

## Fourth *Turning A New Leaf* Conference

December 2, 2011  
Lancaster, Pennsylvania

### SCHEDULE

#### 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**

<b>TRACKS:</b>	<b>A EVERY DESIGN COUNTS</b>	<b>B EVERY DROP COUNTS</b>
	<b>C EVERY MESSAGE COUNTS</b>	<b>D EVERY PLANT COUNTS</b>

#### *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. Travel with me through regional native plant communities as we explore the fascinating color ranges found within these ecosystems. We'll discuss how using the Swedish Natural Color System provides a tool for analyzing the color layers of native plant communities as defined in the spectrum of natural green. Implementing the design principals of color and texture leads to more color sensitive designs. Planning based on plant communities, can lead to more harmonious and balanced landscapes. By doing so, the existing landscape progresses in terms of ecological value and biodiversity.

#### *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 will present 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. Workshop participants will engage in discussion of your challenges communicating with consumers about these issues, and Steve will help provide guideposts for more effective communication.

#### *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 following keys to designing functional landscapes.

- Educating the client
- A holistic approach
- Growth and change
- Layering benefits
- Measurable results

#### 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. These designs result in greater user satisfaction and perceived value—i.e. design that not only addresses stormwater management in better ways, but also transforms these management systems into stormwater-based amenities. These new stormwater requirements present significant amenity design opportunities that deserve to be recognized and exploited.

#### 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?

The single best way to expand the appeal of sustainable landscapes is to make them fashionable. Until sustainable landscapes are shown to be beautiful, they will never be fully embraced by the American public. This talk will explore how to create a new aesthetic for sustainable landscapes that will make them more desirable. We will examine model projects that are not only ecologically productive, but strikingly original, cutting-edge designs. We will look at how the European garden scene has blended sustainability with an artistic ethos. Most importantly, we will examine strategies that CCLC members can use to create more beautiful, original, and ecologically-rich landscapes.

#### D.2 *Plants Online: Native Plant Data for a Growing Market*

*Amanda McClean, Claudio Vazquez, & 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? Two new online resources can help. At **IzelPlants.com**, the native plant database is easily searchable by plant characteristics and rich in imagery. You can interact and share garden photos, read/post blogs about your projects wherein the species can be linked to the plant database and are available for purchase. The US Fish and Wildlife Service, Chesapeake Bay Field Office has introduced **NativePlantCenter.net**, an online searchable plants database based on their popular publication, *Native Plants for Wildlife Habitat and Conservation Landscaping*. Reprinting the guidebook is costly and reaches a small audience. Converting the information into a searchable website is a better use of limited funding, and offers opportunities to, not only reach more people, but connect those people interested in using native plants personally and professionally.

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 Dockwiller*

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 Hartman, 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 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)**

