

A photograph of a person sitting on a wooden bench in a park during autumn. The person is seen from behind, wearing a dark jacket. The ground is covered in fallen yellow and orange leaves. Large trees with vibrant autumn foliage line a path that leads into the distance. The overall scene is peaceful and scenic.

public horticulture matters

2006 Longwood Graduate Program Symposium

march 10, 2006

public
horticulture *connecting purpose*
and presence
matters
with future perspectives

matters of interest...

Nationally renowned speakers

In-depth tours of Longwood Gardens

An evening reception in the new East Conservatory

An opportunity to participate in Longwood's Centennial Celebration



Longwood Gardens

The Garden of a Lifetime.
A Century in the Making.

speakers

Carolyn Boyd

Ms. Boyd received her B.A. and Ph.D. in anthropology from Texas A&M University. She is an archaeologist, an adjunct faculty member at Texas A&M and Texas State Universities, and the Executive Director of SHUMLA School, a nonprofit organization Studying the Human Use of Materials, Land, and Art. Ms. Boyd has lectured extensively on art, archeology, community leadership, and reaching diverse audiences through SHUMLA.

Sponsored by SHUMLA School, Inc. and Chanticleer, A Pleasure Garden

Iain Robertson

A native of Edinburgh, Scotland, Mr. Robertson has been a University of Washington faculty member for over twenty years. His interests center on plants as a design medium. Mr. Robertson lectures on topics related to garden, arboretum and planting design. His recent articles have appeared in *The Public Garden* and *Pacific Horticulture*. He has acted as a consultant for arboreta and botanic gardens in Washington, California and Arizona.

Sponsored in part by Chanticleer, A Pleasure Garden

Caroline Lewis

Ms. Lewis spent twenty-three years as a science teacher and high school principal. She currently directs Fairchild Tropical Botanic Garden's Education Department with programs annually engaging 22,000 students and thousands of adults. She also designed and initiated the competitive, multidisciplinary Fairchild Challenge to promote teenagers' botanical and environmental awareness, scholarship, and stewardship. The Fairchild Challenge is now being emulated by institutions in several other cities.

Sponsored by Caroline Lewis of the Fairchild Tropical Botanic Garden and Chanticleer, A Pleasure Garden

Frances Hesselbein

A noted leadership expert, Ms. Hesselbein is the Chairman of the Board of the Leader To Leader Institute, was the founding President of the Drucker Foundation, and was the CEO of Girl Scouts from 1976 to 1990. Awarded the Presidential Medal of Freedom, the U.S.A.'s highest civilian honor, and the Dwight D. Eisenhower National Security Series Award, Ms. Hesselbein is the author of *Hesselbein on Leadership*, and *Be, Know, Do: Leadership the Army Way*.

Sponsored by the Leader to Leader Institute and the University of Delaware*

*College of Agriculture and Natural Resources, University of Delaware Cooperative Extension, Visiting Women Scholars Fund of the Office of Women's Affairs, Women's Studies Program, and College of Human Services, Education, and Public Policy

registration information

Registration fee also includes

An exclusive, guided tour of Longwood Gardens
An evening reception in the new East Conservatory
Breakfast, lunch, and refreshments
Proceedings of the speaker presentations
Admission to Longwood Gardens on Friday, March 10, 2006

Location

Longwood Gardens is located less than one hour from the Philadelphia International Airport. Registrants are responsible for their own transportation; there is no public transportation. For directions to Longwood Gardens please visit www.longwoodgardens.org or call (610)388-1000.

Make it a Weekend!

Visit the culturally rich and diverse Brandywine Valley and purchase reduced-price tickets for the Philadelphia Flower Show, as indicated on the registration form. Information about attractions in the surrounding area will be sent to you along with your confirmation of registration. Please visit www.udel.edu/longwoodgrad for more information.

Special Accommodations

The Longwood Graduate Program will make every effort to accommodate registrants with special needs. Please contact the Program's office at (302)831-2517.

Cancellation Policy

All registration refund requests must be made in writing and postmarked by March 1, 2006. Refunds will be subject to a 15% processing fee.

Longwood Graduate Program

The Program is a two-year fellowship resulting in a Master of Science degree in Public Horticulture. For more information, contact Program Secretary, Gerry Zuka at (302)831-2517 or gerryz@udel.edu, or visit www.udel.edu/longwoodgrad

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program

friday, march 10, 2006, in the newly renovated Ballroom at Longwood Gardens

Registration: 8:00 AM

SHUMLA School: Meeting a Diverse Community at its Point of Need

Carolyn Boyd

Using the SHUMLA School as a model, this presentation will provide a case study demonstrating how organizations can further their mission and communicate their values to a society in continuous change. SHUMLA School is achieving its mission by providing a venue and a vehicle that meets the specific needs of diverse populations.

