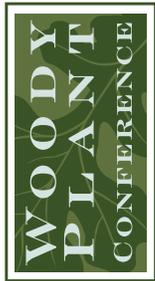


## Continuing Education

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Tyler Arboretum



Wednesday, June 29, 2016  
Lang Performing Arts Center  
Swarthmore College  
Swarthmore, PA

[woodyplantconference.org](http://woodyplantconference.org)

*Ginkgo biloba*  
Photo credit: Cathy Matos

## about our speakers

**SIR PETER CRANE**, Fellow of the Royal Society, is the Carl W. Knobloch, Jr. Dean of the School of Forestry and Environmental Studies at Yale University. In July he will become the inaugural president of the Oak Spring Garden Foundation in Virginia, an estate of Rachel Lambert Mellon that includes an exquisite garden as well as an exceptional library of landscape history and plant science. His work focuses on the diversity of plant life – its origin, fossil history, current status, conservation, and use. Sir Peter Crane is the former Director of the Royal Botanic Gardens, Kew.

**RICK CROWDER** has been General Manager and President of Hawksridge Farms since 1985. Hawksridge Farms is well known in the industry for the development and introduction of new plant cultivars to the trade. Rick has traveled extensively throughout the world visiting nurseries, arboreta, and gardens. He has received numerous awards for his work including the North Carolina Association of Nurseryman's Copeland Lifetime Achievement Award, which is the highest honor given to nurserymen in North Carolina.

**PAULA SHREWSBURY** is Associate Professor and Extension Specialist in Entomology at the University of Maryland in the Department of Entomology. The overall focus of her program is to create sustainable landscapes, nurseries, and turf systems with an emphasis on biological control, conservation of beneficial arthropods and the ecosystem services they provide. Paula has given over 300 presentations, and has written numerous publications on these topics.

**JOSEPH ROTHLEUTNER** is the tree and shrub breeder at The Morton Arboretum and the lead for their new plant development program. He is also a representative for Chicagoland Grows® plant introduction program, which promotes new cultivars of landscape plants well adapted for use in the Upper Midwest and other appropriate regions. He received his B.S. in plant science while studying urban forestry at the University of Maryland, and his M.S. in horticulture with a focus in plant breeding, genetics, and biotechnology from Oregon State University.

**TODD FORREST** is the Arthur Ross Vice President for Horticulture and Living Collections at The New York Botanical Garden (NYBG) where he leads all aspects of the management and development of the Garden's historic 250-acre landscape. This includes the 50-acre old-growth Thain Family Forest, 50 gardens and plant collections outdoors and under glass, seasonal exhibitions in the Enid A. Haupt Conservatory, and sculpture exhibitions. He joined NYBG in 1998 as a research assistant in the Institute of Economic Botany. He received his master's degree from Yale University's School of Forestry and Environmental Studies.

# Woody Plant Conference

Wednesday, June 29, 2016  
Lang Performing Arts Center, Swarthmore College



## schedule of events

**7:30 – 9:00** Registration and Coffee

**7:45 – 8:45** Early Riser Tours of Scott Arboretum

**9:00 – 9:15** Welcome  
Claire Sawyers, Director, Scott Arboretum

**9:15 – 10:15** Ginkgo: The Tree that Time Forgot  
Sir Peter Crane

Ginkgo is a botanical oddity and a widely recognized botanical "living fossil." Wild ginkgo exists only in China. Today it is beloved for the elegance of its leaves, prized for its edible nuts, and revered for its longevity. It is one of the world's most popular street trees and it is used in herbal medicines. This lecture will explore the evolutionary and cultural history of the species from its mysterious origin through its proliferation, drastic decline, and ultimate resurgence.

**10:15 – 10:45** Break: Book and Raffle Ticket Sales

**10:45 – 11:30** New Plant Trends, Rick Crowder

Join Rick as he shares information about new plants and his travels to discover them. This session will focus on trends in the market and what has occurred for several years with introductions and branding. Explore how these changes have affected growers.

**11:30 – 12:15** Pollinators and Natural Enemies:  
Can We Help Them Do Their Jobs  
in Landscapes and Nurseries?  
Paula Shrewsbury

Insects perform many important ecosystem services such as pollination and biological control. Many practices implemented to manage plants in urban landscapes and nurseries can have detrimental impacts on beneficial insects and the services they provide. This session will outline alternative plant management practices to protect beneficial insects and measures to aid in their conservation.

**12:15 – 1:15** Lunch: Book and Raffle Ticket Sales

**1:15 – 2:00** Gardeners' Voices – Five Favorite Underutilized Shrubs Under Five Feet!  
Heidi Hesselein, Pleasant Run Nursery  
Eva Monheim, Temple University Ambler  
Mary Tipping, Scott Arboretum

**2:00 – 2:45** Sculpting New Plants,  
Inside a Breeding Program  
Joseph Rothleutner

Plant breeding is a balance of creativity and science. Take a look inside The Morton Arboretum's new plant development program to see how new plants are bred and learn about some ongoing research to tame trouble plants. This session will also highlight great plants already released from the Chicagoland Grows® plant introduction program and what may be coming next.

**2:45 – 3:15** Break: Last Chance to Buy Books and Raffle Tickets

**3:15 – 3:25** Raffle Winner Announcements

**3:25 – 4:25** Garden and Forest: 120 Years of Cultivation and Conservation at The New York Botanical Garden  
Todd Forrest

Is my garden a friend or foe of nature? Should I plant a dogwood instead of the Japanese Stewartia I have always craved? What's a responsible dendrophile to do in an era of increasing concern about invasive species and growing knowledge about the ecological functions of native plants? Todd will discuss lessons learned from more than 120 years of balancing nature and horticulture across NYBG's 250-acre landscape in the Bronx.

**4:25 – 4:30** Closing Comments

**4:30 – 5:30** Happy Hour

**5:45** Last Shuttle to Springfield Mall

## conference highlights

- Talks by noted horticulturists and designers
- Free admission to co-sponsoring institution gardens June 30 and July 1

## this conference offers CEUs for:

International Society of Arboriculture certified arborists • PA Dept of Agriculture for Pesticide Recertification • Pennsylvania and New Jersey landscape architects • PA Certified Horticulturists

## registration form

Registration fee includes lunch, refreshment breaks, and free admission to sponsoring institution sites, June 30 and July 1.

**Register Online:** [woodyplantconference.org](http://woodyplantconference.org)

**Mail your registration form(s) to:**

**Continuing Education, Longwood Gardens,**  
P.O. Box 501, Kennett Square, PA 19348-0501  
Please make checks payable to Longwood Gardens, Inc.

**Register early and save!** Deadline for early registration is June 1. Pre-registration is required; no walk-ins, please.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Please check type of lunch preferred:

- Summer Herb Grilled Breast of Chicken with Sundried Tomato-Balsamic Aioli and Arugula on Multi Grain Roll
- Roasted Eggplant Hummus with Kalamata Olive Tapenade and Baby Spinach
- Gluten Free: Roasted Eggplant Hummus with Kalamata Olive Tapenade and Baby Spinach on Gluten Free Bread

### I'd like to attend the following:

- Happy Hour \$20: Space is limited

**REGISTRATION FEE:** Register early and save!

- \$99 per person if postmarked by June 1
- \$129 per person if postmarked between June 2 & June 21

Registration fees (less a 15% processing fee) will be refunded if cancellations are made before June 21; no refunds after that date.

For directions, visit [www.woodyplantconference.org](http://www.woodyplantconference.org) • Like us on Facebook!