



# 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 2007 CONFERENCE

### CHESAPEAKE CONSERVATION LANDSCAPING COUNCIL FALL CONFERENCE *Landscaping and Sustainability*

- DATE:** November 9, 2007
- WHERE:** Northern Virginia Community College, Annandale Campus Annandale, Virginia
- WHAT:** One day conference with an Eco-Marketplace/Vendors Market
- THEMES:** The Green in Green Development  
Creative Stormwater and Shoreline Management  
How to for the Nursery and Landscape Business  
Designing and Maintaining Native Landscapes

The Chesapeake Conservation Landscaping Council is proud to announce a conference geared to landscaping professionals to promote and learn about sustainable landscaping practices. This one-of-a-kind conference will bring together landscape professionals to exchange information and network. From organic lawn care to site-specific stormwater management techniques, from tree preservation to sustainable site design, this conference will focus on innovative practices to improve your business, and the health of the environment and Chesapeake Bay.

#### **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

## 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 or organization logo on conference promotional materials
- ✿ Booth at conference
- ✿ Complimentary registration to conference

## Contributions:

- ✿ Financial contribution
- ✿ Contribution of items to be used at conference (AV equip, give-aways)
- ✿ Membership mailing list (one time use for conference)
- ✿ Advertising of conference to organization's membership (website, newsletter, etc.)
- ✿ Administrative assistance (registration, publicity distribution, etc.)
- ✿ Logistical and organizational support in conference development
- ✿ Assistance during conference (set up, registration, break down)
- ✿ CEU certification

| Sponsorship Category          | Green Leaf                              | Bronze Leaf                     | Silver Leaf                     | Gold Leaf                        | Platinum Leaf                    |
|-------------------------------|---|---------------------------------|---------------------------------|----------------------------------|----------------------------------|
| <b>Contributions</b>          | Mailing List<br>Advertise to membership | \$250 & 2 Items*<br>or 4 Items* | \$500 & 2 Items*<br>or 5 Items* | \$1000 & 2 items*<br>or 5 Items* | \$2500 & 2 items*<br>or 5 Items* |
| <b>Benefits</b>               |   |                                 |                                 |                                  |                                  |
| Program and website listing   | ✿                                       | ✿                               | ✿                               | ✿                                | ✿                                |
| Logo on conference packet     |   |                                 | ✿                               | ✿                                | ✿                                |
| Conference verbal recognition |   | ✿                               | ✿                               | ✿                                | ✿                                |
| Number of registrations       |   | 2                               | 3                               | 4                                | 5                                |
| Advertisement in program      |   |                                 | 1/8 page                        | 1/4 page                         | 1/2 page                         |
| Vendor booth                  |   |                                 | Half booth                      | Full booth                       | Full booth                       |

\*Choose an item from the List of Contributions above



## STEERING COMMITTEE

**Alliance for the Chesapeake Bay**  
[www.ACB-Online.org](http://www.ACB-Online.org)

**Adkins Arboretum**  
[www.AdkinsArboretum.org](http://www.AdkinsArboretum.org)

**Audubon Maryland-DC**  
[www.AudubonMDDC.org](http://www.AudubonMDDC.org)

**Bay-Smart Gardening**  
[BaySmartGardening.com](http://BaySmartGardening.com)

**The Behnke Nurseries Co.**  
[www.Behnkes.com](http://www.Behnkes.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)

**Chesapeake Ecology Center**  
[www.ChesapeakeEcologyCenter.org](http://www.ChesapeakeEcologyCenter.org)

**Chesapeake Natives, Inc.**  
[www.ChesapeakeNatives.com](http://www.ChesapeakeNatives.com)

**Environmental Concern, Inc.**  
[www.Wetland.org](http://www.Wetland.org)

**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)

**Maryland Cooperative Extension**  
[www.HGIC.UMD.edu](http://www.HGIC.UMD.edu)

**Maryland Department of Natural Resources**  
[www.DNR.State.MD.US](http://www.DNR.State.MD.US)

**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)

**Pax Garden Design**  
[www.PaxGardens.com](http://www.PaxGardens.com)

**ThorpeWood**  
[www.Thorpewood.org](http://www.Thorpewood.org)



## 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:**

Lauren Wheeler 202-489-6214 or [natural\\_resources@earthlink.net](mailto:natural_resources@earthlink.net)

