

Chesapeake Conservation Landscaping Council's
3rd **Turning a New Leaf** Conference
Friday, December 4, 2009
George Washington University, Washington, DC

WELCOME ADDRESS

Marcy Damon, Chair, CCLC Founding Board

Good morning! Welcome and thank you all for coming to the Chesapeake Conservation Landscaping Council's 3rd **Turning a New Leaf** Conference. My name is Marcy Damon, chair of the CCLC. I am also Grassroots Restoration Coordinator with the Chesapeake Bay Foundation in Annapolis, MD.

First of all, I want to thank Adele Ashkar with the College of Professional Studies and the George Washington University's Landscape Design Program for co-sponsoring this conference. Having held our previous conferences in Maryland and Northern Virginia, we wanted to bring our biennial conference this year to Washington, DC and it seemed like a good fit, joining our two organizations to promote conservation landscaping in the region. Several teachers and student volunteers from the Sustainable Landscapes Program are participating today. Adele will tell us more about GW's program in a few minutes.

Interest is growing in Conservation Landscaping, as evidenced by you, an audience of over 250, (and the 500 attendees at our previous 2 conferences) but there's still much work to be done.

As an example, I was contacted recently by a homeowner in a waterfront community near Annapolis who was told by her Homeowners Association that she had to remove most of the Bay-Wise certified landscape that she installed 14 years ago and replace 2/3 of it with turf grass, as prescribed by the neighborhood covenants. There's clearly something wrong with this picture when we know that in the Bay watershed, pollution amounts from development and stormwater sources are the only ones that are increasing, while all others, including agriculture and sewage treatment plants, are declining. More education is definitely needed (along with a little agitation).

We know that's what you'll get from the expert speakers and presenters we've lined up today: both inspiration and practical information you can use in your businesses, schools, communities, non-profits, govt. agencies to continue the good work you are doing. There will be many opportunities throughout the day for you to network with experts, colleagues, and friends.

A quick word about the CCLC: we are an all-volunteer organization whose mission is to promote the principles of conservation landscaping to professionals in the horticultural, design and development fields, as well as to the general public. The CCLC was formed in 2003 as an initiative of Adkins Arboretum on Maryland's Eastern Shore. Its official members consist of about 20 dedicated individuals who work in business, non-profits and government and serve on our

founding board. They are listed at the top of the attendee list in your packet. We are always looking for new board members with ideas, energy and some time so please join us.

We have some exciting news to share: as of last week, CCLC is now a designated 501 C 3, public charity and as such, all donations to CCLC are tax-deductible. We hope that with our new status, we can become financially sustainable, expand our outreach, take on new projects, and eventually have a paid staff. Did you know that there is a donor button on our website?

Some CCLC accomplishments since our last conference in 2007 include:

- Installation of a rain garden exhibit as part of the US Botanic Garden's One Planet, Ours! Exhibit
- Successful field days in Maryland and Virginia, showcasing sustainable landscaping and low-impact development techniques
- A landscaping contest that drew 28 entries, and the first place finishers won free registrations to this conference. (They are Betsy Washington representing the Lake Barcroft Homeowner's Association, and Beth Knox of Greener than Green Gardens)

And we revised the ***Conservation Landscaping Guidelines: The Eight Essential Elements of Conservation Landscaping*** material on our website.

Over the next year, we will:

- be holding more field days and the landscaping contest (information is in your packet and further details will be posted on our website)
- we'll consider creating a paid-membership program that would include a directory of professional services
- of course, we'll start planning for our next conference in 2011

Recognition of sponsors and conference staff and volunteers

We want to thank the following:

Meredith Giontsos, Lily Rea, Jason Moore and staff at Media and Public affairs building and Zev Lewis at the Marvin Center. They have been a pleasure to work with

And thanks to:

Sylvan Kaufman, conference coordinator and former CCLC Chair.

Whole Foods and Chesapeake Bay Roasting Company for donating the continental breakfast and coffee.

Kara Crissey with Good Earth Gardening for the flower arrangements for the stage and registration tables.

