

American Public Gardens Association  
2018 Small Gardens Symposium



American  
Public Gardens  
Association

January 8-10, 2018 Tucson, Arizona

*Hosted by Tucson Botanical Gardens, Tohono Chul, and Native Seed Search*

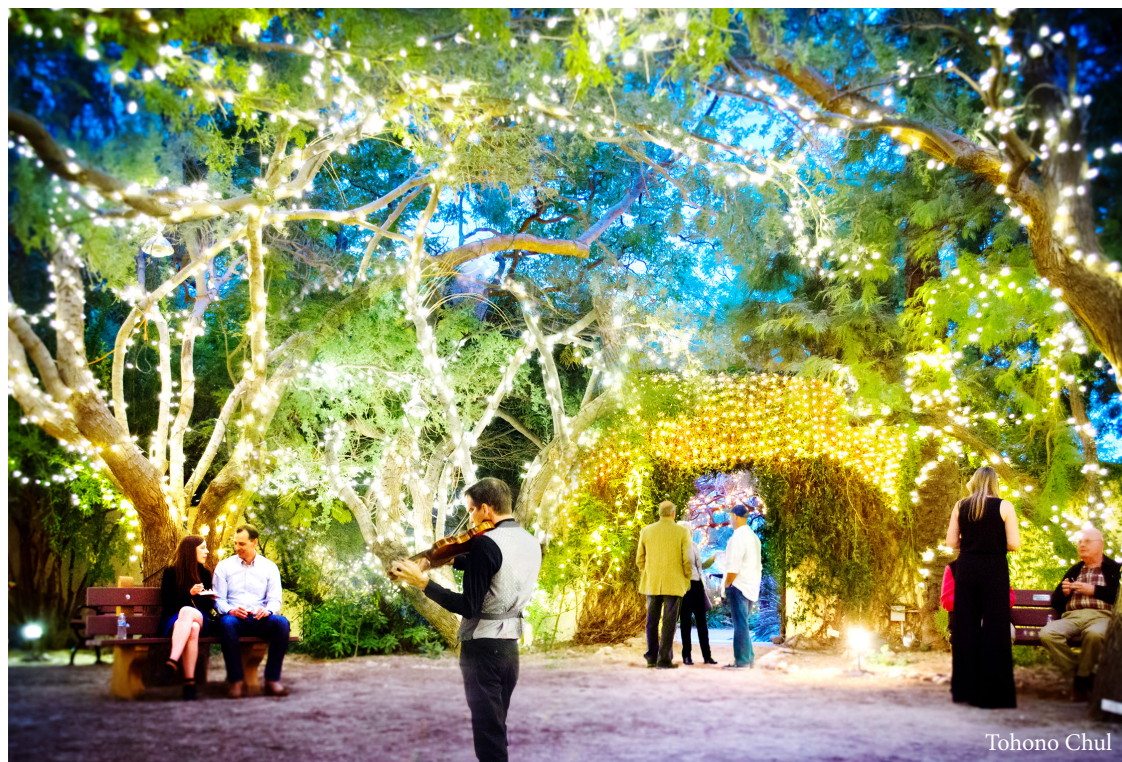
*Host hotel Loews Ventana Canyon*

# *Big Ideas for Small Gardens*



Tucson Botanical Gardens





The Small Gardens Symposium is packed with sessions featuring topics faced by all small gardens. From fundraising to plant collections and volunteers to developing core documents, this symposium will help small gardens grow.

Nestled up against the Catalina Mountains, your stay Loews Ventana Canyon Resort will give you a true Sonoran Desert experience while enjoying luxury resort amenities. In the mood for a little nightlife? Tucson holds the distinction of being the only city in the United States designated as a UNESCO City of Gastronomy; take a downtown trolley ride, hike, birdwatch, or just soak up the sunshine. During your visit, you'll get to enjoy a little downtime in three different Garden spaces: Tucson Botanical Gardens, Tohono Chul, Yume Japanese Garden of Tucson and Native Seeds Search, dedicated to Securing the Future of Food.

## WELCOME RECEPTION

5:00 pm – 7:00 pm *Hosted by Native Seeds, tour and dinner*

Enjoy cocktails and light appetizers highlighted from the food of the region and their seed bank collection such as heirloom chilis, beans, and corn.

MONDAY, JANUARY 8, 2018



## SESSION 1 - 9:15 – 10:00 am

### A Panel Discussion: How To Approach, Engage, Recognize, And Keep Your Donors

*Presenters: M. Conklin, Executive Director, Tucson Botanical Gardens; M. Grogan, Executive Director, Nonprofit Loan Fund of Tucson and Southern Arizona (NPLF); J. Smith, Vice President Public Policy, Tucson Electric Power; K. Alexander, Community Volunteer*

An engaging discussion with a group of diverse community members and funders. Learn what they look for when considering funding, how they like to be approached and some of the challenges they encounter when working with a wide variety of institutions, staff, and board.

