



Sustaining the Living Landscape

The 23rd Annual ELA Conference & Eco-Marketplace
March 8 & 9, 2017 at the UMass Murray D. Lincoln Campus Center, Amherst, MA



ELA's 23rd Annual Conference & Eco-Marketplace March 8 & 9, 2017

Looking for New Ideas? Solutions? Inspiration?

We all struggle with the problems of drought, flooding, and plant diseases and pests in our landscapes. Are there planting choices that we can make or methods of caring for soil and managing water that would help us create landscapes that are more resistant to these threats? Join us for the 2017 Annual ELA Conference as our speakers offer their suggestions and solutions to these questions and more. Wednesday's speakers will focus on the functionality of plants and the art of stormwater management. Thursday's sessions address revitalizing the soil food web, protecting our waterways, the challenges of transitioning to a toxin free landscape, dealing with drought, and many other topics.

NEW THIS YEAR on Wednesday, we welcome six of our Eco-Marketplace exhibitors to provide tricks of the trade to help you successfully build and sustain attractive and healthy landscapes.

From the practical to the applicable, join us in March as our speakers share their experiences and expertise.

Intensive Sessions: March 8th

Functionality of Plants

Landscape designs typically emphasize aesthetics; however, plants provide critical ecological functions in addition to looking beautiful. Join our experts as they discuss how we can incorporate the functionality of plants into our designs. Learn how plant form, lifespan, and spatial distribution can affect plant performance over time; how plants can be used to remove pollutants from the landscape; and how, by focusing on plant communities, we can create beautiful and ecologically functional landscapes.

Creative Stormwater Design


For those experiencing long periods of drought, a deluge is welcome. Capturing, retaining, and controlling that deluge is critical! Typical designs for managing and treating stormwater are often utilitarian and mundane. Find out how managing stormwater can be an opportunity for creativity and innovation. Speakers will provide examples of designs that transform stormwater management into art by capturing, cycling, and displaying water in ways that create beautiful and valued places.

General Information

Online Registration

Visit www.ecolandscaping.org to register online!

Continuing Education Credits

Pesticide credits have been requested from the six New England states. CEU credits have been requested from APLD, ASLA, ISA, LA CES, MAA, MLP, MNLA, , NOFA OLCF, and others.

ELA Bookstore

Open throughout the ELA Conference. Your bookstore

purchase helps to support ELA educational programs.

Contact Information

Visit www.ecolandscaping.org for online registration, general information, and conference details.

Attendee information

Penny Lewis at (617) 436-5838

Exhibitor information

Trevor Smith at (617) 308-7063

On-site Registration

Register at the event: March 8 and 9.

Hotel: Rooms at Hotel UMass are available to participants for \$109 per night. Reservations will be taken no later than February 26, 2017. Register online or call (877) 822-2110 and specify the ELA group promotional code: ELC17C. The discount is NOT available at check-in.

Cancellation Policy

To receive a refund, your request must be received prior to

Wednesday, March 8

Keynote Dinner, Noel Kingsbury 6:30-8:30pm

The Evolution of Ecological Landscape Design

Garden architecture, the construction of man-made natural settings, arguably began in Tang Dynasty China over a thousand years ago. The more modern concept of naturalistic design, of nature improved upon or perfected, began with the success of England's "Capability" Brown three centuries ago in England. It wasn't until the late 19th century, that ecologically oriented design took off. Dr. Kingsbury will provide an overview of how landscape design evolved from naturalistic to ecological, and will take a closer look at a variety of landscapes including the "Wild Garden" of William Robinson and ecological designs of the early 20th century in Germany, the Netherlands, and Britain.

Dr. Noel Kingsbury is internationally known as an innovator and author. Dr. Kingsbury has worked on both private gardens and public spaces to develop nature-inspired planting, and has written about garden design, green roofs, and the politics of gardening. A great believer in using science to inform our gardening, he completed a Ph.D. with the University of Sheffield in 2008 with a focus on the selection and management of ornamental perennials. In addition to his own design projects, Dr. Kingsbury writes for the UK and US garden press and has written 20 books. Dr. Kingsbury's latest publication is: *Plant Selection: Learning from Nature*.

Practical Tips from Our Eco-Marketplace Exhibitors

You know the landscape you want, but how do you build it? Join six of our knowledgeable exhibitors to gain further insight into the materials needed and the methods used to build and sustain ecological landscapes.

February 26, 2017. A \$60 handling fee will be deducted. No refunds will be made after that date unless the conference is canceled. For recorded cancellation information, call (617) 436-5838.

Disclaimer

ELA is a facilitation organization. Views expressed or products offered by participating companies or individuals are not necessarily endorsed by ELA or its co-hosts.



