

PERENNIALS: ENGLISH TEXTURES IN AMERICAN LANDSCAPES

MONDAY, JANUARY 27, 1992

Adapting the rich tradition of color and texture long associated with the English Perennial Border to the aesthetic needs and maintenance requirements of the American Landscape.

8:15 REGISTRATION, CONTINENTAL BREAKFAST AND WELCOME

9:00 JUDITH C. McKEON *"Color in the Garden: Combining Perennials, Roses, and Shrubs"*

Creating architectural form, effective color schemes, texture and seasonal interest through the use of perennials, low maintenance hardy shrub Roses, and late blooming woody shrubs.

10:00 BREAK

10:15 KATH DUCKETT *"Insights Into Perennial Designs"*

Ms. Duckett will present examples of the use of perennials and stone to create a subtle blending of color and texture, with a special emphasis on successional bloom and effective proportion in the landscape.

11:00 DESIGNER PANEL

Moderator – **Larry Weaner:** Larry Weaner Landscape Design

Panelists – **Bruce Keyser:** Keyser Design Associates Inc., Instructor at the Barnes Arboretum.

Michael Petrie: J. Franklin Styers Nursery: Retail Manager and Designer of Phila. Flower Show exhibit.

John Story: 20 years as a horticulturist and commercial plant grower, including 9 years as a major grower and flower forcer for the Phila. Flower show.

A lively and practical discussion of the difficulties and advantages of designing and installing herbaceous perennials in the landscape with group participation encouraged.

12:00 LUNCH

1:00 PIERRE BENNERUP *"Outstanding Perennials for the Landscape"*

A presentation of some common and little used perennials and their combinations that can be used to effectively add both color and foliage contrast to the woody landscape.

2:00 - "DESIGNING WITH PERENNIALS WORKSHOP"

4:00 Workshop Leader: Kath Duckett

With instructions from the workshop leader, participants will be given the opportunity to incorporate the ideas gleaned throughout the day into a perennial design, and discuss the results with the instructor and Designer Panel members. This exercise will accommodate all levels of expertise in the use of perennials. Attendees are also welcome to bring photos of any perennial work they have done for discussion during the workshop.

SPEAKER PROFILES

JUDITH C. McKEON: Chief Horticulturist and Rosarian at Morris Arboretum of the Univ. of Pa., President of the Phila. Rose Society, Graduate Temple University School of Horticulture and Landscape Design with an additional B.A. in English.

PIERRE BENNERUP: Owner Sunny Border Nurseries (the largest Perennial plant container nursery in the Northeast), owner Comstock Ferre (the oldest seed house in the U.S.), first elected President and co-founder of The Perennial Plant Association.

KATH DUCKETT: Owner Perennial Designs (10 yrs. specializing in perennial borders, rockeries, and dry stone walls), 8 yrs. teaching and lecturing in the use of herbaceous perennials. Ms. Duckett's work has been published in Fine Gardening and Green Scene Magazines.

NATURAL LANDSCAPE DESIGN: MEADOWS, WOODS AND WATER

TUESDAY, JANUARY 28, 1992

This exciting new trend in landscape design is certain to have enormous ramifications for our profession, particularly in light of the rapid rise in environmental concern among the American public. In this seminar/workshop emphasis will be placed on design process and practical application in residential, commercial and public settings.

8:15 REGISTRATION, CONTINENTAL BREAKFAST AND WELCOME

9:00 JIM LAWRIE: *"Ponds and Water Gardens"*

Mr. Lawrie will cover the design, installation, and maintenance of ponds and water gardens for residential and small commercial settings. Waterfalls, plant materials, and fish will also be presented.

10:15 BREAK

10:30 THOMAS BUCHTER *"Development of the Winterthur Woodland Garden"*

Mr. Buchter will present an inside look at the history and design processes involved in constructing the world's most celebrated naturalistic woodland garden.

11:30 LUNCH

12:30 STACY LEVY AND NEIL KOROSTOFF *"Restoring The Forgotten Edges"*

In this workshop the partners of SERE Ltd. Native Landscape Restoration will explain various approaches to restoring and managing woodlands and meadow edges by working with natural succession to create intricate and self sustaining landscapes.

