

REGISTRATION DEADLINE
February 4, 2022

QTY	REGISTRATION	PRICE	TOTAL
	Member Registration	\$60	
	Non-Member Registration	\$70	
	Additional Registration (each)	\$40	
	Student	Free	
	Refreshments & Lunch	\$30	
	VCH Exam-Member	\$10	
	VCH Exam Non-Member	\$25	
	Subtotal		
	Total		

Company Name _____

Name _____

Additional Name(s) _____

Mailing Address _____

City _____ State _____ Zip _____

Phone: _____

Email _____

Add. Email _____

Payment: check to VNLA Visa Mastercard Amex

(please circle)

Credit Card # _____ / _____ / _____ / _____

Exp. Date _____ / _____ **CCV#** _____

Print Name on card: _____

Signature _____

Speaker Profiles

Kim Eierman is the Founder of EcoBeneficial LLC. She is an environmental horticulturist and ecological landscape designer specializing in native plants. Based in New York, Kim teaches at the New York Botanical Garden, Brooklyn Botanic Garden, The Native Plant Center, Rutgers Home Gardeners School and several other institutions. Kim is an active speaker nationwide on many ecological landscape topics, presenting for industry conferences, "green events," Master Gardener groups, garden clubs, nature centers, Audubon Society chapters, beekeeping groups, and other organizations interested in environmental improvements. Kim also provides an horticultural consulting and landscape design to homeowners and commercial clients.

In addition to being a Certified Horticulturist through the American Society for Horticultural Science, Kim is an Accredited Organic Landcare Professional, a Steering Committee member of The Native Plant Center, and a member of The Ecological Landscape Alliance and Garden Communicators International. Kim is the author of the new book, *The Pollinator Victory Garden: Win the War on Pollinator Decline with Ecological Gardening*.

Dr. Josef Gorres is an Associate Professor at the University of Vermont, Plant and Soil Science Department. His teaching and research connect ecosystem services with agricultural economics for the sustainability and prosperity of farms in Vermont.

Judith Irven is a landscape designer and Vermont Certified Horticulturist. Judith studied Landscape Design at Vermont Technical College and for the past twenty-five years has worked as a professional landscape designer with her own business— 'Outdoor Spaces Landscape Designs. She also gives talks for local garden clubs, teaches Landscape Design as part of the Vermont Master Gardener course and writes a regular gardening column for both the Addison County Independent and Vermont Country Sampler newspapers.



Winter Meeting and Trade Show

February 10, 2022
Attendee Registration



Join us at the UVM
Davis Center
US Route 2
Burlington, VT 05401

SCHEDULE

8:00 - 9:00 am - Trade Show Registration

8:00 - 10:30 am - VCH Exam

9:00 - 10:30 am - Kim Eierman, CH, AOLCP and founder of EcoBeneficial.



“Getting Real about Ecological Landscapes and Native Plants.”

- Creating and maintaining landscapes that improve environmental health requires thinking like an ecologist, not to mention a realist. Let's get real about best practices for ecological landscaping and native plants, including setting client expectations, reflecting native plant communities, purposefully enhancing biodiversity and genetic diversity, planting for full ecological function, embracing ongoing invasive species management as a *revenue opportunity*, and *much more*.

10:30 - 11:00 am - Visit with Vendors/Trade Show

11:00 am - 12:15pm - VNLA/Green Works Business Meeting - includes presentation of awards.

12:15 - 1:00 pm - Lunch

CONCURRENT SESSIONS GRAND MAPLE BALLROOM

1:00 pm - 2:00 pm - Kim Eierman, CH, AOLCP and founder of EcoBeneficial.

“The Pollinator Victory Garden: Best Practices for Pollinator Landscaping” - Countless pollinator species have suffered dramatic declines in recent years. It's a serious problem for all of us since pollinators are responsible for the reproduction of 80% of all flowering plants, and

at least 30% of the food that we eat. Unfortunately, most managed landscapes offer little in the way of appropriate habitat and forage for these essential animals. With simple strategies and you can create landscapes that attract and support not just bees, but an array of pollinators that have different requirements.

OR

WILLIAMS ROOM

1:00 pm - 2:00 pm - Dr. Josef Gorres, UVM Plant & Soil Science Department.



“Invasive Snake Worms in Vermont!”

- Join Dr. Gorres in this hour to learn about the invasive snake worms in Vermont, the tell-tale signs of their presence, how to identify them and their impact on the environment. We also discuss why they are so numerous in horticulture and recent advances in how to manage them.

2:00 - 2:30 pm - Visit with Vendors/Trade Show

2:30 pm - 3:30 pm - VNLA/Green Works Industry Award Winners Presentation of Projects. The winners of the 2021 Industry Awards Program will present their winning entries complete with a description of their project and photos.

CONCURRENT SESSIONS GRAND MAPLE BALLROOM

3:30 pm - 4:30 pm - Industry Panel Discussion. Ed Burke, moderator.

“Facing the COVID Challenges in 2022”. - Come join the conversation as Ornamental Horticulture Industry (OHI) panelists speak about the challenges they see the OHI facing in 2022 in

their represented business sectors. These sectors include the wholesale, retail, greenhouse, hardscaping, and landscaping trades. Panelists include: Charlie Plonski, New England Nursery Supply, Ray DeFeo, Prides Corner Farm, Andrew Barry, Griffin Greenhouse Supply, Eric Mootz, Trowel Trades Supply, Chris Conant, Claussen's Florist, Greenhouse & Perennial Farm, Tom Hoffman, Homestead Landscaping and Chris diStefano, diStefano Landscaping, Inc.

OR

WILLIAMS ROOM

3:30 pm - 4:30 pm - Judith Irven, Outdoor Spaces Landscape Design.

“Finding Inspiration and Information in Contemporary Public Gardens of the Northeast.”

- In this beautifully illustrated talk Judith describes her favorite public gardens of the Northeast, each of which offers a wealth of ideas—from evocative designs to new plant selections—that can inspire us all as we seek to create lovely gardens for our own clients.



PLEASE CHECK OUR WEBSITE FOR THE CURRENT COVID PROTOCOLS AT UVM AND WE WILL PROVIDE UPDATES AS THE DATE NEARS.

Registration Deadline February 4, 2022
A parking permit and information will be emailed to you prior to the meeting.

Register on-line and save the paper & postage!

VNLA/Green Works
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