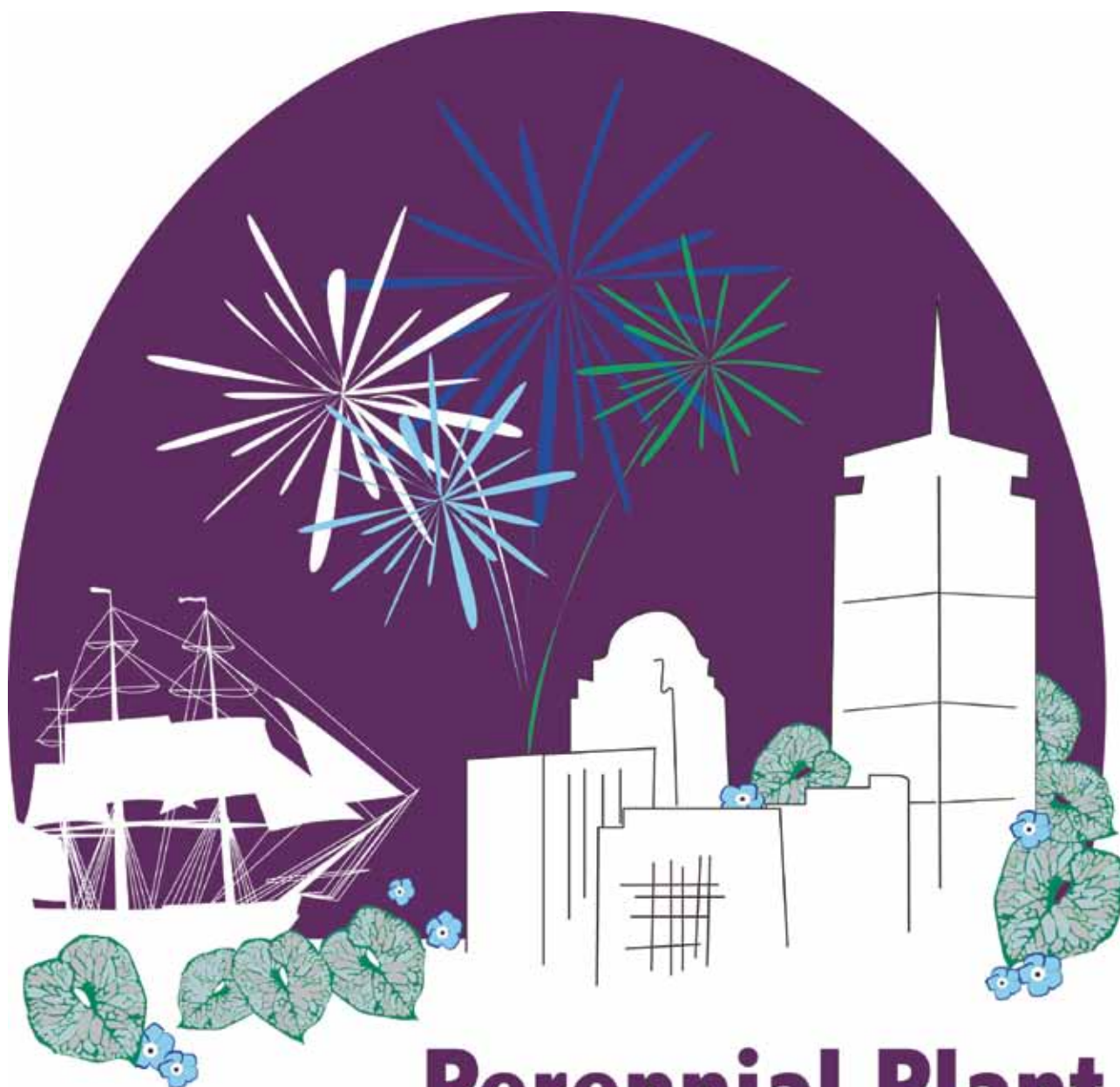


30th Perennial Plant Symposium

Boston Park Plaza Hotel

Boston, Massachusetts - July 4 - 10



Brunnera macrophylla 'Jack Frost'
2012 Perennial Plant of the Year™

Perennial Plant SYMPOSIUM 2012



JULY 4TH - 10TH

www.perennialplant.org
BOSTON, MA

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REGISTRATION PRICES

Main 3-day Symposium (July 6, 7, and 8, 2012). This includes Thursday evening reception, all lectures on Friday and Sunday, beverage breaks, the Saturday Tour (including lunch and dinner, garden admission, and transportation), and the New Plant Forum.

RATES:

\$400 US for PPA members who register BY June 10, 2012. Employees of member firms and their families receive member rate. CALL THE PPA OFFICE FOR CHILDREN'S RATES.

\$425 US for PPA members who register after June 10, 2012.

\$500 US for non-members who register BY June 10, 2012.

\$525 US for non-members who register after June 10, 2012.

\$200 US for full-time students presenting current student ID

Non-members joining PPA when registering will qualify for the lower member rate registration fees. (Note: membership is not pro-rated and is due for renewal October 1, 2012.)

SINGLE-DAY SYMPOSIUM

REGISTRATION (IN \$US)

*** Registration fees if registered by June 10. If registering after June 10, see registration form. ***

Friday, July 6: \$150 for PPA members; \$180/nonmembers

Saturday, July 7: \$150 for PPA members; \$180/nonmembers.

Sunday, July 8: \$150 for PPA members; \$180/nonmembers.

Tradeshow Only: \$50/attendee not registered for July 6-8 activities.

Registration for Friday New Plant Forum (nothing else): \$50

OPTIONAL PRE- & POST-SYMPOSIUM TOURS & PROGRAMS

Check descriptions for optional programs. Prices vary.

REGISTRATION DEADLINES

June 10 - Early Bird Registration

CANCELLATION POLICY

Refunds will be granted if requested in writing before June 10, 2012.

From June 10 to June 20, 2012 a service fee of \$75 per person will be discounted from refunds due to arrangements made by the PPA office. After June 20, refunds will be prorated according to contracts the PPA has with vendors.

Hotel Information

Boston Park Plaza Hotel

50 Park Plaza at Arlington Street

Boston, MA 02116

Phone: 800-225-2008 Fax: 617-426-5545

Lectures, reception, and the trade show will take place at the Boston Park Plaza Hotel. The room rate is:

\$129 for Single or \$129 for Double

A 15%/night tax is charged per room.

Hotel valet parking is \$46/night.

See automobiles section below about alternative parking.

Reservations MUST BE RECEIVED at the hotel by June 13, 2012 to receive the symposium rate. Register early to ensure your room and the symposium rate.

Attendee may make reservations toll free at 800-225-2008. Mention Perennial Plant Symposium to receive the room rate, access code PERENN.

Online hotel registration is available at <http://tinyurl.com/ppareg> Use PERENN as access code.

***Availability and/or rate not guaranteed after June 13.

ARRIVE AT THE BOSTON PARK PLAZA HOTEL PLANES

The Boston Logan International Airport (Massport) serves Boston. Boston Logan offers many nonstop domestic and international flights to Boston from various destinations. Boston Logan International Airport is located 5 miles from the Park Plaza Hotel.

TRAINS

The Amtrak station is three miles from the Boston Park Plaza Hotel. Check schedules and routes at www.amtrak.com. Boston is served by Amtrak from many northeastern cities.

AUTOMOBILES

Valet parking is available at the hotel for \$46 a night. There is also a self parking Motor Mart Garage across the street. The hotel concierge can direct you to less expensive lots the day you arrive. Airport parking is also another option at \$18 a day in the economy lot.

Subway: The Massachusetts Bay Transportation Authority (MBTA) provides service from Logan International Airport to the Arlington Street Station (approximately one block from the Boston Park Plaza Hotel). Travel time is 35 minutes and a fee of \$3.50. Check MBTA.com for schedule.

Shuttle: Scheduled vans arrive and depart from Boston Logan International Airport regularly and serve hotels in the greater Boston area. The Boston Park Plaza Hotel suggests the Go Boston Shuttle. Cost is \$17 per person, but varies if you choose another company. Book online at www.gobostonshuttle.com or call 888-437-4379 to make reservations.

Taxi: Taxi stands are located outside each terminal at Boston Logan International Airport. The average cost to reach downtown Boston is approximately \$25-35 and the ride is 15-20 minutes depending on traffic.

Symposium- Week at a Glance

Wednesday-July 4

8:00 am - 6:00 pm Registration, Mezzanine Area
 8:45 am - 3:30 pm Boston Historical Bus Tour
 9:30 am - 3:30 pm Boston Historical Walking Tour
 8:00 pm - 11:00 pm Fireworks Cruise

Thursday-July 5

8:00 am - 5:00 pm Perennial Plants and Design Seminar
 6:45 am - 5:00 pm The Perennials Plus Growers Tour
 7:15 am - 5:30 pm Boston Retail and Public Horticulture Tour
 7:00 pm - 9:00 pm Reception-Imperial Ballroom

Friday-July 6

6:30 am - 5:00 pm Registration, Mezzanine Area
 7:45 am - 12:30 pm General Session Lectures
 9:00 am - 5:15 pm Trade Show- Mezzanine Rooms
 12:30 pm Lunch on your own
 1:30 pm-6:00 pm Concurrent Lectures
 Retail Session-Plaza Ballroom
 Landscape/Design Session-Imperial Ballroom
 Grower Session-Terrace Room
 PPA Committee Meetings

6:00 pm

Saturday-July 7

6:15 am Registration, Mezzanine Area
 6:45 am - 9:00 pm Bench to Border Tour
 7:15 am - 9:00 pm Divine by Design Tour

Sunday-July 8

7:00 am - 5:00 pm Registration, Mezzanine Area
 8:00 am -11:45 am Concurrent Lectures
 Retail Session-Plaza Ballroom
 Landscape/Design Session-Imperial Ballroom
 Grower Session-Terrace Room

Monday-July 9

8:30 am - 4:30 pm Trade Show
 11:45 am Lunch on your own
 12:15 pm PPA Membership Meeting
 1:30 pm - 5:45 pm General Session Lectures-Imperial Ballroom

Monday-July 9

6:45 am - 10:00 pm Newport Tour

July 9 & 10

6:15 am Registration, Mezzanine Area
 6:45 am Monday Coastal Maine Botanical Gardens Tour departs
 6:00 pm Tuesday Coastal Maine Botanical Gardens Tour returns



*Remember to Support these Fine Sponsors.
 They are loyal investors in the industry!*

Wednesday, July 4: **Three** Booming Possibilities!

I “The Green and The Old” Boston Now and Then

Registration: 8:00 am

9:30 am to 3:30 pm

Come visit Boston's greenspace and learn about its history.

Join us for a walking tour created by Diane Valle to showcase Boston's horticulture and history, with a focus on the challenges of maintaining urban greenspace.

Diane Valle, a life-long Bostonian, and an avid horticulturist has arranged this special, unique tour. She is a Massachusetts Horticultural Society Gold Medal winner and Past Trustee, Chair of The Greenway Gardens, President of The Training Field, and President of The Monument Square Neighborhood Association. Diane serves as an award winning horticultural event planner, and created “BLOOMS!” and “Step into Spring,” which brings horticulture to the public, in a celebration of the arrival of spring. Diane will be joining us on the tour and will be one of the leaders of this special experience.

9:30 am Tour leaves the Boston Park Plaza Hotel (wear comfortable shoes) Meet in hotel lobby at 9:15 am.

Boston Public Gardens: Horticultural and historical tour of America's first botanical garden, established in 1837.

Boston Common: Part of Frederick Law Olmsted's “Emerald Necklace”. America's first park, established in 1634 adjacent to The Massachusetts State House, designed by Charles Bulfinch.

Post Office Square: In the heart of the financial district, lies a lush oasis of green, with 125 species of plants.

The Rose Fitzgerald Kennedy Greenway: Boston's newest urban greenspace, including thousands of perennials on the site of the former Big Dig.

Faneuil Hall: Historic site with food halls, **lunch on your own**

The Rose Fitzgerald Kennedy Greenway, The North End Parcels: Situated between the Italian North End and Government Center

Paul Revere Park: Where the Boston Harbor meets the Charles River dam, controlled by a lock system, which permits passage of boats, lies a green oval surrounded by four season plantings.

The Training Field: “The Outdoor Living Room” of Boston's oldest community.

