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Chesapeake Conservation Landscaping Council's

Turning a New Leaf Conference

Friday, November 9, 2007
8 AM to 6 PM

Northern Virginia Community College, Annandale Campus
Ernst Community Cultural Center
8333 Little River Turnpike, Annandale, VA

SUSTAINABLE LANDSCAPING PRACTICES
Plenary and Concurrent Sessions
Eco Marketplace
Wine and Cheese Reception

Registration fee $95
($105 after October 15)

Student discounts available

CEU Credits available

Stay current with sustainable landscaping practices

The Chesapeake Conservation Landscaping Council is proud to announce a conference for landscaping professionals to promote and learn about sustainable landscaping practices.
From organic lawn care to site-specific storm-water management techniques, from backyard forests to sustainable site design, this conference will focus on innovative practices to improve your business, and the health of the environment and the Chesapeake Bay.

About the Speakers

Keith Tomlinson is an interpretive naturalist, gardener and Managing Director of Meadowlark Botanical Gardens. Previously, Keith worked as landscape gardener in Hawaii, Oregon, West Virginia and Virginia. Keith is particularly interested urban landscapes becoming more "eco-friendly" and the conservation of plant diversity world-wide. He is a Natural History Tour Leader for the Smithsonian Associates, the author of numerous technical and popular articles and a consultant for the Smithsonian Guides to Natural America and World Wildlife Funds Biodiversity Basics curriculum.

Doug Tallamy is Professor and Chair of the Department of Entomology and Wildlife Ecology at the University of Delaware in Newark, Delaware, where he has authored over 65 research articles and has taught Insect Taxonomy, Behavioral Ecology, and other courses for 26 years. Chief among his research goals is to better understand the many ways insects interact with plants and how such interactions determine the diversity of animal communities. His new book "Bringing Nature Home" will be published by Timber Press this fall.

Doug Beisch is Senior Water Resource Engineer at the Williamsburg Environmental Group, with more than 10 years of experience in the field of stormwater management and surface water quality management. He is responsible for design, modeling and supervision of plan and project reviews for federal, state and local, commercial, residential, institutional, and transportation projects.

Dr. Russ Brinsfield is the mayor of Vienna, MD and he serves as Director of the Wye Research & Education Center, Executive Director of the Maryland Center for Agro-Ecology, Inc., and is a co-founder of the Eastern Shore Land Conservancy.

Who Should Attend:

Landscape architects, designers, and contractors
Arborists and tree care companies
Lawn care companies
Nurseries (wholesale and retail)
Botanical gardens
Natural resource managers
Developers
Civil engineers and Planners
Master Gardeners
Master Naturalists
Homeowners welcome

Diana Handy is a Water Quality Compliance Specialist with the City of Alexandria, Department of Transportation and Environmental Services, Division of Environmental Quality. She performs inspections of stormwater management facilities and best management practices, monitors water quality in streams, responds to and investigates water pollution complaints, and leads public outreach and involvement efforts.

Kate Herrod is the Director at Ashoka: Innovators for the Public and runs the Community Greens initiative. Ms. Herrod served as the Deputy Director of Development for The Nature Conservancy and was a Vice President of commercial real estate at Citibank, Chemical Bank, and Security Pacific Bank in New York City and San Francisco.

Jonathan Kays is Principal Agent and Regional Extension Specialist at the Western Maryland Research and Education Center. He develops and implements extension education programs in forestry, wildlife and related water for western Maryland and statewide.

Jim MacKenzie is President of Octoraro Native Plant Nursery. Mr. MacKenzie is also actively involved with the Pennsylvania Landscape and Nursery Association and is Vice-Chair of the Pennsylvania Statewide Water Resources Committee. He is trained in Landscape Architecture.

Tom Mannion has won awards of excellence for his work, and his gardens have been published in many books and magazines. Mannion started his own design/build business in 1989. He is the President and only employee of his company in Arlington, Virginia.

Ed Milhous has a diverse background in horticulture and natural resource conservation. He currently runs TreesPlease, a consulting firm that provides reliable information about lawns, landscapes and trees in the metropolitan Washington, DC region.

Phil Normandy is the Plant Collections Manager at Brookside Gardens in Wheaton, MD where he supervises garden maintenance and development of the plant collections. He is also instructor of woody plants at George Washington University and member of the Pennsylvania Horticultural Society's Gold Medal Plant Award committee.

Dr. Judith A. Gerlach Okay works as a riparian specialist for the Chesapeake Bay Program and Virginia Department of Forestry. She works with Bay states to plan and implement riparian forest buffer training and to assist them in achieving the 2010 Bay goal.

