HOSTED BY:
Descanso Gardens
Disneyland Resort
Huntington Library, Art Collections, & Botanical Gardens
Los Angeles Arboretum & Botanical Gardens
Rancho Santa Ana Botanic Garden
San Diego Botanic Garden
Sherman Library & Gardens
South Coast Botanic Garden

June 4-8, 2018
Southern California

CULTIVATE
YOUR
CREATIVE
NATURE

American Public Gardens Association
Did you know that Southern California is best known for its sand, surf and now, its SESSIONS! Join us in making the Association’s 2018 Conference a great one by submitting your trendsetting, innovative, and artful ideas that “Cultivate Your Creative Nature.” The Program Selection Committee is eager to review proposals that change perspectives and challenge tradition.

The 2018 conference is hosted by eight Southern California gardens. Home base will be The Disneyland Resort and the Disneyland Hotel, just steps from the Resort. It is the only theme park designed and built under the direct supervision of Walt Disney. Best known for Mickey Mouse and imagination-driven attractions surrounded by storytelling landscapes, Disneyland is a truly magical place.
Descanso Gardens

Descanso Gardens is a 160-acre urban retreat of year-round natural beauty. Its internationally renowned botanical collections span gardens, woodlands, and chaparral that showcase Southern California’s variety of ecosystems. The garden strives to cultivate an understanding of the natural world amidst a refuge of stunning beauty.

The Huntington Library, Art Collections, & Botanical Gardens

This granddaddy of Southern California gardens was founded in 1919 by Henry E. Huntington. During his lifetime, he amassed the core of one of the finest research libraries in the world, established a splendid art collection, and created an array of botanical gardens, with plants from a geographic range spanning the globe.

Los Angeles Arboretum & Botanical Garden

Los Angeles County Arboretum & Botanic Garden is a unique 127-acre botanical garden and historical site that includes Native American, Rancho Period, and late-19th-century treasures. It has been studying, exhibiting, and conserving California native plants for more than 85 years.
Rancho Santa Ana Botanic Garden

To truly gain an appreciation for and learn about California's native flora requires a trip to Rancho Santa Ana Botanic Garden. The 86-acre garden is dedicated to California native plants, research, and conservation. Through its living collections and conservation programs, the garden works to play a major role in saving species and protecting natural habitats for future generations.

Sherman Library & Gardens

Sherman Library & Gardens is a vibrant cultural center in the heart of Corona Del Mar, the crown of the sea. This 2.2-acre horticultural retreat provides a museum of living plants, displayed amidst a setting of immaculate gardens, patios, and conservatories. The historic research library is focused on the development of the Pacific Southwest and houses an impressive *plein air* art collection.
San Diego Botanic Garden

San Diego Botanic Garden is a 37-acre urban oasis that includes rare bamboo groves (said to be the largest bamboo collection in the United States), desert gardens, a tropical rainforest, California native plants, Mediterranean climate landscapes, and a subtropical fruit garden. It’s also home to the largest interactive children’s garden on the West Coast.

South Coast Botanic Garden

South Coast Botanic Garden, located on the Palos Verdes Peninsula, is one of the world’s first botanical gardens to be developed over a garbage landfill. The garden is a living testimonial that land reclamation not only offers a practical solution, but also beautifies and improves land values at the same time. It is a true masterpiece of creative land reclamation and natural space for all to share.
TRACKS

THE LIVING LANDSCAPE
Our gardens are defined by many diverse factors, which include history, art, architecture, exhibitions, garden design, plant selection, best horticultural practices, sustainable landscapes, food gardens, pollinator habitat and other ecosystem services, accessibility, and sustainable operations and facilities. What makes your gardens and landscapes come alive for visitors? What sets them apart? The garden, in all its essence, is the foundation of this track.

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Targeted Sections
- Historic Landscapes
- Horticulture, Greenhouses, and Facilities
- Food & Agriculture
- Arts & Exhibitions
- Sustainability
- Native Plants
- Design & Planning
- Plant Collections

PROGRAM SELECTION COMMITTEE CO-CHAIRS

Whether you are new to the submission process or a veteran presenter, feel free to reach out to a Program Selection Committee co-chair before you submit.

Are you wondering if any other gardens have a program or innovation like yours? Are you looking for the right panelist to provide needed perspective for your great session idea? Co-chairs are experienced in a variety of public garden disciplines and are available to help members in designing and creating sessions and workshops for any track.

