

PGMS[®] School of Grounds
Management

2022
SUMMER CONFERENCE

July 19-20 | Washington, D.C

SCHEDULE

Tuesday, July 19

- 7:00 AM Continental Breakfast
- 7:30 AM **Education Session 1:** "Historical Perspective on the American University Arboretum and Gardens – Benefits of Arboretum Design" – **Michael Mastrota**, *Arboretum Manager (American University)*
- 8:30 AM **Education Session 2:** "Bridging the Gap – Understanding Design Decisions" – **Melissa Gildea**, *Landscape Architect/Consultant*, **Michael Mastrota**, *Landscape Architect*, and **H. Paul Davis**, *Landscape Architect (American University)*
- 9:30 AM **Education Session 3:** "Beyond Pomp and Circumstance to Understanding What it Takes to Maintain Iconic Institutional Grounds and Landscapes" – **Jeff Schneider, CGM** (*Smithsonian Gardens*), **Susan Pell**, *Deputy Director*, **James Adams**, *Horticulture Manager (U.S. Botanic Garden)*, and **Chris Vetick**, *Deputy Director* and **Jim Kaufmann**, *Director, (Capitol Grounds & Arboretum)*
- 11:00 AM **Lunch** (*Sponsored by Country Casual Teak*)
- 12:00 PM Buses depart for National Mall (drop off at Enid Haupt Garden)
- 12:30 PM Tours of Smithsonian Enid Haupt Garden, U.S. Botanic Garden, and Capitol Grounds
- 3:30 PM Buses depart from Capitol Grounds for Mount Vernon
- 5:00 PM Tour of Mount Vernon
- 6:00 PM **Dinner at Mount Vernon**
(*Sponsored by Bartlett Tree Experts*)
- 8:30 PM Buses depart for American University

Meal Sponsors:



Wednesday, July 20

- 7:30 AM Continental Breakfast
- 8:30 AM **Education Session 4:** "Training the Next Generation: Mentoring" – **Michelle Frederick**, *Senior Director for Talent Development (American University)*
- 10:00 AM Networking/Coffee break
- 10:30 AM **Education Session 5:** "Asking Permission or Begging Forgiveness – The Power of Ethical Leadership" – **Luke O'Boyle, CEC**, *Chief Operating Officer (Chevy Chase Club)*
- 11:30 AM Lunch

SCHEDULE

Wednesday, July 20, *continued*

- 1:00 PM **Education Session 6:** "Diversity in the Landscape – Grasses and Perennials and Ornamentals – Oh My." – **Walking Tour of American University with H. Paul Davis**, *Landscape Project Manager (American University)* and **Jane Beggs-Joles**, *Landscape Program Manager (Spring Meadow/ Proven Winners)* *Afternoon refreshments and snacks available to bring along with you on the tour.
- 2:30 PM **Education Session 7:** "Olmsted's Legacy: 200 Years of Preserved Nature" – **Kirk R. Brown** (*Olmsted Lives*)
- 4:00 PM Conference Wrap Up

Thursday, July 21

D.C. Branch Field Day (optional)

***A separate registration is required through the DC Branch of PGMS®**

(See page 9 for additional details)

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SCHOOL OF GROUNDS MANAGEMENT

Designed to provide grounds professionals with the hard-to-find opportunity to gain knowledge, ask questions, and network with their peers, the PGMS® School of Grounds Management provides goal-oriented education and experience to expand knowledge in four (4) core-competencies:



HUMAN RESOURCE MANAGEMENT

Sessions cover a variety of important topics dealing with human interactions that affect grounds professionals at all levels.

Topics may include: Customer Service, Leadership, Dealing with Different Personalities, Diversity/ADA, Motivation, Personnel Functions, Supervision and Scheduling, Time Management, and Team Building.



BUSINESS AND FINANCIAL MANAGEMENT

Sessions focus on up-to-date fiscal advice and experiences that enable managers along with their teams to continue as the service providers of choice.

Topics may include: Budget, Business Ethics, Contract Management, Marketing/Communication for Facilities Management, Networking, Production/Operations Management, Risk Management/Liability, Sales, Information Technologies, and Organization Structure and Functions.



