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Courtesy of America's Garden Capital, all attendees will receive a special pass granting them complimentary access to many of outstanding local gardens during the week of August 4 - 7.

Courtesy of American Horticultural Society, all attendees will receive complimentary one-year membership to AHS.



The Association for
Garden Communicators

Connect. Learn. Grow.

gardenwriters.org



GWA NextGen Summit

New Routes to Horticulture

Saturday, August 6, 2016
Longwood Gardens & Chanticleer, Kennett Square, PA

SCHEDULE

8:00AM | Registration & Networking

9:00AM | Opening Remarks

9:15AM | Keynote: Macro Trends and the Green Industry
Lori Greene, Founder, LPG Enterprises

10:00AM | Break

10:15AM | Building Your Digital Strategy
*Joanna Groarke, Director of Public Engagement and Library Exhibitions
Curator, New York Botanical Garden*

10:45AM | How Reading the Tea Leaves Increases Profitability
Katie Dubow, Creative Director, Garden Media Group

11:30AM | Lunch

12:30PM | Living Landscapes Panel
*Moderator: Peggy Ann Montgomery, Montgomery Horticultural
Consulting, LLC & American Beauties Native Plants*

Planting Design and Management Strategies for Living Landscapes
Claudia West, Ecological Sales Manager, North Creek Nurseries

Designing for Urban Infrastructure
Patrick Cullina, Principal, Patrick Cullina Horticultural Design + Consulting

Global Green Roof Technology
Ed Snodgrass, President & Founder, Emory Knoll Farms

2:45PM | Closing Remarks

3:00PM | Longwood Garden Tours

5:00PM - 7:30PM | Reception @ Chanticleer 786 Church Rd., Wayne, PA 10987



SPEAKER BIOS

Lori Greene, Founder, LPG Enterprises

Lori Greene is the founder of LPG Enterprises, a digital marketing, content, and training consultancy. A proven multi-platform marketing executive, Greene is highly proficient in all aspects of media including social, mobile, digital, video, television, and print. She spent her career creating, curating, marketing, and monetizing smart, cutting-edge content on television, mobile, web, print, and social media utilizing the highest journalistic standards. Currently an adjunct in digital marketing at New York University, Greene teaches content marketing and social media at various prestigious educational institutions. As Senior Partner Content Director at GroupM's Maxus, she created award-winning, viral work for Arm & Hammer Baking Soda.

Greene devised content and marketing strategies and ran editorial implementation as VP Digital Media for History.com, Biography.com, and BBCAmerica.com that resulted in explosive growth in all metrics. At Time Inc. Content Solutions, Greene created thought leadership content on several platforms for financial services clients and as SVP Digital Media and Content she executed a full digital rebrand of the global company WOBI, home of the World Business Forum.

In addition, she produced television shows for Lifetime, Food Network, and the Travel Channel and is the winner of a Silver Pearl Award, a Promax World Gold award, and an Eppy Award among others. Greene is currently VP Student Affairs at New York Women in Communications, runs Programming for The Content Council, and is the Chair of the Fox Business School Advisory board.

Greene has a global perspective borne out of travel to all seven continents and over 120 countries from her days as a travel journalist. She's paddled through the striking mirror reflections of Cypress Gardens in North America, gazed at the sculpted patterns of the Loire Valley's Villandry Gardens in Europe, meditated in the harmonious greenery of Japan's Golden Pavilion in Asia, ducked in for some palm tree shade amidst the Moroccan blue of Majorelle Gardens in Africa, and hunted for endangered species in Rio de Janeiro's sprawling Botanical Garden in South America. She's interviewed subjects as diverse as Julia Child, Calvin Klein, a famous political prisoner in a Peruvian jail, and Dr. Michael Mann, the climatologist at the epicenter of the climate change debate.

When not working to transform digital entities, Greene concentrates on goal-oriented adventures -- she summited Mount Kilimanjaro, ran the New York City marathon, and snorkeled for miles with spawning salmon in a frigid Canadian river.

Patrick Cullina, Principal, Patrick Cullina Horticultural Design + Consulting

Patrick Cullina is an award-winning horticulturist, landscape designer, photographer, lecturer, and organizational consultant with more than twenty years of experience in the landscape field. He runs a design and consulting business based in Manhattan that is dedicated to the innovative and sensitive integration of plants and materials into a diverse range of compelling designs--drawing inspiration from the both the natural world and constructed environments alike. Previously, he was the founding Vice President of Horticulture and Park Operations for New York City's High Line; the Vice President of Horticulture, Operations and Science Research at Brooklyn Botanic Garden; and the Associate Director of The Rutgers University Gardens in affiliation with the school's Department of Landscape Architecture.

Katie Dubow, Creative Director, Garden Media Group

Katie Dubow is creative director at Garden Media Group, a public relations firm that specializes in the lawn and garden industry. You can find her enhancing brands' reputations, building killer campaigns and launching new products at the firm's world headquarters, and only location, in Kennett Square, PA. In her spare time she practices Bikram yoga, mixes a mean cocktail and of course, gardens excessively.

Joanna Groarke, Director of Public Engagement and Library Exhibitions Curator, New York Botanical Garden

Joanna L. Groarke is Director of Public Engagement and Library Exhibitions Curator at The New York Botanical Garden. She oversees the Garden's Art Gallery and the institution-wide interpretation program, including mobile experiences, signage and display text, audio tours, and exhibition catalogues. She studied art history and museum education at New York University's Institute of Fine Arts and Tufts University (MA) and received her BA at the College of William and Mary.

Peggy Ann Montgomery, Montgomery Horticultural Consulting, LLC & American Beauties Native Plants

Peggy Anne runs her own business as a horticultural consultant. She is proud to represent American Beauties Native Plants as their Brand Manager. She is a long-standing member of GWA, and has written for numerous trade and popular publications such as Better Homes & Gardens, American Nurseryman and Organic Gardening. Peggy Anne studied horticulture in the Netherlands where she owned her own business as a landscape designer. She has an extensive background in public relations with a large wholesale nursery and has studied native plants at Mt. Cuba Center.

Ed Snodgrass, President & Founder, Emory Knoll Farms

Ed Snodgrass is president and founder of Emory Knoll Farms, the only nursery in the U.S. dedicated solely to the propagation of plants for the green roof industry. The wholesale nursery that has been in operation since 1998, and the green roof plant business became incorporated in 2004.

Emory Knoll Farms' current selection of plants is the end product of many years of solid experience, both in greenhouses and on green roofs. They have supplied plants for more than six hundred green roof projects across the US and in Canada, as well as overseas. Ed and his team are active in plant research and development regionally and internationally and keep several test plots on site. The team is always acquiring and testing new varieties of plants, and work with educational institutions around the globe, supporting various green roof research projects.

Claudia West, Ecological Sales Manager, North Creek Nurseries

Claudia is the ecological sales manager at North Creek Nurseries, a wholesale perennial grower in Landenberg, PA. Claudia holds a Master's Degree of Landscape Architecture and Regional Planning from the Technical University of Munich, Germany. In her current role, Claudia works closely with ecological design and restoration professional, offering consultation services from initial project planning stages to adaptive management strategies after project completion. Her work is centered on the development of stable, layered planting designs and the desire to bring American native plants back into our landscape by making them widely acceptable. Claudia is a sought after speaker on topics such as plant community based design and the application of natural color theories to planting design. Together with co-author Thomas Rainer she published a new approach to ecological planting design in her first book *Planting in a Post-Wild World* (Timber Press).