



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

**Friday, December 2, 2011
8 AM to 6 PM**

**DoubleTree Resort by Hilton,
Lancaster, Pennsylvania**

SUSTAINABLE LANDSCAPING PRACTICES
Educational Sessions
Networking Opportunities
Eco-Marketplace



Early registration fee \$99
\$119 after October 15

Member and Student discounts
available

CEU credits available

More info and online registration:
www.ChesapeakeLandscape.org

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CCLC c/o Adkins Arboretum
P.O. Box 100
Ridgely, MD 21160

Stay current with sustainable landscaping practices

About the Speakers

Keynote:

Charlotte Katzenmoyer is the Director of Public Works for the City of Lancaster. She graduated from the University of Akron, Ohio in 1985 with a Bachelor of Science in Civil Engineering and graduated from Lehigh University, Bethlehem, Pennsylvania in 1991 as Master of Science in Civil/Environmental Engineering.

Danene Sorace, Executive Director of LIVE Green, has been instrumental in spearheading the development of the City's green infrastructure plan and its implementation. Danene has a B.S. from Albright College and Master's in Public Policy from the Bloustein School at Rutgers University.

Plenary: Marcus de la fleur, RLA, is the owner of the consulting firm de la fleur LLC in Chicago, IL. He received his horticultural degree from the Royal Botanic Gardens, Kew, and obtained his Master's in Landscape Architecture at the University of Sheffield, UK. Marcus has contributed to the design and management of multiple sustainable projects, some of them LEED certified, and has extensive field experience in sustainable technologies through his past work in Germany, Switzerland, and Great Britain.

Jeanette Ankoma-Sey is a Landscape Designer and horticultural specialist with AECOM Design+Planning+Economics, formerly EDAA. Her design sensibility focuses on the creation of sustainable and functional landscapes through the integration of plant strategies and characteristics with ecological processes.

Adele Ashkar, ASLA, is Associate Professor and Director of the Landscape Design Program at The George Washington University. Adele earned a BFA in Landscape Architecture at the Rhode Island School of Design and a Master of Landscape Architecture at the Harvard Graduate School of Design.

Joe Berg, Senior Ecologist and Practice Leader at Biohabitats, Inc., is an ecosystems ecologist with more than 30 years experience in the assessment and analysis of natural resources; development, preparation, and implementation of restoration plans; and the range of studies, documentation and permitting experience required to support these efforts.

Tavis Dockwiler is principal Landscape Architect and guiding influence for Viridian Landscape Studio practicing landscape architecture within an ecological framework. Her latest accomplishments include the 2011 publication of *High Performance Landscape Guidelines 21st Century Park for New York City*, for which she was one of five primary authors.

Jennifer Dowdell, Associate ASLA, works at Biohabitats, Inc. in Baltimore Maryland focusing on regenerative campus master planning initiatives and projects integrating living infrastructure design and planning and landscape ecology. Jennifer received her MLA from the University of Michigan's School of Natural Resources and Environment.

Stuart Echols, Ph.D., RLA, is an Associate Professor of Landscape Architecture at Penn State. His research accomplishments focus on developing, implementing and evaluating better strategies for managing urban runoff as a natural resource.

Jane Fava has her Bachelor's Degree in Psychology from the University of Maryland. She has worked for the Brandywine Valley Association (BVA) for the last 17 years. She coordinates the BVA Red Streams Blue Program and the Watershed Watch, among other projects.

Kelly Gutshall, RLA, ASLA, has over 25 years experience as a registered landscape architect specializing in environmental design and planning. As President of LandStudies Inc., she oversees a staff of 15 environmental design and restoration specialists creating award winning, functional natural landscapes throughout the mid-Atlantic region.

Jean Marie Hartman received her Ph.D. in Ecology from the University of Connecticut, after first earning her M.S. in Landscape Architecture and B.S. in Botany from the University of Wisconsin - Madison. This complimentary blend of experience enables her to bring a unique expertise to her position as Associate Professor in the Landscape Architecture Department of Rutgers University.

Rick J. Lewandowski is the Director of Mt. Cuba Center in Greenville, Delaware, the former estate of Mr. and Mrs. Lamont du Pont Copeland. During the past 12 years, Rick has conducted more than 40 field expeditions to document and collect seed of native plants throughout the southeastern U.S.

Amanda McClean and Claudio Vazquez are professional photographers by trade, amateur gardeners and native plant enthusiasts during their spare time. IzelPlants.com was founded in 2009 with the dual purpose of creating an online database that is user-friendly and informative for amateur and advanced gardeners alike.

