FINDING A NICHE: Creating and Marketing Natural Landscapes
A two day seminar for practitioners from all segments of the landscape professions.

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With the current explosion of interest in nature, ecology and low maintenance landscapes, those who combine creative design, technical competence, and an intelligent marketing approach will have an outstanding opportunity to make a positive ecological contribution while expanding their client base.

"Your symposium over the past two days was really outstanding. I found it to be most interesting, stimulating and meaningful. My experience heading the Continuing Education Program here at the Institute helps me to appreciate what you accomplished."

Bill Montgomery, Institute of Ecosystem Studies (Formerly the Cary Arboretum), Millbrook, NY

Co-Sponsored By
Morris Arboretum of the University of Pennsylvania and the USDA Forest Service

The Connecticut College Arboretum
New Directions in the American Landscape

Locations and Dates:
CONNECTICUT COLLEGE, New London, CT
Sat. & Sun., January 17 & 18, 1998

MORRIS ARBORETUM, Philadelphia, PA
Creating Natural Landscapes

Registration and Breakfast: 8:45 AM - Adjourn: 4:30 PM

For the first time we will offer introductory and advanced concurrent sessions, providing concrete and practical techniques for practitioners in all segments of the landscape professions.

Natural Design Past and Present: An Eastern Perspective (1.5 hrs)
ROBERT E. GRESE
To know where you are going you need to know where others have been. In this lecture Mr. Grese will explore the history of natural landscaping with a particular emphasis on important, yet little known eastern practitioners, including landscape architects Frank A. Waugh, Elsa Reymann and others.

CONCURRENT SESSIONS

SESSION A:
Introduction to Natural Landscaping:
A Practical Approach

An Overview of Our Native Plant Communities (2 hrs)
DR. ANN F. RHoadS (PA) DR. LESLIE J. MEHRHOFF (CT)
This presentation will explore the plants and processes that comprise the indigenous landscape of our region. As your knowledge of the native landscape increases, so will your ability to create low maintenance plantings that satisfy your clients' desires for a natural appearance.

Natural Landscaping Techniques: Design, Planting and Maintenance (2 hrs)
LARRY WEANER APLD
Through a series of case studies, Mr. Weaner will illustrate how to create landscapes patterned after nature. Examples will include natural solutions to common landscape situations including entrance, screen and bank plantings, as well as techniques for establishing native wildflower meadows and woodland gardens.

SESSION B:
Advanced Techniques:
Pushing the Envelope

The Art and Science of Seeding:
A Panel Discussion (3 hrs)
CALVIN ERNST (PA, CT) JEANNE FRETT (PA)
ROBERT E. GRESE (PA, CT) BILL CULLINA (CT)
As large turf areas are increasingly displaced by various forms of sustainable plantings, seed is beginning to take on an expanded role in the landscape. The panel will explore a wide range of topics including drifiting seed for aesthetic effect, new and innovative equipment and procedures for meadow installations, and establishing the woodland herbaceous layer.

Natural Pattern Forms (1 hr)
RICHARD L. DUBÉ APLD-MCL
Mr. Dubé will draw from his innovative book Natural Pattern Forms - A Practical Sourcebook for Landscape Design to examine the underlying "laws" governing nature's patterns, the aesthetic response these patterns evoke and how they can be translated into the designed landscape.

SPEAKERS

STEVE BOGASH has been with Cooperative Extensions in PA and MD focusing on niche marketing for green industries. He worked under a USDA grant to assist new and existing businesses in starting up and marketing non-traditional agriculture, horticulture, and natural resources-based businesses. He also has co-managed a landscape design/build firm.

BILL CULLINA is nursery manager and propagator at the Garden in the Woods of the New England Wildflower Society. He has degrees in Horticulture and Landscape Architecture.

RICHARD DUBÉ is a landscape designer, author, lecturer and naturalist. As president of Environmental Information & Design, Inc. he has integrated his interests in nature, Japanese gardens and new communications technologies.

CALVIN ERNST is president of Ernst Conservation Seeds of Meadville, PA., whose shift in emphasis from crowntvetch to native seed production is a strong indicator of the direction in which our profession is moving.

Continued on next page
MARKETING NATURAL LANDSCAPES

Registration and Breakfast: 8:45 AM - Adjourn: 4:30 PM

A day of highly interactive presentations featuring an outstanding group of professionals from the marketing, photography and landscape fields.

Niche Marketing for Specialty Landscape Services (2 hrs)
STEVE BOGASH
When effectively marketed, natural design and ecological landscaping have the potential to generate substantial new revenues, either as the main focus of your company or as an additional service. In this interactive workshop, Mr. Bogash will explore a variety of effective methods to establish your niche and recruit new clientele. His experience as a niche marketing advisor to the green industry and as the manager of a landscape design/build firm makes him uniquely qualified to lead this session.

