THE LONGWOOD GRADUATE PROGRAM SYMPOSIUM

GROWING TOGETHER: Gardens Cultivating Change in the Economic Landscape

Friday, March 3, 2017
## Symposium Schedule

### Morning

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Leader</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Registration and Breakfast in the Ballroom</td>
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<tr>
<td>9:00 am</td>
<td>Welcome and Opening Remarks</td>
<td>Paul B. Redman &lt;br&gt;President and Chief Executive Officer, Longwood Gardens</td>
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<td>Elizabeth Barton &lt;br&gt;Longwood Graduate Fellow, Symposium Lead</td>
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<tr>
<td>9:10 am</td>
<td>The Economic Climate</td>
<td>Dr. Yoram Bauman &lt;br&gt;The Stand-Up Economist</td>
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<tr>
<td>10:00 am</td>
<td>Quantifying Gardens as Regional Economic Drivers</td>
<td>Ethan Conner-Ross &lt;br&gt;Director, Econsult Solutions, Inc.</td>
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<tr>
<td>10:30 am</td>
<td>Morning Break</td>
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<tr>
<td>10:50 am</td>
<td>Magnolia Gardens: Weathering the Test of Time</td>
<td>Karen Lucht &lt;br&gt;Promotions Coordinator, Magnolia Plantation &amp; Gardens</td>
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<tr>
<td>11:30 am</td>
<td>Vacant to Vibrant: Practical Lessons for</td>
<td>Sandra Albro &lt;br&gt;Research Associate for Applied Urban Ecology, Cleveland</td>
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<td></td>
<td>Public Gardens Engaged in Community-Based Work</td>
<td>Botanical Garden</td>
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<tr>
<td>12:00 pm</td>
<td>Lunch served on the Patio of Oranges</td>
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</tbody>
</table>
Symposium Schedule

Afternoon
1:10 pm  Advocacy 2017: The Power of Relationships in a Time of Uncertainty
Brenna Goggin
Director of Advocacy, Delaware Nature Society

1:40 pm  Urban Renewal or Urban Removal?
Karen Washington
Co-Owner, Farmer and Activist, Rise & Root Farms

2:30 pm  Afternoon Break

2:50 pm  Panel Discussion: Economic Triumphs and Trials
Sandra Albro,
Research Associate for Applied Urban Ecology,
Cleveland Botanical Garden
Marnie Conley,
Vice President, Marketing & Communications,
Longwood Gardens
Karen Washington,
Co-Owner, Farmer and Activist, Rise & Root Farms

3:20 pm  Gardens by the Bay: A 21st Century Garden Destination
Andrea Kee
Assistant Director of Plant Introduction and Health
Gardens by the Bay, Singapore

3:55 pm  Closing Remarks
Elizabeth Barton
Longwood Graduate Fellow, Symposium Lead

Cultivate Change With Us!

@LongwoodGardens #LGPSymposium
Connect to: FreeGardenWiFi
Sessions & Speakers

The Economic Climate
Dr. Yoram Bauman–The Stand-up Economist

Join the world’s first and only Stand-Up Economist as he shares comedy about economics and politics – plus some more serious material about economic trends affecting gardens and museums.

Yoram Bauman is “the world’s first and only stand-up economist”, and until 2015 was a carbon tax Fellow at Sightline Institute, where he co-authored Tax Shift with Alan Durning. His most recent academic paper (“Climate sensitivity: should the climate tail wag the policy dog?”) was co-authored with University of Washington climate scientist Gerard Roe and appeared in the April 2013 issue of Climatic Change. He has a Ph.D in economics from the University of Washington and is the co-author of the Cartoon Introduction to Climate Change and the two-volume Cartoon Introduction to Economics. He is also the organizer of the humor session at the annual meeting of the American Economic Association.

Quantifying Gardens as Regional Economic Drivers
Ethan Conner-Ross–Director, Econsult Solutions, Inc.

Econsult Solutions will present the results of their report, The Economic Impact of Greater Philadelphia Gardens. Topics will include the genesis of the study, the categories of impact quantified and methodologies used, and the numeric results. The presentation will include key takeaways from the study as well as implications for arts organizations seeking to calculate and communicate their economic impact effectively.

Ethan Conner-Ross is a Director at Econsult Solutions, Inc. (ESI). His practice areas include public policy, economic and fiscal impact assessment, strategic planning, economic development, and litigation support. He works closely with clients to calculate and articulate their impact, conduct market analysis and evaluate feasibility, and plan strategically. Prior to joining ESI, Mr. Conner-Ross, worked from 2006 to 2013 at Visit Philadelphia, a nonprofit tasked with promoting tourism in the Philadelphia region, where he served as Vice President of Research and Planning. Mr. Conner-Ross received his Master of Public Administration from the Fels Institute of Government at the University of Pennsylvania in 2014.
Sessions & Speakers

Magnolia Plantation & Gardens: Weathering the Test of Time
Karen Lucht—Promotions Coordinator, Magnolia Plantation & Gardens

Explore how personal triumphs, tragedies, wars, and natural disasters have molded the landscape of America’s oldest romantic-style gardens. Learn how the changing political and economic landscape over three centuries influenced Magnolia’s business structure and how Magnolia Plantation & Gardens has weathered the storm.