3:30 Tour ends

The registration fee for PPA members is \$15 and it is \$25 for non-members. The walking distance is approximately 5 miles round trip. Throughout the tour there are MBTA subway stations, buses, and taxis if the distance is too great.

II Independence Day History Tour of the Boston Area

Registration: 8:00 am

Buses Load: 8:45 am and Return: 3:30 pm

There is no better day to tour the historical sites of Boston than on Independence Day, July 4, 2012. The coach tour will start at the Boston Park Plaza and take a drive by the Boston Public Garden, the first botanical garden in America established in 1837. The tour will follow the Freedom Trail with a visit to the Old Granary Cemetery (Granary Burying Ground) where graves of famous leaders including John Hancock and Samuel Adams can be found. You will view the home of Paul Revere, the oldest building in downtown Boston, followed by a visit to the Old North Church. Along the way you will view sites of the Boston Massacre and Cradle of Liberty. A lunch on your own will be at Faneuil Hall Marketplace. Faneuil Hall has been a marketplace and a meeting hall since 1742.

Following lunch you will head for Lexington and Concord to view the sites of the opening battles of the American Revolution. You will stop at Lexington Green and the North Bridge in Concord. View the Minuteman Statue and listen to the famous words of Ralph Waldo Emerson in his moving poem “The Concord Hymn”. Allen Winecour, a local teacher, historian, and guide will provide commentary for this tour.

The registration fee for members is \$40 and \$50 for non-members. Fee includes coach transportation and guide services. Lunch is on your own.

III Fireworks Cruise

Celebrate July 4th in Boston in grand style aboard the M/V Seaport Belle. The evening will start with a cruise of Boston Harbor and pass the Tall Ships – the world's largest and grandest sailing ships. The 3-hour cruise will have a great view of the Winthrop fireworks and later an obstructed view of the Boston fireworks on the Charles River. The evening cruise includes live DJ entertainment. Snack food and beverages will be available for purchase on board. Don't miss this opportunity to join your PPA colleagues for an exciting Independence Day celebration.



Boarding starts at 7:30 pm with sailing at 8:00 pm. The cruise will return after the fireworks at approximately 11:00 pm. The cruise departs from the Rowes Wharf in the Seaport District.

The group price for this tour is \$45 per person. The PPA has obtained a limited number of tickets for this program. Registration is limited.

Thursday, July 5: Perennial Plants And Design: A Perfect Combination - Optional Seminar

Registration 7:00 am – 5:00 pm Mezzanine Level

Seminar: Imperial Ballroom

What You Will See and Learn

A one-day optional seminar for the benefit of master gardeners, professional gardeners, green industry professionals, and landscape enthusiasts.

CONTINUING EDUCATION CREDITS ARE OFFERED WITH THIS PROGRAM. The Association of Professional Landscape Designers (APLD) offers one credit for each presentation for a total of six (6) APLD CEUs for the full day program.

Moderator: Irvin Etienne, Great Lakes Region Director

8:20 am – Welcome

8:30 am Home Outside – Creating the Landscape You Love

Julie Moir Messervy, JMM Design Studio
Saxtons River, Vermont

In this inspiring lecture, award-winning landscape designer and author, Julie Moir Messervy demystifies the art and practice of landscape design for homeowners and professionals alike. Using beautiful images, together with helpful tips, case studies, before and after demonstrations, diagrams, and plans, she walks you through the process of turning any property into the “home outside” you’ve always dreamed of. Julie highlights many of the ideas introduced in her newest book, *Home Outside: Creating the Landscape You Love*, illustrating that good landscape design does not have to be overwhelming or expensive.

9:45 am Best of Yesterday, Today, and Tomorrow

David Culp, Sunny Border Nurseries, Inc.
Downington, Pennsylvania

A jaunt down memory lane to see what were the “Hottest of Hot” perennials in the past (many of which are now staples in our gardens), what is sizzling hot right now, and a glimpse into what we can expect to dazzle in our gardens in the future, thanks to the breeding work that is on-going.

10:45 am – Break

11:15 am Good Enough To Eat: Designing Edible Landscapes

Debra Knapke, The Garden Sage
Columbus, Ohio

Today’s gardeners want more than an attractive landscape. They want a landscape that fulfills multiple functions. What better way to tap into this trend than to include plants that are pleasing not only to the eye and nose, but also to the taste buds? The concept of the edible landscape dates back to ancient times. But what is the nature of today’s edible garden? See how you can add edible trees, shrubs, and herbaceous plants to your design palette.

12:15 pm – Lunch On Your Own

1:45 pm The Ace of Shovels: Finding the Perfect Garden Tool

Roger Swain
Newton, Massachusetts

Hand tools—from shovels to shears—are gardeners’ oldest implements, extending our reach and our power. But in our current

quest for greater speed through mechanization, we have forgotten much of what our parents and grandparents knew about hand tools. This will be a tour through the evolution of familiar garden tools, discovering the importance of matching not only the tool to the task, but fitting it to the user’s hand and body.

2:45 pm – Break

3:15 pm Blooms’ Best Perennials And Grasses

Adrian Bloom, Blooms Nurseries Ltd.
Diss, England

Adrian will show how less can be more for creating successful gardens and landscapes. Adrian will put forward his ideas for inspiring more people into gardening by using the best tried and tested selections he has used in his own garden in England at Bressingham and other gardens in the United States and Germany.

4:15 pm Bringing Your Perennials Up Right

Dr. Laura Deeter, Ohio State University
Wooster, Ohio

Have your perennial ‘babies’ become lazy, good-for-nothings? Are they aggressive garden bullies, scaring your well-mannered plants to death? Gardening, like parenting, should be something that is fun, rewarding, and keeps your plants in line without breaking the back, or the bank. Learn parenting tips and tricks for all seasons in a fun, light-hearted romp through garden maintenance.

The registration fee is \$87 by June 10 and \$92 after June 10.

Reception Thursday 7 - 9 pm!
Come to the ballroom Thursday evening to renew old friendships and to make new connections.

Light refreshments will be served.

Cash Bar is available.

Free to Friday-Saturday-Sunday registrants.

Tickets available for extra guests.

Sign up on registration form.

Thursday, July 5: The Perennials Plus Grower's Tour

Registration 6:30 am - Mezzanine Level

Buses Load: 6:45 am and Return 5:00 pm

Tranquil Lake Nursery

Tranquil Lake Nursery is the largest grower of daylilies and Siberian and Japanese iris in the northeastern United States. Philip Boucher and Warren Leach, owners of Tranquil Lake Nursery since 1986, are both dedicated plantsmen. Phil's expertise is in organizing the field production and managing the nursery operations. Warren, a landscape horticulturist, creates distinctive and enduring garden designs for customers at their homes and businesses.

The nursery includes display gardens and more than 10 acres of growing fields. They grow in excess of 2,500 cultivars of daylilies and 200 cultivars each of Siberian and Japanese iris. Tranquil Lake Nursery is one of the 17 test sites selected by the All American Daylily Selection Council. Daylilies are tested to select those cultivars that will perform best for home gardeners and commercial growers.

Tranquil Lake Nursery is also a Regional Daylily Display Garden for the American Hemerocallis Society. The regional display gardens provide opportunities for gardeners to see large numbers of daylily hybrids near their own garden growing under similar climatic conditions. Among their daylilies are the latest introductions as well as the best of the older cultivars.

Sylvan Nursery, Inc.

Sylvan Nursery, Inc. is located in scenic Westport, prime land in southeastern Massachusetts. The nursery was incorporated in January 1990, but its history began in 1966 with Neil van Sloun and a 50-foot greenhouse. During the past 40 years the nursery has grown from being a part-time hobby to a business housed in 24 greenhouses on 300 acres in six locations. They now employ 82 full-time employees and 40 part-timers during the busy season. 16 of their employees are Massachusetts Certified Horticulturists.

Sylvan Nursery serves over 6,000 customers from all parts of New England and Mid Atlantic states. Perennial production accounts for 75% of all perennials sold, bought in as plug or bare root to be potted in #1 containers. Sylvan now pots approximately 76,000 perennials annually. The remaining 25% are bought in finished, mostly from New England and the east coast.

In addition to perennial production, Sylvan Nursery specializes in growing heath, heathers, bearberry, and native seaside shrubs. Their propagation crew processes over 100,000 cuttings from 50 varieties of heather and heath and 40,000 cuttings of bearberry annually in a new gutter connected greenhouse.

Westport Rivers Vineyard

Westport Rivers Vineyard has been owned and operated by the Russell Family since 1986. These 4th generation vintners are best known for their extraordinary sparkling wines, white varietals, most recently garnering serious attention for their newly released aperitif Chardonnay called "Grace". Growing their own grapes (chardonnay, pinot noir, riesling, rkatsiteli, pinot blanc, pinot gris, gruner veltliner, muscat and pinot meunier) on over 80 acres in the beautiful coastal town of Westport, within the "southcoast region" of Massachusetts.

The 19th century farmhouse, where the tastings take place, is also home to Westport Rivers store and art gallery. A complimentary wine tasting will be available and a box lunch will be served at this site.

Quansett Nurseries, Inc.

Quansett Nurseries, Inc., founded in 1980 by Fred Dabney, is a wholesale grower of a wide variety of plant material. The nursery is located in South Dartmouth. The original plan was to grow deciduous shrubs in seven gallon containers under drip irrigation and sell them to the local landscape trade. Today, Quansett Nurseries bears little resemblance to this concept.

Thanks to changes in the marketplace, production costs, technology, and careful analysis, Quansett has evolved into a nursery that produces a wide range of products to fit the ever changing demands of today's consumers. They offer contract growing in response to an increasing number of requests for large quantities of material needed at specific times. They also believe in a flexible approach to the market place and are constantly looking for new ideas in packaging, plant varieties, and marketing.

Quansett's customers are primarily independent garden centers, landscape contractors, re-wholesalers/distributors, florists, and other growers. They ship from Maine to New Jersey on their own trucks throughout the year. Their products currently include selected annuals, groundcovers, herbs, ornamental grasses, perennials, and microgreens.

Avant Gardens

On a two-acre plot on a country road in Dartmouth, you'll find the micro-nursery and landscaped grounds of Avant Gardens, which also happens to be the home of its owners, Kathy and Chris Tracey. Begun in the late 1980s as a source for uncommon plants for their garden installation business, Avant Gardens has remained small by nursery standards but is always ahead of the trends when it comes to plant selections.

The rest of the property is devoted to trial planting schemes and durability testing of new plants in the New England climate. Outside their colonial farmhouse is an interpretation of a classic dooryard garden with a pair of *Acer palmatum* 'Atrolineare' and red bamboo leaved Japanese maples. The *Wisteria* 'Blue Eyes' covering the pergola, was acquired from the Arnold Arboretum and is a selection not often found in the trade.

Their foundation planting is a series of giant hypertufa troughs planted with dwarf evergreens and alpine perennials. Chris has defined lines around the property by building numerous dry stonewalls. Panels of fastigate beech, *Fagus sylvatica* 'Dawickii', playfully cast shadows on the lawn near the bocce court. Perhaps the most amazing tree specimen on their property is the one that was planted over 200 years ago, an ancient *Quercus bicolor*, or swamp white oak. It stands at the center of the property, providing a place to pause under its cooling canopy. Decorative pottery is arranged around the gardens and sitting areas, showcasing Kathy's playful and easy care plant combinations.

The registration fee for PPA members is \$65 by June 10 and \$75 after June 10. Non-member rate is \$80 by June 10 and \$90 after June 10. Registration includes transportation, boxed lunch, and wine tasting.

Thursday, July 5: Retail and Public Horticulture

In and About Boston Tour

Registration 6:30 am - Mezzanine Level Buses Load: 7:15 am and Return 5:30 pm

Winston Flowers

When Robert Winston and his teenage son, Maynard, first wheeled their pushcart of flowers onto Newbury Street in 1944, they could not have foreseen that this humble enterprise would flourish and grow into a widely respected New England business that would one day be named "Florist of the Year" and a frequent "Best of Boston" award-winner.

Winston Flowers made its name as a forward-looking Newbury Street boutique with the best floral designers and a discerning clientele. Maynard was the first to import flowers directly from overseas, delighting Bostonians with exotic new varieties of freesias, lilacs, and tulips flown in from Holland.

Today, the third-generation, family-owned company run by David and Ted Winston is one of the nation's most highly regarded florists, with a worldwide online presence and seven shops throughout New England, including the one right where it all began. The Newbury Street facility includes a two-acre boutique garden center which was chosen as the #1 Garden Shop" by *Garden Design* magazine.