2:00 BREAK

2:30 ROBERT L. SWAIN *"Design, Establishment and Management of Wildflower Meadows"*

Through examples of his own work and others, Mr. Swain will discuss public perception and definitions of wildflower meadows, species choice and succession, design considerations, establishment, and management techniques.

3:30 - W. GARY SMITH *"Meadows and Oldfields: A Designers Notebook"*

4:30 Mr. Smith will examine the ecological processes that create meadows and oldfields in nature and abstract the visual patterns of these native landscapes for use in designing gardens.

SPEAKER PROFILES

JIM LAWRIE has over 25 years of experience in water gardening. He manages Waterford Gardens, one of the largest aquatic plant nurseries in the U.S. Mr. Lawrie is a licensed professional engineer and an instructor in water gardening at the N.Y. Botanical Garden and Rutgers University.

THOMAS BUCHTER is the Deputy Director of Winterthur Garden and was previously the director of Garden in the Woods and the New England Wildflower Society. He has a B.S. in Orn. Hort. from Delaware Valley College.

STACY LEVY founded Sere Ltd. Native Landscape Restoration in 1985. She received her undergraduate degree at Yale University in forestry and sculpture, and her graduate degree in sculpture at Tyler School of Art. Ms. Levy teaches in the Landscape Architecture dept. at the Univ. of Pennsylvania.

NEIL KOROSTOFF ASLA is an Assistant Professor of Landscape Architecture at Penn State University. He received his MLA from the Univ. of Pennsylvania and worked for several years at Andropogon Associates in Phila., Pa.

ROBERT L. SWAIN is Vice President of The Dawson Corp., a landscape contracting firm, and is President of the Native Plant Society of N.J. He has a B.S. in Environmental Science and M.S. in Horticulture from Rutgers University.

W. GARY SMITH is an Assistant Professor of Landscape Design at the Univ. of Delaware. He has a Masters Degree in Landscape Architecture from the Univ. of Pennsylvania and a B.S. in Ornamental Horticulture from the Univ. of Delaware. For the past 10 years his work has focused on creating gardens that reflect the patterns and processes of nature.

IDENTIFYING AND REACHING YOUR IDEAL LANDSCAPE CLIENT

MONDAY, FEBRUARY 3, 1992

Identifying and reaching prospective clients in a manner that will convey a message of creativity and competence is essential to the growth of any landscape firm, particularly in difficult economic times such as these.

This subject will be covered in a personalized workshop format by two outstanding professionals in their field.

8:45 REGISTRATION, CONTINENTAL BREAKFAST AND WELCOME

9:30 BARRY HALKIN *"Presenting Yourself With Photography"*

Nothing can give a prospective client more confidence in your abilities than actually seeing examples of your work. In this workshop, Mr. Halkin will cover basic landscape photography, dealing with custom printing labs, constructing a professional portfolio, and some creative ways to use photography to market your work. You are welcome to bring in photographs of your work for discussion with the instructor.

11:30 LUNCH

12:30-4:30 JAMES E. BARRETT *"What Business Are You In?"*

Successful firms have a clear idea of their particular market. This is easier to talk about than do. The daily scramble for sales and cash flow is complicated. This workshop will show you how to develop your desired place in your market in a simple and effective way. Bring with you information about your 3 best customers and your 3 worst customers. You'll use this information privately, under the direction of the workshop leader, to create a marketing strategy for your company.

SPEAKER PROFILES

BARRY HALKIN has been a professional commercial photographer for 12 years specializing in Architectural and Landscape Photography. His work has been featured in Architectural Digest, Metropolitan Home, and House and Garden Magazines.

JAMES E. BARRETT is Managing Director of Cresheim, a consulting firm which helps clients to develop their markets, businesses, and people. A career consultant since 1963, with Cresheim since 1968, he has worked with more than 175 corporate, public and private clients in North and South America, Europe and Asia-Pacific. Mr. Barrett has participated in the startup of over 30 companies, principally service organizations, and now focuses on marketing related consulting projects. A graduate of Harvard (Economics), Mr. Barrett is a Certified Management Consultant and past director of the Institute of Management Consultants, the profession's certifying body.