



**GARDEN
DENTISTS
2012**

**apga
conference
columbus
june 19-22**

Which Garden Path Will You Take?

Public gardens are being asked to define, examine and refocus in order to answer to many stakeholders, a diverse community, shrinking budgets and a fragile planet in crisis. This complex set of circumstances place gardens at a crossroads: the responsibilities that lie in the past no longer apply to the numerous challenges and demands that face public gardens at this moment in time.

The Garden Paths 2012 APGA Conference in Columbus, Ohio, June 19-22, will place focus on the task of examining the demands and opportunities gardens are facing today, creating a place to pause ... to make both difficult and radical choices, to reflect on the identity of the public garden, and to choose a proper path that leads to a truer, more focused mission. Together, APGA and garden professionals will ask tough questions, unearth new solutions and forge new ways forward.

Columbus, Ohio

Paths to the West, riverboat canals and the National Road, once passed through Columbus, Ohio, founded in 1812. Two hundred years later, all paths still lead to Columbus and the 2012 APGA conference. Today, Columbus is the country's 15th largest city and is rich with greenways and bike paths, beautiful public and private gardens and arboreta, a large urban and suburban public park system, historic neighborhoods and a vibrant openness that might surprise you.

Join your APGA colleagues and discover the lively entertainment and food scene surrounding the Hyatt Regency Hotel, the conference hotel. Investigate the nearby Arena District where you'll find clubs, restaurants, concert and professional sports venues, and theatres. Take a short walk to the north to award-winning restaurants, galleries, and boutiques in the Short North Arts District. To the south, it's the Ohio Statehouse, the new Columbus Commons, the Scioto Mile riverfront, and German Village's original brick homes and streets. Enjoy the city as it celebrates its bicentennial year.

Sophisticated and friendly. Accessible and interesting. Columbus welcomes you and the APGA conference in 2012!



Columbus skyline *Rod Berry*



Columbus skyline *Courtesy of Experience Columbus*

Host Gardens

Franklin Park Conservatory and Botanical Gardens

Set within an 88 acre public park, Franklin Park Conservatory and Botanical Gardens houses plant collections from a variety of global climates representing the rainforest, Pacific island water gardens, the desert, and the Himalayan Mountains. Built in 1895 and housing more than 40 species of palms, the John F. Wolfe Palm House is illuminated each evening by the light installation of world-renowned artist James Turrell.

Annual exhibitions include Blooms and Butterflies and holiday and orchid based exhibitions as well as rotating exhibitions, based in nature and art. A signature collection of Dale Chihuly glass artwork, purchased by community members for the Conservatory after an exhibition in 2004 is on long-term view. A working glassblowing Hot Shop is also on premises.

In 2009, the four-acre ScottsMiracle-Gro Community Garden Campus opened as a resource for gardeners, educators and community groups, and has become a popular location for events. It features culinary and medicinal gardens, rose and fragrance gardens, a berry house, fruit espalier, community garden plots, a pollinator's garden, an education pavilion with a demonstration kitchen, and a Live Fire Cooking Theater. The headquarters of the American Community Gardening Association is located in the restored park caretaker's house along with a community gardening resource center.



Franklin Park Conservatory and Botanical Gardens

The Dawes Arboretum

Located just east of Columbus, The Dawes Arboretum was founded in 1929 by Beman and Bertie Dawes. The love of trees, history and nature inspired the now 1,800 acre arboretum which is explored by nearly 250,000 visitors a year. Over 12 miles of trails guide visitors through meadows, wetlands, woodlands, near the historic Daweswood House Museum, around a Japanese Garden and past nationally recognized plant collections.

The traditional collections and display gardens are meticulously cared for and the over 15,000 accessioned plants are highly accessible to its visitors. The Arboretum is proud to have the *Aesculus* and *Metasequoia* member collections for the North American Plant Collections Consortium as well as participating in the multi-site *Acer* collection. Other diverse areas are the witch-hazel, holly and conifer collections, the 60-acre Dutch Fork Wetlands and the Woodland Garden.

The Arboretum plays a leadership and collaborative role in the conservation of Ohio Valley flora including the propagation and cultivation of plants of wild known origin. Other research includes evaluation of native and nonnative plants, phenology, natural resource management and conservation agriculture.



The Dawes Arboretum

APGA 2012 Conference Garden Paths Call for Sessions

What on Earth Are You Doing?