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March 8, 2017 Conference Intensive Sessions

Functionality of Plants

8:00am

Registration and Eco-Marketplace open;
Continental Breakfast

9:00am–10:30am

Predicting Long-Term Plant Performance
Dr. Noel Kingsbury

11:00am–12:30pm

Designing Dynamic Plant Communities
Roy Diblik – *Northwind Perennial Farm*

12:30pm–2:00pm

Lunch & Networking

2:00pm–3:30pm

Contemporary Approaches to Sustainable Design
from Europe
Dr. Noel Kingsbury

4:00pm–5:30pm

Green Up for Clean Up! Planting to Remediate
Contaminated Landscapes
Kate Kennen – *Offshoots, Inc.*

Creative Stormwater Design

9:00am–10:30am

Stormwater Designs that Enhance Aesthetics:
Artful Rainwater Design (Session I)
Dr. Stuart Echols and Eliza Pennypacker – *Penn State University*

4:00pm–5:30pm

Stormwater Designs that Enhance Aesthetics:
Artful Rainwater Design (Session II)
Dr. Stuart Echols and Eliza Pennypacker – *Penn State University*

Practical Tips from our Eco-Marketplace Exhibitors

11:00am–12:30pm

Amherst Nurseries
Green Earth Ag & Turf
Organic Plant Magic

2:00pm–3:30pm

Filtrexx
Planters' Choice
Read Custom Soils

5:30pm

Eco-Marketplace closes for the day

"After Hours"

5:30pm–6:30pm

Hors d'oeuvres, cash bar, and music.
Take a moment to network and energize before
dinner and the keynote.

6:30pm–8:30pm

Keynote Dinner

The Evolution of Ecological Landscape Design

Dr. Kingsbury is an internationally recognized author, designer, and plantsman focusing on the long-term performance of ornamental perennials. His extensive research into plant ecology and behavior provides the basis for in-depth and engaging presentations.

March 9, 2017 Conference Sessions & Idea Exchange

Conference Sessions & Idea Exchange

7:30am

Registration and Eco-Marketplace open;
Continental Breakfast

8:30am–10:00am

Landscaping that Protects our Waterways
Michael Collins – *Center for Natural Capital*

The Art of Gardening at Chanticleer
Bill Thomas – *Chanticleer Gardens*

10:30am–12:00pm

Looking at Soil In-Depth
John Kenny – *Big Train Farm*

Perfect Earth Project: Toxic-free Landscapes
Edwina von Gal – *Perfect Earth Project*

12:00pm–1:30pm

Lunch & Networking

1:30pm–3:00pm

Creating Quick, Convincing Business Plans
Bill Bean – *Green Planning & Coaching*

Shadow Works: Transforming a Vision into Physical
Space at the Clark Art Museum
Beka Sturges – *Reed Hilderbrand*

3:00pm–3:30pm

Coffee & Light Refreshments

4:00pm

Eco-Marketplace closes

3:30pm–5:00pm

The Liberated Landscape: Letting Nature Do
the Work
Larry Weaner – *Larry Weaner Landscape Associates*

Stormwater Designs that Enhance Aesthetics:
Case Studies
Dr. Stuart Echols and Eliza Pennypacker – *Penn State University*

Idea Exchange: Jump In!

8:30am–10:00am

Hands-on Pruning

Presenters:
David Anderson – *Hartney Greymont*
Carl Brodeur – *Arborcare with Ropes 'n Saddles*

Idea Exchange: continued

10:30am–12:00pm

Native Grass & Wildflower Seeding

Panelists:
Mark Fiely – *Ernst Conservation Seeds*
Carlos Montoya – *Native Plant Associates*
Larry Weaner – *Larry Weaner Landscape Associates*

ELA Moderator: George Batchelor – *MA Dept. of Transportation*

1:30pm–3:00pm

The Science of Soil Biology During Drought

Panelists:
Dr. Kristen DeAngelis – *UMass*
John Kenny – *Big Train Farm*
Professor Janice Thies – *Cornell University*

ELA Moderator: Mark Richardson, *New England Wild Flower Society*

3:30pm–5:00pm

Practical Landscape Tips for Severe Droughts

Panelists:
Geoffrey A. Kuter – *Agresource, Inc.*
Michael Nadeau – *Plantscapes, Inc.*
Dr. Catherine Neil – *University of New Hampshire*

ELA Moderator: Dan Jaffe, *New England Wild Flower Society*

5:00pm 2017 Conference Concludes



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March 8, 2017 Conference Intensive Sessions

9:00am–10:30am

FUNCTIONALITY OF PLANTS

Predicting Long-Term Plant Performance

– Dr. Noel Kingsbury

How long will plants survive? Questions about long-term plant performance are not well answered by reference sources and yet are crucial to the planning of garden and landscape plantings. Dr. Kingsbury emphasizes that practitioners need to learn to “read the plant” in order to make sound decisions. This presentation will introduce some key concepts of plant ecology, and link plant form, lifespan, and performance. Using this knowledge, participants will be able to make predictions about long-term plant development and inter-species competition.