## Break - 10:00 – 10:15 am

## SESSION 2 - 10:15 – 11:00 am

### Marketing And Public Relations, Doing More With Less

*Presenter: S. Smith, Director, Cheyenne Botanic Gardens*

Shane will discuss how creating community ownership is the best public relations. He will also look at low-cost solutions to common public relations and marketing needs. Among the topics he will discuss will include membership strategies, master planning, publications, interpretations and more.

## Break - 11:00 – 11:15 am

## SESSION 3 - 11:15 – 12:00 pm

### Volunteers! Our Most Precious Resource!

*Presenter: K. Christeson, Volunteer Manager, Idaho Botanical Garden*

This session focuses on building a robust volunteer program that establishes lasting relationships and successful experience for volunteers within your organization. Tips on recruiting, retaining, and recognizing volunteers, with suggestions on taking advantage of local and national resources. Advice will be included for building a network of volunteer managers, utilizing community resources, and contributing to the advancement of the profession.

## WELCOME LUNCH - 12:15 – 1:00 pm

### National Public Gardens Day News And Benchmarking Tool

*Presenter: C. Sclar, Executive Director, American Public Gardens Association*

While you dine, find out the latest things happening with the American Public Gardens Association. We'll update you about National Public Gardens Day, give you "top tips" on how to gather data and use the Association's simple to use, but seriously powerful Benchmarking Platform, and much more!

## Networking Time - 1:00 – 1:45 pm

Mix and mingle with fellow attendees and catch up/discuss issues of common concern.



## CONCURRENT SESSIONS 4

1:45 - 2:30 pm

### Managing A Tree Collection With Limited Staff Resources

*Presenter: R. Leimkuehler, Horticulturist II and Lead Arborist, Desert Botanical Garden*

This talk will focus on designing a pruning and structural pruning rotation plan for small gardens, as well as using technology and ecological surveys to understand the ecological benefits of public garden trees. Such surveys can also help forecast future trends in tree mortality and composition. Understanding how tree collections and populations will be structured in the future lets staff plan for tree care needs in the present in addition to identifying new acquisitions opportunities and budgets/space for future plantings.

1:45 - 3:30 pm

### Excellent To The Core: An Intro To Core Museum Documents

*Presenter: L. Eldred, Director of Exhibitions, Art & Interpretation, Denver Botanic Gardens*

Rooted in AAM (American Alliance of Museums) best practices, this session shares documents on-the-ground details necessary to propel garden museums along the continuum of excellence. This participatory environment walks through the development and/or fine tuning of: Mission Statement, Strategic Plan, Emergency Plan, Code of Ethics, and Collections Management Policies, all fundamental for basic professional museum operations and critical for organizational stability, strength, and flexibility. Participants will learn the importance of having the documents in place, standards and best practices for each, and how to develop/strengthen their own versions.

## CONCURRENT SESSIONS 4A - 2:45 - 3:45 pm

### Tree Protection

*Presenter: J. Dice, Supervisor of Grounds (retired), Penn State University*

Jeff Dice will discuss the “approach distance concept” for managing construction around trees and how tree protections standards are effectively communicated to design professionals.

## CONCURRENT SESSIONS 5

3:45 – 5:00 pm

### Fundamentals Of Master Planning For Small Gardens

*Presenters: C. Tyler, Principal, Terra Design Studios; K. Kaiser, Executive Director, Pittsburgh Botanic Garden; M. Conklin, Executive Director, Tucson Botanical Gardens*

Panel discussion how two small gardens handle a site master plan. The discussion will include topics such as master planning process, particular challenges and subsequent successes unique to small gardens, and the power that a master plan provides to both new and established gardens. Focus on how small gardens work to implement elements from the master plan with limited funding and staff, and the benefits to similar organizations.

4:15 – 5:00 pm

### Leading Change

*Presenter: S. Smith, Director, Cheyenne Botanic Gardens*

Shane will discuss how the Cheyenne Botanic Gardens has grown from a small 10' x 20' greenhouse into a 10-acre public garden, a two-acre children's garden, a 50-acre arboretum and a \$20 million 30,000 sq. ft. conservatory. He will also discuss how to enlist community support, work with elected officials and volunteers to bring a grand vision into reality.

## Reception - 6:00 – 8:00 pm

*Hosted by Tucson Botanical Garden and Yume Japanese Garden*



## CONCURRENT SESSIONS 6

9:00 – 9:45 am

### Plant Records Methods And Databases

*Presenter: B. Eide, Supervisor, Springs Preserve Botanical Garden*

From an excel spreadsheet to a complex database system, many options exist to track living collections data, each with different benefits and drawbacks. How to begin and how to continue if a current system is unable to meet your garden's needs? Are your collections for display, research, conservation work? We'll discuss some considerations, questions and challenges to tracking collections. Examples of different record keeping forms and databases options will be shown that address many gardens' common needs, leaving participants with information to begin or improve current tracking systems.