TECHNICAL MANAGEMENT — HORTICULTURE

Sessions cover a variety of emerging issues and trends pertinent to the living environment.

Topics may include: Arboriculture, Seasonal Flower Displays, Green Roofs, Integrated Pest Management (IPM), Perennials, Ornamental Grasses and Ground Cover Management, Plant Identification, Turf and Sports Turf Management, Urban Forestry, and Woody Plant Management.

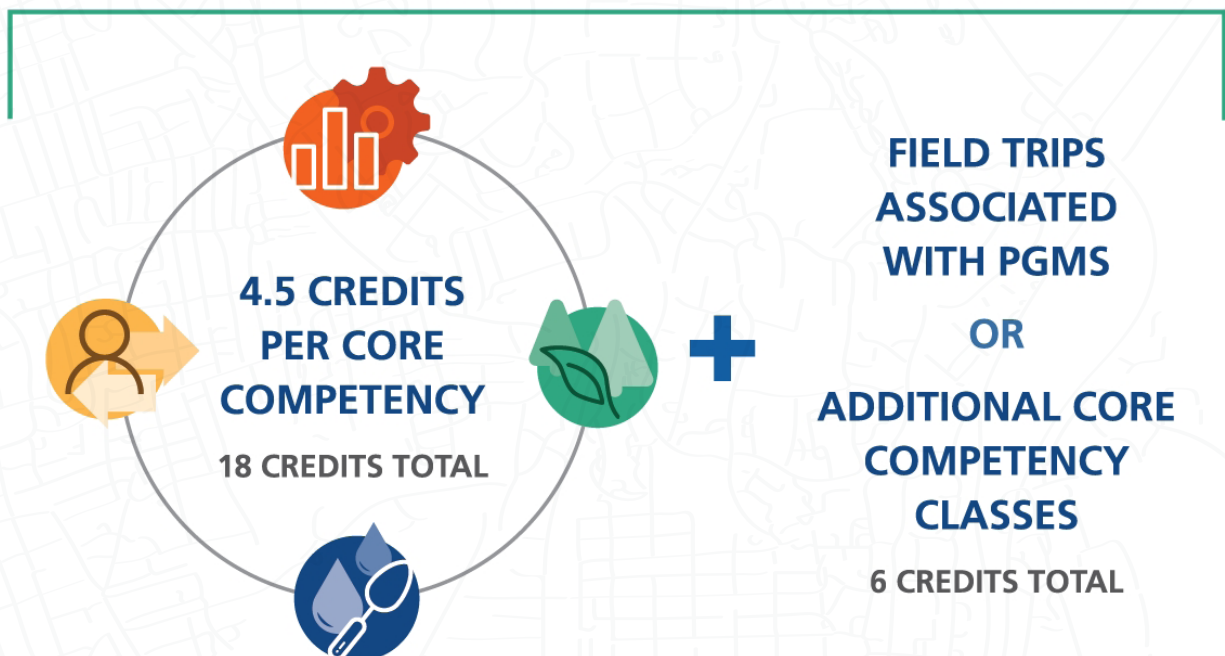


TECHNICAL MANAGEMENT — NON-HORTICULTURE

Sessions focus on the sharing of ideas and strategic input for managing and maintaining landscape infrastructure that enhances the living environment.

Topics may include: Design and Build, Irrigation and Water Management, Landscape Management, Public Horticulture, Safety and Certifications, Snow and Ice Management, Sustainability/Biological Diversity, and Technology.

24 CREDITS TOTAL



CONFERENCE SPEAKERS



Michael Mastrota
Arboretum Manager
American University

HISTORICAL PERSPECTIVE ON THE AMERICAN UNIVERSITY ARBORETUM AND GARDENS – BENEFITS OF THE ARBORETUM DESIGNATION

In 2003, American University designated the entire 84 acre campus as an Arboretum and Gardens with the intent that a beautiful institution would help attract and retain students. Since then, AU has seen the number of applications for admission grow by 400%. The distinctive appearance of the campus landscape and AU's commitment to the environment continue to be driving forces in students selecting AU as their home for higher education.