How can fellow APGA members learn from your experiences?

The Path to Leadership:

Catherine Hubbard

Botanic Garden Manager, Rio Grande Botanic Garden
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505.848.7181

Ed Moydell

Executive Director, Bloedel Reserve
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206.842.7631

Outstanding public gardens have effective leaders who guide their gardens along the path to success. What new entrepreneurial plans have you developed to grow your earned revenue? How do you evaluate the return on investments? What new trends have you integrated to help you blaze trails? Perhaps you've mastered strategies that have fostered good relationships with your garden's staff. How do you encourage them to pursue leadership roles? Have you initiated collaborations with other gardens or garden-related community groups? Help improve the leadership skills of others by examining what influences your leadership decisions.

The Path to Horticulture:

Cynthia Druckenbrod

Director of Horticulture, Cleveland Botanical Garden
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216.707.2824

Megan Ehrmin

Display Garden Manager, The Dawes Arboretum
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Horticulture is the foundation of public gardens. Often it requires new ideas and approaches to old problems, creative problem solving, improving work efficiency, and innovation. How have you developed progressive ways of handling areas like IPM, displays, mapping, and new technology? What new plants and evaluations have produced favorable results? How have you developed new techniques to properly label and identify plants? What garden ideas have worked to save time and money? How have you integrated native plant collections or displays into your garden? Take time to focus on plants and horticulture—the basis of who we are.

The Path to Conservation:

Dr. Kimberlie McCue

Program Director, Conservation of Threatened Species and Habitats, Desert Botanical Garden
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480.481.8137

Tracy Omar

Registrar, Springs Preserve
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702.822.7731

Public gardens and arboreta can lead by example, showing the way to better stewardship of the Earth. Through innovative programs, institutional commitment and visionary policy, conservation can make a true difference. What steps has your garden taken along the path to conservation? What are your sustainability stories and conservation challenges? Do you have a green roof or a rain garden? What process are you going through to reduce your institutional carbon footprint? What are the policies and practices you've put in place? Explain what worked, what didn't, and how you've adapted. Conservation is a way of life—become an environmental steward.

The Path to Education:

Dave Thompson

Volunteer Coordinator, Longwood Gardens
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610.388.1000 x522

Martin Quigley

Arboretum Director, University of Denver

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303.871.3973

The framework for twenty-first century learning is critical thinking, problem solving, communication, collaborations, creativity and innovation. What are the components of your interpretive plan? How do you decide what curriculum is best for your audience? How have you identified potential collaborators? How do you use technology to engage your audience? What innovations are educators making that guide their programming? What traditional approaches or new cutting-edge ideas have proved relevant in education programs? Demonstrate how to choose a path that will fulfill our critical role as educators and maintain the momentum that keeps visitors returning for more.

The Path to Marketing:

Marnie Conley

Department Head, Marketing and Public Relations, Longwood Gardens
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610.388.5443

Judy Hohmann

Marketing and Public Relations Manager, Minnesota Landscape Arboretum
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Successful marketing integrates the many aspects of your garden with strategies and tactics that engage and inspire. Demonstrate how your garden is moving forward with effective communication, brand identity, and doing more for less. What is your niche? How are you growing in green marketing, creating unique collaborations, or excelling in visitor experience? What kinds of social media and technology are right for you, and how do publications fit in with your marketing plan? Illustrate how your garden meets the challenges and demands in the field of marketing.

The Path to Development:

Kara Newport

Executive Director, Daniel Stowe Botanical Garden
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Joan Thomas

Director of Development & Membership, Bok Tower Gardens
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The economy affects the way individuals and corporations approach philanthropy. It is imperative to develop innovative fundraising and friend-raising strategies. How do you create strategic and mission-related partnerships? How are you refreshing the look and scope of your fundraising events? What creative ways are you using to engage volunteers and community members? Have you discovered new ways to attract and retain members? What decisions have led to your most successful outcomes? Reveal the path you've taken to grow your garden's base of support in a changing fundraising landscape.

