

NEW DIRECTIONS IN THE AMERICAN LANDSCAPE

A highly interactive series of seminars/workshops exploring innovative ways to keep your company in the forefront of the landscape profession during these competitive times.

LANDSCAPE DESIGN IN THE 90s: STAYING ON THE CUTTING EDGE

Thursday, January 28, 1993

DESIGNING WITH NATURE: INSPIRATION & IMPLEMENTATION

DAY 1: NATURALIZING THE SUBURBAN LANDSCAPE

Tuesday, February 2, 1993

DAY 2: WILDFLOWER MEADOWS

Wednesday, February 3, 1993

Developed by **LARRY WEANER Landscape Design** and co-sponsored by the
MORRIS ARBORETUM OF THE UNIVERSITY OF PENNSYLVANIA



Location: Morris Arboretum, Philadelphia, PA

Available: N.J. ASLA C.E.U.'s and
PA Pesticide Update Credits

LANDSCAPE DESIGN IN THE 90s: STAYING ON THE CUTTING EDGE

THURSDAY, JANUARY 28, 1993

In these sessions an outstanding group of speakers will present their visions of where our profession is and should be going in the coming years. By sharing with you their insights and knowledge in an interactive format, these industry leaders can help improve your competitive position through an increased awareness of new techniques in design, horticulture, and business.

9:00 a.m. Registration, Continental Breakfast, Welcome

9:30 a.m. PAUL MEYER "Creating Beautiful Landscapes under Harsh Conditions"

Ignoring adverse site conditions during the plant selection process can produce disastrous results. Learn how to create a successful, thriving landscape despite poorly drained, polluted, or dry conditions. Mr. Meyer will discuss plants that are adaptable to these difficult situations and how to incorporate them into your designs.

10:30 a.m. Break

10:45 a.m. Dr. J.C. RAULSTON "New and Underused Plants for Sustainable Landscapes"

Dr. Raulston, a recognized leader in American horticulture, will discuss outstanding plants and their effective combinations for the naturalistic, low maintenance landscape of the 90s.

11:45 a.m. Lunch and Optional Tour — Arboretum Winter Highlights

1:00 p.m. PANEL: "Solutions to Real Landscape Projects"

Using "before" slides of specific landscape projects you will have the opportunity to discuss with panel members the development of an effective design strategy. Slides of the completed project will then be presented for further discussion.

Panel Members: Dr. J.C. Raulston, James van Sweden, Paul Meyer

Moderator: Larry Weaner

2:15 p.m. Break

2:30 p.m. CONCURRENT WORKSHOPS — Enter your choice on registration form

1. "Expanding Your Client Base: New Marketing Strategies"

A.J. BUBNIS: Principle in the firm of AJB & Assoc., a consulting firm specializing in market research, direct mail, and the use of demographic information to effectively target new clients.

2. "Computer Aided Design: Is It Right For You?"

DAN STEARN: Assistant Professor of Landscape Contracting, Penn State University, reg. landscape architect.

3. "New and Innovative Products: Environmentally Safe Insect and Disease Controls and Landscape Installation Aids"

DAVE SUCHANIC: Montgomery County Extension Service

DAVID GREEN: Primex Centers, Inc., garden center and horticultural products supplier for the past 50 years.

(PA Pesticide Update Training Credits are available for this session.)

3:30 p.m. JAMES VAN SWEDEN "Insights Into The New American Garden"

The firm of Oehme, van Sweden & Associates Inc. has been credited with beginning a revolution in landscape design through bold, naturalistic approaches to commercial, public, and residential properties. Mr. van Sweden will share with you the design process, implementation methods, and maintenance procedures he uses to create his innovative landscapes. Copies of Mr. van Sweden's book, *Bold, Romantic Gardens: The New World Landscapes of Oehme and van Sweden* will be available for purchase and signing.

4:30 p.m. Adjourn

SPEAKER PROFILES

PAUL MEYER: Director, Morris Arboretum of the University of Pennsylvania, Phila., PA. Masters Degree, Ornamental Horticulture, Longwood Program/University of Delaware.

Dr. J.C. RAULSTON: Professor of Horticulture and Director of the N. Carolina State University Arboretum. Honorary Member, American Society of Landscape Architects. PhD, Univ. of MD.

JAMES VAN SWEDEN: Trained as a landscape architect and urban designer at the Univ. of Delft, the Netherlands. The work of Oehme, van Sweden & Assoc. includes the gardens of the Federal Reserve Building in Washington, D.C. Battery Park in NYC, and the "New American Garden" at the U.S. National Arboretum.

DESIGNING WITH NATURE: INSPIRATION & IMPLEMENTATION

DAY 1 – NATURALIZING THE SUBURBAN LANDSCAPE

TUESDAY, FEBRUARY 2, 1993

Those designers whose work reflects a sensitivity to the patterns of nature will be in an excellent position to capitalize on the public's increasing environmental awareness and appreciation of the natural world. This seminar will present, in a concrete and in-depth manner, methods of adapting the forms of natural plant communities to commonly encountered residential and commercial landscape situations.

8:30 a.m. Registration, Continental Breakfast, Welcome

9:00 a.m. "RE-INTRODUCING THE EASTERN WOODLAND TO THE RESIDENTIAL LANDSCAPE"

By incorporating elements from the eastern woodland plant community into the often barren suburban landscape, we can create innovative, sustainable plantings that blend the residential property with our naturally occurring landscape.