Learning Objectives:

- Define how your institution can become an accredited arboretum.
- Be inspired to think about your institution in new creative ways.
- Learn how facilities management work can integrate and unify the institution community.



BRIDGING THE GAP – UNDERSTANDING DESIGN DECISIONS

Building Programs usually bring in landscape architects. Even with the best working relationships, there can be communication difficulties that are born from the differences in approach of each discipline to the landscape. This talk explores those landscape interactions from the viewpoint of each discipline with concrete examples. In particular, we will discuss the Landscape Architect relationship to a project and individual decisions that can affect grounds facilities staff and how those decisions can be understood and/or influenced in order that a project is fully realized and each discipline can contribute to its success.

Learning Objectives:

- Identify stakeholders affecting design decisions on capital projects and their role in the landscape.
- Describe common perceptual differences of the landscape that drive decisions.
- Construct bridging design strategies and relationships for common landscape management challenges.



(Top to bottom)

Melissa Gildea, Landscape Architect/Consultant

Michael Mastrota, Landscape Architect, American University

H. Paul Davis, Landscape Architect, American University



CONFERENCE SPEAKERS, *continued*

BEYOND POMP AND CIRCUMSTANCE TO UNDERSTANDING WHAT IT TAKES TO MAINTAIN ICONIC INSTITUTIONAL GROUNDS AND LANDSCAPE



In advance of an in-person visit later in the day, hear about some of the challenges and successes of maintaining the well-loved and massively-visited grounds of the Smithsonian Institution, U.S. Botanic Garden, and U.S. Capitol. Representatives from each institution will present overviews of how their teams continue to meet their institutional missions and serve millions of visitors each year.

Learning Objectives:

- Learn how three institutions carry out institutional missions through daily practices.
- Identify challenges to maintaining highly visited landscapes.
- Learn what will be seen on the afternoon tours.



(Left to right)

Jeff Schneider, CGM, Smithsonian Gardens

Susan Pell, Deputy Director, U.S. Botanic Garden

James Adams, Horticulture Manager, U.S. Botanic Garden

Chris Vetick, Deputy Director, Capitol Grounds & Arboretum

Jim Kaufmann, Director, Capitol Grounds & Arboretum



Michelle Frederick
Senior Director of Talent
Development
American University

TRAINING THE NEXT GENERATION: MENTORING



In recent years, growing numbers of people have recognized the tremendous power of mentoring. Formal mentoring programs have been cropping up throughout the public and private sectors. American University (AU) recognized the value of mentoring and developed a campus wide program that launched in 2016. This session will explore AU's journey into mentoring and the impact it has had on the AU community.

Learning Objectives:

- Define mentoring and its role in developing staff.
- Identify best practices for developing a mentoring program.
- Identify hallmarks of a successful program.

CONFERENCE SPEAKERS, *continued*



Luke O'Boyle, CCM, CCE
General Manager &
Chief Operating Officer
Chevy Chase Club

ASKING PERMISSION OR BEGGING FORGIVENESS – THE POWER OF ETHICAL LEADERSHIP



- Leaders earn the respect of their colleagues, staff and clients through thoughtful and timely decision making. An underlying element in these relationships is trust. Learn how ethics play a crucial role in building trust and how that in turn enhances one's leadership effectiveness.

Learning Objectives:

- Identify the difference between morals and ethics.
- Understand the role of ethics in building trust within an organization.
- Apply your own ethical beliefs to a series of real life situations.



DIVERSITY IN THE LANDSCAPE – GRASSES AND PERENNIALS AND ORNAMENTAL – OH MY *(A Walking Tour)*



Tour the award winning East Campus of American University, featuring a new approach in planting seasonal beds, from a complete change out to a more sustainable approach. During the tour, learn from landscape architect H. Paul Davis and Jane Beggs-Joles, Proven Winners® on plant selection rationale, the landscape design challenges faced and the solutions implemented. Attendees will see a great case study of woody ornamentals in an urban setting.

Learning Objectives:

- Learn why the landscape architect selected specific plants.
- How can these specific plants be used to solve your own landscape design challenges.
- A great case study of woody ornamentals in an urban setting.