Private Garden of Ann Barker

Intensely planted with thousands of well cared-for ornamentals and design features, landscape designer Ann Barker's home garden is a textbook example of how to have a great garden in a small space. Her jam packed small lot is filled with color and moments of wonder including some rare rhododendrons and an arbor of magnolias. Her garden blooms from spring through fall. In spring snowdrops, crocuses, hellebores, and pulmonaria are abundant. Soon the lavenders, artemisias, and ice plants tumble onto the sidewalk and the sunny front yard is stuffed like an overloaded buffet plate with roses, dahlias, delphinium, dianthus, and coreopsis. Barker plants a lot of container gardens with delightful annual combinations. Her gardens have been featured in the *Boston Globe* and have been the host of several garden tours.

Arnold Arboretum

The Arnold Arboretum of Harvard University is the oldest public arboretum in North America and one of the world's leading centers for the study of plant biodiversity. Its mission is to integratively examine plant diversity from genomic, developmental, organismic, evolutionary, and ecosystem perspectives.

Established in 1872 and planned and designed in collaboration with Frederick Law Olmsted, the Arnold Arboretum is a National Historic Landmark and one of the best preserved of Olmsted's landscapes. It is an international center for scientific research and education, an integral part of the Emerald Necklace, and a functioning unit of the Boston Parks Department.

During our "semi-guided" tour, we will make stops at the Explorer's Garden and the Larz Anderson Bonzai collection. Our visit will end at the Hunnewell Visitor Center where box lunches will be provided.

Mahoney Garden Center

What do you do with an old run down car dealership on the "wrong side" of the river? Faced with the termination of their lease for the land they occupied in Cambridge, Mahoney's Garden Center moved across the Charles River to Brighton. Within a couple years

it has become a fun, gritty urban garden center. Sitting on about half an acre of tarmac, this oasis is chocked full of everything a hard core garden enthusiast could want, from a top notch Japanese maple and conifer section to a complete A-Z of the best perennials which cover almost 25% of the store's foot print.

The Brighton store is one of eight Mahoney's Garden Centers in greater Boston and Cape Cod. The first store was opened in 1959 as a small farm stand in Winchester. More than half a century later, Mahoney's remains a family-owned, second generation \$30 million-a-year business, ranked among the country's top 50 nurseries in volume of sales.

Private Garden of Simeon Bruner

This ever-changing garden was designed by architect and owner Simeon Bruner. The design resembles that of a British garden with a few oriental details. A huge variety of herbaceous material – designed to border on the chaotic – is tucked everywhere. Only when you look at the plant material closely do you realize how many different plants are mingled together. The landscape is highly designed but meant to feel naturalistic, with a series of mini eco-niches all within a compositional framework.

There are five major planting areas. The front and rear beds are relatively formal. In the front an undulating fieldstone wall frames the beds, now almost 30 years old. Specimen trees of weeping Sargent hemlock, Japanese maple and *Parrotia*, create a counterpoint to the herbaceous plantings. In the rear garden, now 13 years old, the walls disappear beneath a variety of spreading rock garden perennials.

Six years ago a fire burned the neighboring 17th century house and destroyed parts of the garden. A new hedge mixes California incense cedar, weeping Alaskan cedar, and Hinoki false cypress. Many shade loving perennials are nestled here along a stone path. The garden has twice won a Massachusetts Horticultural Society Gold Medal and is a popular destination on garden tours in the region.

Mount Auburn Cemetery

Bostonians founded Mount Auburn in 1831 for both practical and aesthetic reasons: to solve an urban land use problem created by an increasing number of burials in the city and to create a tranquil and beautiful place where families could commemorate their loved ones. As the first landscaped cemetery in the U.S., it anticipated this nation's "city parks" movement, and Frederick Law Olmsted's later iconic designs. The public flocked to the new Cemetery and it quickly became a model for the American "rural" cemetery movement. Similar cemeteries were created throughout New England and across the country.

Today, 180-years later, Mount Auburn is still an active nonsectarian cemetery. The collection of landscapes of varied topography, pleasing vistas, contemplative walks, and iconographic monuments, all providing aesthetic pleasure, remain a laboratory for the study of landscape architecture, horticulture, monument design, and architecture.

The registration fee for PPA members is \$65 by June 10 and \$75 after June 10. Non-member rate is \$80 by June 10 and \$90 after June 10. Registration includes transportation, boxed lunch, and garden admissions.

Friday Morning, July 6: Lectures and Trade Show

Registration 6:30 am – 5:00 pm – Mezzanine Level

Lectures: Imperial Ballroom Trade Show 9:00 am – 5:00 pm Mezzanine Rooms

Moderator – Karen Olson, Northeast Region Director
Boston Local Site Committee Chairperson

7:45 – **Welcome** – John Friel, PPA President

8:05 am - **Horticulture Legacy of Greater Boston**

John Trexler, Tower Hill Botanic Garden
Boylston, Massachusetts

John will provide a review of more than 200 years of outstanding contributions of individuals and institutions to the field of horticulture of Greater Boston.

8:50 am - **The Bressingham Experience: How I Learned to Use Conifers, Woody Plants, Perennials, and Grasses to Create Year-round Drama in the Landscape**

Adrian Bloom, Blooms Nurseries Ltd.
Diss, England

From the 17-acre Bressingham Gardens in England to the one-acre Bressingham Garden at the Massachusetts Horticultural Society gardens at Elm Bank, Adrian has

developed a style to create year-round interest gardens using perennials, grasses, conifers, and other woody plants to create a dramatic effect, including rivers of plants. All these will be shown and discussed, including the planting and design of the Elm Bank garden, which Perennial Plant Symposium attendees will see on July 7, guided by Adrian.

9:50 am – **Beverage Break and Trade Show**

10:45 am – **New Plant Forum: A Perennial Showcase**

Moderator: Dr. Laura Deeter, ATI
Ohio State University,
Wooster, Ohio

***See pages 19-20 for New Plant Forum Entry Forms

12:30 – **Lunch on your own**

Friday Afternoon, July 6: Concurrent Lectures & Trade Show

Registration 6:30 am – 5:00 pm – Mezzanine Level

Trade Show 9:00 am – 5:00 pm – Mezzanine Rooms

General Session – Imperial Ballroom

Moderator – Janet Draper, MidAtlantic Region Director

1:30 pm – Hearing the Stream With Open Eyes – Designing Relevant and Stimulating Landscapes in the Digital Age

Julie Moir Messervy, JMM Design Studio
Saxtons River, Vermont

Are designed landscapes—those created and crafted by landscape professionals—losing relevance in today's digital age? Julie Moir Messervy believes that they will, if designers don't try harder to help get people outside again. The author of six books on landscape design, a noted lecturer, and an award-winning designer, Julie has spent her thirty-five-year career inspiring—through her award-winning design work—and educating—through her numerous articles, blog, and six books on landscape design, along with hundreds of lectures. Illustrating her points with her studio's wide-ranging public and private projects, Julie explains the five paths she's taken to help homeowners and professionals to "hear the stream with open eyes".

2:45 pm – Beverage Break and Trade Show

Grower Session – Terrace Room

Moderator: Grace Dinsdale, Western Region Director

3:30 pm - Surviving the Unexpected: A Tornado Flattens our Nursery in New Hampshire, and How We Fought Back

Peter van Berkum, Van Berkum Nursery
Deerfield, New Hampshire

On July 24, 2008, a tornado tore through Van Berkum Nursery, leaving it in shambles. Peter will tell the story of the storm, the

immediate process of rebuilding to keep the nursery alive, the long-term re-construction projects, and the larger implications of the disaster. He will include some things that we might advise our colleagues to do to prepare for this century's extreme weather. (He also will include flooding and ice storms in the discussion). On the brighter side, he will discuss what happened to allow them to miss only three days of shipping, an unusual 'brand' that emerged from the experience, and silver-lining themes that proved to be a marketing bonanza.

4:15 pm – Bringing Up Baby: Handling Unrooted Cuttings and Stage III Tissue Culture

Melanie Neff, Green Leaf Plants
Lancaster, Pennsylvania

Melanie will discuss propagating tips and common mistakes made by perennial propagators. She will provide recommendations for individuals new to propagating perennials and how to schedule their production. Melanie will also provide information how to handle the receipt and sticking of stage III tissue culture.

5:00 pm – Timing is Everything: Scheduling Perennials for Optimum Profits

Paul Westervelt, Saunders Brothers, Inc.
Piney River, Virginia

With so many new perennials released each year, a seemingly endless variety of liner types and pot sizes, vernalization requirements, and PGR needs, how do you finish everything on time? Whether you're just getting into the finished perennial market or are an old pro interested in how other growers do it, this talk will offer something for you.

Retail Session – Plaza Ballroom

Moderator: Gary Lewis, Canada Region Director

3:30 pm – What's Next: Exploring the Trends of the Perennial Industry

Ellen Wells, Ball Publishing
Boston, Massachusetts

If only we had a crystal ball ... then we'd know exactly what to grow, breed for, and how to sell. In lieu of prognostication, we will instead turn to trends—from here and abroad—to aid us in preparing for the next few years in the perennial category. From plant sizes and up-and-coming species to the retail effort to sell them, we'll attempt to reveal the path forward without relying on tea leaves.

4:15 pm – Realities of the Virtual Garden Center: Selling Online – Is It For You?

Chris Hansen, Great Garden Plants
Holland, Michigan

Thinking of starting an online garden center? You won't want to miss this fast-paced look at the pitfalls and triumphs of online selling as presented by Great Garden Plants' co-founder Chris Hansen. Heavy emphasis will be placed on creative online marketing techniques which will help grow any business and can easily be transcribed to bricks and mortar retail stores. He'll cover a wide-range of topics including website design, Pay-Per-Click advertising, photography, and which social media outlets give the biggest return on investment!

5:00 pm – Pot to Plate: Retailing Edible Plants in Containers – A New Market!

Lloyd Traven, Peace Tree Farm
Kintnersville, Pennsylvania

Edible plants are the fastest growing segment of horticulture, but it is no longer just for the usual rows of veggies, herbs, and blighted tomatoes stuck way in the back yard. They are now part of the entire landscape, be it planted in the ground or in containers. Edible plants are used just as much for their ornamental attributes as their food value, for their visual interest as much as their utility, and they are assuming places in sophisticated combination containers. Lloyd will illustrate the tremendous upside of retailing edible plants.

Plants/Design Session – Imperial Ballroom

Moderator: Janet Draper, MidAtlantic Region Director

3:30 pm – Forever Green – Sustainable Landscaping With Grasses

Mary Hockenberry Meyer, University of Minnesota
Chaska, Minnesota

Grasses benefit landscapes in building soil, providing habitat for wildlife, and larva food for butterflies. They are also beautiful, low maintenance perennials for tough landscape settings. We will look at the newest grasses and how to use them in sustainable landscape settings.

****Presentation Sponsored by Hoffman Nursery**



4:15 pm – Sky-High Ground Cover: Optimum Perennials for Green Roofs

Jim Costello, Prides Corner Farms, Inc.
Lebanon, Connecticut

When green roof plants leave ground level, all growing conditions that the "garden" setting provides changes. We will review plants for high places, new sedum introductions, and challenges of horticulture moving up.

5:00 pm – Designing With An Eye For Sustainability

Warren Leach, Tranquil Lake Nursery, Inc.
Rehoboth, Massachusetts

A sustainable landscape is both visually pleasing and environmentally friendly. A sustainable planting design balances the local climatic and geological conditions with the cultural needs of plants and a maintenance program that uses minimal resources (fertilizers, pesticides, energy, water, and time). Warren will explore landscape design themes, emphasizing plants and planting combinations that make up an environmentally friendly garden. He will highlight landscapes, using before and after photos that embrace this paradigm.

Perennial Plant Association Foundation

is a partner with the industry and academia to enhance the perennial industry through research and education. The foundation was established in 2001 by the Perennial Plant Association as a non-profit organization.

The mission of the PPA Foundation is to obtain funding to provide student scholarships to enhance the herbaceous perennial industry. Present a college scholarship this year in your company's name and donate to the foundation. Call the PPA office for details.

The goals of the PPA Foundation are to

- To provide educational scholarships and grants for horticulture students.
- To fund research projects that would benefit the herbaceous perennial industry.
- To disseminate information to members about herbaceous perennial research.
- To increase PPA Foundation assets so that interest generated can be used to fund research and educational opportunities.

