



Sustaining the Living Landscape

The 21st Annual ELA Conference & Eco-Marketplace
February 25 & 26, 2015 at the MassMutual Center in Springfield, MA



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ELA's 21st Annual Conference & Eco-Marketplace
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Immerse yourself in a two-day exploration of ecological concepts that support living landscapes!

Climate changes, invasive plants, and increases in insect pests and diseases are rapidly altering our landscape. It is becoming ever more critical that we preserve and protect our resources and help sustain local ecosystems. Our 2015 Annual Conference brings together well-known experts for a lively exchange of information and experience. Topics include plant response to climate and land use changes, designing with rating systems (SITES, LEED, and Living Building Challenge), innovative stormwater management, protecting pollinators, and much, much more.

Intensive Workshops: February 25th

From Seed to Success: Creating and Sustaining Dynamic Landscapes

Join us for an in-depth look at plants, including selection, management, diagnosing and addressing problems, and how plants function once in the landscape. From establishing plugs to the dynamics of plant communities, our speakers and panelists will share their knowledge and experience to take us beyond the basics and enable us to make better choices in our stewardship of the land.

New Strategies for Water Conservation and Protection


Faced with increasing instances of drought and flooding and their detrimental effects on water quality, property, crop production, and habitat, it is essential that we modify our landscape practices. Join us to learn about the latest on the construction and performance of systems that reduce the use of water, designs for green infrastructure, and the effects of new fertilizer regulations. Our experts will share their experiences with implementing new practices and strategies to address the challenges of a changing and unpredictable climate.

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, NY and PA. CEU credits have been requested from APLD, ASLA, ISA, LA CES, MAA, MLP, MNLA , NOFA OLCP, 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 on-line 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: February 25 and 26.

Hotel: Rooms at the Springfield Marriott are available to participants for \$109 per night. Reservations will be taken no later than February 16, 2015. Register online or call (413) 781-7111 or 800-228-9290 and specify the ELA group promotional code: ECOEOA. The discount is NOT available at check-in.

Cancellation Policy

To receive a refund, your request must be received prior to February 15, 2015. 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.

Wednesday, February 25
Keynote Dinner

The Essential Layers of Living Landscapes

The richness of life in any landscape is linked to the diversity in its layers, and this is true for both people and wildlife. Rick Darke will look at layers from ground cover to canopy and will describe and illustrate how to conserve, create and manage them in landscapes that are beautiful, biologically diverse, and joyfully livable. Using examples from a wide range of public and private projects, he will present a practical, ecologically sound approach to layering that he calls spacemaking with organic architecture.

Rick Darke heads Rick Darke LLC, a Pennsylvania-based consulting firm focused on landscape ethics, photography, and contextual design. Darke's work blends art, ecology, and cultural geography in the design and management of living landscapes. Projects include parks, scenic byways, transportation corridors, corporate and collegiate campuses, conservation developments, post-industrial and historic brownfields, botanic gardens, and residential landscapes. His many books include *The American Woodland Garden: Capturing the Spirit of the Deciduous Forest*, *The Encyclopedia of Grasses for Livable Landscapes*, and *The Living Landscape: Designing for Beauty and Biodiversity in the Home Garden* co-authored with Doug Tallamy.

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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February 25, 2015 Conference Intensive Workshops

From Seed to Success: Creating and Sustaining Dynamic Landscapes

8:00am

Registration and Eco-Marketplace open;
Continental Breakfast

9:00am–10:30am

From Nursery to Garden: Establishing Plants in the Landscape

Mark Richardson and Kate Stafford, New England Wild Flower Society

11:00am–1:00pm

Planting Choices for Living Landscapes

Rick Darke, Rick Darke LLC

1:00pm–2:00pm

Lunch & Networking

2:00pm–3:30pm

Strategies for Solving Plant Problems

Dan Cooley, Stockbridge School of Agriculture; Andrew Gapinski, Arnold Arboretum; and Joe Elkinton, UMass

ELA Moderator: Mark Richardson, New England Wild Flower Society

4:00pm–5:30pm

Mimicking Forest Ecosystems: Designing Intentional Plant Communities

David Jacke, Dynamics Ecological Design

New Strategies for Water Conservation and Protection

9:00am–10:30am

Net Positive Water Systems: Phipps Conservatory's Living Building Challenge Project

Jason Wirick, Phipps Conservatory

11:00am–1:00pm

Green Infrastructure 2.0: Innovations in Stormwater Management

Jon Ford, Horsley Whitten Group and TBA

2:00pm–3:30pm

Fertilizer Regulations and Water Quality: A Look at Theory and Implementation

Mary Owen, UMass Extension Turf Program

4:00pm–5:30pm

Managing the Unpredictable: From Drought to Deluge

Rebecca McMackin, Brooklyn Bridge Park and David Jackson, Enterprise Farm

"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

Eco-Marketplace closes for the day

6:30pm–8:30pm

Dinner and Keynote

The Essential Layers of Living Landscapes

Rick Darke is a widely published author, photographer, lecturer and consultant dedicated to the design and stewardship of livable landscapes.

