



Chanticleer Photo Courtesy N. Masi

ELA Season's-End Summit Taking Stock and Looking Forward

The Natural Landscape

Tuesday, November 5, 2013 8:30AM - 4:30PM

Montvale Plaza
54 Montvale Avenue, Stoneham, MA

\$75.00 ELA Member - \$95 Non-Member
Including Lunch and Networking with Colleagues

Registrations are limited. [Click here to Register.](#)

Featuring Leading Experts in the Industry who will share their expertise and projects that demonstrate:

- Natural landscapes based on ecological principles with maximum aesthetic appeal
- Balancing site challenges and ecological ideals to meet and exceed client expectations
- Lessons learned when projects do not proceed according to plan
- Business models that help to grow and differentiate a business

Morning Offerings - Natural Landscapes: Success Stories and Insider Tips

- **Nanette Masi, Back to Nature** - Landscape Designer, Specializing in Wildlife Habitat
Some Natural Landscape Projects are *Dream Jobs*, And Others *Nightmares*: Two Case Studies
- **Carolyn Summers, Designing Gardens with Flora of the American East**
Native Landscapes that Hold Their Own in the Neighborhood
- **Kim Eierman, Environmental Horticulturist and Educator**
Ecological Landscapes are Not Just For Nature Preserves:
How to Educate and Inspire Clients

Afternoon Offerings - Panel Discussions to Strengthen Your Business

- Adding (or Expanding) Natural Landscape Services
Client Notions and Transitioning to Natural Landscapes
Panelists: Amanda Hardy Sloan, Carl Brodeur, Kim Eierman
- Native Plants
Expanding Plant Palette, Sourcing, and Native Cultivars/Hybrids
Panelists: Kate Stafford, Darryl Newman, Jeremy Dick



CEUs are being sought for this event. For more information [Email ELA.](#)