PART I

EDGAR DAVID "The Framework: Recreating a Woodland Tree Canopy for the Residential Landscape"

PART II

ELLYN M. MEYERS "The Understory: Design and Implementation of Shrub and Herbaceous Underplantings for Existing and Newly Created Woodland Situations"

11:15 a.m. STEPHEN A. MORRELL "Japanese Stone Arrangement for the American Naturalistic Landscape"

Mr. Morrell will discuss the sophisticated interplay of stone and plants developed by the Japanese to create spatial illusion, dramatic points of interest, and a sense of rhythm in the naturalistic garden.

12:15 p.m. Lunch and Optional Tour — Use of Stone in Arboretum Gardens

1:30 p.m. WARREN SCHULTZ "Low Maintenance and Ecologically Sound Lawns"

Mr. Schultz will discuss new turf varieties and cultural techniques designed to achieve a healthy lawn while reducing both maintenance requirements and negative effects on the environment.

2:30 p.m. Break

3:00 p.m. Dr. EDGAR W. GARBISCH "Applying Designs Inspired By Natural Wetlands To Poorly Drained Residential Sites"

Poor drainage due to heavy soils and compaction is common in suburban landscapes. By observing natural wetland plant communities we can create aesthetically pleasing plantings that will thrive in these harsh conditions.

4:00 p.m. HENRY W. ART "Blending the Natural and the Built Landscape"

Mr. Art, author of several books and nationally recognized expert on wildflowers and native plants, will compare a variety of built landscapes with the natural landscapes from which they drew their inspiration. Copies of Mr. Art's books will be available for purchase and signing.

5:00 p.m. Adjourn

SPEAKER PROFILES

HENRY W. ART: Chairman, Biology Dept., Williams College, Williamstown, MA. Director, Hopkins Memorial Forest. Author of *A Garden of Wildflowers: 101 Native Species and How To Grow Them* and *The Wildflower Gardener's Guide*.

EDGAR DAVID: Landscape Architect, Assistant Professor of Landscape Architecture, Temple University. Co-owner David Bros.—Bean Road Nursery.

Dr. EDGAR W. GARBISCH: President, Environmental Concern Inc., specializing in wetland landscapes for the past 20 years. Recipient of numerous environmental and conservation awards. Vice President, Society for Ecological Restoration and Management.

STEPHEN A. MORRELL: Curator, The John P. Humes Japanese Stroll Garden, Locust Valley, NY. Lecturer, New York Botanic Garden. Mr. Morrell has worked at arboreta in Belgium, France, and Japan.

ELLYN M. MEYERS: Superintendent of Horticulture, Morris County Park Commission, Morristown, NJ. Former Director of Education, New England Wildflower Society; Garden in the Woods, Framington, MA.

WARREN SCHULTZ: Editor, *National Gardening Magazine*. Author of *The Chemical Free Lawn*.

DESIGNING WITH NATURE: INSPIRATION & IMPLEMENTATION

DAY 2 – Wildflower Meadows

WEDNESDAY, FEBRUARY 3, 1993

By planting meadows as an alternative to mowed lawns, we can create more interesting and stimulating landscapes, reduce long-term maintenance costs, and make a positive contribution to our ecology. These advantages are in keeping with current client trends toward greater appreciation of nature, ecological concern, and economic limits.

8:30 a.m. Registration, Continental Breakfast, Welcome

9:00 a.m. Dr. DAVID L. SANFORD *"Identifying the Plants and Methods that Work"*

Since 1989 Dr. Sanford has evaluated various wildflower seed mixes and installation methods at the State University of New York at Farmingdale. He will describe the results of that project including the success rate, flower density, and overall impact of seed mixes and specific varieties. The use of plugs and hydroseeding for wildflower installations will also be discussed.

10:00 a.m. NEIL DIBOLL *"Intensive Wildflower Meadows Workshop"*

Drawing from the extensive experience of one of the country's leading experts, this in-depth workshop focuses on all aspects of the design, installation, and maintenance of meadow plantings. Questions and comments will be encouraged and participants will leave with a solid understanding of how to implement a successful meadow.

12:00 p.m. Lunch and Optional Tour — Morris Arboretum Meadow Plantings

1:00 p.m. NEIL DIBOLL *"Intensive Wildflower Meadows Workshop" . . . continued*

3:00 p.m. MEADOWS PANEL DISCUSSION

"Overcoming the Difficulties: Client Perceptions and Common Establishment Problems"

DR. ROBERT ARMSTRONG: Research Horticulturist, coordinator of meadow activities, Longwood Gardens

JOANNA L. GARBISCH: Owner, Environmental Construction Company, Easton, MD, specializing in meadow planting for the past eight years.

LARRY WEANER: Owner, Larry Weaner Landscape Design, 11 years of naturally inspired residential landscape plantings. Instructor, Morris Arboretum of the University of Pennsylvania.

4:00 p.m. CAROL FRANKLIN *"Making a Habit of Restoration: The Old Field and Meadow Landscapes of Andropogon Associates"*

Carol Franklin, whose firm is in the vanguard of habitat restoration and ecological design, will present projects where meadows and old fields are used to reestablish the natural patterns of our landscape.

5:00 p.m. Adjourn

SPEAKER PROFILES

NEIL DIBOLL: President of Prairie Nursery, Westfield, WI, a major producer of native American wildflowers and ornamental grasses. Former Arboretum Manager, Univ. of Wisconsin. Previously with U.S. Park Service in Virginia.

CAROL FRANKLIN: Principal in Andropogon Associates, Ltd. Adjunct Professor at the University of Pennsylvania.

Dr. DAVID L. SANFORD: Assistant Prof. of Horticulture, Penn State University. Formerly Chairman of the Hort. Dept., State University of NY Farmingdale.

