



2010 International Design Conference: Dallas, Texas

September 27 through October 2, 2010

The Fairmont Hotel – Dallas, TX

Big D: Discovery, Dreams, Design . . . Dallas!

HIGHLIGHTS

- Downtown hotel location in the heart of the Arts District. The Fairmont family of hotels has embraced green initiatives at their properties since 1990 with their “Green Partnership Program”
- Opening reception in the Nasher Sculpture Garden catered by Wolfgang Puck
- Workshops on sustainability, water-wise irrigation and social networking
- Speakers
 - Scott Ogden and Lauren Springer (authors of “Plant Driven Design”)
 - Dan Heims (Terra Nova Nurseries)
 - Jimmy Turner (Dallas Arboretum)
 - Chris Wiesinger (“The Bulb Hunter”)
 - Robin Williams, FAPLD and Vanessa Gardner Nagel, APLD, NCIDQ
 - Specialists from Monrovia Nurseries, Nemetscheck and Hortica Insurance
- Garden tours throughout the Dallas and Fort Worth area, highlighting local and international designers such as Church, Halprin and Kiley.

Sunday, September 26

8:00-5:00 **APLD Board of Directors Meeting**

Monday, September 27

8:00-5:00 **Workshops** (Each workshop is offered in the AM and then repeated in the PM)

1. Irrigation 101- Increasing Profits and Customer Satisfaction through Water Management and Drip Irrigation - John and Amanda Griffin, Smart Outdoor Services - With new attention to water efficiency and increased municipal regulations regarding water use in landscapes, providing your clients with a water management plan is no longer a value added extra, it is a must for project success. This workshop will take landscape designers through the benefits and potential pitfalls of working with an irrigation professional to increase profits and customer satisfaction through proactive water management strategies. Texas Licensed Irrigators and Certified Landscape Irrigation Auditors, John and Amanda give a practical, knowledgeable (and sometimes humorous) approach to making the

Designer/Irrigation professional relationship work. A focus on drip irrigation technologies and troubleshooting in irrigation will be included. Questions that will be answered in this session include:

- How do I select the right irrigation professional for my business model?
- When should I bring an irrigation professional in on a project?
- How do I budget appropriately for my client's irrigation needs?
- How can I effectively sell irrigation changes to my client?
- Should I worry about irrigation changes on a landscape remodel?
- Does drip irrigation really work? How does it work?
- How do I recognize irrigation problems with drip before I see plant fatalities?
- How do I effectively grow in a new landscape with drip irrigation?
- How can I tell if a property's landscape is a good match for drip irrigation?
- Can I afford to take on irrigation repairs on my own?

2. Sustainable Landscape Design Utilizing 2D and 3D Tools in Vectorworks

Landmark – Eric Gilbey, RLA, Nemetschek North America - CAD programs, in general, have the ability to generate data from the geometry in lines and shapes, but with the right software tools, you are not limited to only creating, modeling and presenting within one application, but analyzing, generating reports and making better material selections, too. The intuitive processes mentioned in this session will address the 'Areas of Focus', such as soils, hydrology, vegetation, materials and human well being, as proposed in The Sustainable Sites Initiative Guidelines and Performance Benchmarks – Draft 2008, Copyright © 2008 by the Sustainable Sites Initiative. All Rights reserved.

Learning Objectives:

- Understanding each the 5 Areas of Focus as proposed by the Sustainable Sites Initiative.
- Learn how to use purpose built site analysis tools such as Digital Terrain Modeling (DTM) and GIS file integration to make conceptual and preliminary site plans easier.
- Learn how to use tools such as the multifaceted Landscape Area Object; Site Modifier Objects; 2D/3D Plant Data Objects; Plant Database, Solar Animation, Custom Reports, and many other essential tools in meeting the expectations of a more sustainable site.

3. Exploring Social Media: Why it's Here to Stay and Why You Should Care –

Chris Heiler, Fountainhead Gardens, LLC – “Social Media”, “Social Networking”...what do these words actually mean? Why should you even care? It wasn't long ago when landscape designers asked a similar question, “*Why do I need a website?*” That question has been answered. As an industry, while being a creative bunch, we find ourselves lagging behind others in technology, marketing and business savvy. This workshop will serve as a way to close that gap.

