Beyond the Garden Gate: Creatively Growing Education

Regardless of your institution’s budget, location, age or acreage, public horticulture education requires endless creativity for new ideas and problem solving. You won’t want to miss this unique opportunity to be inspired, learn from others, and share your own experiences to inspire and motivate your peers. Whether you’re just starting out, a seasoned veteran, responsible for adult programming, youth programming, interpretation, or children’s garden management, you’ll find that spark to ignite your creativity and grow your education to new heights!

Explore the Richmond Region!

The long, delightful Virginia fall unveils Richmond gardens in their full glory. Named by USA Today readers as a top 10 U.S. public garden, the symposium host site, Lewis Ginter Botanical Garden, anchors the Richmond Garden Trail. You’ll enjoy sessions at nearby neighbor, Maymont, a picturesque historic estate with glorious gardens, a nature center, a children’s farm and a Victorian mansion. The symposium moves its final day to Colonial Williamsburg in the Historic Triangle, and wraps up with an optional sunset visit to Westover, one of the grandest and most beautiful of Virginia’s colonial homes, offering extensive formal gardens as well as commanding views of the James River. Save time in your travel plans to explore some of the many amazing gardens within an easy day trip from Richmond.

Thank you to James River Nurseries for their support of this Symposium.
9:00 am - 11:15 am

EXPLORE LEWIS GINTER BOTANICAL GARDEN
Arrive at the Robins Visitors Center to start your Lewis Ginter experience. Three guided tours are offered, or explore on your own:

9 & 10:15 am
From Bicycle Club to Botanical Garden—History Tour
Conservation and Sustainability at Lewis Ginter

9 – 11:15 am
Children and Youth Education—Meeting Demand for Current and Future Programs
Self-Guided Tour, or explore on your own before or after one of the guided tours

11:30 am - 12:30 pm
LUNCH PROVIDED
Robins Room, Robins Visitors Center

12:45 - 1:00 pm
SYMPOSIUM WELCOME
Auditorium, Kelly Education Center
Presenters: C. Sclar, Executive Director, American Public Gardens Association; S. Tippett, Executive Director, Lewis Ginter Botanical Garden; L. Vogel, Education Section Chair, Minnesota Landscape Arboretum

1:00 - 5:00 pm GROUP WORKSHOP with NOAH SCALIN
THE ART OF INNOVATION: CREATIVITY AT WORK
It’s not about getting out of a box or coming up with the Big Idea. It’s about being able to consistently draw out the potential in any situation! Artist, author, and activist Noah Scalin will share the unusual story of how he completely overturned his own working practices to develop a new way of sustaining innovation in his work and life. We will then put these concepts into practice with a high-energy, hands-on group workshop followed by a facilitated discussion, and a digital challenge to keep us creating and connecting after the conference.

Noah Scalin founded Another Limited Rebellion in 2001 with the idea that he could make a living doing what he enjoyed and effect positive change in the world. Since then, he has traveled the world bringing his message of creative practice to everyone from incarcerated teenagers to Fortune 500 executives. A graduate of NYU’s Tisch School of The Arts, Noah’s artwork is collected internationally, and he is the author of six books on creativity, art and design.

5:30 - 6:30 pm
OPENING RECEPTION HOSTED BY LEWIS GINTER BOTANICAL GARDEN
Bloemendaal House
7:45 - 9:15 am
BREAKFAST PROVIDED AND TOUR OPPORTUNITIES
Lewis Ginter Botanical Garden, Kelly Education Center

9:15 - 9:30 am
WELCOME AND ANNOUNCEMENTS
Presenters: J. Thomas, Education Section Staff Liaison, American Public Gardens Association; K. Webber, Education Section Vice Chair, Chicago Botanic Garden

9:30 - 10:15 am  PLENARY SPEAKER: JEREMY HOFFMAN, PhD
THE “BIRDS AND THE BEES” OF CLIMATE CHANGE

The human fingerprint on our planet’s changing climate can now be seen on individual extreme weather events, such as the unusually warm US temperatures during February 2017 – which in turn led to some of the earliest springtime phenological events on record. However, public conversations about and understanding of climate change tend to focus on far-off impacts that are generally perceived to be non-threatening to daily American life. What are the tools we can leverage to tell the story of local climate change and its impacts on our visitors’ health, recreation, and daily lives? Jeremy Hoffman shares some tactics that have been shown to increase the positive impact of climate change communication for different types of audiences, ranging from “K to Grey.”