February 26, 2015 Conference Sessions & Idea Exchange

Conference Sessions

7:30am

Registration and Eco-Marketplace open;
Continental Breakfast

8:30am–10:00am

Designing with Tree Preservation in Mind

Lauren Wheeler, Natural Resources Design, Inc. and CJ Lammers, Casey Trees

SITES v2 – Rating System Guidelines and Performance Benchmarks

Ray Mims, U.S. Botanic Garden

10:30am–12:00pm

Locally Sourced: Growing Native Plants from Collected Seed

Uli Lorimer, Brooklyn Botanic Garden

The Challenge of Residential Design & Rating Systems: A Case Study of the Gaddy House

Lauren Wheeler, Natural Resources Design, Inc.

12:00pm–1:30pm

Lunch & Networking

1:30pm–3:00pm

Naturalizing Hardscapes: Creative Approaches to Transforming Harsh Urban Spaces

Lisa Cowan, Studioverde Landscape Architecture

The Built Landscape: Innovative Models and Tools of the Trade

Jason Wirick, Phipps Conservatory

4:00pm

Eco-Marketplace closes

3:30pm–5:00pm

What is the Right Plant? New Plant Palettes for a Changing Climate

Darryl Newman, Planters' Choice Nursery and Peter van Berkum, VanBerkum Nursery

The Buzz on Pollinators

Kelly Gill, Xerces Society

Idea Exchange: Jump In!

8:30am–10:00am

Preventative Rx for the Landscape

Kelly Gill, Xerces Society

Dr. Brian Maynard, URI

Chris Roddick, Brooklyn Botanic Garden

ELA Moderator: Dan Jaffe, New England Wild Flower Society

10:30am–12:00pm

Restoring the Urban Canopy: How Many Trees are Enough?

George Batchelor, MA Dept. of Transportation

CJ Lammers, Casey Trees

Matthew Stephens, New York City Parks

ELA Moderator: Rolf Briggs, Tree Specialists, Inc.

1:30pm–3:00pm

Plant Responses to Climate Change: What Can We Expect?

Dr. Jenica Allen, UConn

Dr. Bethany Bradley, UMass

Bill Brumback, New England Wild Flower Society

Dr. Kristina Stinson, UMass

ELA Moderator: Anna Fialkoff, New England Wild Flower Society

3:30pm–5:00pm

Designing within the Rating System

Lisa Cowan, Studioverde Landscape Architecture

Ray Mims, U.S. Botanic Garden

Lauren Wheeler, Natural Resources Design, Inc.

ELA Moderator: Heather Heimarck, Landscape Institute at the Boston Architectural College

5:00pm 2015 Conference Concludes



The 21st Annual ELA Conference & Eco-Marketplace

CONFERENCE REGISTRATION FORM

Wednesday & Thursday
February 25 & 26, 2015

Early Registration, Member or Group Discounts are valid through **February 15th. 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 2/18	Member After 2/18	Non-Member Before 2/18	Non-Member After 2/18	Amount Due
2/25 Sessions Only	\$145	\$200	\$170	\$235	\$
2/25 Sessions with Keynote Dinner	\$195	\$270	\$230	\$320	\$
2/25 Keynote Dinner Only	\$85	\$115	\$100	\$135	\$
2/26 Sessions Only	\$145	\$200	\$170	\$235	\$
2/25 and 2/26 Sessions Only	\$230	\$320	\$270	\$375	\$
2/25 and 2/26 Sessions with Keynote Dinner 2/25	\$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, 2/25 Sessions Only – \$85	\$
Full-Time Student, 2/26 Sessions Only – \$85	\$
Full-Time Student, 2/25 and 2/26 Sessions – \$170	\$
Full-Time Student, Keynote Dinner 2/25 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 – \$175	\$
Join or Renew ELA membership at Professional Level – \$75	\$
Join or Renew ELA membership at Community Member or Student 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)	
Do include me in the Membership Networking Directory (place check in box)	

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.

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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
3. You release ELA, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication of photographs, computer images, video and/or sound recordings.

DETACH HERE AND MAIL TO: ELA CONFERENCE, PO BOX 3, SANDOWN, NH 03873



Ecological Landscaping Association
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Natick, MA 01760

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Register online at www.ecolandscaping.org

The Ecological Landscaping Association presents:



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February 25 & 26, 2015 MassMutual Center, 1277 Main Street, Springfield, MA

Wednesday Night Keynote

Rick Darke

Widely published author, photographer, lecturer and consultant dedicated to the design and stewardship of livable landscapes.

Join us at the ELA Conference & Eco-Marketplace and

- Delve into design details
- Expand your ecological knowledge
- Discover new products and services
- Build your professional networks

Visit www.ecolandscaping.org to register online or to review the full brochure.