In this workshop, landscape designers will learn:

- * The brief, but fascinating, history of Social Media
- * Exactly what is “Social Media”, “Social Networking” and “Web 2.0”
- * Why Social Media is important and why you should care
- * How to use Social Media to build a powerful presence online that directly impacts your business
- * The common traits of successful Social Media users. What is success and how is it measured?
- * The many Social Media formats including blogging, message boards, social networking sites like Facebook and micro-blogging sites like Twitter
- * Common Social Media mistakes and how to avoid them
- * How to use Social Media tools to complement your existing website or serve as an alternative to a static company website.
- * How to manage your Social Media presence without killing yourself

4. **Best Business Practices for Landscape Designers** - Johnette Taylor, Roundtree Landscaping, Inc. – Are you distinctive, creative and innovative? Do your presentations and sales achieve results? Do your relationships with clients continue to grow? Johnette Taylor will give you tips that will improve your bottom line. As landscape designers, we don't always enjoy wearing a sales hat. From the first time a client meets you, until you hand your client the keys to the yard, you are selling your ideas. The better you are at selling your ideas, the more you enjoy seeing your design come to life! Work with Johnette as you learn presentation techniques, relationship building tools, sales tips, customer service WOWS, and strategies from closing the sale to moving your business where you want it. Business isn't boring, it makes what you design possible to achieve and turns your dreams into reality.

5:30-7:00 **Welcome Reception: Nasher Sculpture Garden**
Catering by Wolfgang Puck
Located a short walk from our hotel in the Sculpture Garden of the Nasher Museum, meet your fellow conference registrants for a cool drink and scrumptious bites in a casual and relaxed atmosphere. Opportunities abound for first-time attendees to connect with conference veterans.

Tuesday, September 28

- 7:00-5:00 **Breakfast of Champions** (special ticket)
Attend this power breakfast with your colleagues with tables arranged by landscape subjects. A moderator at each table will facilitate discussions.
- 8:00-12:00 **Garden Tours: The Park Cities**
The Park Cities (Highland Park and University Park) were built during the city's boom years of the early 20th century, and are perfect examples of a street car suburb. The suburb begins about 3 miles north of downtown. Today, they are completely surrounded by Dallas, with their own school system and police department, which have always made these towns very desirable. Among other gardens to be visited, we will tour The Volk Estates. This subdivision was developed in the 1920's by Leonard Volk, who originally owned a successful shoe store downtown, and dabbled in real estate development on the side. This new neighborhood was intentionally designed so that Turtle Creek actually became part of the property- not set aside for a public park. (This development plan became very popular and is used in most neighborhoods now, because it reduced the amount of money needed for city maintenance). They sold the large lots on the curving streets to oilmen who made their money in the East Texas oil field discovery.
- 12:30–1:45 **Lunch & Business Meeting** (General session)
At the Fairmont Hotel, join members and guests for lunch and pressing APLD business to keep apprised of activities of the organization.
- 2:00-3:00 APLD Member Spotlight: **My Life as a Garden Designer: How I got where I am, wherever that is!** – Robin Williams, FAPLD, Robin Williams and Associates – It has been an exciting journey to say the least! Come along to hear how Mr. Williams created his landscape business and became a success 'across the pond.'
- 3:00-4:00 **From Passion to Profession** – Dan Heims, Terra Nova Nurseries, Inc. – The name, Dan Heims, is synonymous for "What's New" in horticulture. This talk is a

mélange of history, horticulture, and the ‘wow-factor’ that Terra Nova Nurseries has infused in a plethora of plants. Serendipity, research, and hard work all combined with Dan’s passion; we will get a peek behind the scenes, and see how a passion for plants built a business model for success.

6:00–10:00 **Reception & Awards Dinner**

The Fairmont Hotel

This grand, business attire event honors various award winners from several APLD programs, highlights APLD achievements over the past year and offers an unprecedented opportunity to engage fellow green industry experts from around the world.