Mary Myers, Ph.D., MLA, BSLA, is Chair of the Landscape Architecture and Horticulture Program at Temple University. She also spearheaded and teaches in the new Master of Landscape Architecture program, which is one of five in the country with a concentration in ecological restoration.

Steve Raabe is founder and president of OpinionWorks, an opinion research firm based in Annapolis, MD. Opinionworks measures and fosters environmental stewardship practices at the household level and promotes good public policy.

Thomas Rainer is a registered landscape architect, teacher, and writer living in Washington, D.C. He currently works for the firm Rhodeside & Harwell and blogs regularly at the site *Grounded Design*.

Kathryn Reshetiloff has been employed by the U.S. Fish and Wildlife Service, Chesapeake Bay Field Office for 23 years; the last 12 years as their writer/editor. She was a member of the team that converted a popular native plant guidebook into a searchable online database.

Claudia West works in sales and as a consultant on horticulture, ecology and environmental restoration for North Creek Nurseries. Claudia holds a Master's of Landscape Architecture & Landscape Planning from the Technical University of Munich, Germany.





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

- Ellie Altman, Adkins Arboretum
- Carole Barth, Heal Earth Gardens
- Christina Braun, Kleinfelder
- Dan Brellis, Alliance for the Chesapeake Bay
- Kara Bowne Crissey, Good Earth Gardeners
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- Suzanne Etgen, Arlington Echo Outdoor Education Center
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- Chris Pax, Pax Garden Design
- Royce Priem, Registrar
- Eleanor Nelson, Environmental Meeting Planner
- Pam Rowe, Montgomery County MD Dept. of Environmental Protection
- Kevin Staso, North Creek Nurseries
- Lauren Wheeler, Natural Resources Design, Inc.

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
Christin Jolicoeur, CCLC Chair

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

Lancaster City: Green Planning, Green Living
Charlotte Katzenmoyer and Danene Sorace

Lancaster City has recently adopted a comprehensive green infrastructure plan to eliminate its combined sewer overflows -- about 750 million gallons. The City of Lancaster in partnership with LIVE Green, a non-profit working to build strong and healthy communities through environmental projects, will highlight key aspects of the green infrastructure plan, progress to date in implementing the plan's recommendations and long-term efforts to create a sustainable funding stream.

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 The Landscape's Color Spectrum: Applying Natural Color Theories to Enhance Design
Claudia West

This photographic presentation interprets Bertolt Hering's research of natural color ranges in modern European landscapes and applies these principles to the American landscape. We will explore the fascinating color ranges found within native plant communities and discuss how using the Swedish Natural Color System provides a tool for analyzing the color layers of these communities as defined in the spectrum of natural green.

B.1 Red Streams Blue: A Watershed Approach to Water Quality

Jane Fava

In 2007 the Brandywine Valley Association started the Red Streams Blue Program. On our watershed maps the red streams are impaired and the blue streams are unimpaired. The program is an effort to make improvements in the water quality on a more system basis. Learn about our steps to Red Streams Blue.

C.1 Marketing to the Unbeliever: How to Sell Conservation to the Average Consumer

Steve Raabe

Steve presents an overview of public attitudes in this region based on extensive polling and focus group testing for public agencies and conservation organizations. He will discuss messages that break through to the public and encourage individuals to pursue conservation initiatives on their own property.

D.1 Plants with Purpose: Edibles and Ecological Design
Jeanette Ankoma-Sey

The rise of home and local productive gardening movement has reignited a newfound sense of appreciation of the role edible plants play in the landscape. Even greater than the productive benefits of edible plants is their unsung role and potential as a sustainability



catalyst. Design is starting to embrace edibles as a 21st century green infrastructure design tool to restore, mitigate and improve the way landscapes function from stormwater management to habitat stability and soil management.

12:00 to 1:00 p.m. Lunch; Exhibits and Eco-Marketplace open

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

A.2 A Landscape Revolution: Creating Functional, Natural Landscapes

Kelly Gutshall

The environmental challenges and new agency mandates within the Chesapeake Bay watershed are pushing traditional landscape perspectives into a whole new direction. Creating native plant communities designed to provide function and measurable improvements to water quality requires a multifaceted approach. Using case study examples this session will explore the keys to designing functional landscapes.