The PPA Foundation enhances the perennial industry by providing money to support the PPA Scholarship Fund and other projects.

PPA Foundation Silent Auction

Remember to contribute to the silent auction! It is an excellent way to obtain recognition for your business activities, find new customers, and support the worthwhile causes of the PPA Foundation.

Popular auction contributions include garden books from our talented authors, seeds, garden art, containers, tools, or services such as garden consultations or lectures. Gift certificates are always in good taste! Of course, we all enjoy plants. Some vendors donate the contents of booths or display containers. Items are limited only by your imagination!

Contact the PPA office ppa@perennialplant.org or 614-771-8431 with your auction commitment including a description of the item and an approximate value.

Can't attend? We still welcome any contributions. Call us to make arrangements for delivery to the site. We appreciate donations to this worthy cause!



Saturday, July 7: Professional Tour I: Bench to Border

Registration 6:15 am - Mezzanine Level

Buses Load: 6:45 am and Return: 9:00 pm

Attendees have a choice of two Professional Tours. Bench to Border has production and retail sites combined with a few gardens. The Divine by Design is composed of private gardens and public gardens. Both tours conclude the day at Tower Hill Botanic Garden for dinner.

What You Will See and Learn

Cavicchio Greenhouses

Cavicchio Greenhouses is a third-generation family farm, and the largest grower of annual and perennial plants in Massachusetts. On the 200 acres at two locations in Sudbury, Massachusetts, most of the space is devoted to outside container growing. Included in this total are 10 acres of greenhouse space, seven acres of stone and bulk landscape materials, and 35 acres devoted to the sale of trees and shrubs.

Like many businesses, Cavicchio Greenhouses has evolved with the times, adapting to circumstances and the changing economy. The present day farm began as an apple orchard started by Civita and Guiseppe Cavicchio, who came from Italy in 1910. As a result of the hurricane of 1938, which leveled the apple trees, the family began growing vegetables and bedding plants that were sold in Boston's Faneuil Hall marketplace. In the 50s their son, Paul Cavicchio Sr., and his wife, Louise, increased the bedding crops and converted the business into a greenhouse operation. In the 80s Paul Cavicchio Jr. took over the business and developed it into what it is today. Cavicchio Greenhouses is still fondly referred to as "the farm", but over the last 10 years it has evolved. In addition to being a first rate growing operation, Cavicchio Greenhouses is also a full service "one stop" wholesale shopping experience for the landscape trade.

In addition to perennials, the production program includes a seasonal crop rotation of spring and fall pansies, herbs, vegetables, annuals, combo containers, mums, ornamental kale and cabbage, and poinsettias. Cut sunflowers, winterberry, and red and yellow twig dogwood are also grown. Green business practices include state-of-the-art greenhouse technologies, integrated pest management, plastic and cardboard recycling, and recycled wood-chip heating for the greenhouses.

Stonegate Gardens

Stonegate Gardens is one of New England's most unique nurseries for specimen trees, shrubs, and unusual conifers, as well as select perennials and annuals. Located west of Boston in historic Lincoln, Massachusetts, Stonegate Gardens is situated on five acres near the Massachusetts Audubon Society, Codman Farm, and Walden Pond. In 1998, the current owners purchased the property and began transforming the grounds. Today the landscaped environment consists of fieldstone retaining walls, brick walkways, bluestone terraces, and a fieldstone barn with connecting waterfalls. A fieldstone greenhouse is under construction, to be completed in the summer of 2012, it will house tropical and flowering plants and unique garden art and pottery.

Stonegate Gardens is dedicated to providing an exceptional selection of plant material and customer service in a picturesque setting while specializing in unique seasonal plantings, container plantings, floral design, and personalized garden design including installation. The company aims to present clients with an overall experience of edification and enjoyment in each individual garden and landscape project.

Russell's Garden Center

Established in 1876 Russell's Garden Center continues to grow as a family business. Originally a farm stand and meat market, Russell's has grown into one of the largest single-location garden centers in New England. Russell's employs 40 full-time and 30 part time employees year-round. That number swells to 120 during the spring season.

During the 1800s the Russell family owned much of the land in Wayland Center. It was on that land that Samuel Russell built the garden center which then functioned as a butcher shop and farm, growing vegetables and wholesaling cut flowers. Lewis Jr. and Charlotte Russell, 3rd generation and current owners, gradually converted the business from wholesale to retail during the 1970s. The houseplant and annuals departments expanded tremendously. The perennial department experienced vast growth during the 'boom' years of the 1990s reaching annual sales of \$1.3 million. Today Russell's offers one of the largest selections of perennials available in New England and continues to sell approximately \$1 million in perennials each year.

In 1986 the Russell's welcomed their middle daughter, Elizabeth, and her husband, Tim, into the business, adding the 4th generation of family owner/operators. Elizabeth started the gift and toy shops to augment the garden and plant shops. Today people travel for miles to choose from Russell's outstanding annual, perennial, rose, and nursery stock selections. Russell's carries a large selection of seeds, bulbs, containers, tools, fertilizers, soil amendments, and water gardening supplies plus a year-round tropical greenhouse.

Garden in the Woods

Garden in the Woods is the botanic garden and headquarters of the New England Wild Flower Society, the nation's oldest organization devoted to native plant conservation. The Society's mission is to conserve and promote the region's native plants to ensure healthy, biologically diverse landscapes. Started in 1931 as a private display garden by Will Curtis, a local landscape architect, the property was given to the Society in 1965 with the understanding that the property would continue to serve the founder's passion for native plant conservation and horticulture, a perfect alignment with the Society's mission.

Garden in the Woods displays an unrivaled collection of both rare and common native plants, offering a changing tapestry of flowers and foliage through the spring, summer, and fall seasons. The garden shapes the glacially-carved landscape, wet and dry areas, wandering stream, and canopy of trees into an array of habitats displaying the beauty and diversity of native plants. An **Idea Garden** offers inspiration for using native plants in designed settings, and includes an edible native plant garden and green roof displays. Other highlights along the meandering one-mile path include the **New England Rare Plant Garden**, woodland garden, lily pond, meadow display, western plant collection, pitcher plant collection, habitat displays including a swamp, bog, and limestone outcrop as well as 30 acres of natural woodland.

Early July highlights should include *Allium tricoccum*, *Asclepias incarnata*, *Baptisia tinctoria*, *Campanula rotundifolia*, *Kalmia latifolia*, *Oenothera fruticosa*, and *Rosa palustris*, and the opening of our 2012 sculpture exhibit, a collaboration with the New England Sculptors Association, and our third photographic exhibit in the gallery, *Leaves: Exploring Energy through Art and Nature*.

Brigham Hill Farm

Brigham Hill Farm consists of approximately 90 acres of woodlands, pastures, and maintained areas. The home, owned for 35 years by Shirley and Peter Williams in Grafton, Massachusetts, was built in the late 1790s and still maintains its colonial charm.

The gardens of Brigham Hill Farm are entered either through a granite slab driveway or down a bluestone walk. Warren Leach, owner of Tranquil Lake Nursery, designed many of the gardens. Upon entering, one passes roses and other fragrant flowering plants growing on old stonewalls. Just outside the kitchen is the award-winning herb garden that consists of *Buxus* 'Varder Valley' hedges, a water feature, perennial and self-seeding annual herbs. This garden is set off seasonally with potted herbs and flowers.

Behind the house is a terrace for entertaining and dining. Three *Maackia amurensis* surround a mill stone table. Below the dining terrace is a walled ornamental vegetable garden. A small rill encloses the south side of the garden. Raised Milford Pink granite beds (which match the home's foundation) and obelisks for tomatoes provide space to grow unique vegetables. Scented, climbing roses and other fragrant plants surround the exterior stonewalls of the vegetable garden.

The perennial gardens consist of several island beds and borders, mostly edged with granite slabs laid flush with the lawn. A circle of *Malus* 'Sugar Tyme' crab apple trees is trained to create a bower in the garden for a shady sitting area.

Just beyond the perennial garden is the swimming pool. Containers are planted with annuals for summer color. Thyme and other creeping plants thrive in the bluestone terrace partially surrounded by a border of *Pennisetum alopecuroides* 'Hameln'. Past the pool area the water/woodland garden begins. A series of ponds and waterfalls cut into the native granite provides water for plant and animal life.

Weston Nurseries

Weston Nurseries is in its 89th year of business and is a 4th generation family-run nursery. The nursery originated in the town of Weston and moved to Hopkinton in the early 60s. Well known for the introductions of hardy azaleas and rhododendrons, they continue to provide a vast selection of trees, shrubs, and perennials that offer year-round interest and extended bloom seasons in the New England landscape. The staff is very customer-focused and knowledgeable in all areas of horticulture. Last year they opened a second garden center in Chelmsford, Massachusetts. Both garden centers offer a full line of annuals, houseplants, garden pharmacy, tools, fertilizers, soils, planters, and many types of decorative hard goods for both the novice and the experienced gardener. In addition to the garden centers, Weston Nurseries provides in-house and at-home design and installation services to homeowners, and they operate a large re-wholesale yard for area landscapers.

Tower Hill Botanic Garden

Tower Hill Botanic Garden, located in Boylston, Massachusetts, is the headquarters of the Worcester County Horticultural Society - the third oldest active horticultural society in the United States. Tower Hill Botanic Garden is being developed as a year-round display of the finest plants for cultivation in central Massachusetts.

The 132-acre garden includes many display gardens and a one-mile Loop Trail that moves through 132 acres of natural beauty.

The **Lawn Garden** contains more than 350 species and varieties of trees and shrubs, enhanced by a variety of groundcovers and herbaceous perennials. A double pergola at the south end overlooks a **Secret Garden** of fragrant plants with pastel flowers and foliage.

Cottage and Vegetable Gardens adjoin the circa 1740 farmhouse. The gardens display herbaceous and edible plants in a design to complement the farmhouse and reflect current gardening styles.

The **Orangerie and Limonaia** are modern adaptations of 18th-century style, cool temperate greenhouses. Plants in these conservatories are moved outdoors in the summer months making the buildings available for concerts, workshops, and social functions. The **Inner Park** contains a growing collection of northeast North American natives, and the **Shade Garden** houses a developing Asian plant collection. The **Winter Garden**, located between the two conservatories, is populated with plants of exceptional winter interest, adding to the year-round appeal of the botanic garden.

The evening will end with a dinner in the garden.

The Professional Tour is included in the symposium package fee of \$400 (for July 6, 7, and 8).

Attendees not registering for the July 6-8 program may register for this one-day tour.

For PPA members, the registration fee is \$150 by June 10 and \$160 after June 10.

For non-PPA members, the registration fee is \$180 by June 10 and \$190 after June 10.

Saturday, July 7: Professional Tour II: Divine by Design

Registration: 6:15 am Mezzanine Level

Buses Load: 7:15 am and Return: 9:00 pm

What You Will See and Learn

Village Garden

Hidden behind a massive yew hedge is a garden oasis consisting of a series of garden rooms. A weeping European beech at the center hides views into the garden. Through a grove of Heritage birches is a sweeping lawn panel flanked by curving Japanese holly hedges, which are fronted by *Pennisetum alopecuroides* 'Hameln'.

The swimming pool garden is completely enclosed and very private. The swimming pool has a magnificent specimen of *Fagus sylvatica* 'Tortuosa', patches of *Arundinaria viridistriata* and a border of *Hakonechloa macra*.

Even though the garden is full, the owner cannot pass a garden center without making a plant purchase. The owners are concerned with privacy and sanctuary so the property perimeter is well screened with evergreen trees and hidden from neighboring properties.

Grass ramps lead through the perennial plantings, to a set of stairs and to the terrace lawn. Longstalk hollies, hydrangeas, *Periscaria bistorta* 'Superba', *Sorbaria sorbifolia* 'Sem', *Xanthorhiza simplicissima*, and *Helleborus* 'Ivory Prince' are set into a ground cover of *Pachysandra terminalis* 'Green Sheen'.

You will find Alaska cedar trees, a ribbon of *Chrysanthemum* 'Clara Curtis', a mass planting of *Hydrangea arborescens* 'Invincibelle Spirit', a beautifully groomed *Heptacodium*, low hedges of *Buxus sempervirens* 'Vardar Valley', and by the driveway, a mass of *Hosta* 'Sum and Substance'. Gary Koller has worked with the garden owners for more than 20 years in making additions, deletions, and periodic upgrades. This included the addition of the neighboring house, which was razed to enlarge the garden.