Wednesday, September 29

7:00-8:00 **Breakfast on your own**

8:00-12:00 **Garden Tours: East Dallas and the Dallas Arboretum**

This morning’s tour will focus on residential gardens east of downtown, culminating with lunch at the Dallas Arboretum. Some of the notable gardens we will visit include:

Robert Bellamy’s compound where he has gradually added on to his original property and the compound is now 6 lots. The gardens are beautiful rooms, featuring his love of recycled architectural elements, fountains, water features, whimsical art and beautiful stone work for clients to see in a natural setting. He also has very creative uses of plant materials will surprise and delight all who visit. The McAlester Garden. This was home to the grandparents of Virginia McAlester-a leader in the preservation movement in Dallas, noted architectural historian and expert on historical houses. It was built in 1914, and has survived much in the same way, due to the restrictions. Virginia recalls how the house and garden evolved over the decades- from when there were family cows then chickens, clotheslines to swing set, swimming pool to natural pond. Landscape architect Michael Parkey has been involved in the continuing evolution of this garden into a habitat- reusing much of the existing plant materials in subtle new ways. The garden speaks to how time has marched on in the garden of this 100 yr old home.

12:00-1:15 **Lunch: The Dallas Arboretum**

1:30-2:30 ***If We Can’t Kill It, No One Can!*** – Jimmy Turner, Dallas Arboretum & Botanical Gardens – Choosing the best plants for the landscape from the acclaimed Dallas Arboretum Trial Program. Bulbs, shrubs, trees, shrubs and annuals will all be reviewed with tips and tricks on how to design for extreme climate problems.

2:30-3:15 ***Utilizing Plant Data and Technology to Make Choosing the Right Plant Easier***
- Ian Cooke, Verdant Horticulture, LLC and Eric Gilbey, Nemetschek North America – We’ve all heard, and used, the mantra, “Right Plant, Right Place”, but sometimes it’s easier said than done. Every year, new plant introductions are made, and with them, much research and effort has been made to not only provide us with highly desirable ornamental plants, but more successful in survivability, too. More frequently, we hear our colleagues and communities insisting on native plant usage, leaving us to wonder which plant really is the best for the site. As you decide which plants should be in your local, and available, plant lists, let technology be your companion in making a choice of which plant to use on each site.

- 3:15-3:40 Break
- 3:40-4:40 ***Journey Across Texas Through the Underground World of Flowerbulbs: A look at the past, present and future of Texas through the unique perspective of flowering bulbs*** – Chris Wiesinger, Southern Bulb Company – Join the Bulb Hunter as he shares adventurous stories and breathtaking pictures of collecting plants from empty fields, abandoned home sites, inner city lots, and one-of-a-kind gardens.
- 5:00 **Open Evening**
- 5:30-7:00 **Optional Evening Sessions**
- Student Networking Reception
 - APLD Certification Workshop

Thursday, September 30

7:00-5:00 **Registration Open**

7:00-8:00 **Breakfast of Champions** (special ticket)
Attend this power breakfast with your colleagues with tables arranged by landscape subjects. A moderator at each table will facilitate discussions.

8:00-12:00 **Garden Tours: Oakcliff and Kessler Park**
The Oak Cliff area was initially purchased in 1886 by Thomas Marsalis and John Armstrong with the intention of building a new rail road suburb. The area featured steep cliffs and enormous oaks. Development of this area continued steadily through the Depression, as did most construction in Dallas but Oak Cliff was selling more to middle and working class homeowners .Lately, Oak Cliff and Kessler Park have become very ‘cool ‘ places to live because of the lasting older, unique architecture, diverse population and, now for its proximity to downtown. It features large, wooded hilly streets, which is rare for Dallas.

1:15-2:15 ***Liability Insurance for Landscape Design Professionals*** - John Hodapp, CPCU, Hortica Insurance & Employee Benefits - Insurance policies are complex documents that contain language many find confusing. Who needs a commercial liability insurance policy? What is professional liability insurance and do I need it? What does a Loss Control program entail? In this informative (and surprisingly entertaining) session you will learn about many liability risks faced by landscape design professionals and the various types of insurance available to cover those exposures.