James Perry is Vice President and Regional Partner at Elm Street Development. He has developed properties throughout the Washington region. Founded in 1977, Elm Street Development is a privately owned real estate development firm with communities throughout the Washington, Baltimore and Eastern Shore regions.

Rick Scaffidi is Vice President of Environmental Quality Resources, LLC. Mr. Scaffidi manages the Construction and Landscape Divisions. EQR works throughout the Mid-Atlantic region on environmental construction and maintenance projects.

Dr. Paula Shrewsbury is an Associate Professor and Extension Specialist on Ornamental and Turf Integrated Pest Management (IPM) in the Department of Entomology at the University of Maryland. Her research emphasis is in the development of alternative, less-toxic control tactics, biological control, and community ecology.

John Steiner is Operations Manager for NaturaLawn of America, and he is a seasoned Green Industry professional with over 20 years experience. He has opened and managed lawn care operations throughout the U.S. from Nevada to Maryland.

Chesapeake Conservation Landscaping Council

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 Steering Committee

Adkins Arboretum
Alliance for the Chesapeake Bay
Audubon Maryland-DC Bay Smart Gardening
The Behnke Nurseries Co.
Chesapeake Bay Foundation
Chesapeake Bay Program, National Park Service
Chesapeake Bay Trust
Chesapeake Ecology Center
Chesapeake Natives
Environmental Concern
Heal Earth Gardens
Herr Landscape Architecture & Environmental Design
Irvine Nature Center
Maryland Cooperative Extension
Maryland DNR Forest Service
Maryland Nursery and Landscape Association
Montgomery County Depy. of Environmental Protection
Natural Resources Design, Inc.
Pax Garden Design
ThorpeWood
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, Conference Co-Chair

9:30 to 10:30 a.m. ***Keynote Address***
Ecologically Smart Landscaping for the Chesapeake Basin: Good for Business and Good for the Environment
Keith Tomlinson
As landscapers, gardeners and conservationists we recognize the need to think about the environment as a whole. One of the most effective ways to do this is to consider the watershed where we work. For us the Chesapeake Bay is that watershed. As a group, we are in a unique position to help conserve the Bay by creating balanced, ecologically-minded landscapes. Ultimately, these landscapes will illustrate the quality of our work aesthetically and environmentally.

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 Achieving Green Development through Partners in the Public and Private Sectors
Panel: Jim Perry, Russ Brinsfield, Ed Milhous, Ellie Altman
Panelists will highlight their experiences and lessons learned promoting green development. Jim Perry will represent the Maryland development firm of Elm Street; Russ Brinsfield, mayor of Vienna, MD, will present a successful town comprehensive planning project; and arborist Ed Milhous of TreesPlease will discuss his perspective on green development. The panel will be moderated by Ellie Altman, Executive Director of Adkins Arboretum.

B.1 The Where (Location), What (How To Install) And Who (Do It Yourself) About Raingardens
Judy Okay
When and where are rain gardens are appropriate? Judy Okay will discuss situations where rain gardens are helpful in the landscape for reducing drainage problems and erosion and when the installation of a rain garden may be too much for most landowners. A selection of plants to use in rain gardens will be presented.

C.1 Diversify Plant Communities to Promote Beneficial Insects
Paula Shrewsbury
In highly managed ornamental plant systems the balance between natural enemies and plant feeding insects is disrupted leading to pest outbreaks. Dr. Shrewsbury will discuss recent research that shows increasing plant community diversity at the landscape level promotes beneficial insects and reduces the likelihood of pest outbreaks.

D.1 The Woods in Your Backyard: Learning to Create and Enhance Natural Areas Around Your Home
Jonathan Kays
A new hands-on manual with the title above provides educators and volunteers a self-assessment tool developed for owners of 1-10 acres of property that want to make informed decisions that ensure clean water, viable populations of wildlife, recreational opportunities and forest health. This presentation will focus on how to enable landowners to assess their property and achieve their goals.

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

1:00 to 2:15 p.m. ***Concurrent Sessions***
A.2 Economics of Conservation Landscapes and Green Development
Doug Beisch
Learn how landscapes and developments that use low impact design can save developers and consumers money and be environmentally friendly. The Williamsburg Environmental Group is known for its innovative approaches to providing cost-effective methods for solving complex environmental problems.