9:00 – 10:45 am

### Evolving Roles Of Botanical Gardens: Interpretation & Exhibits On A Budget - 3 Unique perspectives

*Presenters: M. Long, Associate Director of Conservation Education & Science, Arizona-Sonora Desert Museum; A. Pedersen, Director of Education, Tucson Botanical Gardens; E. Dickey, Education & Visitor Engagement Director, Idaho Botanical Garden*

The creation of engaging interpretation and exhibits can be a daunting undertaking when working with a shoe string budget. This session will provide specific examples of pathways for developing engaging and conservation-rich interpretation and exhibitory. Three unique botanical gardens, Tucson Botanical Garden, Arizona-Sonora Desert Museum and Idaho Botanical Garden will share their perspectives, lessons learned and specific examples demonstrating that much can be achieved with a moderate resource investment and small budget.

## CONCURRENT SESSION 6A - 10:00 – 10:45 am

### Garden Mapping

*Presenter: B. Morgan, Executive Director, Alliance for Public Gardens ESRI*

In this session, you will learn about the Esri ArcGIS for Parks and Gardens solutions that enable you to use the Esri mapping platform to manage the collections, facilities, and interpretive aspects of your public garden. Special attention will be given to the Parks and Gardens Information Model, the Collections Management suite of applications, the Irrigation Management suite of applications, interpretive story map interpretive applications, and more.

## CONCURRENT SESSIONS 7

11:00 – 11:45 am

### Building Plant Collections

*Presenter: B. Eide, Supervisor, Springs Preserve Botanical Garden*

Your garden wants to build its plant collections, but how? Why? There are many questions to answer including identifying needs and opportunities, and we'll cover many of them. Once decisions have been made and goals have been set, limitations like funding, space or staffing can be addressed. We'll discuss material sourcing and how to focus a collection based on your priorities. Will the plants be for display only or will they be used for research? Learn about some of the many considerations unique to gardens that can help shape the growth of your living collection.

### Small Gardens Section Meeting - 11:15 - 12:00 pm

*Presenter: E. Dickey, Education and Visitor Engagement Director, Idaho Botanical Garden and Small Garden Section Chair*

Gather for a debrief on how the symposium has gone so far, offer suggestions on how the section could be of greater benefit, and help determine the group's focus in 2018.





## KEYNOTE LUNCH WITH ROBERT J. WICKS - 12:15 – 1:00 pm

### Earth, Sculpture & Architecture

Robert Wick, bronze artist, was born into a small town newspaper family. He worked at his father's paper and in the evenings his mind was working overtime on art and sculpture. He led Wick Communications' small town newspapers into strong editorial positions promoting against air and water pollution. "Working in the newspaper business gave me grounding in the real world and opportunity to help change the communities we were in for the better. At the same time, it financially allowed me to cast large bronzes and exhibit my work throughout the country." Places Wick has exhibited his art include the Botanic Gardens in Phoenix, AZ, Denver, CO, Salt Lake City, UT and Ft. Worth, TX. Other showings at Tucson Museum of Art, Austin Museum of Art, Scottsdale Center for the Arts, Cleveland Museum of Art, and Max Hutchinson's Sculpture Fields, NY.

## Networking Time - 1:00 – 1:45 pm

## SESSION 8 - 1:45 – 2:30 pm

### Building A Stronger Board: The Path From The Dining Room Table To The Board Room

*Presenter: M. Conklin, Executive Director, Tucson Botanical Gardens*

While the life of an organization's Board of Directors is a constant, fluid process filled with passionate people who possess a variety of skills and motives, the road is not always an easy one to maneuver. This session will give you tools, procedures, and an exercise to help you build the diversity and strength you need to create a strong and effective Board of Directors.

## SESSION 9 - 2:45 – 3:30 pm

### Motivating Your Staff

*Presenters: K. Kaiser, Executive Director, Pittsburgh Botanic Garden*

Challenged with employee morale? Interested in encouraging better comradery between the staff? How can you be a more effective leader? Join in this session to learn simple yet effective ideas and concepts which you can take back to your staff. Presented will be thoughts on creating a cohesive work place where being at work each day is a positive and enjoyable part of life. Be sure to bring successes you have experienced to share.