Jeremy Hoffman, PhD, started doing improv comedy and playing music in elementary school and hasn’t been able to break the habits since. Armed with a Ph.D. in Geology with a focus in Paleoclimatology and humor, Jeremy regularly engages with audiences of all ages and backgrounds to explore climate change and how it works on multiple timescales from human (decades) to geologic (millions of years) in his role as Climate and Earth Science Specialist at the Science Museum of Virginia. He also is a prolific author of paleoclimatology haikus.

10:30 - 11:45 am
BREAKOUT SESSIONS
SESSION 1: OPEN FORUM: ADULT EDUCATION
Auditorium

This conference is the perfect opportunity to learn from each other: there are four open forums spread across the conference, each focused on an aspect of public horticulture education, to do just that. Attend as many as you’d like, and be sure to bring along any catalogs, curricula, or other resources you’d be willing to share.

Moderator: L. Vogel, Adult Education Programs Manager, Minnesota Landscape Arboretum

SESSION 2: TRENDS INFORMING PROGRAM EXPANSION IN CHILDREN AND YOUTH EDUCATION
Azalea Room

Learn how Lewis Ginter staff use an environmental education framework and knowledge of current trends to develop authentic youth learning experiences. We’ll share how Lewis Ginter responds to community needs and engages learners of all ages and abilities to meet the challenges of the 21st century.

Presenters: M. Bryant, Children’s Education Program Developer, Lewis Ginter Botanical Garden; S. Croscutt, Children’s Education Program Developer, Lewis Ginter Botanical Garden; H. Veneziano, Youth Programs Developer, Lewis Ginter Botanical Garden
SESSION 3: INTERPRETIVE MASTER PLANNING

Classroom 1

Interpretive planning is central to delivering effective and consistent messaging to visitors, on garden grounds, through outreach, and in media. Join us for a discussion on interpretive planning and learn about the keys to success: how to focus on big ideas, determine key messaging, and more.

Presenters: C. Brown, Manager, Education and Collections, Smithsonian Gardens; T. Kisner, Chief of Exhibit Planning, Smithsonian Institution Exhibits; F. Lavoipierre, Director of Education, Santa Barbara Botanic Garden

SESSION 4: GROWING YOUR GARDEN’S CURRICULUM

Lab

Join us to explore the goals, challenges and effectiveness of two different plant science/ecology teacher resources and then discuss ways to adapt these resources to your own organization. Participants will discuss ideas of how they can better share educational resources.

Presenters: L. Coykendall, Children’s Education Specialist, United States Botanic Garden; A. Pederson, Director of Education, Tucson Botanical Garden

12:00 - 1:00 pm

LUNCH PROVIDED

Kelly Education Center

1:00 - 1:25 pm

TRANSPORTATION TO MAYMONT

Maymont is a 100-acre American estate given to the community by James and Sallie Dooley who lived there from 1893 to 1925. The grounds include historic Italian and Japanese gardens as well as herb, butterfly, vegetable, and other specialty gardens. The Italian Garden contains parterres and a romantic pergola, and the Japanese Garden includes a dramatic 45-foot waterfall. Maymont’s arboretum is populated with thousands of stunning trees and shrubs, including both native and exotic species, and boasts national and state champion specimens. The ornamental lawn surrounding the mansion was restored by the Garden Club of Virginia and features a shrub labyrinth and rose arbors. In addition to its gardens, Maymont also is home to a treasure-filled Gilded Age mansion, picturesque historic buildings, the Robins Nature & Visitor Center with interactive displays and creatures of the James River, a newly-renovated Farm, and Wildlife Exhibits.
1:35 - 2:50 pm

SESSIONS IN THE GARDEN HALL AND STONE BARN

SESSION 5: ADULT EDUCATION INSTRUCTOR MANAGEMENT PANEL
Weaving together instructors, budgets, and expectations can present opportunities or, perhaps more often, complications! In this session, hear from people who regularly manage instructors as they pass on their best tips in managing instructors, and then share your own best tips and toughest questions.
Moderator: B. Pinargote, Adult Education Director, Chicago Botanic Garden.

