



# TUESDAY, JUNE 20, 2017

						NOON												
	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9		

## MEALS & EVENTS

THE SOCIETY OF FELLOWS BREAKFAST																		
FAMILY BREAKFAST																		

## SPECIAL SESSIONS

COUNCIL OF SECTIONS BREAKFAST																		
FIRST TIME ATTENDEES ORIENTATION																		

## TOUR

HAMILTON'S NEIGHBORHOOD GARDENS																		
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## CONCURRENT SESSIONS

**COLLECTING AND CONSERVING:** 1. CENTENNIAL TREES: PLANTING LOCALLY SOURCED NATIVE TREES FOR COMMUNITY CONSERVATION EDUCATION; 2. THE PLANT REQUISITION SYSTEM: AUTOMATING DATA ENTRY FOR PLANT RECORDS DATABASES  
**LEADERSHIP, INNOVATION, AND ADVOCACY:** 1. GET GOING WITH GOOGLE: BEST PRACTICES FOR ADWORDS; 2. HOLOCAUST SURVIVORS AND WAR VETERANS: UNIQUE REHABILITATION PROGRAMS FOR SOCIALLY AWARE GARDENS;  
 3. YOUR STAFF AND JOB TRAINING PROGRAMS: BUILDING A COHESIVE TEAM  
**THE LIVING LANDSCAPE:** THE AGAVE BLUES: IMPORTANCE OF TEQUILA IN MEXICAN CULTURE  
**MAKING FRIENDS, MAKING MONEY:** BEYOND YOUR BORDERS: HOW PARTNERSHIPS EXTEND YOUR GARDEN'S REACH

## WORKSHOP

ADVANCED COLLECTION MANAGEMENT WITH IRISBG: DIFFICULT STUFF MADE POSSIBLE																		
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## CONCURRENT SESSIONS

**COLLECTING AND CONSERVING:** SUSTAINABLE INTERNATIONAL COLLABORATIONS: AMERICAN CASE STUDIES  
**EDUCATION AND COMMUNICATION:** 1. BUILDING CAPACITY FOR ACCESSIBILITY: CREATING SPACES THAT WELCOME ALL AUDIENCES; 2. GMOS 101 PART 1: AN INTRODUCTION TO HISTORY, SCIENCE, IMPACT, AND EDUCATIONAL STRATEGIES RELATING TO PLANT BIOTECHNOLOGY;  
 3. MISSION POSSIBLE: CHALLENGES AND OPPORTUNITIES  
**LEADERSHIP, INNOVATION, AND ADVOCACY:** PUBLIC GARDENS AND LAND CONSERVATION ALLIANCES—PARTNERSHIPS WITH REGIONAL IMPACT  
**THE LIVING LANDSCAPE:** THE TRIUMPHS AND TRIBULATIONS OF TRIALING: ALL-AMERICA SELECTIONS AND BEYOND  
**MAKING FRIENDS, MAKING MONEY:** PRICING AND PLANNING CONTINUING EDUCATION PROGRAMS

## MEALS & EVENTS

PLENARY LUNCH WITH DR. NANCY TURNER																		
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## SPECIAL SESSIONS

BOARD OF DIRECTORS MEETING																		
IMLS AND STANLEY SMITH GRANT OPPORTUNITIES																		
ARTS AND EXHIBITIONS SECTION MEETING																		
COLLEGE AND UNIVERSITY GARDENS SECTION MEETING																		
EMERGING PROFESSIONALS SECTION MEETING																		
PLANT COLLECTIONS SECTION MEETING																		
SUSTAINABILITY SECTION MEETING																		
VOLUNTEER ENGAGEMENT SECTION MEETING																		



# WEDNESDAY, JUNE 21, 2017



**MEALS & EVENTS**

OPEN BREAKFAST																		
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**SPECIAL SESSIONS**

MAGNOLIA CURATORIAL MEETING																		
PUBLIC GARDEN EDITORIAL ADVISORY GROUP MEETING																		

**CONCURRENT SESSIONS**

- COLLECTING AND CONSERVING:** A COMPASS FOR PROGRESS IN PLANT COLLECTIONS MANAGEMENT
- EDUCATION AND COMMUNICATION:** 1. PORTAL TO THE PUBLIC: ENGAGING SCIENTISTS WITH PUBLIC AUDIENCES; 2. TAKING UP RESIDENCE: THE MULTIFACETED BENEFITS OF ARTIST RESIDENCY PROGRAMS IN GARDENS; 3. GARDEN PLAY: ADAPTING ENVIRONMENTAL PROGRAMS AND SPACES FOR EARLY CHILDHOOD EDUCATION;
- LEADERSHIP, INNOVATION, AND ADVOCACY:** 1. BEYOND THE THREE SISTERS GARDEN: INDIGENOUS COMMUNITIES AND PUBLIC GARDENS IN DIALOGUE;
- THE LIVING LANDSCAPE:** MODERN PUBLIC PARKS ADVANCES THE PUBLIC'S BOTANICAL ENRICHMENT
- MAKING FRIENDS, MAKING MONEY:** SUCCESSFUL IMLS GRANTS: A TALE OF THREE GARDENS

**SPECIAL SESSIONS**

DEVELOPMENT AND MEMBERSHIP SECTION MEETING																		
FOOD AND AGRICULTURE SECTION MEETING																		
HISTORIC LANDSCAPES SECTION MEETING																		
INTERNATIONAL GARDENS SECTION MEETING																		
MARKETING AND COMMUNICATIONS SECTION MEETING																		
NATIVE PLANTS SECTION MEETING																		
PLANT CONSERVATION SECTION MEETING																		

