

finding *Establishing* your *an Ecological* niche *Focus for* a one-day course *Your Firm*

Roger Gettig
Robert Grese ASLA
& **Larry Weaner**

a **NEW DIRECTIONS IN THE
AMERICAN LANDSCAPE** program
March 2, 2011 9:00 am–5:00 pm

hosted/cosponsored by
The Holden Arboretum
9500 Sperry Road
Kirtland, OH



\$135/\$95 students
(w/ current ID)

CEUs available
(landscape architects,
designers, horticulturists, etc.)



registration/program ► www.ndal.org
FMI 203-834-0174 | info@ndal.org

Growing demand for high-performing, ecologically beneficial landscapes represents a bright spot for an industry struggling in a depressed economy. Indeed, businesses with an ecological focus realize many benefits, from an expanded client base to an invigorated creative atmosphere. An ecological approach, however, requires knowledge and skills rarely taught in horticulture and design programs.

This one-day course guides landscape architects, designers, contractors, and others through what's needed to establish a respected, visible presence in the fields of ecological landscape design and management. Gain a new understanding of local plant communities. Learn about design projects modeled on regional ecosystems and how they were conceived and implemented. Acquire practical techniques for self education, credentials establishment, and effective communication with clients and stakeholders. Join us to grow your skills and your business!

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Substance Before Sales: Obtaining Knowledge

Larry Weaner shares insights from over 30 years of experience developing, marketing, and maintaining a well-respected ecological landscape design business offering a range of services. (1 hour)

Local Plant Communities: Models for Design

Roger Gettig analyzes regional plant communities, including the dominant species of each community and their associates. He also discusses successional processes and the effects of invasive plant species on ecosystem development. (1.5 hours)

Local Landscapes: Ecology into Design

Robert Grese, ASLA examines a range of designed landscapes modeled on regional ecosystems. Case studies, shown from project inception to completion, illustrate techniques needed to ensure compelling designs as well as implementation and management success. (1.5 hours)

Bringing in the Work: Communicating Niche

Larry Weaner identifies various strategies and methods that can help landscape professionals thrive in the rapidly expanding fields of natural landscape design and management. (1 hour)

Let's Talk About Your Work: An Open Forum

In this unique, interactive session, participants share experiences from their own projects and secure feedback from course instructors and fellow attendees. (1 hour)

Registration/refreshments 8:30 am–9:00 am. Detailed schedule included in e-mail registration confirmation. | Snow date—March 3.

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Roger Gettig is director of horticulture and conservation at The Holden Arboretum, where he has worked for over 19 years. With degrees in horticulture and landscape architecture, he integrates an understanding of ornamental horticulture and native plant communities to develop innovative solutions to a variety of landscape challenges. He is highly versed in the flora of the midwest.

Robert Grese, ASLA is associate professor of landscape architecture at the University of Michigan and director of the University's Matthaei Botanical Gardens and Nichols Arboretum. He has extensive experience with prairie and oak savannah restoration. His publications include *Jens Jensen: Maker of Natural Parks and Gardens* (1992) and *Environmental Landscape Design Reader* (2010).

Larry Weaner has been creating native landscapes since 1977. His firm—Larry Weaner Landscape Associates (LWLA)—boasts a national reputation for combining ecological restoration with the traditions of garden design. In 2008 LWLA received the top three design awards by the Association of Professional Landscape Designers. Larry is an active guest lecturer and instructor for horticultural and environmental organizations throughout the United States.

finding *Establishing* your *an Ecological* niche *Focus for* registration form *Your Firm*

fees ▶ \$135 (\$95 students w/current ID). Includes continental breakfast, lunch, break refreshments, and handouts. *Cancellations must be received by Feb. 23 to qualify for a refund.*

location ▶ The Holden Arboretum · 9500 Sperry Road, Kirtland, OH. The Holden Arboretum encompasses over 3,600 acres and is among the largest arboreta in the United States. www.holdenarb.org

CEUs ▶ 6 instruction hours for landscape architects, designers, and horticulturists. Contact NDAL for more information. Landscape architects can view the course entry at laces.asla.org.

schedule ▶ Registration/refreshments 8:30 am–9:00 am. Lunch 12:00 pm–1:00 pm. Event concludes 5:00 pm. Detailed schedule in e-mail registration confirmation.

fmi ▶ www.ndal.org · tel 203 834 0174 · info@ndal.org

Name(s) _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____
 E-mail _____

Vegetarian lunch Student at: _____
 Please do *not* include my name on the list of attendees in the course packet.

I hereby authorize use of my: Visa MasterCard

Card # _____

Name on card _____

Signature _____

Exp. Date _____ CVV # _____ AMOUNT \$ _____

Please make check payable to *New Directions in the American Landscape*.

Total enclosed \$ _____

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Founded in 1990 by Larry Weaner, New Directions in the American Landscape (NDAL) proudly presents *Finding Your Niche* with The Holden Arboretum. NDAL collaborates with horticulture and environmental organizations across the United States, advancing the art and science of natural landscape design by providing innovative, high-quality educational programming for landscape architects, designers, and others.

FAX/MAIL registration form & payment to:
 New Directions in the American Landscape
 43 Limekiln Pike Suite 100
 Glenside, PA 19038
 fax 215 886 9028

Note course snow date—March 3.

