



PERENNIAL PLANT CONFERENCE



Friday, October 19, 2007

Lang Performing Arts Center
Swarthmore College
Swarthmore, PA

PERENNIAL PLANT CONFERENCE

Conference Co-Sponsors

Chanticleer

The Hardy Plant Society/Mid-Atlantic Group

Longwood Gardens, Inc.

The Pennsylvania Horticultural Society

The Scott Arboretum of Swarthmore College

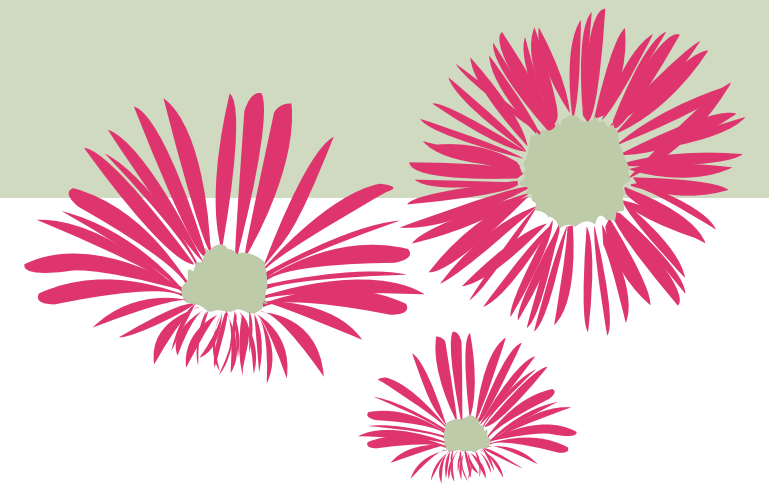
Conference Highlights

- Conference approved for continuing education credits
- Internationally known speakers
- Free admission to sponsoring institutions
- Perennial plant showcase
- Books for sale

About Our Speakers

Sean Conway owned and operated a boutique nursery in Tiverton, Rhode Island for 13 years, where he specialized in uncommon garden plants and served as an important resource for many of New England's most avid gardeners. Sean has been a frequent guest on Martha Stewart, a contributor to NBC's *Today* show, and is the host of the weekly television series *Cultivating Life*, on PBS stations nationwide. Sean's eye for design and knowledge of retail trends attracted the attention of mass retailer Target, and in 2004 he began designing his own line of outdoor lifestyle products for the chain. Today the line may be found in over 1,400 stores in 47 states, and includes patio furniture, lighting, trellises, arbors, live plants, seeds, outdoor décor, fountains and birding products. In 2008 Sean's first book, a companion to *Cultivating Life* will arrive in bookstores.

Ken Druse has published text and photographs in articles for nearly every gardening and decorating magazine in the US, and is a contributor to the *New York Times*. Ken can be seen in TV appearances, heard on radio and now in his own weekly "pod cast" - Ken Druse - REAL DIRT (with columnist Vicki Johnson) - broadcasts on computers and ipods all over the world. Ken's free electronic newsletter has subscribers in 27 countries. He is perhaps best known for his 16 books on gardening, including the best sellers *The Natural Shade Garden*, *The Collector's Garden*, *The Natural Habitat Garden* and *Making More Plants: The Science, Art, and Joy of Propagation*, which received top honors: "Award of the Year" from the Garden Writers Association. The American Horticultural Society chose his latest book, *The Passion for Gardening*, as best book of the year; and the Wall Street Journal recommended it as one of the "five garden books to own." In 2004, Ken received a medal for lifetime achievement from the Garden Club of America.



Jeanne Frett is Research Horticulturist at Mt. Cuba Center, Greenville, Delaware, where her activities over the past 17 years have included native plant propagation and production research. She holds a Master of Arts in teaching from the University of Iowa and studied horticulture and landscape design at Temple University. She has been an intern at the Arnold Arboretum and the Morris Arboretum, and has worked at the State Botanical Garden of Georgia under the directorship of Michael A. Dirr.