Clapboard Garden

Towering Norway spruces and carpets of *Lamium galeobdolon* 'Variegatum' border the long driveway. The house, originally the stable of a nearby estate, is nestled into the side of a hill. Garden construction began in 1986 on a series of garden rooms, designed in close collaboration between the owners, the landscape contractor, and Gary Koller who has been laying the plan for close to 25 years.

The garden takes advantage of rolling terrain and the setting of the house. Boulders and natural stone are an integral element of the design. A waterfall flows from the swimming pool to naturalistic pools and wetland plants below. The house is surrounded by a terrace, a walled garden, multi-level plantings, and decorative sculptures. An enclosed meditation garden was recently installed featuring a rich fabric of herbaceous plantings, groves of small trees, sitting areas, wall fountains, and multiple water-holding rocks used as bird baths.

Close by, an upper carriage house is a decorative vegetable garden with a small lotus pond enclosed by a rich assortment of woody shrubs. An informal walkway leads from the vegetable garden down the slope through a mass planting of *Paeonia japonica* and *P. obovata*. This is a plant collectors' garden; small plant treasures can be found in all garden areas.

Locust Lane Garden

The woodland surrounding the home inspired the gardens that wind through the moist forest, around the bog, and through a mostly-sunny border toward the house. An abundance of spring-flowering bulbs for sun and shade, shrubs and trees, perennials,

grasses, and winter evergreens all celebrate the individuality of New England seasons. Highlighted are collections of Japanese maples, beech, deciduous conifers, bamboos, and large-leafed perennials that thrive in wet and boggy conditions. Flowers are used only as accents, in an attempt to achieve a bold and colorful effect through each season with colorful foliage and variation in leaf texture and size.

The garden, now 11 years old, is spread over the two-acre property, connected by a series of stepping stones and mulched paths with transitions punctuated by columnar trees, lichen-covered natural stone, and rustic garden ornaments. Destinations include a shady gathering area in the woods, a natural bog and stream, a folly at the end of a *Nyssa*, box-lined allee, and a covered bridge.

The garden is a magical place that allows the family to dream and play as the years go by. Within this plot of land that they love, where change is the only constant, native woodland and designed landscape are celebrated together. This is a plant collector's garden and is rich in planting diversity.

The Gardens at Elm Bank Massachusetts Horticultural Society

Enjoy the beauty of the gardens and discover unique designs and plantings. Check out the new Cell Phone Garden Tours and the QR Code Plant Labels (Bressingham Garden) to learn more about plants and cultivars. Elm Bank is composed of many unique gardens, which include the following:

Bressingham Garden: A magnificent four-season perennial display garden designed by world-renowned nurseryman and designer, Adrian Bloom. Bressingham contains a mixture of perennials, trees, and shrubs with a specific focus for creating functional and beautiful residential landscapes. All plants featured in this 1.1 acre garden promise to grow to a mature height under 30' tall and have been selected for four-season enjoyment and sustainability. Adrian will be in the garden to discuss the design.

Weezie's Children's Garden: This whimsical children's garden, designed by Julie Moir Messervy, opened June 2003. The garden is designed as a series of small spiraling gardens, each with its own theme and its different ways of engaging the senses. Located off the main path, each smaller spiral gives visitors the opportunity to plant, water, or interact in some way with the garden's elements. The garden is rich with plantings, butterflies, and birds. In 2005, Weezie's Garden was named 'Favorite Outdoor Playspace' by *The Boston Parents' Paper*. Julie will be in the garden to discuss the design.

New England Trial Garden: This garden tests new and unreleased varieties for All America Selections® and is one of the trial gardens in the northeast.

The Garden to Table Vegetable Garden: The Chef's Garden contains 22 beds; This edible landscape is enriched with varieties representing international cuisines. The garden was featured on *This Old House* in 2011.

Crocket Memorial Garden: The Jim Crockett Memorial Garden was dedicated to the famed first host of WGBH's *The Victory Garden* and author of myriad books, who fostered a true love of gardening with his "learn as you grow" approach.

The garden features poppies from the *Victory Garden's* Oriental Poppy colony and UMASS-Amherst Professor Thomas Boyles' new cultivar variety *Boltonia asteroides* 'Jim Crockett', which has small mauve daisy-shaped blooms and blue-green foliage.

The Welcome Garden: Designed and donated by Paul Miskovsky Landscaping, this garden provides the 'first impression' for visitors to Elm Bank. Located adjacent to the main entrance, it is a four-seasons garden combining unusual and striking trees and shrubs amid rolling terrain accentuated by sitting stones with a bluestone walk to the information kiosk.

A box lunch will be provided during the visit to Elm Bank.

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Sunday Morning, July 8: **Concurrent** Lectures & Trade Show

Registration 7:00 am – 5:00 pm – Mezzanine Level

Trade Show 8:30 am – 4:30 pm – Mezzanine Level Rooms

Plants/Design Session Imperial Ballroom

Moderator: Jimmy Turner, Southern Region Director

8:00 am – Trends From The Trenches

Stephanie Cohen
Collegeville, Pennsylvania

Everyone in our industry has an opinion about the future and what it holds. Being a lowly horticulturist, Stephanie says she does not possess a crystal ball, but she can use a gazing ball. This lecture will dwell on the past, present, and future. Some of these trends affect all of us and others are important to a select few. Starting in the early 1980s to the present and past, she will be her usual opinionated self. The PPA cannot be held responsible for these remarks! Remember, these are her opinions; some are facts, but they're hers!

8:45 am – The Landscape's Color Spectrum: Applying Natural Color Theories to Enhance Design

Claudia West, North Creek Nurseries, Inc.
Landenberg, Pennsylvania

This photographic presentation interprets Bertolt Hering's research of natural color ranges in modern European landscapes and applies these principles to the American landscape. Travel with Claudia through regional native plant communities as we explore the fascinating color ranges found within these ecosystems. Implementing the design principles of color and texture leads to more color sensitive designs. Planning based on plant communities can lead to more harmonious and balanced landscapes.

9:30 am – Beverage Break and Trade Show

10:15 am – Container Gardening – Drama For Every Season

Paul Zammit, Toronto Botanic Garden
Toronto, Ontario

Just as outdoor landscapes change throughout the year, Paul believes seasonal transformations should also be reflected in dramatic container arrangements. Join Paul for an energetic presentation where he will discuss the steps to creating an eye catching and lasting planter. He will also highlight many of his favorite choice plants, container combinations, and planter accents for every season.

11:45 am – Lunch on your own

Grower Session – Terrace Room

Moderator – John Hoffman, Past President

8:00 am - Dastardly Diseases vs. Plucky Perennials: Recognizing and Countering Diseases of Your Favorite Plants

Margery Daughtrey, Cornell University
Long Island, New York

Old and newly discovered diseases can create problems for the production of perennials and also for perennials in the landscape. Margery will provide the most current information on identifying and controlling the dastardly diseases that can wreak havoc if not controlled.

8:45 am – Managing Pesky Perennial Pests

Leanne S. Pundt, University of Connecticut
Torrington, Connecticut

Leanne will discuss how to effectively develop an IPM program to manage pest problems in herbaceous perennial production. She will share with you the latest tools and techniques based upon university research and New England grower input for your IPM toolbox.

9:30 am – Beverage Break and Trade Show

10:15 am – Biological Controls – A Greener Solution

John Sanderson, Cornell University
Ithaca, New York

Integrated pest management (IPM) is an ecologically based, environmentally conscious method that combines, or integrates; biological and nonbiological control techniques to suppress weeds, insects, and diseases. Biological control utilizes natural enemies such as parasites, predators, pathogens, or competitors deriving the energy directly from the pest themselves. Dr. Sanderson will illustrate the newest findings related to biological insect control.

11:00 am – Fertilizer Rates and Ratio Recommendations for Herbaceous Perennial Plant Production

Helen Kraus, North Carolina State University
Raleigh, North Carolina

Fertilizer rate and ratio of nitrogen (N), phosphorus (P), and potassium (K) both impact growth and flowering of herbaceous perennials. However, recommendations for the nutrient rate and N:P:K ratio have not been investigated carefully for herbaceous perennials. We conducted a series of experiments to determine the effects of N, P, and K rates and N:P:K ratio on flowering and vegetative growth of several herbaceous perennials. This work indicates that herbaceous perennials have very different nutrient requirements from either annual herbaceous plants or woody perennial plants. Attend this session and learn how to select and manage fertilizer for herbaceous perennial production.

11:45 am – Lunch on your own

Retail Session – Plaza Ballroom

Moderator – Martha Smith, Central Region Director

8:00 am – When Is New ‘Newsworthy’ Or Just ‘So 20 Seconds Ago’?

Lynn Cohen, Merryfield Garden Center
Locust, Virginia

NEW can translate into INSTANT SALES or just another same old, same old. What does this new variety bring to the table that will merit the cost of adding yet another variety to our already mind-boggling perennial offerings? Will it compel customers to eagerly pull out their wallets or will it just add to their confusion? Is it better?...best?...different?...or just all too similar? Lynn will highlight noteworthy newer perennials, a few overlooked gems and focus on why and how they should sell. New is not always worthy, but sometimes it's wonderfully WOW-SY!

8:45 am – Special Events: Building Traffic or Building Profit?

Tina Bemis, Bemis Farms Nursery
Spencer, Massachusetts

It can be very tempting to mimic the myriad creative garden center events we read about in trade journals, especially when our own customer counts are declining. And Tina is the first to admit that it sure feels good when 850 kids show up for your Easter Egg Hunt. But it helps to know all the facts when adding events to your marketing mix. Follow her on her journey from events to sales to finally, profitable promotions.

9:30 am – Beverage Break and Trade Show

10:15 am - Groupon or Coupon?: Using Conventional and Modern Marketing Strategies to Build and Maintain Your Customer Base

Gary Lewis, Phoenix Perennials
Vancouver, British Columbia

The marketing options for small business have never been so diverse. Choosing the right mix of marketing strategies and using them effectively is critical to the success of your business. Gary will elaborate on his experiences using conventional marketing such as newspapers, community newspapers, magazines, radio, press releases, garden group talks and charity events versus his experiences using modern marketing tools such as a website, e-newsletter, Facebook, Twitter, YouTube, online auctions and social commerce using the Groupon model. He will discuss the pros and cons of each medium and share strategies he has developed to leverage their full potential while avoiding their inherent pitfalls.

11:00 am - Creating Displays that Sell More Perennials

Tina Bemis and Bart Krug, Bemis Farms Nursery
Spencer, Massachusetts

Our most artistic staff members may be out in the yard creating spectacular displays, but are those displays paying homage to their design skills or actually selling more plants? This spring, Bemis Farms Nursery challenged its “Inspiration Manager” to create displays that did both. And by changing the way we wrote some of our signs, we switched from passive selling through beauty to explaining why the plants in the display worked together, giving customers the confidence to design their own gardens.

11:45 Lunch on Your Own

Sunday Afternoon, July 8: Lectures & Trade Show

Registration 7:00 am – 5:00 pm – Mezzanine Level

Lectures: 1:15 – 6:00 pm – Imperial Ballroom

Trade Show: 8:30 am – 4:30 pm – Mezzanine Level Rooms

12:15 pm – Perennial Plant Association Membership Meeting Plaza Ballroom-All PPA Members Welcome

Moderator: David Sanford, Treasurer

1:30 pm – We Can Grow This! Uniting To Cultivate A Horticulture Revival

C.L. Fornari, GardenLady.com
Sandwich, Massachusetts

In a world where people are bombarded by masses of information and have the option to experience much of the world virtually, it's up to all of us to be more vocal about the benefits of plants and gardening. Be it a funded, national campaign or grassroots effort, we have the power to cultivate a resurgence of gardening. C.L. will present specific suggestions for ways growers, retailers, and other plant people can make gardening go viral.

2:15 pm - Teaching an Old Genus New Tricks: New and Upcoming *Coreopsis* Cultivars

Darrell Probst, Garden Vision
Hubbardston, Massachusetts

With varieties like ‘Moonbeam’, the genus *Coreopsis* used to bring to mind thoughts of strong, long blooming perennials and great sales numbers. When new colors arrived on the scene, so did hardiness issues. Alas, recent introductions have been putting the perennial back in *Coreopsis* and revolutionizing the genus along the way. *Coreopsis* is on the rise again in a variety of colors and plant habits. With the right varieties your sales numbers will be too!

