Demand for ecologically beneficial landscapes represents a bright spot for an industry struggling in a depressed economy. Businesses with an ecological focus realize many benefits, from an expanded client base to an invigorated creative atmosphere. Having 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. Explore 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!
Establishing An Ecological Focus for Your Firm

28 February 2011

MATTHAEI BOTANICAL GARDENS · Univ. of Michigan · 1800 N. Dixboro Road, Ann Arbor, MI

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
Tony Reznicek, PhD 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 a range of 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)

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).

Tony Reznicek, PhD is a Curator of Vascular Plants and Assistant Director at the University of Michigan Herbarium. A renowned expert in Carex (sedge) species worldwide, he teaches workshops and leads field trips for botanical and environmental organizations throughout the United States. He is highly versed in the flora and biogeography of Michigan and the Great Lakes regions.

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 U.S.

Registration/refreshments 8:30 am–9:00 am. Detailed schedule included in e-mail registration confirmation. Snow date: March 1.
fees ► $135/$95 students w/current ID. Includes continental breakfast, lunch, break refreshments, and course pack. Cancellations must be received by Feb. 21 to qualify for a refund.

location ► Matthaei Botanical Gardens · Univ. of Michigan, 1800 N. Dixboro Road, Ann Arbor, MI · www.lsa.umich.edu/mbg

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

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

more info ► www.ndal.org · tel 203 834 0174 · info@ndal.org

Name(s) _____________________________________________________
Company ____________________________________________________
Address _____________________________________________________
City/State/Zip ________________________________________________
Phone ______________________________________________________
E-mail ______________________________________________________

Vegetarian lunch

Please do not include my name and contact information on the list of attendees in the course pack.

I hereby authorize use of my: □ Visa □ MasterCard

Card # ____________________________________________________________
Name on card ______________________________________________________
Signature __________________________________________________________
Exp. Date __________________ CVC # __________________ AMOUNT $ ________________

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