Presenters: S. Carroll, Director of Public Programs, State Arboretum of Virginia Blandy Experimental Farm; C. Cornwell, Director of Adult Programs, Norfolk Botanical Garden; S. Merritt, Education Manager, Portal to the Public Program Coordinator, Reiman Gardens; A. Pedersen, Director of Education, Tucson Botanical Gardens; B. Pudar, Coordinator of Adult Learning Programs, The Morton Arboretum; J. Selinger, Manager of Adult Education, Chicago Botanic Garden; T. Palmier, Adult Education Supervisor, Missouri Botanical Garden

SESSION 6: EDUCATING TODAY’s YOUTH - ENVIRONMENTAL EDUCATIONAL CYCLES
Here’s a chance to dig into youth education presented at Maymont: learn about their Environmental Education programs and how they have incorporated trending teaching strategies. This hands-on session will include exploration of project-based learning, STEM with Virginia’s native wildlife, and more.

Presenter: K. Weatherford, Manager of Environmental Education, Maymont Foundation

SESSION 7: UPSTAIRS/BELLOWSTAIRS - INTERPRETING MAYMONT
The Garden Hall Terrace
Step back in time as you enjoy tours of the Dooleys’ treasure-filled mansion, including a swan bed and Tiffany stained glass window, and go belowstairs to see the restored work spaces of the domestic staff. As a second tour option explore Maymont’s historic Italian and Japanese gardens as well as the fragrant Herb Garden, unique Arboretum and pristine mansion landscape.

3:00 - 4:15 pm

SESSIONS IN THE GARDEN HALL AND STONE BARN

SESSION 8: OPEN FORUM - FAMILY PROGRAMS
Refer to Session 1 for more information.

Moderator: M. Fuchs, Education and Outreach Manager, The Delaware Center for Horticulture

SESSION 9: EDUCATING TODAY’s YOUTH - ENVIRONMENTAL EDUCATIONAL CYCLES
Repeat of 1:35 pm

Presenter: K. Weatherford, Manager of Environmental Education, Maymont Foundation

SESSION 10: UPSTAIRS/BELLOWSTAIRS - INTERPRETING MAYMONT
Repeat of 1:35 pm

4:15 - 5:15 pm

RECEPTION HOSTED BY MAYMONT
7:45 - 8:45 am
TRANSPORTATION TO BRUTON HEIGHTS SCHOOL
EDUCATIONAL CENTER, COLONIAL WILLIAMSBURG

Opened in 1997, this 170,000 square foot “University Without Walls” comprises The John D. Rockefeller, Jr. Library, containing the research library of the Colonial Williamsburg Foundation; The Wallace Collections and Conservation Building with storage space for collections, labs and curatorial offices; and the Bruton Heights School with classroom and meeting spaces, offices for the Research Division, and Colonial Williamsburg Productions.

9:00 - 9:15 am
WELCOME AND ANNOUNCEMENTS
Lane Auditorium
Presenters: J. Thomas, Education Section Liaison, American Public Gardens Association; L. Viancour, Landscape Director, Colonial Williamsburg; L. Vogel, Education Section Chair, Minnesota Landscape Arboretum

9:30 -10:45 am
BREAKOUT SESSIONS:

SESSION 11: OPEN FORUM - INTERPRETATION
Lane Auditorium
Refer to Session 1 for more information.
Moderator: K. Webber, Interpretive Programs Director, Chicago Botanic Garden

SESSION 12: PAINTING THE CITY GREEN: ENGAGING ADULTS IN HORTICULTURE
Room 119
Learning about gardening and horticulture can also connect adults with their communities: discover how the Ginter Urban Gardener Program and Branches to Chances: A Return to Work Program do just that. There will be an opportunity to share your programmatic experiences and join in discussion about how to achieve this in your community.
Presenters: D. Chavis, Community Engagement Coordinator, Lewis Ginter Botanical Garden; M. Fochs, Education and Outreach Manager, The Delaware Center for Horticulture

SESSION 13: WHAT’S THE DEAL WITH FEE-BASED FAMILY PROGRAMS?
Room 204
Morris Arboretum and Green Spring Gardens have met the challenge of generating revenue by offering educational, fun, and engaging mission-based programs for families, and we want to share our experiences with you! We’ll discuss the programs that have and have not worked, as well as how we are looking to grow programs in the near future.
Presenters: S. Eggerton, Program Coordinator, Green Spring Gardens; B. Thompsonowak, Assistant Director, Education and Penn Outreach, The Morris Arboretum of the University of Pennsylvania