These knowledgeable professionals are available to help you, so do not hesitate to contact them to make your conference program a huge success!
COLLECTING AND CONSERVING
Public gardens work on the leading edge to document and preserve plant diversity. Preparing for immediate and long-range climate change requires strength of vision and offers opportunities for great innovation. How is your garden a champion for the plant kingdom? Using technology and innovation to sustain the wealth of your data? Crossing departmental lines to share your conservation victories? Bring your questions and your proposed solutions.

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**Targeted Sections**
Plant Conservation
Plant Nomenclature & Taxonomy
Sustainability
Plant Collections
Horticulture, Greenhouses, & Facilities
Native Plants
Technology & Innovation Professionals (TIPS)

EDUCATION AND COMMUNICATION
Public gardens bring science to life for so many audiences, with interpretation, education, and communication programs that impact communities in and outside of the garden gates. How are you communicating your conservation, collections, and research in collaboration with others? How do you catalyze visitors to become action-oriented toward conservation and stewardship in the face of climate change? How do you measure your impact on your diverse and expanding audiences through all communication channels?

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**Targeted Sections**
Arts & Exhibitions
College & University Gardens
Development & Membership
Education
Emerging Professionals
Food & Agriculture
International Gardens
Marketing & Communications
Plant Conservation
Sustainability
Technology & Innovation Professionals (TIPS)
Volunteer Engagement
**MAKING FRIENDS, MAKING MONEY**

People are at the heart of every fiscally sustainable public garden. Good partnerships, whether with the public, your member base, volunteers, sponsors or other institutions, bring more opportunities for outreach and funding. What creative means have you applied towards recruiting for and strengthening workplace diversity? How have your institutional friendships and collaborations enriched your garden's long-term well-being and the economic health and resilience of the greater community?

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**LEADERSHIP, INNOVATION, AND ADVOCACY**

Envisioning the next generation garden through successful leadership, at all levels, will take an institution and its staff to new heights and foster organizational excellence. How do you cultivate new talent, apply cutting edge ideas to economic, environmental, and social sectors, and identify successful strategies? How do you determine strategic imperatives and ensure the success of new initiatives while increasing relevancy and viability of your garden?

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**Targeted Sections**

College & University Gardens  
Design & Planning  
Development & Membership  
Emerging Professionals  
Finance & Operations  
Marketing & Communications  
Small Gardens  
Sustainability  
Volunteer Engagement  

International Gardens  
Marketing & Communications  
Native Plants  
Plant Collections  
Plant Conservation  
Plant Nomenclature & Taxonomy  
Small Gardens  
Sustainability  
Technology & Innovation Professionals (TIPS)  
Volunteer Engagement
CALL FOR SESSIONS PROPOSAL SUBMISSION
The online submission process is easy and allows you to compose abstracts securely and collaboratively with colleagues throughout the world, thus simplifying the authoring and submission process. Go to http://apga2018.abstractcentral.com to submit proposals online.

Submission Opening July 3, 2017, 3:00 p.m. ET  
Submission Deadline November 1, 2017, 3:00 p.m. ET

Who Should Submit?
Moderators are required to be non-corporate members of the American Public Gardens Association. Anyone with an interest in public horticulture from disciplines or organizations outside public horticulture are strongly encouraged to participate as presenters. There are no minimum educational requirements.

Moderator/Workshop Leader Information
Moderators must be public horticulture professionals, volunteers, or trustees and be non-corporate members of the Association. Individuals who provide commercial services and goods to gardens may not serve as moderators, but they are encouraged to collaborate with others to submit session ideas and may participate as presenters.

Corporate/Sponsor Presentation Opportunities
The 2018 Annual Conference will feature a variety of inviting sponsorship and promotional opportunities to choose from. Corporate members interested in sponsored workshop opportunities should not submit abstracts, but should contact Jen Moszczynski: jmosz@publicgardens.org.

Moderator Expectations
• Coordinate session logistical details
• Organize session focus, format, and presenters
• Develop session content
• Specify session room/site setup and audiovisual needs
• Budget for costs (food, audiovisual, etc.) and make these needs known to the Association
• Notify presenters when a proposal is accepted
• Ensure all presenters register for the conference
• Introduce session, presenters, and provide summary remarks
• Ensure the electronic capture of session and workshop information

Submissions
Abstract submissions will address the following questions in a total of approximately 350 words:
• Describe the key issues and concepts of your presentation
• Describe how the session will be structured
• Identify the action you want your participants to take as a result of your session
• Explain why these presenters were chosen to represent this topic

Budget
The American Public Gardens Association has a very limited budget for speakers and workshops. Presenters from within public horticulture do not receive honoraria or travel reimbursements. Financial support for presentations is awarded only under exceptional circumstances.

If your session or workshop has any associated costs or requires financial support, you must complete the budget form as part of your submission. Additional requests for funds beyond the submitted budget will not be considered after a proposal has been accepted.