**MEALS & EVENTS**

KEYNOTE LUNCH WITH COLONEL CHRIS HADFIELD																		
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**TOURS**

SUSTAINABLE GROWING PRACTICES CASE STUDY – SHERIDAN NURSERIES																		
INSIDE THE SCIENCE OF HORTICULTURE AT VINELAND RESEARCH AND INNOVATION CENTRE																		

**SPECIAL SESSION**

OAK CURATORIAL MEETING																		
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# WEDNESDAY, JUNE 21, 2017



## CONCURRENT SESSIONS

**EDUCATION AND COMMUNICATION:** CONNECTING TO AUDIENCES: FUTURE TRENDS, STRATEGIES, AND TRANSLATING INSIGHT INTO ACTION  
**LEADERSHIP, INNOVATION, AND ADVOCACY:** GROW YOUR STAFF, GROW YOUR GARDEN  
**THE LIVING LANDSCAPE:** BEYOND BEAUTY AND BOTANICS: CRAFTING THE VISITOR EXPERIENCE FOR THE "LIVING MUSEUM"  
**MAKING FRIENDS, MAKING MONEY:** 1. CHANGE AHEAD: HOW TWO GARDENS REVAMPED THEIR MEMBERSHIP PROGRAMS; 2. LIVING IN A DIGITAL WORLD: DIGITAL MARKETING OPTIONS FOR ALL GARDENS

1:45-2:45

## WORKSHOPS

INTRODUCTION TO IRISBG: ADVANCED COLLECTION MANAGEMENT MADE EASY  
 PRACTICAL POLICY-MAKING: HOW TO CREATE, PROMOTE, AND GET RESULTS FROM INSTITUTIONAL POLICIES

1:45-3:45

1:45-2:45

## SPECIAL SESSION

RAPID-FIRE PRESENTATIONS

3-4

## CONCURRENT SESSIONS

**COLLECTING AND CONSERVING:** ACCEPTING AND EMBRACING PLANT COLLECTION DONATIONS  
**LEADERSHIP, INNOVATION, AND ADVOCACY:** CREATING A HEALTHY BALANCE OF OWNERSHIP; EMPOWERING TEAM MEMBERS WHILE ADVANCING INSTITUTIONAL GOALS  
**THE LIVING LANDSCAPE:** HORTICULTURE + DATA = BETTER GARDENS  
**MAKING FRIENDS, MAKING MONEY:** MILLENNIALS ENGAGING MILLENNIALS THROUGH SOCIAL MEDIA MARKETING

3-4

## WORKSHOP

GETTING THE MOST OUT OF ALTRU: TIPS, TRICKS, AND INDUSTRY BEST PRACTICES

3-4

3-5

## MEALS & EVENTS

EXHIBITS HALL AND POSTER RECEPTION

4-6

DIRECTOR'S DINNER

6-9





# FRIDAY, JUNE 23, 2017

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## MEALS & EVENTS

OPEN BREAKFAST																				8-9:30																	
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## SPECIAL SESSION

DIVERSITY AND INCLUSION COMMITTEE OPEN FORUM																				8:30-9:30																
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MAPLE CURATORIAL MEETING																																				9:30-10:30
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## CONCURRENT SESSIONS

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**EDUCATION AND COMMUNICATION:** HOW DO YOU GET THERE?: DIGITAL MAPPING IN A GARDEN SETTING  
**LEADERSHIP, INNOVATION, AND ADVOCACY:** WHAT BOTANICAL GARDENS CAN LEARN FROM NEW INNOVATIVE URBAN PARKS TO BUILD NEW AUDIENCES  
**THE LIVING LANDSCAPE:** URBAN CEMETERIES AS PUBLIC GARDENS  
**MAKING FRIENDS, MAKING MONEY:** FROM PUMPKINS TO PROGRESS: USING FOOD PRODUCTION AND AGRI-TOURISM TO ENHANCE FINANCIAL SUSTAINABILITY

## SPECIAL SESSIONS

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RAPID-FIRE PRESENTATIONS																																				10:45-12:15
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WOMEN IN HORTICULTURE: CONNECTING AND COLLABORATING																																				10:45-12:15
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## CONCURRENT SESSIONS

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**COLLECTING AND CONSERVING:** PRE PAIRING FOR SUCCESS: EMERGING INVASIVES, CONTENTIOUS CULTIVARS, AND COMMON GROUND  
**EDUCATION AND COMMUNICATION:** GATHERING AROUND THE TABLE: HOW SIX GARDENS CONNECT PEOPLE TO FOOD  
**LEADERSHIP, INNOVATION, AND ADVOCACY:** 1. MOVIN' ON UP: THE OPPORTUNITIES AND CHALLENGES OF BECOMING EXECUTIVE DIRECTOR; 2. SAGE ADVICE: CONNECTING EMERGING AND EMERGED PUBLIC GARDEN PROFESSIONALS

## MEALS & EVENTS

NETWORKING LUNCH																																				12:30-1:30
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## SPECIAL SESSIONS

LEADERSHIP FORUM																																				1:45-3:15
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PLANT JEOPARDY!																																				1:45-3:15
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## MEALS & EVENTS

AN AFTERNOON IN PARADISE - ROYAL BOTANICAL GARDENS TOUR AND RECEPTION																																				3:30-8:30
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