2:15-3:15 ***Soft Hardscape: Selecting Outdoor Furniture and Fabrics*** –Vanessa Gardner Nagel, APLD, NCIDQ, Seasons Garden Design, LLC – As garden designers, we are responsible for the design of the outdoor environment. Yet, how often do we actually complete the entire environment? Beyond hardscape, plants, garden lighting, and containers, Vanessa will give you information you can use to include furniture and fabrics in your repertoire of services and complete the outdoor environment. Included will be: basics of furniture selection; basics of fabric selection; and information needed to add the skills and services of selecting and specifying outdoor furniture and fabrics rather than defaulting to another design professional to provide this service.

3:15-3:40 Break

3:40-4:45 ***Plant-Driven Design: Creating Gardens for a Changeable Climate*** - Lauren & Scott Ogden - Scott Ogden and Lauren Springer Ogden believe that putting plants first makes a landscape worthy of the name “garden.” Challenging current landscaping trends that result in static, over-designed plant installations or mere outdoor living spaces, they explore marrying a love of plants and design without sacrificing one to the other. Addressing the challenge of changeable climate, the Ogdens show how making plants the starting point of design creates enduringly beautiful, ecologically intelligent gardens where we rediscover and invite a powerful, primordial connection between person, plants, and place. Their concepts, ideas, and practices empower gardeners to design, and designers to plant.

5:30–9:00 **Exhibitor Showcase**
The Fairmont Dallas
Cash bar. Dinner and dessert buffets.
Engage, network and learn with our sponsors and event exhibitors in this high-energy evening. Learn about new products, see examples of the latest and most sought-after plants, network with landscape professionals and allied representatives from across the country. Attendees in the room are eligible for drawings for free products made throughout evening.

9:00 PM Official end of Main Conference

Friday, October 1

Post Conference Tour: Dallas, Texas

The post conference focuses on pure garden exploration. We will visit Montgomery Farm, a 500 acre community of homes set among a pristine prairie and woodland with the mission of being the model for the environmentally conscious residential development of the 21st century. We will be lead by Rosa Finsley, principal of Kings Creek Gardens. Ms. Finsley is a nationally recognized expert in creating naturalistic and specialized landscape designs that preserve the ecology of the land. The evening will be capped off with an evening garden tour and lighting demonstration, with a Texas-style barbeque. Return to The Fairmont Dallas.

Saturday, October 2

Post Conference Tour: Fort Worth, Texas

Considered to be the beginning of “the west” in Texas, we will tour a variety of private and public gardens in this neighboring city, including examples of Modernist landscapes showcasing the work of some of the most notable designers of the era, such as Thomas Church, Lawrence Halprin and Dan Kiley. We will enjoy a Tex-Mex dinner in Fort Worth before returning to The Fairmont Dallas later that evening.

Continuing Education Units (CEU's): All CEU's for gardens are estimates only. Actual CEU amounts will be included in the onsite conference materials. For APLD members maintaining their certification, please be aware that only five (5) business-related CEU's may be counted towards your required thirty (30) in any three-year period.

Pre-Conference: (Maximum of 4 CEU's for the day)

Monday, September 27:

Irrigation 101 – 2 Business CEU's

Sustainable Landscape Design – 2 CEU's

Exploring Social Media – 2 Business CEU's

Best Business Practices – 2 Business CEU's

Main Conference (Full Registration): 12.75 CEU's and 1 Business CEU

Tuesday, September 28: 4.0 CEU's total

2 CEU's for AM Garden Tours

2 CEU's for PM Sessions

Wednesday, September 29: 4.75 CEU's total

2.75 CEU's for AM Garden Tours

2 CEU's for PM Sessions

Thursday, September 30: 5 CEU's total (Includes 1 Business CEU)

2 CEU's for AM Garden Tours

3 CEU's (Includes 1 Business CEU) for PM Sessions

Post Conference: 8 CEU's Total (Actual counts may change depending on actual travel time)

Friday, October 1: 4 CEU's

Saturday, October 2: 4 CEU's total

Maximum CEU's Available: 24.75

Please note: CEU's for the garden tours are subject to change and updated information will be at conference.

TIMES AND FUNCTIONS ARE SUBJECT TO CHANGE.