Karen Lucht serves as Promotions Coordinator for Magnolia Plantation & Gardens in Charleston, South Carolina. Lucht joined Magnolia in March of 2016 after relocating to South Carolina. Lucht is a 20-year veteran of the National Aeronautics and Space Administration where she specialized in strategic planning and program control in the Space Shuttle and Commercial Crew Programs. As Promotions Coordinator, Lucht works with organizations to plan and deliver special events, which invite the community to share in the beauty and legacy of Magnolia. She also builds partnerships and campaigns with local organizations to promote and strengthen Magnolia’s position within the community.

Vacant to Vibrant: Practical Lessons for Public Gardens Engaged in Community-Based Work
Sandra Albro—Research Associate for Applied Urban Ecology, Cleveland Botanical Garden

Cleveland Botanical Garden works to improve urban communities by using plants to beautify and improve the productivity of vacant lots. Qualities that help elevate plant-related expertise into urban planning and revitalization discussions include transparency of methods, data, and findings, as well as participation in a wide variety of working groups. In turn, Cleveland Botanical Garden is beginning to recognize a new kind of value that public gardens bring to local communities.

Sandra Albro investigates how improvements to existing soils and addition of plants improve the ecological and social value of vacant urban land. Her topics of interest include stormwater management, low-maintenance plants, and human use of urban green space. She is Project Manager for Vacant to Vibrant, a Great Lakes Protection Fund supported initiative to evaluate the success of clusters of small green infrastructure projects to achieve multiple community benefits in Gary, IN; Cleveland, OH; and Buffalo, NY.
Brenna Goggin—Director of Advocacy, Delaware Nature Society

Advocacy is oftentimes seen as risky where it should be considered an opportunity. Many nonprofit organizations, nature centers, and gardens depend on local, state or federal funding. By cultivating relationships with key decision makers and educating your membership on the budgetary process, the organization is in a better position to compete for increasingly scarce resources. Learn low risk but effective strategies that will enhance your organization’s ability to effect change.

Brenna Goggin was born and raised in Sussex County Delaware, where she grew up with an appreciation of the outdoors and Delaware’s environment. Working as Delaware Nature Society’s Director of Advocacy, Brenna is responsible for all of Delaware Nature Society’s grassroots advocacy and government affairs work. She is the liaison between the organization and elected and appointed officials, and promotes the organization both in Dover, DE, and Washington D.C. On behalf of the organization, she has served on various state committees such as the Clean Water and Flood Abatement Task Force and Delaware’s Nutrient Management Commission.

Urban Renewal or Urban Removal?
Karen Washington—Co-owner, Farmer and Activist, Rise & Root Farms

Is community gardening a gateway towards gentrification? We will explore some of the challenges with urban renewal and green spaces through the lens of policy, race, and economics.

Karen Washington is a community activist, community gardener, and board member of the New York Botanical Gardens, where she works with Bronx neighborhoods to turn empty lots into community gardens. As a Just Food board member and trainer, Karen has led workshops on growing food and food justice across the country. In 2010, she co-founded Black Urban Growers (BUGS), and in 2012, was voted one of the 100 most influential African Americans by Ebony Magazine. Since retiring from physical therapy in 2014, Karen is Co-owner/Farmer at Rise & Root Farms in Chester, NY.
Sessions & Speakers

Economic Triumphs and Trials
Sandra Albro—Research Associate for Applied Urban Ecology, Cleveland Botanical Gardens
Marnie Conley—Vice President, Marketing & Communications, Longwood Gardens
Karen Washington—Co-Owner, Farmer and Activist, Rise & Root Farms

Learn from others’ successes and challenges as a panel of public garden professionals discusses strategies for becoming more involved outside your garden gates.

Gardens by the Bay: A 21st-Century Garden Destination
Andrea Kee—Assistant Director of Plant Introduction and Health, Gardens by the Bay, Singapore

Gardens by the Bay is an integral part of Singapore’s “City in a Garden” vision, spanning a total of 101 hectares of prime land at the heart of Singapore’s new downtown. Andrea will share the story of this incredible, award-winning garden and the economic impact it has had on the city and surrounding area.

Andrea Kee is Assistant Director of Plant Introduction and Health at Gardens by the Bay in Singapore. Gardens by the Bay was started as a project by the National Parks Board and has grown to become an independent organization responsible for developing and managing what will be Asia’s foremost garden destination. Comprising three waterfront gardens, Gardens by the Bay is a showcase of horticulture and garden artistry that brings the world of plants to Singapore and presents Singapore to the world.

Longwood Graduate Fellows

Elizabeth Barton  
Symposium Lead
Alice Edgerton
Erin Kinley
Grace Parker
Tracy Qiu
Emerging Professional Travel Awardees

Cecilia Maria Hernandez, *Albuquerque BioPark Botanic Garden, NM*
Chelsea Mahaffey, *Lewis Ginter Botanical Garden, Richmond, VA*
Emma Relei, *Filoli Garden, Woodside, CA*
Kathy Thornton, *Adkins Arboretum, Ridgely, MD*
Madison Culley, *Kansas State University, Manhattan, KS*
Mairi Connelly, *Abby Aldrich Rockefeller Garden, Seal Harbor, ME*

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