11:00am–12:30pm

Designing Dynamic Plant Communities

– Roy Diblik

Focusing on twelve grasses and flowering perennials in a garden setting, Mr. Diblik will discuss how these plants evolve together over time to form a dynamic, self-supporting plant community. He will delve into the characteristics of the plants, their preferences for specific growing conditions, and how they are compatible. Whether designing for large or small settings, attendees can take away practical tips for creating plant communities that are attractive and low maintenance.

2:00pm–3:30pm

Contemporary Approaches to Sustainable Design from Europe

– Dr. Noel Kingsbury

Dr. Kingsbury will look at how European designers have used perennials and grasses to create attractive, biologically diverse, and sustainable plantings. He will focus on how these designers used seasonality and plant longevity in the design process and how spatial distribution affects aesthetics and management. Dr. Kingsbury will delve into various approaches from the Netherlands, Germany, England, Scotland, and the Czech Republic and look at a variety of designers, including Piet Oudolf and James Hitchmough.

4:00pm–5:30pm

Green Up for Clean Up! Planting to Remediate Contaminated Landscapes

– Kate Kennen

Plants are a cost-effective method of tracking and mitigating contaminated landscapes. Ms. Kennen will present case studies where phytoremediation (plants uptake and remove contaminants) and phytoforensics (plants detect and delineate pollutants) was used to address contamination. She will discuss some of the limitations of phytoremediation, how to integrate the science of phytoremediation into landscape design practices, preventative (phytobuffering) capabilities, and recommend New England plant species that can be utilized.

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March 8, 2017 Conference Intensive Sessions, *continued*

9:00am–10:30am

CREATIVE STORMWATER DESIGN

Stormwater Designs that Enhance Aesthetics: Artful Rainwater Design (Session I)

– Dr. Stuart Echols and Eliza Pennybacker

The concept of Artful Rainwater Design, a term coined by Dr. Echols and Ms. Pennybacker, is based on the premise that stormwater management can be designed such that new site amenities are created. These amenities result in greater user satisfaction and perceived value. In this presentation learn how Artful Rainwater Design presents an opportunity to intertwine hydrology with placemaking. Looking at 20 rainwater-focused projects nationwide, the presenters will discuss how these designs transformed the treatment of stormwater into attractive landscapes with educational and recreational components.

4:00pm–5:30pm

Stormwater Designs that Enhance Aesthetics: Artful Rainwater Design (Session II)

– Dr. Stuart Echols and Eliza Pennybacker

See Session I

11:00am–12:30pm

PRACTICAL TIPS FROM OUR ECO-MARKETPLACE EXHIBITORS

Getting to the Root of Good Tree Care

The long-term health of a tree begins with a good root system. Join John Kinchla, from Amherst Nurseries, as he discusses how the use of grow bags improves root development in nursery stock and thus the chances of survival once trees leave the nursery.

Using Biological Products to Fight Diseases and Pests

The use of biological products for growth enhancement and disease and pest control has changed the treatment programs of many organic (and even non-organic) plant, turf and tree care professionals. Mr. Magazzi, from Green Earth Ag & Turf, will discuss how advances made in biological products have resulted in effective treatments that target the pest and not the rest.

Soil Humus and the Biological Sequence of Nutrition in Plants: How It Works

The presence of humus and humic acids are essential to healthy soil. Kevin Richardson, founder and formulator of Organic Plant Magic, will summarize the science of how organic matter is transformed into soil humus and how elements such as N, P, K, Calcium and Sulfur are absorbed and used by plants. This short science lesson will provide you with ways to improve plant health and increase customer satisfaction.

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March 8, 2017 Conference Intensive Sessions, *continued*

PRACTICAL TIPS FROM OUR ECO-MARKETPLACE EXHIBITORS (continued)

2:00pm–3:30pm

Stabilizing Soils Naturally

Providing both immediate and long term stabilization of slopes, shorelines and swales is a challenge. The quickest and easiest method is to use stone. However, a better option is to use vegetation. It not only stabilizes the soils but provides long lasting ecological and aesthetic benefits. Jack Eaton, from Filtrex will discuss several methods that provide erosion control and encourage the establishment of vegetation.

Focusing on Great Underused Plants

Darryl Newman from Planters Choice will discuss native cultivars and non-invasive exotic plants that can be used to meet challenging conditions when designing a more formal landscape. He will focus on plants that have great potential but are underused and could, consequently, be phased out of production by suppliers. Mr. Newman will also provide tips on installation, establishment and maintenance for these plants.

What's Cookin' in the Soil Kitchen?