2:45 pm – The Best Grass That Isn't: The Versatile Genus *Carex*

John Friel, Emerald Coast Growers
Lancaster, Pennsylvania

Though not a true grass, *Carex* has become a key genus in the ornamental grass market. Emerald Coast Growers, of Florida and Pennsylvania, offers over 20 varieties. Some like shade, some prefer sun; some are native, some exotic. There are species for

cute individual or combo pots, and others for vast sweeps of low-maintenance ground cover. John Friel, ECG's Marketing Manager, will outline the what, how, and why of this versatile group.

3:15 pm – Beverage Break and Trade Show

4:00 pm – The Shady *Polygonatum*s

Irvin Etienne, Indianapolis Museum of Art
Indianapolis, Indiana

From the diminutive *Polygonatum humile* to the giant *Polygonatum biflorum* var. *commutatum*, the genus can provide plants for any shade garden design. The Solomon's seals are some of our toughest perennials. While species can be found in North America, Europe, and Asia, only *Polygonatum odoratum* ‘Variegatum’ can be found as the Perennial Plant Association Perennial Plant of the Year® for 2013.

4:30 pm Spectacular By Nature – Preview of 2013 Perennial Plant Symposium in Vancouver, British Columbia

Gary Lewis, Canada Region Director

4:50 pm Gardening on the Edge of The Continent – Testing New And Unusual Perennials at the Coastal Maine Botanical Gardens

Bill Cullina, Coastal Maine Botanical Gardens
Boothbay, Maine

Gardening in Coastal Maine has more than its share of challenges and opportunities. Close proximity to the Atlantic Ocean buffers the coast from the worst of winter cold and, just as importantly, summer's heat. Still, winter is long and snow cover is unreliable. Coastal Maine Botanical Gardens is trying out many, many perennial species and cultivars for suitability and adaptability. In this talk, William Cullina will detail some of the Garden's triumphs, failures, and “too soon to tell” in an informative, humorous, and visually rich presentation about gardening of the edge of the Continent.

Monday, July 9: Gardening in the Gilded City: Gardens and Garden Centers of Newport, Rhode Island

Registration: 6:15 am

Buses Load: 6:45 am and Return: 10:00 pm

The Farmer's Daughter

Sarah Partyka decided to depart from the family farm to venture into retail and open The Farmer's Daughter, in Wakefield. It started with a small shop and one greenhouse and has grown in 14 years to its present facility including 15 greenhouses and many outbuildings on 50 acres. The garden center specializes in unique and unusual and is known for an extensive selection of perennials, annuals, and shrubs. The grounds are filled with creative displays to inspire their customers. Colorful container gardens abound, providing ideas for combinations. The Farmer's Daughter capitalizes on agritourism by offering a wide variety of events all season long. Recently, The Farmer's Daughter opened a Garden of Wings Butterfly Pavilion, which has become widely popular.

Wildacre - The Japanese Garden

At the turn of the century, Wildacre was built as a summer estate for Albert H. Olmsted, stepbrother of the famed landscape architect Fredrick Law Olmsted Jr. The Olmsted Brothers landscape design firm conceived the master plan for the grounds in 1900 and commissioned Arts and Crafts Architect Irving Gill to design a shingle style home. Irving Gill and Frederick Olmsted Jr. collaborated on a plan to make Wildacre appear as if it grew from the rocky cliffs. They used rubble stone for the foundation, fieldstone for the chimneys and dramatic steep peaks and overhanging Japanese gables to provide a rustic look that fit perfectly into the rugged site. In 1998, Wildacre was in a state of disrepair and was purchased by a dedicated philanthropist accustomed to rescuing historic properties. During the renovation, original blueprints for a series of pavilions and walled terraces that were never completed were found in the attic. Based on this plan, a series of terraces secured by stonewalls, a pavilion, and gazebo were created.

Brenton Point State Park

Situated on the coastline of Newport, at the southernmost tip of land on Aquidneck Island, this park affords its visitors one of the most commanding and majestic views on the East Coast. Along its rocky shores are spectacular views of the Atlantic as it meets Narragansett Bay, Beavertail Lighthouse of Jamestown, and marvelous sunsets. Today, the park boasts gardens, walking trails, history, and picnic tables. Visitors can relax with the cool breezes and enjoy majestic ocean views. Boxed lunches will be provided during a visit to Brenton Point State Park.

Salt Marsh House

Situated at the edge of a salt marsh on Goose Neck Cove is a lovely English Tudor Cottage named Salt Marsh House. The extensive gardens surrounding the summer home have been enthusiastically and lovingly maintained by Head Gardener Devin for 28 years. With a keen eye for the unusual and appreciation for the traditional, he has created a series of garden rooms with an English Cottage garden theme. Formal herb, vegetable, and cut flower gardens provide aesthetic beauty as well as produce for the residents. Throughout the property are several perennial and shrub borders featuring a grove of *Acer griseum* trees, numerous viburnum, hydrangea varieties, and lots of unusual perennials.

The Whim

Surprises greet a visitor, as the humble white clapboard exterior belies the jewel box within. This cottage was once the eight-car garage and gardener's cottage of the neighboring estate Land's End, formerly owned by Edith Wharton. The owner has created a magical home filled with an elegant whimsy and its name recalls her personality. What's true in the home is also true of the garden,

which has evolved slowly under the devoted care of Anne, the head gardener. The relationship among house, grounds, and sea is a visually enchanting balance. A commitment and focus sustained over three decades have resulted in a windswept piece of ledge becoming a riot of color that seems to run as far as the eye can see before meeting the ocean. Within the overall grand scheme, there are smaller gardens – formal perennial borders, a sunken quadrangle, a lavender path all leading to new garden nooks and corners or toward the sea.

Chaves Gardens

This 35-year-old family business is located in Middletown, just minutes from historic Newport. Owned and operated by siblings Bob, Joe, Ron, and Barbara, the business has experienced many fluctuations in the floral and nursery business. From the beginning, the concept of including a floral shop was paramount to help with seasonal fluctuations of the garden shop and nursery. Barbara selects cut flowers and houseplants weekly and makes a yearly pilgrimage to the Atlanta Gift Show; The company has a reputation of fine quality and unique selection of cut flowers as well as gardening and home décor. The garden shop offers botanical interest vegetable and flower seeds, unique pottery and fountains, as well as Coast of Maine mulch and compost. Joe's responsibility includes the extensive variety of trees in the nursery. Whether it is rare and unusual Japanese maples and conifers from Iseli Nurseries in Oregon, or native plants from Rhody Natives, their customers have come to expect the best.

Newport Vineyards

Newport Vineyards is the largest grower of wine grapes in New England. Since its original 10-acre planting in 1977 with several varietals of French-American wine grapes on a hill overlooking Rhode Island Sound, its goal has been to produce fine wines and preserve beautiful agricultural land. The vineyard has grown to 60 acres. The farm is now preserved in perpetuity through conservation funding from the Aquidneck Island Land Trust and the State of Rhode Island Division of Agriculture. The winery produces a full complement of red, white, blush, sparkling, and dessert wines (as well as a hard apple cider) with many award winners. We will enjoy a tour of the vineyard followed by a tasting of a selection of five wines.

Blithewold Mansion, Gardens, and Arboretum

Dinner will be served at this beautifully landscaped 33-acre historic property situated on the shores of Bristol Harbor offering sweeping views of Narragansett Bay. Its mission is to "preserve New England's finest garden estate through excellence in horticulture and historic preservation, and by our example, to teach and inspire others". The 45-room English style manor house is filled with antiques and artwork, chronicles the rich social history of the lives of one family over a span of more than 100 years. Blithewold boasts more than 300 different tree species and more than 2,500 herbaceous plants. The grounds are recognized by the Garden Conservancy as "one of the best preserved estate gardens and one of the most significant collections of trees in New England." On sight you will find a restored 1901 Lord & Burnham greenhouse, seven historic gardens, a rose garden, cutting gardens, container gardens, rock and water gardens, collectors gardens, 11-acre Great Lawn, perennial, and shrub borders.

The registration fee for PPA members is \$125 by June 10 and \$135 after June 10. Non-member rate by June 10 is \$150 and after June 10 is \$160. Registration includes transportation, boxed lunch, dinner, and garden admissions.

Monday July 9-Tuesday July 10: Journey to the Edge:The Maine Event

Registration: 6:15 am

Buses Load: 6:45 am on Monday and Return: to Boston Park Plaza at 6:00 pm on Tuesday, July 10

What You Will See and Learn

The Perennial Plant Association is pleased to offer a fun and educational tour to the northeast edge of the United States – Maine. The tour includes six stops at nurseries and gardens and an evening and dinner at the famous Coastal Maine Botanical Gardens.

Bedrock Gardens

Bedrock Gardens (www.bedrockgardens.org) is a 20-acre private garden, built on a 35-acre abandoned dairy farm. The two owners, Jill Nooney (the problem maker) and Bob Munger (the problem solver), have created it (and maintained it all) over the past 25 years.

The garden is designed as a journey, with almost a mile-long path connecting smaller gardens together. The experience is accentuated by long vistas, a grass meadow, pond, waterfalls, dark woods, a teahouse, and much of Jill's art (finegarden.com), fabricated from salvaged iron, mostly old farm equipment.

The horticulture is noteworthy for its collection of trees, dwarf conifers, perennials, and rock garden plants. The owners are in the process of trying to turn the property into a public garden, with the help of a local friends group, Bedrock Gardens Friends, and a non-profit group, Atlantic Horticulture Association.

Rolling Green Nursery

Rolling Green Nursery is a nine-acre grower/retailer garden center committed to raising healthy and vigorous plant material for garden projects and providing premier horticultural advice throughout southern New Hampshire. From annuals and perennials to flowering shrubs and ornamental trees, to our extensive native selections, we provide quality plants that enhance your landscape with color, texture, and beauty.

Rolling Green also carries earth-friendly plant care products, organic fertilizers and plant remedies. For great gifts designed to inspire any gardener, choose our colorful mixed containers, hanging baskets, hand tools, statuary, garden books and French bistro sets. Visit our new Do It Yourself container area with an international selection of pottery and robust selection of annuals and accent plants.

O'Donal's Nursery, LLC

This company has a long and storied history...beginning in the Stroudwater section of Portland, where Thomas Jackson started the Forest City Nursery in 1850. Mr. Jackson was a world-renown plant propagator who shipped plants not only across the U.S.A.; but internationally as well. One of his undated catalogs, but certainly from the 1800s, guaranteed delivery of an order to Boston within 8 hours, and to New York City within 24 hours.

After the death of Robert Jackson (Tom's great great grandson) in the 1950s, his wife, Lena Jackson sold the company in 1959 to Royce O'Donal. Land leases and purchases over the years result in 65 acres of production fields of trees and shrubs, sold primarily through the garden center, which sits on 10 acres itself.

O'Donal's Nursery has received many honors along its journey, being selected by readers of *People, Places and Plants* magazine as their favorite full-service garden center three times; as well as winning numerous awards at the annual Portland Flower Show;

including multiple Best in Show and People's Choice. Father and son, Royce and Jeff O'Donal have each received the AI Black Commemorative Lifetime Achievement Award for dedication to horticulture in Maine.

In July, 2010; O'Donal's Nursery acquired the Barth Hybrid Daylily line, plants known, in part, for multiple branched scapes, large flowers and extended blooming. We invite you to tour the Barth Necklace: a garden designed to display the entire line of Barth daylilies, and surrounded by many of the daylilies used to produce the line.

Coastal Maine Botanical Gardens

The mission of Coastal Maine Botanical Gardens is to protect, preserve, and enhance the botanical heritage and natural landscapes of coastal Maine for people of all ages through horticulture, education, and research. After 16 years of planning, planting and building, the Grand Opening of Coastal Maine Botanical Gardens occurred on June 13, 2007. Since then, the Gardens have become one of Maine's top attractions and one of the most distinguished botanical destinations in the country. Its exquisite gardens, dramatic and compelling natural landscape, stunning Visitor and Education center, and waterfront make it unique, charming and totally captivating!

On Coastal Maine Botanical Gardens' 250 acres, the natural elements are more evident than in smaller, more-manicured properties or urban settings. Our size enables our designers, including acclaimed landscape architects Herb Schaal, FASLA, of Colorado, and Bruce John Riddell, ASLA, of Bar Harbor, Maine, to create gardens and landscapes on a scale seldom found in botanical gardens.