Lastly, we'd like to thank our major conference sponsors:

At the Silver Leaf Level:

- VA Department of Game and Inland Fisheries
- U.S. Environmental Protection Agency

At the Bronze Leaf Level:

- Association of Professional Landscape Designers (VA, MD, DC chapter)
- Bluewing Environmental Solutions and Technologies
- Cavano's Perennials
- EcoDepot LLC
- North Creek Nurseries
- Octararo Native Plant Nursery
- Old Castle/Balcon
- Olney Gardens and Pogo Tree Experts
- Pinelands Nursery
- Sylva Native Nursery
- VectorWorks

At the Green Leaf Level:

- Bartlett Tree Experts
- The Kane Group Landscape Architects
- Montgomery County Dept. of Environmental Protection

Adele Ashkar, director of GW's Landscape Design Program and Meghan Chapple-Brown, director of GW's Office of Sustainability will tell you more about GW's sustainable landscape program and GW's campus commitment to sustainability.

Welcome Adele and Meghan.

WELCOME ADDRESS

Adele Ashkar, Director, George Washington University Landscape Design Program

It is wonderful to see this many people gathered together around this most crucial issue of our times, SUSTAINABILITY. I urge us all to use this day as a time to meet each other, to network, and to share our knowledge, our experience and our passion for the stewardship of our planet. It is so important for each one of us to understand where we sit in the global conversation about sustainability: we sit at every home's doorstep, at the grass roots of individual awakening to the imperative of Reduce-Reuse-Recycle-Redesign.

At GW, we have embarked on many initiatives in sustainability, and I'd like to share with you only the initiatives that our Landscape Design Program has been involved with (after all I have only 10 minutes).

In summer 2007 we launched a new graduate certificate program in Sustainable Landscapes, and we hit the ground running, with a first cohort of 16 students. The program is a one-year, 15 credit certificate that serves to complete a master's degree for our landscape design students, but is also available to practicing landscape designers. It combines weekend courses with online courses, so it can appeal to those who live outside of our area (so think about joining us; there is a brochure in your packet).

In our courses, we stress best management practices in conservation landscaping, in:

- The use of **native plants**
- The **eradication of invasive species**
- The creation of **wildlife habitats**
- The **holistic approach to stormwater runoff**: its harvesting, detention and infiltration
- The **conservation of energy, waste reduction**
- The promotion of **edible landscapes**
- And most importantly, the **integration** of all these elements into our **conceptual design** process: sustainability is not an afterthought or an option – it's integral to our thinking.

If you have looked at the Chesapeake Conservation Landscaping Council's website, you will have noticed that the governing goals that I just cited for our program are very closely aligned with their ***Conservation Landscaping Guidelines: The Eight Essential Elements of Conservation Landscaping***. So I hope it is obvious to all that our conference today represents a natural partnership.

I'd like to introduce to you Meghan Chapple-Brown, Director of GW's Office of Sustainability. In her short tenure at GW, Meghan has been instrumental in many campus and outreach initiatives, and I have had the pleasure of working with her and with our students on a couple of great projects on campus -- our first green roof which has just celebrated its first year; and a student-designed, student-run community garden that was installed this fall.

Allow me to quote our University President Knapp when he first introduced Meghan to us: "Meghan Chapple-Brown brings the skills and experience that will help the University achieve its aspiration of becoming a model of sustainability in the greater Washington area and a national leader in this area among institutions of higher learning," said Dr. Knapp. "She will coordinate and extend the efforts already underway across the University to increase efficiency, reduce waste, and build a commitment to environmental stewardship into the fabric of our institutional culture."

Marcy Damon following Keynote Speaker The Honorable Anthony Williams

As a thank-you gift, we'd like to present you with a signed copy of Professor Doug Tallamy's wonderful book, ***Bringing Nature Home***. We understand that you are an avid bird watcher so

this book will come in handy. It will tell you what native trees and shrubs to plant that will attract insects and caterpillars – which is a good thing – because they in turn are eaten by our resident and migratory birds.

One native oak supports over 500 species of insects, the non-native Bradford Pear supports 1 species, and 1 pair of nesting bluebirds need 300 caterpillars a day to raise their brood successfully.

Happy reading, happy birding, and thank you again!