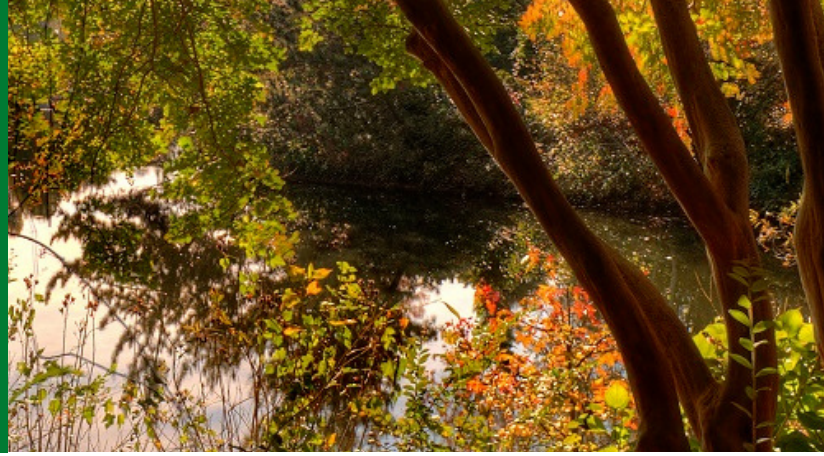


2024 WINTER SYMPOSIUM  
55TH CVNLA SHORT COURSE  
PESTICIDE RECERTIFICATION

# GARDENING FOR THE FUTURE

FEBRUARY 14, 15, 16, 2024



## THURSDAY, FEBRUARY 15, 2024

8:30 AM

**REGISTRATION OPENS FOR IN-PERSON ATTENDEES**

8:45 AM

**ZOOM WEBINAR OPENS FOR VIRTUAL ATTENDEES**

9:00 AM

**WELCOME**

9:10 AM

**KEYS FOR SUCCESS IN TREE PRESERVATION**

**Cene Ketcham, Wetland Studies and Solutions, Inc.**

Construction is a given in urban areas. New development, renovations, routine maintenance and replacement of infrastructure are necessary elements of the built environment. However, these activities are often in conflict with existing mature trees and frequently result in the removal of trees that provide beneficial contributions to an area's tree canopy. How can we preserve trees through this construction work to maximize environmental services, meet regulatory requirements and satisfy owner demands? Cene Ketcham, urban forester manager at Wetland Studies and Solutions, Inc., will outline the best practices for tree preservation from initial site investigation through design, construction and post-construction.

10:10 AM

**BREAK**

10:20 AM

**THE EXTRAORDINARY OSAGE ORANGE**

**Nancy Hugo, Author of "Remarkable Trees of Virginia"**

From its strange fruit to its prehistoric origins and connections to Native American culture, the Osage orange tree provides inspiration for Nancy Ross Hugo's latest lecture, "The Extraordinary Osage Orange." Nancy will describe how to use the fruit, appreciate the wood and grow the trees. She will delve deep into the history of this remarkable species, which was the most planted tree in North America in the mid-nineteenth century. In 1868 alone, 60,000 miles of living fences created from Osage orange slips were planted to create windbreaks and livestock barriers, and many of these hedgerows still exist. Travel through time with Nancy to understand "hedgemanía" and learn more about Osage Nation, the Native Americans for whom the tree is named.



11:20 AM

**LUNCH & NETWORKING BREAK**

12:20 PM

**NATIVE PLANT GARDENING—WHICH PLANT WORKS WHERE?**

**Chris Ludwig, Co-author of “The Flora of Virginia”**

There is a growing movement to incorporate native plants into our landscaping. But what plants can thrive where? Which species meet the desired outcomes for the landowner? Chris, co-author of “The Flora of Virginia” and former chief biologist for the Virginia Natural Heritage Program, will discuss methods and tools that will help in the decision-making process to choose the native plant species that best meet the landowner’s expectations.

1:20 PM

**BREAK**

1:30 PM

**WHERE THE WILD THINGS ARE: THE ROLE OF CULTIVATION IN PLANT CONSERVATION**

**Richard Olsen, PhD, U.S. National Arboretum**

Throughout history, gardeners have served as a vast contingent of citizen scientists preserving plant diversity. Cultivating a plant is, more and more, an act of conservation. Dr. Richard T. Olsen, director of the U.S. National Arboretum in Washington D.C., will highlight and celebrate the role gardeners play in ensuring future generations experience the wonders of the plant kingdom.