Robert Lyons is the program director for the Longwood Graduate Program in Public Horticulture and Professor of Landscape Horticulture at the University of Delaware. He co-founded and became the first director of the Virginia Tech Horticulture Gardens during his tenure there from 1981-1998, and became the director of the JC Raulston Arboretum at North Carolina State University in 1999. He is the recipient of many awards for teaching and his photography has been published in homeowner, commercial and educational publications and has been exhibited widely.

Rita Randolph is widely known as an enthusiastic speaker with cool humor. She is a true plant collector and containers are Rita's canvas. She is past president of Tennessee Flower Growers Association, board member of the Southeast Greenhouse Conference, and a published writer and photographer. Randolph's Greenhouses is a 60-year-old family business that has become a collector's destination, with over ten greenhouses of annuals, perennials, ornamental grasses and tropical plants.

Since establishing her landscape design firm in 1984, New Yorker **Edwina von Gal** has been responsible for numerous public and residential projects within and outside the United States. She has been the recipient of several awards for her garden and landscape designs, such as the AIA and ASLA Merit Awards and the Garden Writers Association 1998 Quill & Trowel Award. Her work has been published in the most prestigious magazines devoted to architecture and landscaping design such as *Architectural Digest*, *Garden Design*, *House Beautiful*, *House and Garden*, *Martha Stewart Living*, *NY Times Magazine*, *Vogue*, *NY Style* and *Gardens Illustrated*, among others. She is the author of *Fresh Cuts* with photos by John M. Hall. She was selected by architect Frank Gehry to design the botanical park for Panama Bridge of Life with educational and ecological programming in collaboration with both Frank Gehry and exhibit designer Bruce Mau for integration of landscape and Museum.

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REGISTRATION

Perennial Plant Conference

7:00 **First shuttle leaves from Springfield Mall**

7:30 – 8:50 **Early Riser's Tours of Scott Arboretum**

8:00 – 9:00 **Registration and Coffee**

9:00 – 9:15 **Welcome – Claire Sawyers**, Director, The Scott Arboretum

9:15 – 10:15 **Can One Ever Have Too Much of a Good Thing? – Ken Druse**
Ken Druse will talk about propagation—a concept that sends chills through everyone's body: some people because they can't wait to make more plants, and others because they are, gulp, afraid of the "P" word. Ken will illustrate techniques through the seasons, with an emphasis on fall, and highlight some of his latest findings. And if you make more plants than you need - trade 'em, or make a substantial donation to a plant sale fundraiser!

10:15 – 10:45 **Break**

10:45 – 11:30 **Containers for the Collector – Rita Randolph**
Exceptional foliage and texture create the foundation for great containers. Rita Randolph has been satisfying the cravings of hungry "plant nerds" all over with her unusual collections of plants. She will share her unique sense of creativity and horticultural knowledge with us as she reveals how plants may be used in new and exciting ways, creating "eye candy" so attractive that people want to reach out and touch it.

11:30 – 12:15 **Design Ideas for Outdoor Living – Sean Conway**
Americans are spending more and more of their leisure time outdoors, but gone are the days of sitting around the charcoal grill on flimsy plastic lawn chairs or waving to the neighbors from the rusty front porch swing. Today we are cooking in outdoor kitchens, using solar lights to brighten our patios, and building fish ponds that look more like movie sets than the modest little pools of our childhood. Sean Conway explores new ideas and trends in outdoor living, shows us simple but elegant projects any of us might try, and illustrates unique and interesting ways to incorporate plants into the mix.