B.2 Artful Rainwater Design

Dr. Stuart Echols

The concept of "artful rainwater design" is based on the premise that new stormwater management techniques focusing on non-point source pollution, water balance, and small storm hydrology can also be used to create new site amenities.

C.2 Hot or Not: How Making Sustainable Landscapes Fashionable Will Revolutionize the Movement

Thomas Rainer

The sustainable landscape movement has advanced significantly over the last decade, gaining in acceptance among homeowners and designers. But many remain skeptical of sustainable practices, and there is even evidence of a backlash against using native plants. Has the push to make landscapes more sustainable hit a rut? Is the message being drowned out? How do we reach a broader audience? This talk will explore how to create a new aesthetic for sustainable landscapes that will make them more desirable.

D.2 Plants Online: Native Plant Data for Growing Market
Claudio Vazquez, Amanda McClean, & Kathy Reshetiloff

Is it a battle talking clients into using native plants because they're perceived as weeds? Or do they have difficulty choosing species for lack of detailed information and sourcing? IzelPlants.com and the US Fish and Wildlife Service, Chesapeake Bay Field Office's NativePlantCenter.net provide online resources. Future plans for enhancing these resources, as well as the future of social networking for the promotion of native plants, will be included in this moderated panel discussion.

2:15 to 2:30 p.m. Break for Exhibits and Eco-Marketplace

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

A.3 Celebrating Stormwater: Using Rain Gardens and other Techniques to Protect Our Stormwater Resource

Tavis Dockwiler

This lecture profiles projects both large and small from suburban to ultra-urban that treat stormwater as a resource. It illustrates the importance of understanding the relationship of soils, water and vegetation in order to reconnect them to restore and maintain healthy ecosystems. Already constructed projects and others in

design show how simple interventions can create fabulous, restorative, memorable places.

B.3 Regenerative Stormwater Conveyance & Green Infrastructure

Jennifer Dowdell & Joe Berg

We will examine the importance of living infrastructure at the site and regional scale, integrating landscape architecture, engineering, and scientific inquiry. We will discuss how regenerative design and low impact development practices can be included in all projects for a healthier Chesapeake Bay. We will also explore the multiple objectives that can be met by applying these design principles, including water quality improvement and ecological restoration.

C.3 Designing in Sustainability: at the Intersection of Design and Ecology

Adele Ashkar, Jean Marie Harmann, Mary Myers

A panel of academic program directors discusses how the paradigm of *form follows function* must continue to apply to projects when design and sustainability meet. How does good design influence the short and long term goals of a project? What is the value of design programs in the movement towards sustainable landscapes? How do our design programs make sure that ecology and natural processes are understood through the filter of fundamental design principles?

D.3 Native Plants for Diverse Landscapes

Rick Lewandowski

There are many excellent native plants available in the trade that can contribute to the diversity and beauty of landscapes. As gardeners broaden their interest and use of native plants, there are also many excellent underused native plants that have the potential for wider use in landscapes. Add to your list of potential plants for use in the landscape and rediscover some old favorites that deserve continued use.

3:50 to 4:50 p.m. Closing Plenary

One Drop at a Time – Re-routing Water in Our Landscape and Thinking

Marcus de la fleur

With its green roof, rain gardens, and porous pavement, the 168 Elm Ave. pilot project in Chicago, IL brings to life the principles of responsible treatment of rain water within a residential landscape. Marcus de la fleur will layout the project rationales, touch on the issue of designing with, and maintaining native vegetation, address soil conservation issues, and quantifies the stormwater benefits of the project site as well as the larger cumulative benefits to the community.

5:00 to 6:00 p.m. Wine & Cheese Reception (Cash Bar)

Registration Info

Early Registration Deadline: Early registrations should be post-marked or completed online by October 15, 2011. 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: Royce Priem, 410-634-2847, extension 41, registration@chesapeakelandscape.org.

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

Friday, December 2, 2011, 8:00 a.m. to 6:00 p.m.
Doubletree Resort by Hilton
Lancaster, PA

Early Registration Fee \$99
\$119 if postmarked after October 15
\$10 Discount for CCLC Members
Seating is limited, please register early

To register online visit
www.chesapeakelandscape.org/2011leaf.htm

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

Name _____

Organization _____

Street _____

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

Every Design Counts	Every Drop Counts	Every Message Counts	Every Plant Counts
<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

Registration fee \$99 (\$89 CCLC Member) _____

Registration fee after 10/15 \$119 (\$109 Member) _____

Membership (\$40 individual/\$75 business) _____

TOTAL _____

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