The term "engineered soils," refers to a broad range of soil blends that are designed for specific purposes. Tony Will, from Read Custom Soils, will put together a few recipes for engineered soils, measuring out, blending the components and explaining why each ingredient is used. Some featured recipes include stabilized stonedust, CU-Structural Soil and lightweight soil for green roofs.

6:30pm–8:30pm

KEYNOTE DINNER

The Evolution of Ecological Landscape Design

Dr. Noel Kingsbury

Garden architecture, the construction of man-made natural settings, arguably began in Tang Dynasty China over a thousand years ago. The more modern concept of naturalistic design, of nature improved upon or perfected, began with the success of England's "Capability" Brown three centuries ago in England. It wasn't until the late 19th century that ecologically orientated design took off. Dr. Kingsbury will provide an overview of how landscape design evolved from naturalistic to ecological, and will take a closer look at a variety of landscapes including the "Wild Garden" of William Robinson and ecological designs of the early 20th century in Germany, the Netherlands, and Britain.



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March 9, 2017 Conference Sessions & Idea Exchange

Conference Sessions

8:30am–10:00am

Landscaping that Protects our Waterways

– Michael Collins

SoilKeepers is a three-year-old nonprofit landscape company focusing on landscape services for homeowners who live in the Chesapeake Bay watershed. SoilKeepers specializes in using compost topdressing and planting as a cost-effective method of keeping pollutants, such as nitrogen, phosphorous, and sediments, from entering waterways. Mr. Collins will show examples of SoilKeepers' work and demonstrate how environmental policies, such as the Chesapeake Bay mandates, can be an opportunity rather than a burden for innovative landscape companies.

The Art of Gardening at Chanticleer

– Bill Thomas

Join Bill Thomas for a visual tour and behind-the-scenes look at what the Washington Post calls "one of the most interesting and edgy public gardens in America." Chanticleer Public Garden is known for plant combinations that feature unusual foliage textures and colors, for a wide variety of container plantings, and for use of imaginative, homemade furniture. This is a garden where the staff are the designers, competing with each other and with the horticultural world to make the garden fun, visually exciting, and environmentally responsible. Bill will offer insights on what inspires this special place.

Idea Exchange

Hands-on Pruning

– David Anderson, Carl Brodeur

Wondering about best methods of pruning? Have questions about which limbs to cut, best tools to use, or when to prune? Join our panelists as they discuss and demonstrate how proper pruning can improve plant health and form.

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March 9, 2017 Conference Sessions & Idea Exchange, *continued*

Conference Sessions

10:30am–12:00pm

Looking at Soil In-Depth

– John Kenny

The soil food web (SFW) is a dynamic system of plants, microorganisms, and higher animals. Mineral uptake, water cycling, air flow, and, ultimately, plant survival depends on the degree to which this complex system is functioning. Mr. Kenny will begin with a brief introduction of the basic physical properties of soil and what it means for soil to be functional or healthy. He will then explore the living layers of the soil, including plant exudates, microbial ecosystems, the role of fungi, and the importance of these layers in nutrient cycling. He will recommend applications, such as remineralization, inoculation and compost applications, all of which can be used to feed the SFW and revitalize the soil in order to help plants thrive under adverse conditions.

Perfect Earth Project: Toxic-free Landscapes

– Edwina von Gal

Too often clients give up on pesticide- and fertilizer-free landscapes because their expectations are not met, the results are not what they had in mind, or the process is confusing to them. How do landscape professionals educate, manage expectations, and keep a client's trust during the transition? Edwina von Gal from Perfect Earth Project will discuss solutions that are minimal in cost and aesthetically pleasing. She will share her ideas on how to convince clients that a toxin-free landscape is worth pursuing, how to anticipate common problems, and how to communicate effectively.

Idea Exchange

Native Grass & Wildflower Seeding

– Mark Fiely, Carlos Montoya, Larry Weaner

Native grasses and wildflowers offer many ecological benefits, from pollinator habitat to soil stabilization. If designed well, meadows and grasslands can be an attractive, drought tolerant, low maintenance replacement for lawns. Bring your questions (and your suggestions!) as our experts discuss all aspects of native seeding, from local ecotypes to soil preparation and long term management methods.

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March 9, 2017 Conference Sessions & Idea Exchange, *continued*

Conference Sessions

1:30pm–3:00pm

Creating Quick, Convincing Business Plans

– Bill Bean

Owners of small- to medium-sized businesses may be expert at developing and delivering their services to clients, but may not be familiar with business planning. Mr. Bean will outline how to develop a well-thought-out business plan that will help you predict what your business might look like in three to five years, market what is unique and valuable about your business, increase your market share and capital, and help you anticipate obstacles that might prevent you from reaching your business goals.