The Path to Community Cultivation:

Randee Humphrey

Director of Education, Lewis Ginter Botanical Garden
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Christopher Lowe

Horticulture and Facilities Director, Franklin Park Conservatory and Botanical Gardens
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As destinations, we invite the community in; as public institutions, we take our resources outside the physical borders, creating a two-way path. How is your mission connecting to the community gardening trend? In what ways are you creating links with your garden and healthy eating habits? How have you demonstrated strategic collaborations with local food growers, restaurateurs, and local grocers? What have you done with demonstration gardens and plots for hands-on learning? Do you have success stories involving youth in the community? Explore your successes widening your garden's outreach into the community. Pave the way to community cultivation.

Instructions for Submitting your Proposal

The online submission process is easy and allows you to compose abstracts securely and collaboratively with colleagues throughout the world, thus simplifying the authoring and submission process.

Call for Sessions and Proposals Opens:

June 21, 2011, 7:00 a.m. Pacific Time

<http://apga2012.abstractcentral.com>

Submission Deadline:

October 17, 2011,

11:59 p.m. Pacific Time

Moderator/Workshop Leader Information

Moderators will be expected to:

- Coordinate logistical details
- Organize the session including presenters, focus, format, and handouts
- For workshops, work with the APGA Meetings Manager on food, audiovisual, and other costs
- Notify speakers when proposal is accepted
- Specify room/site setup and audiovisual needs
- Ensure you and all speakers register for the conference
- Develop session content
- Introduce session and provide an overview of the topic and the format
- Introduce presenters including the presentation's major points
- Provide interim and summary remarks
- Ensure the electronic capture of session and workshop information
- Facilitate question and answer period

The following information is needed for all moderators:

Name

Title, Institution

Address, City, State, ZIP/Postal Code, Country

Phone, Fax, e-mail

Moderator/Workshop Leader Qualifications (50 words or fewer)

Presenter/Panelist Information

Proposals are evaluated partly on the strength of the presenters, and their participation must be confirmed. The following information is needed for all presenters:

Name

Confirmed: Yes/No

Title, Institution

Address, City, State, ZIP/Postal Code, Country

Phone, Fax, e-mail

Presenter Qualifications (50 words or fewer)

Major Points to Be Covered (or contribution to be made to a panel discussion)

Budget

- If applicable, attach a separate budget (in US dollars).
- APGA tries to keep conference fees as low as possible and has a limited speaker budget. On average, 100-120 speakers participate in the conference each year. Those from within public horticulture do not receive honoraria or travel reimbursements, but may attend the conference the day of their presentation at no charge. For all others, support will be considered depending upon the number of requests. **Cash support for presentations is awarded only in exceptional circumstances. If you request financial support, please submit a detailed budget with your proposal. Requests for support submitted after a proposal is accepted will not be considered.**
- Please indicate what the audio/visual needs will be. Please be specific. Indicate numbers of microphones, whether you need audio or Internet access, and any other A/V requirements you have to ensure a successful program. This will help us understand how much this workshop will cost to run, as each of these items has an associated cost.

Funding

Requests for funding will be strengthened by demonstrated efforts to help cover costs including:

- Asking outside speakers to waive their fees or at least partially cover their own expenses.
- Encouraging your institution or your speaker to sponsor your session (or any session) in exchange for recognition as a Session Sponsor.

Workshop Budgets

Workshop proposals must include a budget listing all costs: presenters' travel expenses, handouts, meals/breaks, and audiovisual needs. Pre-conference workshops are expected to cover all costs through registration fees. Typical workshop attendance is ten to twenty participants. Full-day workshop fees range from \$100-\$125. Contact the APGA Meetings Manager to obtain food and audiovisual cost estimates. Please indicate what you believe your audio/visual needs will be. Please be specific. Indicate numbers of microphones, whether you need audio or Internet access, and any other A/V requirements you have to ensure a successful program. Do not include conference registration in the budget. If funding or sponsorship is not available, presenter fees/honoraria may need to be reduced or waived.

Proposals must be submitted online by 11:59 p.m. Pacific Time, October 17, 2011.

Presentation Formats

15- or 30-Minute Individual Presentations

Structured presentations based on a single, focused topic. Only one author (on multi-author papers) will present at the meeting. Two to six individual presentations will be grouped per time slot.

60-Minute Multi-Speaker Panel Discussion

Three to five panelists provide brief introductions; a moderator poses prepared questions to the panelists followed by questions from the audience. The talk-show format allows for an in-depth focus on a single topic, offers multiple points of view, and allows panelists, moderator, and audience to interact.

