



mela
2012

the conference

balance:
natural systems and the built environment

Thursday, February 23, 2012 / University Center of Lake County, Grayslake, IL

7:30am to 8:30am – Registration + Vendor Fair + Book Fair

8:30am to 5:00pm – Conference

5:00pm – Sustainability Social

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balance: natural systems and the built environment

University Center of Lake County - 1200 University Center Drive, Grayslake, IL 60030
Thursday, February 23, 2012

Nature has a way of keeping everything in perfect balance, with our natural systems working together in harmony like a dialogue between land and water.

The MELA 2012 Conference reflects the essence of this dialogue that starts with natural systems and ends with how we elect to interact, steward, and manage the lands we live on.

Join MELA for this 10th Annual Conference on February 23 ... a one-day event that promises to invigorate and challenge you as we explore Balance: Natural Systems and the Built Environment. Complete conference details and registration are available at www.melaweb.org.

Who should attend?

- Arborists
- Ecological Restoration Experts
- Educators, Public Gardens & Non-Profit Groups
- Growers, Nurseries and Garden Centers
- Landscape Architects and Designers
- Landscape Contractors
- Municipal Leaders
- Park District Leaders
- Policy Makers
- Product Suppliers and Manufacturers
- HOA members
- NGOs
- Students

Highlights

- Open and close the day with two highly qualified and nationally recognized speakers: Doug Reed and Richard Hayden.
- Learn and share at sessions that raise the bar higher than ever in terms of expertise in the area of sustainability education.
- Choose from topics that form a bridge between those who are already practicing sustainability and those that are launching their first efforts.
- Exchange ideas and experiences with professionals throughout the industry, from designers to contractors to growers and suppliers.

Vendor Fair

Meet 20 local vendors displaying new and innovative products for use in sustainable landscapes.

Book Fair

New this year! Books will focus on sustainable practices, ranging from beginner to advanced levels. A percentage of book sales will go to help MELA.



Keynote Presentations



Doug Reed Principal, Reed Hilderbrand

Keynote Presentation

Reed Hilderbrand is nationally known as a firm that embraces a modern aesthetic, while intentionally interlinking culture, place and nature. "For us, the sense of a site's history and the particular character of the ground itself – its shape, soil, moisture, vegetative cover – are what motivate meaningful form."



Richard C. Hayden Garden Roof Department Manager,
American Hydrotech, Inc.

Moving Beyond Sustainability to Regeneration

In the day's closing remarks, Richard Hayden pushes past diluted ideas of "sustainability" and discusses the emerging concepts of Regenerative and Restorative Approaches. This thoughtful criticism of sustainability and reframing it into the power of Regeneration shows how new models can create a deeper approach to opportunities in landscaping.

Agenda 8:30am - 5:00pm

Ecology & Land Health Track

Restoring or Conserving in Urban Areas: Eco-Functional Design; Jacob M. Blue, *Director of Design/Senior Landscape Architect; Applied Ecological Services, Inc.*

Natural Alternatives in Pest Management: Donald C. Booth, *Ph.D., Entomologist and Erik Grossnickle, Arborist; Bartlett Tree Experts*

Retrofitting Subdivisions: Steps Towards Sustainable Landscapes; Edith Makra, *Community Trees Advocate, Klehm Arboretum & Botanic Garden*

Local Food & Productive Landscapes Track

Film Screening: "Green Fire: The Life and Legacy of Aldo Leopold"

The Sustainable Edible Garden; Jeanne Pinsof Nolan, *Owner and Jacqueline A. Kotz, Landscape Architect/The Organic Gardener*

Bringing Balance Home; Brian Cretton, *Permaculture Design Consultant, BIO-Design Solutions/Maple Grove Organic Farm*

Built Environment & Resources Track

Eco-friendly Landscaping: The Ultimate Balancing Act; Jeff Swano, *President and Owner, Dig Right In Landscaping, Inc.*

Example from the Field: Front Yard Native Garden Designs Lynora Jensen, *Owner, Jensen Design, Inc.*

Perceptions of Nearby Nature and Adoption of Ecology-Minded Landscaping Practices by Chicago Residents; Lynne Westphal, *Project Leader and Research Social Scientist; USDA Forest Service, People and Their Environment; Paul H. Gobster, Research Social Scientist, USDA Forest Service, Northern Research Station*

Intentional Steps: Balancing the Truths of Horticultural Based Water Management; Larry Cammarata, *Green Management Consultant, The Brickman Group Ltd.*

Business Growth Track

Enhancing your Relationship-Building Skills; Jacqueline Loewe, *Founding Partner, Sheridan Park Consulting*

Marketing Sustainability: How to Stand Out in a Crowd; John Harris, *Principal, a5*

It's About Time; Steve Pearce, *General Manager, Sebert Landscaping*

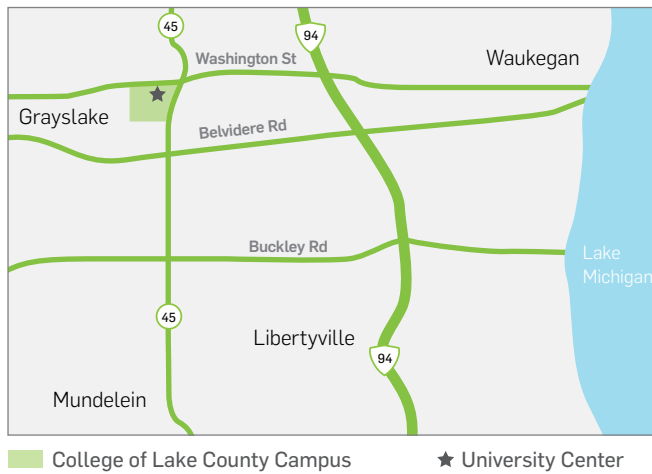


Midwest Ecological Landscaping Association

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register today at www.melaweb.org



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