



MIDWEST ECOLOGICAL LANDSCAPING ASSOCIATION

MELA Annual Conference 2012: Program

7:30–8:30 AM	REGISTRATION, VENDOR FAIR AND BOOK FAIR
8:30–9:00	OPENING MELA REMARKS
9:00–10:15	KEYNOTE SPEAKER: <u>DOUG REED</u> , Principal, Reed Hilderbrand
10:15–11:00	VENDOR FAIR AND BOOK FAIR

TRACKS:	ECOLOGY + LAND HEALTH	BUILT ENVIRONMENT + RESOURCES	LOCAL FOOD + PRODUCTIVE LANDSCAPES	BUSINESS GROWTH + TECH ROLL-OUT
11:00–NOON	<p>Jacob M. Blue Director of Design, Senior Landscape Architect Applied Ecological Services, Inc.</p> <p>RESTORING OR CONSERVING IN URBAN AREAS: ECO-FUNCTIONAL DESIGN Understanding what ecosystem services are and how to design with them</p>	<p>Jeff Swano President & Owner Dig Right In Landscaping, Inc.</p> <p>ECO-FRIENDLY LANDSCAPING—THE ULTIMATE BALANCING ACT + Lynora Jensen Owner, Jensen Design, Inc.</p> <p>AN EXAMPLE FROM THE FIELD: FRONT YARD NATIVE GARDEN DESIGN</p>	<p>FILM SCREENING “GREEN FIRE: THE LIFE AND LEGACY OF ALDO LEOPOLD” This film follows Leopold as scientist, ecologist, forester and environmentalist. Drawing on his life and experiences to provide context and validity, it then explores the profound impact of his thinking on conservation projects around the world today.</p>	<p>Jacqueline Loewe Founding Partner Sheridan Park Consulting</p> <p>ENHANCING YOUR RELATIONSHIP-BUILDING SKILLS</p>
NOON–1:30 PM	LUNCH			
	POLARIS AWARD			
	VENDOR FAIR AND BOOK FAIR			



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MELA Annual Conference 2012: Program *Continued*

TRACKS:	ECOLOGY + LAND HEALTH	BUILT ENVIRONMENT + RESOURCES	LOCAL FOOD + PRODUCTIVE LANDSCAPES	BUSINESS GROWTH + TECH ROLL-OUT
1:30–2:30 PM	<p><u>Erik Grossnickle</u> Arborist Representative Bartlett Tree Experts</p> <p>and</p> <p><u>Donald C. Booth, Ph.D.</u> Entomologist Bartlett Tree Experts</p> <p><u>NATURAL ALTERNATIVES IN PEST MANAGEMENT</u></p>	<p><u>Lynne Westphal</u> Project Leader & Research Social Scientist, USDA Forest Service, People and Their Environment</p> <p>and/or</p> <p><u>Paul H. Gobster</u> Research Social Scientist, USDA Forest Service, Northern Research Station</p> <p><u>PERCEPTIONS OF NEARBY NATURE AND THE ADOPTION OF ECOLOGICALLY-MINDED LANDSCAPING PRACTICES BY CHICAGO RESIDENTS</u></p>	<p><u>Jeanne Pinsof Nolan</u> Owner</p> <p>and</p> <p><u>Jacqueline A. Kotz</u> Landscape Architect, The Organic Gardner</p> <p><u>THE SUSTAINABLE EDIBLE GARDEN</u></p>	<p><u>John Harris</u> Principal, a5</p> <p><u>MARKETING SUSTAINABILITY: HOW TO STAND OUT IN A CROWD</u></p>
2:45–3:45	<p><u>Edith Makra</u> Community Trees Advocate Klehm Arboretum & Botanic Garden</p> <p><u>RETROFITTING SUBDIVISIONS: STEPS TOWARDS SUSTAINABLE LANDSCAPES</u></p>	<p><u>Larry Cammarata</u> Green Management Consultant The Brickman Group Ltd.</p> <p><u>INTENTIONAL STEPS: BALANCING THE TRUTHS OF HORTICULTURAL BASED WATER MANAGEMENT</u></p>	<p><u>Brian Cretton</u> Permaculture Design Consultant BIO-Design Solutions/Maple Grove Organic Farm</p> <p><u>BRINGING BALANCE HOME</u></p>	<p><u>Steve Pearce</u> General Manager Sebert Landscaping</p> <p><u>IT'S ABOUT TIME</u></p>
3:45–4:45	<p><u>Richard C. Hayden</u>, Garden Roof Department Manager American Hydrotech, Inc.</p> <p><u>“MOVING BEYOND SUSTAINABILITY TO REGENERATION: HOW CAN WE LOOK BEYOND WHAT IS LABELED ‘SUSTAINABLE’ TO A TRULY REGENERATIVE AND RESTORATIVE ENVIRONMENT?”</u></p>			
4:45–6:00	<u>SUSTAINABLE SOCIAL</u>			