The Power of Personality: Plants, Places, People, Projects and Public Horticulture

Iain Robertson

Using “personality” as a metaphor, Mr. Robertson will explore the future of the profession of public horticulture. The idea of “plant personalities”, the *genius loci* of places, the distinctive personalities of people, communities and cultures, and the “personalities” of public projects and gardens will provide fertile grounds for discussing the potentials and pitfalls of work in the public realm.

Guided tours of Longwood Gardens: 1:00 PM

Linking Public Gardens, Schools, and Communities

Caroline Lewis

The growing role of public gardens in education challenges us to become more ambitious in our outreach initiatives. The wording of our institutional missions may vary, but our common agenda includes developing lifelong learners who appreciate the beauty and value of nature. Carefully crafted programs like the Fairchild Challenge can help public gardens cultivate large, diverse audiences and promote botanical awareness, scholarship and stewardship.

The Imperatives of Leadership, 2006–2016

Frances Hesselbein

Although the basic principles of values-based leadership have not changed, the context of leadership has changed. What are the three great leadership imperatives we must focus on to ensure that our enterprise is viable, relevant, and even present in 2016–2020? How do we lead from the front in times of massive change?

Evening reception in the new East Conservatory at Longwood Gardens: 5:30 PM

guided tours

Option A

Renovated East Conservatory, Ballroom, Music Room, and New Organ Exhibit

Observe the extraordinary plants, superior craftsmanship, and innovative design that make the new East Conservatory truly unique. Learn the history behind the elegantly restored Music Room and Ballroom, and visit *Behind the Pipes*, *A Look Inside Longwood's 10,010-Pipe Aeolian Organ*, a new exhibit about one of the world's largest residence organs.

Option B

Conservatory Complex

Stroll through twenty indoor gardens featuring 5,500 types of plants under four and one-half acres of glass. View the colorful displays of the Orangery, Exhibition Hall, Orchid House, Acacia Passage, Tropical Terrace, Silver Garden, Cascade Garden, and Mediterranean Garden.

Option C

Research and Production Greenhouse Facilities

Tour the 30,000 square-foot, state-of-the-art production facility, which allows Longwood to produce exquisite plants year-round under various conditions. Witness the latest technology behind Longwood's displays, as well as advances in energy conservation and production efficiency.

Option D

Garden Design

View Longwood Gardens through the eyes of a designer. Gain insight into the art of seasonal displays, garden landscapes, and Pierre S. du Pont's understanding and appreciation of visual design.

Option E

Fountain Display and Historic Pump House

Investigate Mr. du Pont's creatively engineered fountain displays, which rival Europe's most celebrated water features. See the original pumps that power Longwood's famous Main Fountain Garden.

Option F

Peirce-du Pont House

Visit the historical hub of Longwood Gardens to see the Centennial Heritage Exhibit. Discover the rich history of the property within this former residence of the Peirce and Du Pont families.

Option G

Visitor Education and Interpretation

Learn how Longwood staff members create a pleasant, informative, and unique visitor experience. Examine how the combination of interpretation, education, and innovative exhibits engages Longwood's diverse audiences.

registration form

(Seating is limited. Registration deadline is March 1, 2006)

Name* _____

Professional Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Guided Tour Options

First Choice (please circle one) A B C D E F G

Second Choice (please circle one) A B C D E F G

Registration price: \$175

Discounted Philadelphia Flower Show Tickets

Quantity _____ × \$20/each = _____

(Valid March 5–12, 2006, a one-day discounted ticket,
mailed to you with confirmation. For more information
see: www.theflowershow.com)

Total Due: _____

*For each additional registrant, use a photocopy of this form.

Submit registration via

Credit Card

(Visa, Master Card, Discover Card, or American Express)

Name: _____

Number: _____ Exp: _____

Online (preferred)

www.udel.edu/longwoodgrad

Fax

(302)831-3651

Mail

Submit this form with your credit card information
or check (sorry no cash) made payable to the
“University of Delaware” to:

2006 Longwood Graduate Program Symposium
University of Delaware
126 Townsend Hall
Newark, DE 19716-2106

A confirmation letter with additional information will be mailed upon
receipt of registration. The confirmation letter will contain detailed
directions to Longwood Gardens as well as information about lodging and
area attractions in the Brandywine Valley.