Shadow Works: Transforming a Vision into Physical Space at the Clark Art Museum

– Beka Sturges

How can a landscape be designed to reflect the history, mission, and aspirations of an organization and also incorporate ecological elements? Focusing on the Clark Art Museum in Williamstown, MA, Ms. Sturges will discuss the challenges designers faced, over the course of fourteen years, in constructing a landscape for this active institution in Williamstown, MA. The design goals were to expand public access, to improve woodland and stream corridor conditions, and to reduce demands on natural resources. As part of stormwater management improvements, reflecting pools, conceived as a purely visual element, were transformed into a functional centerpiece by linking foundation and roof drains, plumbing, and irrigation, saving the Clark over a million gallons of potable water a year. Ms. Sturges will share lessons learned about how landscape performance can be maximized through team effort, observation and integration of natural and constructed features, and by developing systems that can be maintained and operated with a minimum of effort.

Idea Exchange

The Science of Soil Biology During Drought

– Dr. Kristen DeAngelis, John Kenny, Professor Janice Thies

Soil biology is critical for plant health. What happens to soil biology during drought conditions? As plants produce less organic matter, do soil insect populations decrease? What happens to soil bacteria and fungi populations? How do changes in soil biology affect soil chemistry and plant health? Join our experts to learn what we know and don't know about the effects of drought on soil biology.

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March 9, 2017 Conference Sessions & Idea Exchange, *continued*

Conference Sessions

3:30pm–5:00pm

The Liberated Landscape: Letting Nature Do the Work

– Larry Weaner

Over thousands of years plants have evolved to reproduce and proliferate on their own, yet we often go to great effort and expense to carefully place every plant in our designed landscapes. How can we capitalize on the reproductive abilities of plants and actively encourage planted as well as existing species to colonize our landscapes? In this lecture, well-known landscape designer Larry Weaner will discuss principles and protocols for creating dynamic, ecologically rich landscapes where nature does much of the planting. He will include detailed case studies that demonstrate how practical plant proliferation strategies can be applied at diverse scales, from the intimate garden to large multi-acre landscapes.

Stormwater Designs that Enhance Aesthetics: Case Studies

– Dr. Stuart Echols and Eliza Pennypacker

Ms. Pennypacker and Dr. Echols will discuss Artful Rainwater Design, a method of design they developed for stormwater treatment. They will look at specific examples of built designs, explain the principles behind the idea, and discuss the barriers and challenges that need to be addressed for Artful Rainwater Design to become a typical approach to stormwater management. They will look at the work of other designers and offer ideas for future possibilities utilizing their creative, place-making approach to stormwater management.

Idea Exchange

Practical Landscape Tips for Severe Droughts

– Geoffrey A. Kuter, Michael Nadeau, Dr. Catherine Neil

Periods of drought are expected to become more frequent due to climate changes. How can the landscape industry better prepare itself for this future? What can we do in terms of soil preparation, soil cover, and reducing the need for irrigation? Are there some plants that tolerate drought better than others or planting methods that help plants withstand drought conditions? Learn what our experts recommend and share your ideas about and experiences with drought.





The 23rd Annual ELA Conference & Eco-Marketplace CONFERENCE REGISTRATION FORM

Wednesday & Thursday
March 8 & 9, 2017

Early Registration, Member or Group Discounts are valid through **February 26th. Sign up today!**

Discounts available for ELA members and groups of three or more. Only one discount per person applies. Become an ELA member on this form and receive an immediate member discount.

Visit www.ecolandscaping.org to register online or to download the registration form for mailing

Enter Name as it should appear on Conference Name Badge.	Company/Organization Affiliation	ELA member (Yes/No)
Name:		
Email:	Contact Address:	
Home Phone:	Business Phone:	

NOTE: Group discount is the same as the member pricing when three or more register as a group. Complete one form per group member.

Offerings	Member Before 2/26	Member After 2/26	Non-Member Before 2/26	Non-Member After 2/26	Amount Due
3/8 Sessions Only	\$145	\$200	\$170	\$235	\$
3/8 Sessions with Keynote Dinner	\$195	\$270	\$230	\$320	\$
3/8 Keynote Dinner Only	\$85	\$115	\$100	\$135	\$
3/9 Sessions Only	\$145	\$200	\$170	\$235	\$
3/8 and 3/9 Sessions Only	\$230	\$320	\$270	\$375	\$
3/8 and 3/9 Sessions with Keynote Dinner 3/8	\$280	\$390	\$330	\$460	\$

Full-Time Student Registration No other discounts apply. Enclose a copy of student ID with registration & present ID at conference.