## Wrap up and Symposium ends - 3:45 - 4:00 pm

## Reception - 5:00 – 7:00 pm

*Hosted by Tohono Chul, tour and dinner*

## SCHEDULE AT A GLANCE

Monday, January 8, 2018



4:30 pm Load buses and depart from Hotel  
5:00 - 7:00 pm Welcome Reception and tour hosted by Native Seeds

Tuesday, January 9, 2018

9:15 - 10:00 am Session 1: How to Approach, Engage, Recognize and Keep Your Donors  
10:00 - 10:15 am Break  
10:15 - 11:00 am Session 2: Marketing and Public Relations, Doing More with Less  
11:00 - 11:15 am Break  
11:15 - 12:00 pm Session 3: Volunteers! Our Most Precious Resource!  
12:15 - 1:00 pm Welcome Lunch: National Public Gardens Day News & Benchmarking Tool  
1:00 - 1:45 pm Networking Time  
Concurrent Sessions 4:  
1:45 - 2:30 pm Managing a Tree Collection with Limited Staff Resources  
1:45 - 3:30 pm Excellent to the Core: An Intro to Core Museum Documents  
2:45 - 3:45 pm Concurrent Session 4A: Tree Protection  
Concurrent Sessions 5:  
3:45 - 5:00 pm Fundamentals of Master Planning for Small Gardens  
4:15 - 5:00 pm Leading Change  
5:30 pm Load Buses and Depart from Hotel  
6:00 - 8:00 pm Dinner Reception hosted by Tucson Botanical Garden and Yume Japanese Garden

Wednesday, January 10, 2018

Concurrent Sessions 6:  
9:00 - 9:45 am Plant Records Methods and Databases  
9:00 - 10:45 am Evolving Roles of Botanical Gardens: Interpretation & Exhibits on a Budget - 3 Unique Perspectives  
10:00 - 10:45 am Concurrent Session 6A: Garden Mapping  
Concurrent Sessions 7:  
11:00 - 11:45 am Building Plant Collections  
11:15 - 12:00 pm Small Gardens Section Meeting  
12:15 - 1:00 pm Keynote Lunch with Robert Wicks: Earth, Sculpture & Architecture  
1:00 - 1:45 pm Networking Time  
1:45 - 2:30 pm Session 8: Building a Stronger Board: The Path from the Dining Room to the Board Room  
2:45 - 3:30 pm Session 9: Motivating Your Staff  
4:00 pm Symposium Ends  
4:30 pm Load Buses and Depart from Hotel  
5:00 - 7:00 pm Dinner Reception and Tour hosted by Tohono Chul



Please register online at: [www.publicgardens.org](http://www.publicgardens.org)

*There will be a \$25 processing fee for paper registration.*

Name	Name for Badge	
Job Title		
Garden Affiliation		
Street Address		
City	State	Zip
Phone	Fax	
E-mail		

### Membership Status

*(Please check the correct box.)*

<input type="checkbox"/> Individual Member	<input type="checkbox"/> Student Member	<b>Fee Schedule</b>	<input type="checkbox"/> Association Member	\$299
<input type="checkbox"/> Corporate Member	<input type="checkbox"/> Non-member		<input type="checkbox"/> Student Member	\$199
<input type="checkbox"/> Work at Member Garden			<input type="checkbox"/> Non-member	\$399

### Cancellation Policy

*All requests for cancellation refunds will be subject to a cancellation fee of \$100 and must be received by December 29, 2017. No refunds will be given after that date for cancellations or no-shows.*

**Lodging:** LOEWS Ventana Canyon, 7000 North Resort Drive, Tucson, AZ 85750

*Reserve room with special rate: [goo.gl/LW9zes](http://goo.gl/LW9zes). Rooms must be reserved by Friday, December 8, 2017 in order to receive the discounted room rate.*

Airport transportation to and from the hotel is on your own. You may take a taxi, Uber, or make arrangements with the following:

*Adobe Transportation From Tucson: Address: 5315 E Broadway Blvd #210, Tucson, AZ 85749 • Phone: (520) 745-5940*

*AZ Shuttle if you coming from Phoenix: Tucson Home Pickup and Drop Off • Home Pickup/Drop Off service is currently not available online.*

*Please call 520-795-6771 or 800-888-2749 by 6:00 pm at least 1 day in advance to reserve Home Pickup/Drop Off service or to add Home Pickup/Drop Off service to an existing reservation • Diamond Back Shuttle: 1-800-262-1517 • 1-520-203-7440*

**Special Needs**  Vegetarian  Vegan  Gluten Free  Other needs : \_\_\_\_\_

**Bus transportation**  Will be using Association transportation to get from hotel to garden venues  Have own transportation

**Tour and Dinner Reception** Attending Wednesday Evening Tour and Dinner Reception at Tohono Chul? Yes  No

### Tally Your Registration

Registration Fee	\$
Processing Fee	\$25
Number of Registrants	#
Total Amount Due	\$

### Payment Information

Check  MasterCard  Visa

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_

### Questions?

Contact us at 610.708.3010 or [info@publicgardens.org](mailto:info@publicgardens.org)

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