90-Minute Multi-Speaker Session

The moderator gives an overview of the session and introduces one to three consecutive speakers. Presentations are generally fifteen to twenty minutes long and include PowerPoint presentations and other audiovisuals. Multiple speakers can provide a diversity of perspectives or feature different aspects of a topic.

Workshop (Full- or Half-day)

The perfect venue for experienced workshop leaders to pass on their knowledge in a targeted learning opportunity. Typically these workshops have an interactive, hands-on component. Please note that proposals for workshops must include a complete budget.

Poster

Displayed throughout the conference, posters showcase a single program or special project in a graphic format using photographs, diagrams, plans, sketches, or charts with limited text on a bi-fold or tri-fold presentation board. Poster presenters have a specific time to discuss their projects and answer questions. Posters are an excellent way to present new ideas, concepts, and programs.

Evaluation and Notification

How are proposals evaluated?

During the peer-review process, members of the Program Selection Committee evaluate proposals using the following criteria:

1. Topic, intent, and learning outcomes (for workshops and organized sessions) that are focused, well presented, and thoughtfully articulated
2. A clear and convincing presentation of ideas, organization, and rationale for choosing speakers/presenters
3. Confirmed speakers/presenters
4. A diverse selection of speakers/presenters who represent a wide range of perspectives, regions, garden sizes/budgets/missions (Speakers from outside public horticulture are welcome.)
5. An appropriate format that contributes to the exploration of the topic
6. Important or timely topic
7. Realistic and affordable budget (if any) with funding sources identified
8. Relevance to conference theme

Notification

In December 2011, you will receive notification of the status of your proposal. If acceptance is contingent on changes, you will have two weeks to make those changes and get the amended proposal back to the Program Selection Committee. Punctuality and cooperation are appreciated. APGA will determine the specific timeslots for sessions.

Developing a Strong Proposal

- APGA's conferences are recognized for leading the field of public horticulture. We are looking for the best and most motivating, inspiring, and innovative educational content.
- Please remember this is an online submission. We recommend that you prepare your submission ahead of time in an MS Word document and then cut and paste it into the required fields, paying attention ahead of time to the word/character count for each section.
- APGA annual conference registrants have often said that they are not looking for "show-and-tell" sessions but rather for information explaining "how-tos" and "whys" that they can take back to their respective public gardens and implement.
- APGA conference registrants are diverse. Your audience potentially includes Institutional Members representing botanical gardens, arboreta, cemeteries, zoos and university campuses as well as Individual Members—volunteers, students, retirees, and corporate members from a variety of industries. Please be clear about your intended audience when developing your proposal.
- When recruiting speakers for your session, please keep in mind the diversity of APGA members. Member gardens vary in terms of size of budget, staff, and acreage. If applicable, please ensure that your speakers are representative of the membership so that all gardens can take advantage of the valuable information you are presenting.
- The 2012 theme for the APGA annual conference is GARDEN PATHS, and submissions should address the theme. The event is in Columbus, Ohio from June 19-22, 2012.

Questions?

Who should present at APGA?

Anyone with an interest in public horticulture is welcome to participate in the program. Presenters from disciplines or organizations outside public horticulture are strongly encouraged to participate. Membership in APGA is not a prerequisite.

Can I make changes to my abstract with the online submission?

Full instructions for submitting abstracts online will be available in a step-by-step process within the online submission system. In addition to these instructions, you will be provided with online support pages and phone support through ScholarOne, Inc.'s Abstract® Central customer support team. You will have the ability to update or make changes to your abstract until the abstract submission deadline.

What's different this year?

- The 2012 Call for Sessions now includes a 60-Minute Panel Discussion. During this type of session three to five panelists provide brief introductions; a moderator poses prepared questions to the panelists followed by questions from the audience. The talk-show format allows for an in-depth focus on a single topic, offers multiple points of view, and allows panelists, moderator, and audience to interact.
- There is only one 90-Minute Session option. During these sessions a moderator gives an overview of the session and introduces one to three consecutive speakers. Presentations are generally fifteen to twenty minutes long and include PowerPoint presentations and other audiovisuals. Multiple speakers can provide a diversity of perspectives or feature different aspects of a topic.
- The Community Cultivation Track: Be sure to read the description in the Call for Sessions to determine whether your expertise would benefit this multi-disciplinary track.

For More Information

Program Selection Committee Chair:

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