Here at the Gardens, you'll see glorious formal gardens, impressive stonework, man-made waterfalls and ponds, and an overall design that's both appealing and impressive. You'll also find antique stone walls, nearly a mile of sparkling waterfront, native forest, and massive ledges covered in mosses, lichens, and ferns – in fact, the essence of Maine.

Our evening at Coastal Maine Botanical Gardens will conclude with a classic Maine Lobster Bake.

Plainview Farm

Plainview Farm was created in 1988 with the goals of growing and selling perennials and creating a landscape that made use of the plants offered for sale. Although the range of plants offered today has increased remarkably, the perennials and the gardens remain as much a priority today as they did 23 years ago.

The highlight of any visit includes the opportunity to explore the special gardens planted throughout the property, from woodland gardens to formal perennial beds. Hostas are featured in several gardens. Visitors will also recognize an extensive collection of native plants, as they are used throughout the gardens in various designs.

Today, Plainview Farm offers a large and diverse collection of perennials, in addition to New England-grown heathers, shrubs, and specialty annuals. The *Hosta*, *Hemerocallis* and *Astilbe* collections are most comprehensive, as are the offerings for other shade plants such as *Tiarella* and *Pulmonaria*. The Plainview Farm staff is constantly in search of plants which can handle the

extremely variable conditions of Maine and which will bring joy and excitement to its gardeners.

Van Berkum Nursery

Peter and Leslie van Berkum started Van Berkum Nursery in 1987. Their original focus was growing plants for massing and ground cover. Since less than 5% of landscapers from northern New England used perennials at the time, they did some careful thinking about how to create a market for their product, and how to set up a 'user-friendly' wholesale nursery.

The current site in Deerfield, New Hampshire, had 22 acres under pine trees on a beautiful marsh that borders a state park. The property is ideally suited for their growing interest, native perennials. This has become such a large focus of their operation that they started a named line, 'New England Woodlanders', with custom signage and tags, of strictly propagated woodland plants native to the New England region. Plants in this line include *Cornus canadensis*, *Caltha palustris*, *Asarum canadensis*, *Aster*, *Smilacena* and many more. In 2008 a tornado flattened 800 (most) of their native pine trees, devastating the nursery. This forced a restructuring of the irrigation and the creation of more traditional shade structures, as most of their shade plants were originally grown under the trees.

In addition to their Woodlander line, the van Berkums have developed a line called 'Wicked Ruggeds', plants that grow well in the tough New England climate and thrive for many years. These lines are part of over 800 varieties of perennials, for sun and shade.

Sixty-five percent of the Van Berkum plants are sold to the landscape trade. This is a market that requires a steady supply of plants from April into November. The nursery trucks 80% of their perennials into northern New England. The balance is picked up on site, which they encourage their customers to do periodically to get a feel for the nursery. Garden center sales are a growing market for them, and they are striving to fill the garden centers' demand for quality and specialty plants, without jeopardizing their supply to the landscapers. One way they do this is by extensive spring planting so that there is fresh plant material in June, July, and August for the summer landscape projects.

VanBerkum's propagate 75% of all the plants they grow. They do extensive work with cuttings, seed, division, and root cuttings. Van Berkum Nursery today employs 10 people year round and 20 additional people during the spring and summer months. They now produce about 500,000 plants a year. They are striving to remain a small family-run business, with some old fashion values about quality, but also to be efficient in all aspects of running the nursery. They maintain 9,000 square feet of display gardens, which, even in the wholesale business, they feel is a valuable tool for education of both their customers and themselves.

Uncanoonuc Mt. Perennials

A 15-acre parcel of land nestled halfway up the south slope of North Uncanoonuc Mountain was purchased by Annette and Mark Rynearson in 1979. Annette (Cornell University, Horticulture, 1976) turned over the front acre and began cover cropping and growing stock for her fledgling nursery, Uncanoonuc Mt. Perennials. Mark (Cornell University, Landscape Architecture, 1976) established his landscaping design/build firm, The Rynearson Company. The businesses are separate, but Mark's skills are evident throughout the nursery. The siting, grading, and backbone plantings of the display gardens, the extensive stone and granite work and the curving 120' long, 4 - 6' high dry-laid stonewall attest to his artistry.

With its bucolic mountainside setting, lovely, well-labeled display

gardens and extensive selection of ornamentals, Uncanoonuc Mt. Perennials is seen as a horticultural destination, not just another nursery. The emphasis is on service and customer education. An eight-volume *Picture Book*, nursery-generated signage, pot labels, and handouts are part of this effort.

The **Entrance Garden** greets visitors with its vibrant colors and handsome sign. The main **Display Garden** covers over half an acre. A gorgeous fountain and another mixed border wrap around one side of the sweet, shingled cottage that serves as the sales headquarters. Beyond is a 60' x 80' formal **Rose Garden**, the 80' x 100' **Shade House** and, at the end of the field, the **Woods Garden**. The nursery offers 2-1/2 acres of breathtaking beauty in a park-like setting overflowing with color.

Uncanoonuc Mt. Perennials is a seasonal business open to the public Wednesday through Sunday, May through September. A crew of six full-time people and up to eight part-timers is kept April through October. They grow eighty percent of plants that are sold. They offer 900 varieties supplementing their perennials with a selection of outstanding roses, shrubs, and vines. Check out their website at www.uncanoonucmt.com.

The registration fee for members is \$250 by June 10 and \$275 after June 10. Non-member rate by June 10 is \$280 and after June 10 is \$300. Fee includes transportation, two boxed lunches, garden admissions, and a lobster bake. Individuals attending this tour must reserve a room at the Rocktide Inn in Boothbay, Maine. The room rate is \$125 single/double and includes a full buffet breakfast. Call 800-762-8433 for reservations. Rooms must be reserved by June 9 to guarantee the symposium rate.

Rooms are available at the Boston Park Plaza for Tuesday, July 10. Attendees on the Maine tour will check out of the Boston Park Plaza on Monday morning July 9 and check in upon return July 10. If you wish to stay at the Boston Park Plaza upon your return, make your reservations for Tuesday night July 10.



2012 New Plant Forum Perennial Plant Symposium Boston, Massachusetts July 6, 2012

This longstanding, popular program has introduced many underused, new selections, and new releases to the perennial industry. The New Plant Forum will be presented during the 30th Perennial Plant Symposium on **Friday, July 6 at 10:45 am**. One to three excellent images should accompany each plant. Digital images in high resolution JPG (300 dpi) images at 1280 x 1024 pixels are required. Do not send images in PowerPoint. These will not be accepted. Photos and descriptions of presented plants will appear in future *Perennial Plants* journals. Electronic information and images should be sent to ppa@perennialplant.org.

With the move to a new time schedule the number of presenters will be limited to a maximum of 20. Registration will be based in order of the receipt of images, plant descriptions, and payment. A presenter is not registered until all items are received in the PPA office. A presenter may discuss a maximum of three (3) plants and a company is limited to a total of three (3) plants. Only five (5) minutes will be allotted per presenter.

Presenters wishing to present patented or trademarked plants are asked to provide \$100 for each patented or trademarked plant (or patent-pending plant). Presenters of species, cultivars, and varieties with no patent or trademark restrictions will not pay a fee. Presenters of patented or trademarked plants may submit payment by check or credit card – MasterCard, Visa, Discover, or American Express.

All images, plant descriptions (back of form), and payment (if required) must be received in the PPA office by **June 11**. Acceptance of an application after June 11 is tentative and will incur a late charge of \$200 per plant. Please provide plant information on the reverse of this sheet. Copy this form for additional plants.

Name _____ Firm _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ Fax (_____) _____

Email _____

Presenters of patented or trade marked plants should complete this section below.

Number of patented or trademarked plants x \$100 = _____

Credit Card Information: Card # _____ Expiration _____ 3 or 4-digit Vcode _____

Circle One: Visa MasterCard Discover AmEx. Zip Code/Postal code of card owner _____

Signature of card owner _____

Send completed form by June 11 to:

Perennial Plant Association

3383 Schirtzinger Road

Hilliard, OH 43026

Phone: 614-771-8431

Fax: 614-876-5238

ppa@perennialplant.org

Complete both sides of this page

New Plant Forum

Complete both sides of this page

Please duplicate and complete this form for each plant to be presented.

Please provide complete information—the more information you provide means more information the audience will know about your new plant. Applications must contain adequate information to be accepted for presentation. Also, clearly indicate whether the plant is patented or carries a trademark.

Is this plant patented or trademarked? Yes No

Genus: _____

Species: _____

Cultivar: _____

Family: _____ Hardiness from Zones _____ to _____

Origin: _____

Height: _____ Spread: _____

Description – plant habit, form, moisture, drought, light, sun, heat, humidity, wind, diseases, pests, pruning etc. _____

Propagation Methods: _____

Availability, where to purchase: _____

Landscape uses: _____

Merits of this plant and its use: _____

Send completed form and images by June 11 to:

Perennial Plant Association

3383 Schirtzinger Road

Hilliard, OH 43026 USA

Fax: 614-876-5238

ppa@perennialplant.org



Speaker Biographies

Tina Bemis

Tina Bemis graduated with a BS in Floriculture from Cornell University. She is also a graduate of the American Nursery and Landscape Association's program, Garden Center University. She is co-owner, with her husband, of Bemis Farms Nursery. This charming garden center in Spencer, Massachusetts nestles inspiring displays of farm-grown plants among the shady pines and majestic oaks of a century farm. There, Tina is responsible for growing, purchasing, advertising, and merchandising all of the annuals, perennials, vegetables, and herbs. To ensure their customers get bitten by the gardening bug, she teaches 200 workshops each year on container gardening and garden-related crafts, showing how fun and easy gardening can be when you add a shovel-full of knowledge. She has spoken at state and national industry conferences on "Garden Center Workshops, Displays, and Events". Tina, along with her husband Ed, hosts a cable television gardening show called *Bloomin' with the Bemises*.

Adrian Bloom

Adrian Bloom is a lifelong gardener and past owner of the world-renowned Blooms of Bressingham nursery in England. Now chairman of the family business, Blooms Nurseries Ltd., he is also the creator of Foggy Bottom and other gardens at Bressingham, and writes, photographs, and lectures about plants and gardening internationally. He has been a television presenter on shows including BBC *Gardeners' World* and *The Victory Garden States*. In 1986 he was awarded the Victoria Medal of Honor by the Royal Horticultural Society and in 2002 the George Robert White Medal of Honor from the Massachusetts Horticultural Society.

Lynn Cohen

Lynn Cohen was rooted in retail at the age of 15 and shortly leafed out into perennials. Earning a BS in Horticulture in the 70s, the HIP era, (Horticulturally Ignoring Perennials), Lynn studied 10 perennials for a day in Horticulture 101. Her perennial knowledge grew to an obsession while producing, selling, marketing, and designing with perennials for 30 years in retail, 14 years wholesale, and attending PPA symposiums since its inception. Lynn has written articles and lectured extensively on perennials, annuals, shrubs, and retail merchandising, and marketing.

Stephanie Cohen

Stephanie is a contributing editor for *Fine Gardening*, advisory board and contributing editor for *Green Profit* and PHS's *Green Scene*, and a regional writer for Blooms of Bressingham plant program. For more than 20 years she taught at Temple University, Ambler and is the former Director of the Ambler Arboretum. Her first book, *The Perennial Gardener's Design Primer* was an award winner in 2005 by the Garden Writers of America. The second book, *Fallscaping* was quickly followed by *The Non-Stop Garden* in 2010.

Jim Costello

Jim is a Senior Manager at Prides Corner Farms, Lebanon, Connecticut. Prides Corner is a 400-acre wholesale container nursery, growing woody and herbaceous plants. At Prides Corner since 1987 Jim has had managerial positions of potting operations, the perennial department, human resources department, as well as supervising construction and facilities.

William Cullina

William is the Executive Director at one of North America's newest and most exciting public gardens, the Coastal Maine Botanical Gardens in Boothbay, Maine. A well-known author and recognized authority on North American native plants, William lectures on a variety of subjects to garden and professional groups and writes for popular and technical journals. His books include *Wildflowers*, *Native Trees, Shrubs and Vines*; *Understanding Orchids*; *Native Ferns, Moss and Grasses*, and *Understanding Perennials* published in 2009.