Full-Time Student, 3/8 Sessions Only – \$85	\$
Full-Time Student, 3/9 Sessions Only – \$85	\$
Full-Time Student, 3/8 and 3/9 Sessions – \$170	\$
Full-Time Student, Keynote Dinner 3/8 Only – \$60	\$

ELA Membership—Join or Renew ELA is a 501(c)3 nonprofit organization; membership fees and donations are tax-deductible

Join or Renew ELA membership at Company Level – \$250	\$
Join or Renew ELA membership at Professional Level – \$100	\$
Join or Renew ELA membership at Community Member Level – \$50	\$
I would like to make a contribution to ELA in the following amount:	\$
GRAND TOTAL ENCLOSED	\$

Members Only

Do include me in the online "Find an Eco-Pro" Directory (place check in box)	
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Information Sharing

Don't share my contact info with other organizations (place check in box)	
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FOR INFORMATION, call (617) 436-5838 or visit www.ecolandscaping.org.

MAKE CHECK PAYABLE TO ELA and return with this form to: ELA Conference, P.O. Box 3, Sandown, NH 03873.

CANCELLATION POLICY: refund requests must be received prior to February 26, 2017. A \$60 handling fee will be deducted.

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DISCLAIMER: ELA is a facilitation organization. Responsibility for the information and any views expressed lies entirely with the participating company or individual expressing that information or view. The views expressed or products offered by participating companies or individuals do not necessarily reflect the official position of ELA and are not necessarily endorsed by ELA or its sponsors.

CONSENT, WAIVER OF LIABILITY, AND RELEASE: When you enter the ELA Conference, you will be entering an area where photography, video, and audio recording may occur. By registering and attending the event, you:

1. Consent to the use of photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction for news, webcasts, promotional purposes, telecasts, advertising, inclusion on websites, or any other purpose by ELA and its affiliates and representatives without payment/royalties or inspection/approval of materials;
2. Waive any claims you may have arising out of such activities; and
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Speaker Biographies

David M. Anderson is a Massachusetts Certified Arborist and a Massachusetts Landscape Professional. He was the Chairman of the Massachusetts Certified Arborists Board for three years. Mr. Anderson has authored articles for trade publications and gives presentations to various groups on a wide variety of horticulture subjects. He has over 20 years of experience in tree and landscape care. Mr. Anderson works for Hartney Greymont as an Arborist Representative consulting on various projects in Boston, Brookline, and Cambridge.

George Batchelor is Supervisor of Landscape Design for the Massachusetts Department of Transportation's Landscape Design Section, a position he has held for 17 years. He oversees the design and design review of highway planting projects for the Commonwealth and provides policy and design guidance for both tree protection and vegetation management, including invasive plant management. Mr. Batchelor is a member of the Massachusetts Invasive Plant Advisory Group and serves as an advisor to the Massachusetts Tree Wardens' and Foresters' Association Board of Directors.

Bill Bean is a strategic business consultant, a professional coach, and President of Green Planning & Coaching. Specializing in the Green Industry, he has facilitated the development of hundreds of strategic and tactical business plans over his 35-year career. His collaborative process results in plans that deliver

confidence, capital, market share, and more. Mr. Bean is an Adjunct Professor at UMass Amherst teaching *Building a Quick, Convincing Business Plan for Your Green Initiative*. Bill has a BBA from UMass, Amherst and holds a LEED® AP, a Permaculture Designer Certification (PDC), and three professional coaching credentials.

Carl Brodeur is an International Society of Arboriculture and Massachusetts certified arborist and an accredited organic land care professional through the Northeast Organic Farming Association. He is President of Arborcare with Ropes 'n Saddles, Inc. Mr. Brodeur has served on the Boards of the Ecological Landscape Alliance and the Taunton River Watershed Alliance, and currently holds a seat on the Taunton River Stewardship Council. In addition to providing expertise on tree care, Mr. Brodeur also provides general plant and landscape care.

Michael Collins is the Executive Director of the Center for Natural Capital, Orange, VA. The Center is a non-profit focusing on river and wildlife habitat restoration and ecological landscaping services. In 2002, Mr. Collins co-founded Virginia Groundwater, LLC, dba The Center for Sustainable Groundwater, a well-drilling firm. In 1998, he founded Healthy Home, LLC to provide environmentally friendly construction supplies to the Charlottesville region. Prior to that, as an Environmental Planner for the Thomas Jefferson Planning District Commission in Charlottesville, Mr. Collins led several

projects and programs relating to groundwater, surface water and sustainability, including the Rivanna River Basin Roundtable and State of the Basin Report, the Interfaith Roundtable on Sustainability, and the Thomas Jefferson Sustainability Council and the Sustainability Accords of 1998.

Dr. Kristen DeAngelis is an Assistant Professor of Microbiology at the University of MA in Amherst. She received her Ph.D. from the University of California, Berkeley and has done Postdoctoral training at Lawrence Berkeley National Lab, Joint BioEnergy Institute.