2:30 PM

**BREAK WITH SNACKS**

2:45 PM

**Cracking the Weather Code**

**Andrew Freiden, NBC12**

Gardeners and growers, more than most people, are at the mercy of weather patterns, which continue to intensify in our changing climate. By gaining further depth of understanding about how weather works, industry professionals can work better with the weather rather than against it. In this informative and entertaining talk, Meteorologist Andrew Freiden will demystify some of the mysteries of weather, including busting the myth of what we think raindrops look like to reveal the science behind their actual shape. Learn about a “new” kind of lightning you never knew existed but that we now have the technology to see. Explore the truth behind freezing rain and why super-cooled water is so important. Gain an appreciation for the complicated dance of warm versus cold a few thousand feet up in the atmosphere and how that produces different types of precipitation, and more!

3:45 PM

**ADJOURN**

*Continuing Education hours can be self-reported for Master Gardeners, Master Naturalists, Landscape Designers and VNLA Virginia Certified Horticulturists. Continuing Education hours are pending for: CVNLA, Chesapeake Bay Landscape Professionals, Landscape Architects and Certified Arborists.*



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### SPEAKER BIOGRAPHIES

#### CENE KETCHAM



Cene Ketcham is an urban forester manager at Wetland Studies and Solutions, Inc. (WSSI). His primary focus is on tree preservation during site development, though he also provides a broad range of urban forestry consulting services such as tree inventories and management plans, invasive species management planning and tree risk assessments. He joined WSSI in 2018 after spending three years working in the nonprofit urban forestry sector at Casey Trees in Washington D.C. Mr. Ketcham holds a Master of Science in Forestry from Virginia Tech. He is an ISA Certified Arborist, Maryland Licensed Tree Expert and has the Tree Risk Assessment and Tree and Plant Appraisal Qualifications.

#### NANCY HUGO



Nancy Ross Hugo has had the privilege of living among trees, writing about trees and learning about trees for most of her life. As garden columnist for the Richmond Times-Dispatch, former education manager at Lewis Ginter Botanical Garden and writer for publications including Horticulture, Fine Gardening and American Forests, she has been combining her love of the outdoors with her love of the written word for over 40 years. She is the author of five books, including “Seeing Trees” and “Trees Up Close,” and she led the initiative to locate and celebrate Virginia’s oldest, most historic and most interesting trees—a four-year project that resulted in the publication of “Remarkable Trees of Virginia,” a book that has been called “a spectacular tribute Virginia’s trees.” Through her writing and lectures, Nancy describes how to view trees in ways that reveal secrets about how they evolved and why they are engineered the way they are. Her current passion is the Osage orange tree, which she describes as “the most interesting tree in North America.”

## CHRIS LUDWIG



Chris Ludwig worked for the Virginia Natural Heritage Program within the Virginia Department of Conservation and Recreation. He served as staff botanist from 1988 to 1996 and chief biologist from 1997 until his retirement in 2019. For 31 years, Chris explored the wilds of Virginia, documenting more than 1,000 rare species populations resulting in a richer understanding of Virginia’s biodiversity. In 2001, he founded and served as executive director of the Flora of Virginia Project (<https://floraofvirginia.org/>), an organization supporting the 2012 publication of “The Flora of Virginia,” a comprehensive manual to the vascular plants of the Commonwealth. Chris was a co-author of the manual, which describes nearly 3,200 plant species native to or naturalized in Virginia.

## RICHARD OLSEN



Dr. Richard T. Olsen serves as the seventh director of the United States National Arboretum. He has three degrees in landscape design and horticultural science. After finishing his doctoral degree at North Carolina State University, Olsen came to work for the Arboretum as a geneticist and joined the plant breeding team in 2006. The efforts of that team have transformed American landscapes with disease-tolerant and improved woody ornamentals, either directly or by empowering industry and academic partners. Projects of note involved ash, boxwood, catalpa, elm, fringe trees, hemlock and winterhazel, among other endeavors. Since 2015, he has lived vicariously through gardeners and scientists while working to enhance and strengthen partnerships that enable the National Arboretum to thrive in the 21st century.

## ANDREW FREIDEN



Andrew Freiden is the morning meteorologist for Central Virginia’s top-rated morning newscast and the executive weather producer at NBC12 in Richmond. Andrew’s TV career began in 1997 in Roanoke at WDBJ-7 when he moved from behind the scenes to a job as the weekend weathercaster and nightside news reporter. For three days a week, Andrew covered wildfires, murders, government meetings and more before becoming a full-time weathercaster. Andrew’s broad-based science knowledge and hard news reporting skills are vital to NBC12’s newsroom and to Central Virginia’s viewers. His all-around broadcasting abilities make him the go-to person for various assignments at NBC12 from filling in on the anchor desk, reporting live in the field at community events and forecasting severe weather. A graduate of the University of Virginia with a Bachelor of Arts in Environmental Sciences, Andrew holds the AMS Seal of Approval and often wins “Best Meteorologist” and “Best TV Personality” in local Richmond contests. Andrew has been the self-proclaimed USA Napping Champ for 23 years running!