12:15 – 1:15 **Lunch**

1:15 – 2:00 **Concurrent Sessions** – Choose **ONE** of the following three options:
Asters for the Mid-Atlantic Region – Jeanne Frett
Jeanne Frett will reveal the results of a comparative study of 56 species and cultivars of native asters and their performance in the mid-Atlantic region. Variations in height, color, bloom period, cultural preferences, disease and insect resistance and hardiness provide ample opportunity for you to make selections for your particular site and design requirements.
Landscape Recollections Through Photography: Improving the Image – Robert E. Lyons
Robert Lyons will talk about using your eyes, your mind and your camera to capture fleeting moments in your personal landscapes. There will be some discussion of both digital and 35mm camera equipment, but emphasis will be on the impact and exploitation of light, photographic composition and developing a personal style.
Tour: Fall Foliage, Fronds and Flowers – Sue Stark, Chuck Hinkle and Dale Nemec, Scott Arboretum Gardeners (limit of 90 participants)

2:00 – 2:30 **Break**

2:30 – 3:15 **Promising Perennials Forum** – Moderator: **David Culp**, Presenters: **Stephanie Cohen, Elizabeth Dahlheimer, Heidi Hesselein, Chuck Hinkle, Becky Long, Alan Petravich, Vic Piatt, Laurel Voran**

3:15 – 4:15 **Where in The World: the Evolution of a Garden Designer – Edwina von Gal**
Edwina von Gal's journey is revealed through lessons learned and adventures inspired by attempts at designing fully integrated environments. She divides her time between a modern house on stilts in the marsh on eastern Long Island, where she designs residential gardens for ecologically minded clients, and a converted shipping container in Panama, where she is working on the first LEED (Leadership in Energy and Environmental Design) certified eco resort in the country.

4:15 **Afternoon Study Tour: Autumn Perennials of the Scott Arboretum – Bill Costello, Sheila Magee**, Scott Arboretum Gardeners

5:15 **Last shuttle leaves for Springfield Mall.**

For conference registration information, please call Longwood Gardens' Continuing Education Office at 610-388-1000 extension 507, Monday – Friday, 8 am – 4 pm.

No phone registrations, please.

Directions to the Scott Arboretum of Swarthmore College and parking information will be mailed with registration confirmations. If you have special parking needs, please contact Rebecca Wehry at 610-328-8023 by October 8.

Free conference parking will be at the nearby Springfield Mall. Shuttles will be available and will run all day from 7 am until 5:15 pm. There is no parking on campus.

Information about the facilities:
The Lang Performing Arts Center is fully accessible and is equipped with headsets for the hearing-impaired. If such accommodations are needed, contact Rebecca Wehry at 610-328-8023 by October 8.

Lights in the auditorium will be dark in the front and dimmed in the back for note taking. Temperatures in the auditorium fluctuate. We suggest dressing in layers for the conference.

About the area:
The conference is held in the beautiful, garden rich Delaware Valley. For a list of area gardens and related activities, visit www.greaterphiladelphiagardens.org.

Cancellation Policy:
Registration fees (less a 15% processing fee) will be refunded if cancellations are made before September 28, no refunds after that date.

Register early and save!



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To register more than one person, please use a photocopy of this form for each additional registrant.

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

Early Riser's Tour (PET07)

Concurrent Sessions: Please note, space is limited. Rank the following in order of preference:

____ Lecture: Asters (PLA07)
____ Lecture: Photography (PLP07)
____ Tour: Fall Foliage (PTF07)

Please check lunch preference:

- Tropical Curried Chicken Salad with Pineapple (PCL07)
- Roast Beef Sandwich with Caramelized Onions, Horseradish Cream and Watercress (PBL07)
- Roasted Garlic and Sun Dried Tomato Hummus Sandwich with Sprouts (PHL07)

Payment: Check VISA MasterCard
 AMEX Discover

CC# _____

Name on credit card if different from above _____

Expiration Date _____ NAIC Code _____

NAIC Code: 3 digit code on back or 4 digit on AMEX _____

Signature _____

Billing address if different from above _____

Registration fee: Register early and save!

- \$79 per person if your registration is postmarked by Sept. 28
- \$99 per person if postmarked between Sept. 29 and Oct. 12
- \$119 per person if postmarked after Oct. 12

Registration fee includes lunch and refreshment breaks. Please make checks payable to Longwood Gardens, Inc. Mail or fax (credit card only) your registration form(s) to: Continuing Education, Longwood Gardens, P.O. Box 501, Kennett Square, PA 19348-0501. Fax: 610-388-9806. Conference reservations must be made in advance. All reservations will be confirmed by mail.