Requests for funding will be strengthened by cost-covering efforts, such as asking outside presenters to waive fees or partially cover expenses and encouraging your institution or presenters to sponsor your session or workshop in exchange for recognition as a session sponsor.
Presentation Formats

**Rapid Fire Presentation (15 slides in 5 minutes)**
Submit a proposal for a rapid-fire presentation utilizing the theme of “Cultivate Your Creative Nature.” You’ll need to think outside of the box to fit your story into this small presentation package! The Association reserves the right to compile all accepted proposals into special session format of exactly 15 slides timed at 20 seconds per slide for each presentation.

**30-Minute Individual Presentation**
Structured discussions or presentations based on a single, focused topic are welcome. Only one author (on multi-author papers) will present at the meeting.

**60- or 90-Minute Presentation**
A variety of formats may be used to build 60- and 90-minute sessions. You are encouraged to contact your Program Selection Committee co-chair to discuss whether interactive formats such as breakouts and debates, engaging narratives or more formal multi-speaker panel style presentations are the right fit for your topic.

**Workshop (Full- or Half-day)**
This is the perfect venue for experienced workshop leaders to pass on their knowledge in a targeted learning opportunity. Typically workshops have an interactive, hands-on component. Please note that proposals for workshops must include a complete budget. Workshops are expected to cover all costs through registration fees unless subsidized through a sponsorship. Typical workshop attendance is 10-20 participants.

**Poster Presentation**
Displayed throughout the conference, posters showcase a single program or research project in a graphic format using photographs, diagrams, plans, or charts with limited text printed on high-quality paper, fabric, or vinyl. Poster presenters have a specific time to discuss their projects and answer questions. Posters are an excellent way to present new ideas, concepts, and programs.

**Student Oral Presentation**
The Student Research Presentation Session is devoted exclusively to research findings presented by undergraduate and/or graduate students and is intended to encourage discussion and facilitate the exchange of current, research-based information pertaining to public horticulture. It also provides an opportunity for students at universities and public horticulture institutions to gain public speaking experience in a professional environment, and presents a forum in which existing professionals may meet their rising peers.

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**Submission Opening:** January 3, 2018, 3:00 p.m. ET
**Submission Deadline:** March 16, 2018, 3:00 p.m. ET

**Proposal Evaluation and Notification**
The American Public Gardens Association conferences are recognized for leading the field of public horticulture. We are looking for the best and most motivating, inspiring, and innovative educational content. Following these tips will help your proposal!

**Developing a Strong Proposal**
Conference attendees are diverse. Your audience potentially includes people who are employed in a wide variety of capacities at botanical gardens, arboreta, cemeteries, zoos and university campuses—as well as volunteers, graduate students, and corporate members from a variety of industries.

The American Public Gardens Association is committed to creating an equitable, diverse, and inclusive culture where the contributions of all community members are valued, respected, and appreciated.

When recruiting presenters for your session, please keep in mind that member gardens vary in terms of size of budget, staff, location, and acreage. If applicable, please ensure that your presenters are representative of the membership and/or provide multiple perspectives on the topic so that all gardens can take advantage of the valuable information you are presenting.
How are proposals evaluated?

The Program Selection Committee awards top scores to abstracts meeting the following criteria:

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<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
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<tbody>
<tr>
<td>Purpose</td>
<td>Topic, intent, and learning outcomes are focused, well presented, and thoughtfully articulated</td>
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<tr>
<td>Presenter Rationale</td>
<td>Rationale for choosing presenters is focused, well presented, and thoughtfully articulated</td>
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<tr>
<td>Relevance</td>
<td>Topic and presenters (when applicable) represent a wide range of perspectives, regions, and garden sizes/budgets/missions</td>
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<tr>
<td>Audience Engagement</td>
<td>The most appropriate audience engagement format is identified to allow full exploration of the topic</td>
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<tr>
<td>Impact</td>
<td>Topic is trending, important and timely, highly relevant to the intended audience, and has strong potential to catalyze audience engagement</td>
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Notification

By early January 2018, you will receive notification of the status of your proposal. If acceptance is contingent on changes, you will have two weeks to make those changes and return the amended proposal to the Program Selection Committee. Punctuality and cooperation are appreciated.

The American Public Gardens Association will determine the specific days and timeslots for sessions. Your submitted proposal automatically confirms your availability for any session block during June 4-8, 2017, the dates of the Annual Conference. If you already have a known time conflict, please note it in your submission.

Speaker Discounts

All presenters are eligible for the member discount, whether registering before or after the early-bird deadline.

For More Information

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