Roy Diblik is a recognized perennial plant expert, grower, designer, author, and co-owner of Northwind Perennial Farm in southeastern Wisconsin. With 35 years of experience in growing Midwest native perennials, he specializes in aesthetic, sustainable plant communities and on reducing maintenance through design. He believes that gardens should be designed and created in a thoughtful, ecological way that touches us emotionally and personally. Mr. Diblik is the author of *The Know Maintenance Perennial Garden*, a simplified approach that promotes use of hardy, beautiful plants that are complementary and thrive together as a community.

Dr. Stuart Echols, is an Associate Professor of Landscape Architecture at Penn State University. His interests focus on integrating two aspects of

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March 8 & 9, 2017 at the UMass Murray D. Lincoln Campus Center, Amherst, MA



Speaker Biographies

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stormwater design: utility and amenity. Through his research, Dr. Echols has developed a method of stormwater design that integrates the landscape and stormwater and that seeks to restore and preserve natural hydrology. He received his Ph.D. from Virginia Tech in environmental design and planning. He coauthored the book *Artful Rainwater Design: Creative Ways to Manage Stormwater*.

Mark Fiely is a Horticulturist at Ernst Conservation Seeds in Meadville, PA. Mr. Fiely joined Ernst in 1995 helping to diversify the company's offering of native ecotypes. He travels frequently throughout the eastern United States in search of new species and researches their viability as production crops. Working with a variety of customers, from large government agencies to landscape architects and gardeners, Mr. Fiely seeks to educate them on the uses of native species and to advise them on how to achieve successful plant establishment. Mr. Fiely also designs seed mixes for wetlands mitigation, slope stabilization, and wildlife habitat enhancement, as well as for more urbanized landscapes.

Dan Jaffe is the propagator and stock bed grower at New England Wild Flower Society (NEWFS) in Framingham, Massachusetts. He earned a degree in botany from the University of Maine and an advanced certificate in Native Plant Horticulture and Design from NEWFS. After interning at Garden in the Woods, Mr. Jaffe worked for a year as Plant Sales Coordinator at the Garden.

Kate Kennen is the founder and president of Offshoots, Inc., a Boston landscape architecture practice focused on productive planting techniques and phytotechnology consulting. Ms. Kennen's book *PHYTO: Principles of Site Remediation and Landscape Design* was published in 2015. Ms. Kennen completed her undergraduate studies in Landscape Architecture at Cornell University, and received her master's degree with distinction from the Harvard Graduate School of Design. Having spent her childhood at her family's garden center in Massachusetts, Ms. Kennen is well versed in the plants of the Northeast. She currently teaches a research seminar in phytoremediation and plant-based technologies at the Harvard Graduate School of Design.

John Kenny has run Big Train Farm, a certified organic vegetable and chicken farm in Rhode Island, since 2008. He focuses on soil fertility to optimize growth and nutrition and to mitigate damage from pests, drought, and disease. Since delving into the science and the practice of organic methods, Big Train Farm's business has grown. Mr. Kenny offers educational opportunities and workshops through NOFA as well as courses on Soil and Plant Science at the Farm. Mr. Kenny has an academic background in Biology, Botany, Chemistry, and Soil Science.

Dr. Noel Kingsbury is internationally known as an innovator and author. Dr. Kingsbury has worked on both private gardens and public spaces to develop nature-inspired planting, and has written about garden design, green

roofs, and the politics of gardening. A great believer in using science to inform our gardening, he completed a Ph.D. with the University of Sheffield in 2008 with a focus on the selection and management of ornamental perennials. In addition to his own design projects, Dr. Kingsbury writes for the UK and US garden press and has written 20 books. Dr. Kingsbury's latest publication is: *Plant Selection: Learning from Nature*.

Dr. Geoffrey Kuter has been active in the composting field for more than thirty years. For the last seventeen years he has served as President and CEO of Agresource, Inc., a Massachusetts-based regional waste management company that operates composting facilities handling municipal biosolids, leaf and yard wastes, and food residuals. Agresource markets compost for various composting facilities in the northeast and distributes in excess of 150,000 cubic yards of compost and soils from more than 20 different facilities from Maine to Maryland. His introduction to composting came through a postdoctoral research position with Dr. Harry Hoitink at Ohio State University where he investigated in-vessel composting process kinetics and the disease suppressive properties of composts. Dr. Kuter has published numerous papers covering a range of topics including: the microbial populations associated with composts suppressive to root pathogens, in-vessel composting of confectionary wastes, and the design of biofilters for odor control.

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Carlos Montoya is the owner of Native Plant Associates on Martha's Vineyard. His company is dedicated to restoring and expanding the native coastal meadows of Martha's Vineyard, Nantucket, Eastern Long Island, and Cape Cod. Mr. Montoya is an expert on the indigenous flora of Martha's Vineyard. After observing differences in appearance and survival rates between natives grown from local seed and plants imported from Midwestern nurseries, he developed a seed collection, propagation, and harvesting system for local ecotypes of little bluestem grass, the primary species of Sandplain Grasslands. He has also been involved in efforts by The Nature Conservancy and the Marine Biological Laboratory in Woods Hole to convert forested land on the Vineyard's south shore to grassland and little bluestem.

