAT:**

- ✿ Keynote Speaker
- ✿ Breaks for vendor interaction
- ✿ Three breakaway sessions
- ✿ Lunch
- ✿ Closing speaker
- ✿ Cocktail hour with vendors



# CONFERENCE SPONSORSHIP BENEFITS

## Sponsorship Categories:

- Green Leaf \$250
- Bronze Leaf \$500
- Silver Leaf \$1,000
- Gold Leaf \$2,500
- Platinum Leaf \$5,000

## List of Benefits:

- ✿ Program listing and CCLC Website listing
- ✿ Advertisement in conference event program (1/8, 1/4, 1/2, full page ads)
- ✿ Verbal recognition during conference
- ✿ Company logo on conference promotional materials
- ✿ Booth at conference
- ✿ Complimentary registration to conference

Benefits	Green Leaf	Bronze Leaf	Silver Leaf	Gold Leaf	Platinum Leaf
Donation amount	\$250	\$500	\$1000	\$2500	\$5000
Program and website listing					
Advertisement in program	1/8 page	1/4 page	1/2 page	full page	program cover
Conference verbal recognition					
Logo on conference packet					
Vendor booth					
Number of registrations	1	2	3	4	5



## STEERING COMMITTEE

**Adkins Arboretum**

[www.AdkinsArboretum.org](http://www.AdkinsArboretum.org)

**Alliance for the Chesapeake Bay**

[www.ACB-Online.org](http://www.ACB-Online.org)

**Arlington Echo Outdoor Education Center**

[www.ArlingtonEcho.net](http://www.ArlingtonEcho.net)

**Audubon Maryland-DC**

[www.AudubonMDDC.org](http://www.AudubonMDDC.org)

**Audubon Society of Northern Virginia**

[www.FairfaxAudubon.org](http://www.FairfaxAudubon.org)

**Bay-smart GardeningC**

[www.BaySmartGardening.com](http://www.BaySmartGardening.com)

**Chesapeake Bay Foundation**

[www.CBF.org](http://www.CBF.org)

**Chesapeake Bay Gateways Network**

[www.BayGateways.net](http://www.BayGateways.net)

**Chesapeake Bay Trust**

[www.cbtrust.org](http://www.cbtrust.org)

**Environmental Concern Inc.**

[www.Wetland.org](http://www.Wetland.org)

**Environmental Protection Agency**

[www.EPA.gov](http://www.EPA.gov)

**Heal Earth Gardens**

e-mail: [CBarth@mindspring.com](mailto:CBarth@mindspring.com)

**Herr Landscape Architecture  
& Environmental Design**

email: [Herr@dmv.com](mailto:Herr@dmv.com)

**Irvine Nature Center**

[www.ExploreNature.org](http://www.ExploreNature.org)

**Mark Willcher & Co., Inc.**

[www.MarkWillcherCo.com](http://www.MarkWillcherCo.com)

**Maryland Cooperative Extension**

[www.HGIC.UMD.edu](http://www.HGIC.UMD.edu)

**Maryland Nursery and Landscape Association**

[www.MNLAonline.org](http://www.MNLAonline.org)

**Montgomery County Department of  
Environmental Protection**

[www.MontgomeryCountyMD.gov/dep](http://www.MontgomeryCountyMD.gov/dep)

**National Park Service, Chesapeake Bay  
Program Office**

[www.ChesapeakeBay.net](http://www.ChesapeakeBay.net)

**Natural Resources Design, Inc.**

[www.NaturalResourcesDesign.com](http://www.NaturalResourcesDesign.com)

**Northern VA Soil & Water Conservation District**

[www.FairfaxCounty.gov/NVSWCD](http://www.FairfaxCounty.gov/NVSWCD)

**Virginia Dept. of Game and Inland Fisheries**

[www.DGIF.Virginia.gov](http://www.DGIF.Virginia.gov)



## SPONSOR OPPORTUNITIES

### *How Will Your Business Benefit?*

Your business will benefit by getting your company's products and services across to approximately 200 individuals. You will be recognized in many ways- including the CCLC website where your company's name and web address will be seen by hundreds of additional professionals.

**For more information on how to become a conference sponsor, contact:**  
Sylvan Kaufman [sylvan.kaufman@gmail.com](mailto:sylvan.kaufman@gmail.com)