B.2 Stormwater Management in Ultra Urban Environments
Diana Handy
Stormwater management in a highly urbanized setting is a challenge. Ultra urban areas such as the City of Alexandria are densely developed with scarce open space and pervious surfaces. With limited space and the need for large expanses of impervious cover, fitting in surface stormwater management facilities is difficult and often requires innovative techniques to achieve water quality protection goals. This presentation will cover the multiple stormwater best management practices that can be incorporated in an urban setting.

C.2 Native Plant Nursery—Changing Economics, Markets and Evolution of the Industry
Jim MacKenzie
Examine the business side of a native plant nursery including plant selection and production, targeting your customer base, marketing and the economics of operating a successful growing operation. Discuss how the native plant market has evolved over two decades and where future opportunities await. Explore native plant nurseries uniqueness in the horticultural industry and the larger issues that tie us to it, and why that gap is narrowing.

D.2 Alternatives to Traditional Plantings
Phil Normandy
Learn about great native and non-invasive alternatives to over-used plants like barberry, forsythia, Leyland cypress, Bradford pear and English ivy.

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

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

A.3 Community Greens: Shared Parks in Urban Blocks

Kate Herrod

In this session learn about an old land use design concept much adored in Europe, but just beginning to gain ground here in the United States. Understand the social, environmental, and real estate benefits of community greens as well as the best landscape design criteria to use when creating them. Grasp how to begin the implementation of community greens from two very different approaches: a legal legislative perspective as well as a grass roots neighborhood approach. A case study will look at how Baltimore alleys are on the cusp of being transformed into community greens.

B.3 Stream Construction & Planting: Strategies, Techniques

Rick Scaffidi

Explore hard and soft engineering techniques used for restoring stream channels and riparian corridors in the Mid-Atlantic region. The techniques will include soil bioengineering solutions and steep bank reinforced soil structures.

C.3 Eco-Friendly Lawns

John Steiner

Today's homeowners want alternatives to the continued use of man made chemicals. Learn how to "go green" in today's marketplace and maximize the profitability of your business.

D.3 Garden Design: Beauty of Expression and Environment

Tom Mannion

A slide tour of four residential gardens, each designed to be beautiful, lush, and easy to maintain. The designs also offer solutions to site problems that range from buffering the Potomac River from lawn run-off, to reducing chemical use in swimming pools. The plantings combine natives with cultivars and non-natives.

3:45 to 4:30 p.m. Closing Plenary: Gardening for Life

Doug Tallamy

With nearly 1000 species of plants and animals already lost, threatened or endangered in the mid-Atlantic states, it is clear that we must change our approach to landscaping if we hope to create homes and food for our local biodiversity. Native plants will play a key role in the restoration of our living spaces because only natives provide the coevolved relationships required by animals. By supporting a diversity of insect herbivores, native plants provide food for a large and healthy community of natural enemies that keep herbivores in balance and our gardens aesthetically pleasing.

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

(Cash Bar), Eco-Marketplace

Registration Info

Early Registration Deadline: Early registrations should be postmarked by Monday, October 15, 2007. A confirmation of your registration will be mailed or e-mailed with detailed directions to the conference site, as well as lodging information. Contact: Jane Cooke, (410) 634-2847, ext 41, jc.cooke.cclc@gmail.com. Additional information will be posted on www.ChesapeakeLandscape.org.

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

Friday, November 9, 2007, 8:00 a.m. to 6:00 p.m.
Northern Virginia Community College, Ernst Center
Annandale, Virginia

Registration Fee $95
($105 if postmarked after October 15)
Seating is limited, please register early

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

Name_____

Organization_____

Street_____

City_____

State_____ Zip Code_____

Telephone_____

E-Mail_____

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.)

Green in Green Development	Creative Stormwater Mgmt	How-To for Nursery and Landscape	Design, Maintain Native Landscapes
____A.1	____B.1	____C.1	____D.1
____A.2	____B.2	____C.2	____D.2
____A.3	____B.3	____C.3	____D.3

Conference fee includes all lectures, exhibits and Eco-Marketplace, continental breakfast, box lunch, and food at evening reception (except the cash bar). NOTE: PARKING IS AVAILABLE ON CAMPUS AT $1/HOUR.

Registration fee – Early registration $95 _____
Registration fee – Late registration $105 _____

__ Check enclosed
(Please make payable to Adkins Arboretum - CCLC.)

__ Please bill my credit card:
__Visa __ MasterCard __ Discover __ American Express
Account Number _____
Expiration Date _____ Security Code _____
(3-digit code on back of card)

Mail form with payment to:
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P.O Box 100
Ridgely, MD 21660

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