10:45 -11:00 am
REFRESHMENT BREAK
11:30 am -12:15 pm

BREAKOUT SESSIONS:

SESSION 14: ADDING SITES THROUGH PARTNERSHIPS - IS IT WORTH IT?
Lane Auditorium

Gardens often aspire to expanding program and audience reach by adding new sites, at times accomplishing this by forming new partnerships. Through a case study approach, delve into the trials, tribulations, successes and lessons learned that Denver Botanic Garden has experienced with their two-year-old Plains Conservation Center effort.

Presenters: M. Cole, Director of Education, Denver Botanic Gardens; J. Blue, Plains Education Coordinator, Denver Botanic Gardens at Plains Conservation Center

SESSION 15: IT’S A NATURAL - COMMUNICATING SCIENCE IN PUBLIC GARDENS
Room 119

What roles can public gardens play in providing science-related information and inspiration to public audiences of all ages? Be inspired by exciting programs from gardens across the country, including Portal to the Public Network, Science Cafés, science messaging through exhibitions and interpersonal interpretation, and more.

Moderator: K. Webber, Director of Interpretive Programs, Chicago Botanic Garden

Presenters: S. Carroll, Director of Public Programs, State Arboretum of Virginia Blandy Experimental Farm; S. Merritt, Education Manager, Reiman Gardens, Iowa State University; K. Nabors, PhD, Manager of Learning Engagement & Interpretation, Denver Botanic Gardens

SESSION 16: OPEN FORUM - SCHOOL PROGRAMS
Room 204

Refer to Session 1 for more information.

Moderator: K. Davidson Taylor, Education Officer, Royal Botanical Gardens

12:15 - 1:00 pm

LUNCH ON THE LAWN

1:00 - 1:30 pm

THE LIVING HISTORY MUSEUM OF THE 21ST CENTURY - RE-ENVISIONING COLONIAL WILLIAMSBURG
Lane Auditorium

Learn how Colonial Williamsburg is rethinking the guest experience in the 21st century in their interpretation of the 18th-century capital.

Presenter: L. Viancour, Landscape Director, and Historical Interpretation Staff, The Colonial Williamsburg Foundation
1:30 - 2:00 pm
TRAVEL/WALK TO COLONIAL WILLIAMSBURG HISTORIC AREA
EXPLORE COLONIAL WILLIAMSBURG

2:00 - 3:30 pm – Colonial Williamsburg’s Gardens Then & Now
This walking tour will venture through backyard gates to explore Colonial Williamsburg’s restored 18th-century gardens. Learn the archaeological and historical evidence used to re-create them and how their interpretation continues to evolve.

3:30 - 4:30 pm – Self Guided Exploration
The Colonial Williamsburg Foundation preserves, restores and operates Virginia’s 18th-century capital of Williamsburg. Innovative and interactive experiences, highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry.

The Colonial Williamsburg experience includes more than 400 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers, lodging, culinary options from historic taverns to casual or elegant dining, the Golden Horseshoe Golf Club featuring 45 holes designed by Robert Trent Jones and his son Rees Jones, a full-service spa and fitness center, pools, retail stores and gardens.

5:15 - 7:15 pm - $25 pp
OPTIONAL EXCURSION: SUNSET AT WESTOVER PLANTATION
Raise a toast to sunset over the iconic James River as you enjoy light refreshments and explore one of the most magnificent of Virginia’s Colonial-era homes, complete with extensive gardens. Your bus returns you to downtown Richmond to enjoy dinner on your own in one of the walkable, exciting restaurants in the city’s dynamic dining scene.
2017 EDUCATION SYMPOSIUM
SCHEDULE AT A GLANCE