The Voice of Experience: A Panel Discussion (2.5 hrs)
DR. JEFFREY KELLER
MICHAEL TALBOT
RICHARD L. DUBÉ
A distinguished group of landscape professionals who have focused their companies on ecological landscaping, from maintenance to design and consulting, will discuss their experiences in marketing and client relations. In addition they will provide insights on new opportunities that ecological landscaping can create for practitioners of all kinds.

One Picture is Worth a Thousand Clients:
Landscape Photography Techniques (1.5 hr.)
JANE GRUSHOW (PA)
DENCY KANE (CT)
Walking through a potential client’s door armed with spectacular color depictions of your work, in a well-assembled portfolio, can have an enormous effect on your ability to make the sale. This lecture will cover equipment, practical techniques and photographic composition.

SPEAKERS (continued)
JEANNE FRETT is assistant to the director at the Mt. Cuba Center for the Study of Piedmont Flora where she is conducting important work on the production and establishment of herbaceous woodland species.
ROBERT E. GRESE is an associate professor of Landscape Architecture at the University of Michigan. He is the author of Jens Jensen, Maker of Natural Parks and Gardens, the definitive work on the father of natural landscape design.
JANE GRUSHOW is a landscape and garden photographer whose work has appeared in major gardening magazines including Horticulture, Organic Gardening and Fine Gardening.
DENCY KANE is a widely published garden photographer and a frequent instructor at the New York Botanical Garden.
DR. JEFFREY KELLER is principal of Habitat by Design, a company that focuses on creation and restoration of low maintenance landscapes for corporations. His clients have included Hershey Foods, Walt Disney and Bayer.
DR. LESLIE J. MEHRHOFF is curator of the G. Safford Torrey Herbarium at the University of Connecticut and supervised the Natural Heritage Program. He is the former state biologist for the CT Dept. of Environmental Protection.
DR. ANN RHoads is director of botany at the Morris Arboretum and is one of the leading authorities on the flora of Pennsylvania.
MICHAEL TALBOT is principal of Michael Talbot and Associates, a Massachusetts company that has specialized in ecological approaches to landscape design, implementation and maintenance for nearly two decades. He also is a co-founder of the Ecological Landscape Association.
LARRY WEANER is principal of Larry Weaner Landscape Design, a Pennsylvania design/build firm that has focused on natural landscapes for the past 18 years and is on the board of directors of the Assoc. of Professional Landscape Designers.
AVAILABLE ON VIDEO FOR THE FIRST TIME

Presentations of the January, 1997 conference: Capturing Nature’s Patterns in Landscape Design

1. *Noah’s Garden: A New View of the Land* — SARA STEIN. Well-known author discusses the critical issue of restoring biological diversity to the home landscape. (1 hr) $39

2. *Seeing the Landscape Through A Painter’s Eyes* — HENRY DEAN. Artist describes how landscape designers can achieve a more intimate knowledge of nature’s visual patterns. (1 hr) $39

3. *Nature into Art* — C. COLSTON BURRELL. The visual characteristics of woods, prairies, old fields and wetlands are illustrated along with the designed landscapes they inspired. (1 hr) $39

4. *Plant Patterns in the Native Landscape: An Ecologist’s Perspective* — DR. MARK MCDONNELL. Ecologist describes how plants are arranged in the wild and the underlying processes that cause these patterns to occur. (2 hrs) $69

5. *Wisdom from the Nursery Trades: Innovation and Tradition* — THOMAS STRANGFELD, MIKE JOHNSON and RICHARD SNARSKI. A panel of noted growers share observations on numerous questions including plant genotypes, innovative packaging for native installations and the future of our industry. (1 and 1/2 hrs) $54

6. *In the Field: Resources and Techniques Unique to Natural Design* — ROBERT SWAIN and LARRY WEANER. Case studies are used to demonstrate innovative techniques for implementing natural landscapes. (1 and 1/2 hrs) $54

7. *Treating the Earth Gently: Excavation, Grading, and Drainage* — JOHN W. DEERING. Experienced excavator discusses a team approach to environmentally sensitive earth moving. (50 min) $39

8. *Adapting Landscape Restoration Techniques to Landscape Design* — DR. DAVID J. ROBERTSON. Field ecologist discusses how techniques used in the restoration field can be used in designed landscapes. (1 hr) $39

9. *Mt. Cuba: A true Eastern Woodland Garden* — DR. RICHARD LIGHTY. Features the behind-the-scenes techniques that have made Mt. Cuba the most outstanding garden expression of our native eastern woodland. (1 hr) $39

10. *Complete Conference* — A set of all nine tapes (10+ hrs) $298 a savings of $88

FOR MORE INFORMATION CALL 1-800-274-3478