David Culp

David, a noted horticulturist, is a gardener's gardener. Since 1990 he has fashioned a horticultural wonderland on two acres adjoining a late 18th-century farmhouse he affectionately refers to as Brandywine Cottage. David has lectured for the past 15 years on a variety of horticulture topics with special emphasis on hellebores. He has made guest appearances on the highly popular television shows *HGTV* and *Martha Stewart Living*.

Margery Daughtrey

Margery is a senior extension associate in floriculture crop pathology of Cornell University at the Long Island Horticultural Research and Extension Center. Margery's program at the center combines applied research with immediate extension of results to growers of flower and nursery crops in New York and nationwide. She conducts studies on the biology of pathogens and evaluates new control techniques to assist the industry with disease management. Margery holds an MS degree from the University of Massachusetts.

Laura Deeter

Laura is a professor at the Agricultural Technical Institute (ATI), The Ohio State University. She teaches herbaceous and woody plant identification, plant health management, landscape design, garden maintenance, perennial production, and computer aided design. Laura has been awarded the ATI Distinguished Teaching Award and The Ohio State University Alumni Award for Distinguishing Teaching, the Perennial Plant Association Academic Award, and the American Horticultural Society Teaching Award.

Irvin Etienne

Irvin began his career in the 152 acres at the garden and grounds of the Indianapolis Museum of Art in 1992. In 2005 he became Horticulture Display Coordinator. In this position he helps the other staff horticulturists in their plant selection and design while maintaining several areas himself. Irvin holds a BS in Public Horticulture from Purdue University.

C.L. Fornari

C.L. has been designing and tending gardens since 1970. After working as an artist for more than 20 years she was asked to write a book about gardening in 1993 and this began her work as a garden communicator. Since then, C.L. has worked at Hyannis Country Garden, an independent, family owned garden center on Cape Cod. She has been hosting a two-hour, call-in radio program about gardening since 2001. C.L. speaks about gardening nationwide, and tends her gardens at Poison Ivy Acres on Cape Cod.

Speaker Biographies

John Friel

John has been part of the horticultural industry for more than 30 years. He presently serves as Marketing Manager for Emerald Coast Growers (Florida and Pennsylvania). John is President of the Perennial Plant Association and served as a regional Director and Chairman of the Nomenclature Committee. His columns *The Friel World* and *The Perennial Cynic* have been published in *Green Profit* and *Grower Talks* magazines for years. John's byline has also appeared in *American Nurseryman*, *The American Garden*, *Perennial Plants* (PPA quarterly journal), *Baer's Agricultural Almanac*, *Lancaster Farming*, *Tomato Magazine*, and numerous other publications.

Chris Hansen

Chris is vice-president of Great Garden Plants of Holland, Michigan. Established in 2007, it is an online source of new and exciting garden plants. Chris' career in horticulture includes internships at the Missouri Botanic Garden and Longwood Gardens, Director of Horticulture for Wayside Gardens, and in a wholesale nursery for several years. During this time, Chris has visited and photographed thousands of nurseries and home gardens.

Debra Knapke

Debra is passionate about gardening and the natural world and enjoys sharing knowledge through her books, magazine and newsletter articles and guest appearances on the radio program *All Sides* with Ann Fisher, and teaching in the Landscape Design/Build Program at Columbus State Community College, Ohio. Another passion is sustainable garden design and the history of gardening. In addition to her many private clients, Debra has been involved in public garden design in the Central Ohio area. Known as "The Garden Sage," Debra is a popular speaker at professional symposia as well as gardening events throughout the Midwest.

Helen T. Kraus

Dr. Kraus is an assistant professor at North Carolina State University. Her research interests include production and management of nursery crops, especially improving irrigation and fertilizer efficiency in container-grown ornamental plants. She teaches nursery production, nursery management, plant nutrition, and principles of horticulture.

Bart Krug

Bart grew up on a 2000-acre farm in Wyoming where they still grow wheat for the Pillsbury Company. He attended Johnson & Wales University in Rhode Island where he graduated with degrees in Fashion Merchandising and Business. For nine years, he was a successful owner of two floral design studios in Providence. In 2003 the studios were voted "The best of Rhode Island" by *Rhode Island Monthly* magazine. His talents may be seen on the big screen, as he was one of the head designers for the movie "27 Dresses" with Katherine Heigl. Bart now works at Bemis Farms Nursery in Spencer, Massachusetts. At Bemis he is the visual designer and creative artist for the displays and creator/instructor for many of the seminars held at Bemis Farms Nursery.

Warren Leach

Warren is co-owner of Tranquil Lake Nursery in Rehoboth, Massachusetts, a prominent grower of daylilies, irises, distinctive perennials, and woody plants. He is a passionate plant collector,

nurseryman, horticulturalist, and award-winning landscape designer. Over the last twenty-five years, Warren has created beautiful landscapes throughout New England as well as creating captivating and educational display gardens at Tranquil Lake Nursery. He has twice received the National Landscape Association Regional Certificate of Merit for Residential Landscape Design.

Gary Lewis

Gary holds a MS in Plant Ecology from the University of British Columbia, with emphasis on the botany and ecology of wild plants. Gary became the owner of Phoenix Perennials in 2004. Since that time he has greatly expanded the nursery to include one of the largest and most exciting selections of perennials in Canada. He strives to include cutting edge new perennials, tried and true garden stalwarts, and the rare and unusual in his plant offerings. Gary is the Canada Region Director for the Perennial Plant Association. He is Image Bank coordinator for E-Flora BC, an online atlas of BC native plants. He also serves on the Perennial and Bulb Selection Committee of Great Plant Picks, an educational awards program of the Miller Botanical Garden that works to build a comprehensive palette of outstanding plants for BC and Pacific Northwest gardens.

Julie Moir Messervy

Julie Moir Messervy's vision for composing landscapes of beauty and meaning is furthering the evolution of landscape design and changing the way people create and enjoy their outdoor surroundings. With more than three decades of experience, seven books, and numerous high-profile lectures, she has emerged as an innovative leader in landscape and garden design theory and practice. Messervy's most recent book, *The Toronto Music Garden: Inspired by Bach*, is an in-depth guide to the conception and creation of this award-winning public garden. Her 2009 book, *Home Outside: Creating the Landscape You Love*, received the Garden Writers Association 2010 Gold Medal for Best Book Writing. Julie's previous book with architect Sarah Susanka, *Outside the Not So Big House*, is a consistent best-seller on Amazon.com.

Mary Hockenberry Meyer

Dr. Meyer is a professor in the Department of Horticulture Science at the University of Minnesota. As an extension horticulturist her research interests include native and ornamental grasses and sedges, especially *Miscanthus*, *Schizachyrium*, *Pennisetum*, and *Carex pensylvanica*. Mary holds a BS from Clemson University, a MS from Cornell University, and a PhD from the University of Minnesota. She has been the manager of the grass collection at the University of Minnesota for the last 25 years.

Melanie Neff

Melanie has been employed at Green Leaf Plants for 11 years. She started in the research and development area. Now she works in the new products division and provides technical support for new varieties and the rest of the product line. Melanie has a BS in Plant and Soil Science from the University of Delaware.

Speaker Biographies

Darrell Probst

Darrell is known worldwide for his work on epimediums. He has been breeding and introducing new plants for three decades, including industry staples like *Monarda* 'Raspberry Wine' and *Physostegia* 'Miss Manners'. For more than a decade he has been focused on creating perennial *Coreopsis* hardy to USDA zone 5 in a wide range of colors. Seven cultivars have been released so far in his groundbreaking Big Bang™ series, with several new series on the horizon. Darrell is a graduate of the Professional Gardener Training Program of Longwood Gardens.

Leanne Pundt

Leanne is currently an Extension Educator with the University of Connecticut Cooperative Extension System. Since 1993, Leanne has focused on cooperating with retail and wholesale growers of greenhouse crops including annuals, vegetable bedding plants, herbs, and herbaceous perennials to help them develop safer, effective, and environmentally friendly pest management programs. She has a BS degree in Ornamental Horticulture and a MPS degree in Plant Protection from Cornell University. Leanne is co-author of the *Integrated Pest Management Handbook for Herbaceous Perennials*, and *Pest Management for Herb Bedding Plants Grown in the Greenhouse*.

John Sanderson

John is an associate professor in the Department of Entomology at Cornell University, Ithaca, New York. In his extension outreach program John provides up-to-date information on IPM of greenhouse arthropod pests to growers in New York and the nation. He is a co-author of the *Pest Management Guidelines for Floral Crops and for Herbaceous Perennials*.

Roger Swain

Roger Swain, "the man with the red suspenders", is recognized by millions as host of *The Victory Garden*, television's longest-running gardening show. For 15 years Roger planted and pruned, harvested and chatted with PBS viewers across the country. Biologist, gardener, writer, and storyteller, Roger Swain was born and raised outside Boston. He graduated from Harvard College, and went on to earn a PhD, studying the behavior of ants in tropical rain forests. He was for the Science Editor of *Horticulture* magazine. Roger received the American Horticultural Society Award for Writing in 1992, and in 1996 was awarded the Massachusetts Horticultural Society Gold Medal for his "power to inspire others".

Lloyd Traven

Lloyd and his wife Candy are the owners of Peace Tree Farm in Kinterville, Pennsylvania. They have grown Peace Tree Farm from a small greenhouse to a very established and respected operation among international horticulture. Lloyd has been among the first to successfully invest in sophisticated environmental control systems for their operation. He conducts seminars and makes presentations at growing industry conferences and conventions. As an author Lloyd has contributed to *GMP Pro Magazine*, *OFA Bulletin*, *Greenhouse Product News*, *Greenhouse Grower*, and *GrowerTalks*.

John Trexler

John is the Executive Director Emeritus of Tower Hill Botanic Garden in Boylston, Massachusetts. His career in public horticulture started in 1986. John has a BS in Ornamental

Horticulture from Delaware Valley College. His background in public horticulture in the Boston area makes him a perfect presenter for the Horticultural Legacy of Greater Boston.

Peter van Berkum

Peter and his wife, Leslie, started Van Berkum Nursery in 1987. Prior to starting the Van Berkum Nursery, Peter studied horticulture in the Netherlands for a year, taking classes, and doing practical studies at numerous growing operations. Upon return to the United States Peter worked at a number of United States nurseries. Peter has served as president of the New Hampshire Plant Growers Association. He was a co-founder and current co-chair of the New Hampshire Horticulture Endowment that has raised over \$100,000 for grants for research in New Hampshire Horticulture. Peter received a BS in Plant Science from the University of New Hampshire.

Ellen C. Wells

Ellen is Editor-at-Large for *Green Profit* magazine and the *buZZ!* e-newsletter, two leading trade publications in the horticulture industry. Ellen has also written for consumer publications such as the *Boston Globe* and *Design New England* and writes a blog about vegetable gardening for PlantersPlace.com, as well as dabbles in marketing and social media projects for horticulture companies. She's an urban gardener in Boston, where her rhubarb has once again bullied its way about her community garden plot.

Claudia West

German native, Claudia West, grew up in a family-owned landscape nursery business, which specializes in garden design and perennial, woody, and cut flower production. Claudia holds a Master's of Landscape Architecture & Landscape Planning from the Technical University of Munich, Germany. Previously, Claudia served as a design consultant for Wolfgang Oehme/Carol Oppenheimer: Landscape Architecture, and was employed at Bluemount Nurseries and Sylva Native Nursery. Her extensive background in horticulture, ecology, and environmental restoration delivers a wealth of experience and knowledge in sales and as a consultant in her current role to North Creek Nurseries.

Paul Westervelt

Paul is the annual and perennial production manager at Saunders Brothers, Inc. of Piney River, Virginia. Paul holds a BS and MS degrees in horticulture from Virginia Tech University. Saunders Brothers, Inc. was founded in 1915. The nursery is a primary grower of annuals, perennials, trees and shrubs for the independent garden center and landscape market. The nursery specializes in boxwood. Paul will share his vast knowledge of production in his talk of "Timing is Everything: Scheduling Perennials for Optimum Profits".

Paul Zammit

Paul, a graduate of the University of Guelph, is the Nancy Eaton Director of Horticulture at the Toronto Botanical Garden. Formerly, he was employed at Plant World, a large retail garden centre where he was the perennial department manager for almost two decades. Paul's container designs have also been showcased several times in assorted gardening magazines most recently, in an issue of *Canadian Gardening*. In 2008, he won first place in the Scotts Miracle-Gro, Do Up the Doorstep competition, for his container entry at Canada Blooms.



2012 Perennial Plant Symposium Boston, Massachusetts
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