

WINTER SYMPOSIUM & 49TH CVNLA SHORT COURSE: GARDENING WITH PURPOSE & PASSION
FEBRUARY 15TH SPEAKER TOPICS AND BIOS

PLANTS WITH STYLE

KELLY D. NORRIS, DIRECTOR OF HORTICULTURE,
GREATER DES MOINES BOTANICAL GARDEN

Gardeners need chic, sustainable, thriving plants for modern lifestyles. Why settle for lackluster gardens filled with dull, ho-hum plants? Plants after all are the very essence of fashionable gardening. In this spirited, provocative lecture, 20-something plantsman Kelly Norris calls for a garden revolution: out with boring plants and in with stylish alternatives that captivate and enthrall. He shines a spotlight on A-list plants that are seasonal standouts, and plant combinations that will thrive, not merely survive. Along the way, he shows you how to forge a personal style in harmony with your garden's setting and local environment.



Kelly D. Norris is an award-winning author and plantsman from Iowa and the first director of horticulture at the Greater Des Moines Botanical Garden, a newly revitalized public garden in Des Moines, Iowa. Throughout his career, his work has been featured in *The New York Times*, *Organic Gardening*, *Better Homes and Gardens*, *Martha Stewart Living*, *Garden Design* and in numerous local and regional media appearances.

MARKETING TO GENERATION ME

BRIE ARTHUR, HORTICULTURIST AND GARDEN WRITER

'Marketing to Generation Me' will inspire green industry professionals to take the lifestyle of gardening to the next level. Brie Arthur discusses opportunities for garden centers, growers and landscapers to reinvent themselves for the modern consumer. She explains strategies to connect with and retain millennial-aged customers who have diverse motivations and values through her 'ACHIEVER' initiative. From foodscape design techniques to modifying the product line that support a gardener's lifestyle, Brie has a fresh take to enhance your relationship with a new generation through the lifestyle of gardening.



In 2017 Brie Arthur was awarded the first 'Emerging Professional' distinction by the American Horticultural Society. She serves as GWA (Garden Writers of America) National Director of Region IV representing garden communicators across the southeast US. As a founding member of *Emergent: A Group For Growing Professionals*, she encourages an open dialogue and networking opportunities between seasoned professionals and rising green industry members. Arthur sits on the Executive Committee for the International Plant Propagators Southern Region and is on the board of directors for the North Carolina Botanical Garden Foundation.



FUELING THE ORGANIC GARDEN

LISA ZIEGLER, OWNER, THE GARDENER'S WORKSHOP AND GARDEN WRITER

Lisa leads the gardener to an organic garden where good bugs eat bad bugs, pollinators are abundant, and the bounty on the table came from their own garden. Learn how to restore the natural order of the yard and garden, garden without pesticides, and create a garden that becomes easier to care for with each passing season.

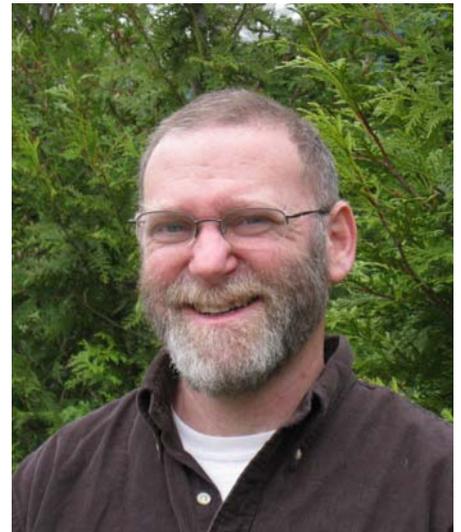
Lisa Mason Ziegler is a cut-flower farmer, author, and nationally recognized speaker. She has been farming since 1998; her all-natural urban three-acre farm produces thousands of stems of flowers each week in season. She has sold her flowers to Colonial Williamsburg, florists, supermarkets, through her CSA programs, and at farmer's markets. Lisa's books and programs incorporate her simple methods that inspire and delight.



SHAGGY & BALDY: A TALE OF STORMWATER BMP MAINTENANCE

DAVID HIRSCHMAN, PRINCIPAL,
HIRSCHMAN WATER + ENVIRONMENT, LLC

The talk will focus on stormwater best management practices (BMPs), especially those that rely on vegetation as part of the treatment process. Vegetated BMPs are vitally important to protect and restore the health of local waterways as well as the Chesapeake Bay. There are many lessons learned from the existing track record of design, installation, and maintenance. The talk will draw on lessons from many years of experience with BMPs as well as serving as the stormwater instructor for the Chesapeake Bay Landscape Professional (CBLP) Certification program. The talk will stress the critical, if often overlooked, link between design and maintenance.



David J. Hirschman manages Hirschman Water & Environment, LLC, a consulting firm located in Charlottesville, VA, specializing in water resources planning and management. He has over thirty years of experience with stormwater and water resources management in the public, private, academic, and non-profit sectors. Hirschman has worked across the country, developing stormwater and green infrastructure design manuals and specifications, spearheading a national webcast series, authoring watershed plans, designing green infrastructure projects, developing natural resources master plans, and orchestrating numerous trainings and workshops. For the past two years, he has served as the stormwater instructor for the Chesapeake Bay Landscape Professional certification program. He has a B.A. in Biology from Duke University and a Master of Urban & Regional Planning from Virginia Tech.



PLANTING FOR THE FUTURE

KELLY NORRIS

Modern landscapes have to be more than beautiful. Gardening with purpose is the new mantra for 21st century consumers. Gardens have to be aesthetically interesting, while serving multiple purposes benefiting wildlife, feeding us, providing safe and peaceful spaces for public gatherings, mitigating stormwater and the list goes on. The plants of our future, the new products that will shape our industry, might surprise you. In this lecture especially tailored to landscape design professionals, plantsman Kelly Norris challenges audiences to plant more diversity in landscapes, while maximizing aesthetics and functionality in contemporary design. The synergies of retail, public and commercial horticulture collide for a beautiful, surprising and ecologically conscious look at the New American garden.

CAPTURING THE RAIN, A LESSON LEARNED

PEGGY SINGLEMANN, DIRECTOR OF PARK OPERATIONS AND HORTICULTURE, MAYMONT

The tests were completed, the design approved, the basin was dug but the water pooled! Instead of percolating on down the ducks swam around and the “new lake” made the 6 o’clock news! So what went wrong and when did it happen? Was it repaired or are the ducks still quacking?

Peggy M. Singlemann has designed, planted and maintained historic and specialty gardens at the 100-acre Maymont estate for over 30 years. She has served as host of central Virginia’s monthly gardening show, ‘Virginia Home Grown’, on PBS WCVE/WHTJ since 2013. Singlemann lectures throughout the mid-Atlantic region and has been published in local and national periodicals such as “American Nurseryman”, “Horticulture”, “Virginia Gardener” and ‘Richmond Parents Magazine’. She is a Certified Horticulturist through the Virginia Nursery and Landscape Association, a Certified Arborist through the International Society of Arboriculture, a Certified Landscape Designer through the Virginia Society of Landscape Design. In 2016 Ms. Singlemann was recognized by the Virginia Nursery and Landscape Association as Professional of the Year.