Breakfast and dinner on your own unless otherwise indicated

Wednesday, November 1, 2017

6:30 – 8:30 am  Event registration at the Omni Richmond
8:30 am  Buses depart Omni Richmond for Lewis Ginter Botanical Garden
9:00 – 11:15 am  Explore Lewis Ginter Botanical Garden
11:30 – 12:30 pm  Lunch Provided
12:45 – 1:00 pm  Welcome and Announcements
1:00 – 5:00 pm  Noah Scalin Workshop: The Art of Innovation: Creativity at Work
5:30 – 6:30 pm  Opening Reception hosted by Lewis Ginter Botanical Garden
6:45 pm  Buses depart Lewis Ginter Botanical Garden for Omni Richmond

Thursday, November 2, 2017

7:15 am  Buses depart Omni Richmond for Lewis Ginter Botanical Garden
7:45 – 9:15 am  Breakfast Provided and Tour Opportunities
9:15 – 9:30 am  Welcome and Announcements
9:30 – 10:15 am  Plenary: The “Birds and the Bees” of Climate Change - Jeremy Hoffman, PhD
10:30 – 11:45 am  Breakout Sessions 1-4
12:00 – 1:00 pm  Lunch Provided
1:00 – 1:25 pm  Buses depart Lewis Ginter Botanical Garden for Maymont
1:35 – 2:50 pm  Rotating Sessions 5-7 and Explore Maymont
3:00 – 4:15 pm  Rotating Sessions 8-10 and Explore Maymont
4:15 - 5:15 pm  Reception hosted by Maymont
5:30 pm  Buses depart Maymont for Omni Richmond

Friday, November 3, 2017

7:45am  Buses depart Omni Richmond for Bruton Heights School Educational Center, Colonial Williamsburg (light bus snack)
9:00– 9:15 am  Welcome and Announcements
9:30 – 10:45 am  Breakout Sessions 11-13
10:45 – 11:00 am  Refreshment Break
11:00 am – 12:15 pm  Breakout Sessions 14-16
12:15 – 1:00 pm  Lunch on the Lawn
1:00-1:30 pm  Colonial Williamsburg’s Interpretation Strategy
1:30-2:00 pm  Travel to Colonial Williamsburg’s Historic Area
2:00-4:15 pm  Guided Tours/Free Time in Colonial Williamsburg
4:30 pm  Buses depart Colonial Williamsburg for Omni Richmond or Westover
5:15 - 7: 15 pm  Optional Excursion: Sunset at Westover Plantation
### 2017 Education Symposium Registration

**Please register online at:** www.publicgardens.org  
*There will be a $25 processing fee for paper registration. Registration fee includes lunches and receptions, as indicated on the brochure.*

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**Membership Status**  
(Please check the correct box.)

- [ ] Work at Member Garden  
- [ ] Individual Member  
- [ ] Corporate Member  
- [ ] Student Member  
- [ ] Non-member

**Area of Education**  
(Check any/all that apply.)

- [ ] Adult Education  
- [ ] Family Programs  
- [ ] School Programs  
- [ ] Interpretation  
- [ ] Children's/Youth Programs

**Fee Schedule**

- [ ] Association Member: $350  
- [ ] Student Member: $250  
- [ ] Non-member: $450  
- [ ] Optional Friday Tour: $25 pp

**Bus Transport**

- [ ] Will be using Association transportation to get to/from hotel to garden venues  
- [ ] Have own transportation

**Cancellation Policy**

All requests for cancellation refunds will be subject to a cancellation fee of $100 and must be received by October 13, 2017. No refunds will be given after that date for cancellations or no-shows.

**Lodging**

Omni Richmond  
100 S. 12th Street  
Richmond, VA 23219  

*The Omni provides complimentary WiFi to members in their Omni Select Guest program. To sign up and receive first-stay access, please visit http://www.omniselectguest.com*

To receive the $149 per night Symposium room rate single or double, please register directly with the Omni Richmond on their website, [https://www.omnihotels.com/hotels/richmond/meetings/apga-education-symposium](https://www.omnihotels.com/hotels/richmond/meetings/apga-education-symposium). Rooms must be reserved by October 13, 2017 in order to receive the discounted room rate.

**Special Needs**

- [ ] Vegetarian  
- [ ] Vegan  
- [ ] Gluten Free  
- [ ] Other Needs  
Please specify:

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**Tally Your Registration**

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**Questions?**

Contact 610.708.3011 or jthomas@publicgardens.org

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**American Public Gardens Association**

351 Longwood Road, Kennett Square, PA 19348  
Tel 610.708.3010  
Fax 610.444.3594