Michael Nadeau co-founded Plantscapes, Inc. in 1981. He has a MS in Plant & Soil Science and has been a CT Licensed Custom Grounds Supervisor and Certified Arborist for over 30 years. In addition to building engineered stormwater and sub-surface bio-filtration gardens, Mr. Nadeau works with CT town conservation and inland wetland commissions to improve water quality in wetland habitats, restore native vegetation, and to develop long-term conventional and organic land care programs. He is a founding member of the NOFA Organic Land Care Program and helped draft their *Standards for Organic Land Care* and *Organic Lawn and Turf Course Manual*.

Dr. Catherine Neal is a Landscape and Nursery Horticulture Specialist and Professor at the University of New Hampshire. Her current research projects involve wildflower meadow establishment and nursery production systems. In addition, Dr. Neal works with the Green Industry to coordinate educational programs that focus on creating and maintaining landscapes that are both functional and beautiful. She also teaches classes about plant selection for rain gardens, wildlife habitat, and biodiversity.

Eliza Pennypacker has been a faculty member in Penn State University's Department of Landscape Architecture since 1982 and is currently the Head of the Department. She has taught a wide range of courses, including the History of Landscape Architecture and all levels of design studio. Professor Pennypacker's research focuses on what she refers to as Artful Rainwater Design: stormwater management that not only mitigates quality and quantity of runoff, but that also celebrates rainwater in a way that educates or entertains visitors. She has written and presented on this topic extensively, and in collaboration with Stuart Echols, recently published a book, *Artful Rainwater Design: Creative Ways to Manage Stormwater*.

Beka Sturges is an Associate Principal of Reed Hilderbrand at their New Haven, Connecticut office. She holds a Master of Landscape Architecture from Harvard Graduate School of Design. While at Harvard she received the Charles Eliot Traveling Fellowship to research urban

agriculture sites in South America, Africa, the Middle East, and Asia. Ms. Sturges joined Reed Hilderbrand in 2004. Since opening the firm's office in New Haven, she has led the Landscape Framework Plan for Yale University's Science Hill and the design for the landscape at Brown University's Watson Institute and Wilson Hall. She served as project landscape architect and manager for Phase 2 of the renewal and expansion of The Clark Art Institute in Williamstown, Massachusetts, and has led the firm's recent work on the Clark's Manton Research Center. She is a Visiting Assistant Professor of Art and Art History at Connecticut College and regularly serves as a guest critic at Yale School of Architecture.

Bill Thomas is the Executive Director of Chanticleer, a 48-acre garden just outside of Philadelphia. He has been leading the gardening staff for 23 years. He emphasizes an environmentally sensitive and multi-century approach to management of the property and seeks to unify the former estate into one cohesive garden. Prior to Chanticleer, he was at Longwood Gardens for 26 years working in Education and on Research and Production. Along with the Chanticleer staff, he co-authored *The Art of Gardening*. Bill is also Chair of Greater Philadelphia Gardens and holds a B.S. and an M.S. in Ornamental Horticulture from the University of Wisconsin-Madison.

Edwina von Gal Principal of her landscape design firm since 1984, Ms. von Gal has striven to integrate simplicity and sustainability into her

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design of landscapes for private and public clients around the world. Her work has been published in major publications and her book *Fresh Cuts* won the Quill and Trowel award for garden writing in 1998. She has served on boards and committees for a number of horticultural organizations, and is currently on the board of What Is Missing, Maya Lin's multifaceted media artwork about the loss of biodiversity. Ms. von Gal designed the park for the Biomuseo, a museum of biodiversity in Panama City and stayed on to found the Azuero Earth Project with like-minded friends and scientists. The process convinced her to extend the toxin-free message to the US and consequently, she launched Perfect Earth Project in 2013. Most recently, she was appointed as a Master Teacher at the Conway School for the 2015-2016 academic year. She is the Green Schools Alliance Site and Landscaping Expert.

Larry Weaner has been creating landscapes focusing on native plants since 1977. His firm Larry Weaner Landscape Associates has a national reputation for combining ecological restoration with the traditions of garden design. The firm's work has received numerous awards, been featured in *The New York Times*, *The Wall Street Journal*, *Garden Design*, and *Landscape Architecture Magazine*, among other publications, and been included on tours with The Garden Conservancy, The Cultural Landscape Foundation, and the American Horticultural Society. Larry lectures

throughout the U.S., and in 1990, he founded New Directions in the American Landscape, a conference series with a national following. He recently coauthored *Garden Revolution: How Our Landscapes Can Be a Source of Environmental Change*.