(Top to bottom)

H. Paul Davis, Landscape Project Manager, American University
Jane Beggs-Joles, Landscape Program Manager, Spring Meadow/
Proven Winners

CONFERENCE SPEAKERS, *continued*



Kirk R. Brown
Olmsted Lives

Olmsted's Legacy: 200 Years of Preserved Nature



Travel across America with Frederick Law Olmsted to uncover what we've forgotten or ignored about his legacy of sustainable practices, urban green infrastructure, long-term maintenance and the creation of living landscapes. In celebration of the anniversary of his birth in 1822, this talk separates the nature he cultivated from the forests we've cut down. Along the way, he'll describe how agriculture became urbanculture...why national parks should return to 'We the People'...why cemeteries are grander than the famous people buried within...how public gardens disappear...and who maintains gardens best. Frederick and sons designed and built more than 5500 urban park systems with epochal designs. He lives to give life to our generations' dedication to sowing, growing, and owning green in our lives.

Learning Objectives:

- Define design and maintenance practices on epochal urban green spaces
- Inspire current mission/vision using historical models of growing nature with sustainable ideals
- Learn the democratic foundation of public urban horticulture and the implementation of National Parks.

TOUR INFORMATION

American University

Host to the 2022 PGMS® School of Grounds Management Summer Conference, attendees will be treated to multiple tours of the campus, featuring behind-the-scenes insights with landscape architects, arboretum managers, and landscape managers. Located in Washington, D.C., this private research university spans 90 acres and has been recognized with multiple awards, including the PGMS® Green Star Grand Award, the Perennial Plant Association award, and was ranked #2 greenest school by the Sierra Club 2014.



Images courtesy of the American University

Capitol Grounds and Arboretum

Explore Fredrick Law Olmsted's landscape design for the nation's capital. Led by experts from the Architect of the Capitol's Capitol Grounds and Arboretum, the tour will include highlights of the historic landscape and infrastructure across Capitol Hill, including more than 4,000 trees that comprise the campus' urban forest. Learn about the historic and modern horticultural approaches to managing the culturally significant landscape while walking the perimeter of the U.S. Capitol Building. Explore the fifty-eight acres of Capitol Square, including more than one-hundred varieties of trees and shrubs many with historic, memorial, or commemorative associations.



Images courtesy of the Capitol Grounds

TOUR INFORMATION

U.S. Botanic Garden

Established in 1820, the United States Botanic Garden (USBG) is the oldest continuously operating public garden in the United States. The Garden educates visitors about the importance and diversity of plants and their aesthetic, cultural, economic, therapeutic, and ecological significance. As part of its mission to demonstrate and promote sustainable practices, the USBG recently redesigned the gardens around Bartholdi Fountain and the new landscape received SITES Gold certification. The USBG includes approximately seven acres of outdoor gardens and a 30,000 sq. ft. Conservatory southwest of the U.S. Capitol, and is accredited by the American Alliance of Museums and Botanic Gardens Conservation International.



Images courtesy of the United States Botanic Garden

Smithsonian Gardens

Smithsonian Gardens enriches the Smithsonian experience through exceptional gardens, horticultural exhibits, collections and education. Established in 1972 to maintain the museum grounds, Smithsonian Gardens extends the museum experience in a public garden setting, inspiring visitors with innovative displays and educating them about horticulture, plants, the natural environment and artistic design. In addition to maintaining more than 180 acres of gardens, landscapes and grounds, Smithsonian Gardens operates a 64,000-square-foot off-site greenhouse facility where thousands of annual and perennial plants for the Smithsonian gardens are grown. The many gardens that surround the Smithsonian museums along the National Mall are outdoor museums designed to complement the museums they border and to enhance the overall museum experience of learning, appreciation and enjoyment.



Images courtesy of the Smithsonian Grounds/Gardens

Mount Vernon

Dean Norton, the Director of Horticulture, and his staff will provide a personalized tour and discuss the details of what goes into maintaining the historic gardens and landscape at Mt. Vernon. You will have an opportunity to view George and Martha Washington's four (4) distinct gardens: Upper, Lower, Fruit and Nursery, and Botanical. The tour will also highlight the East porch of Washington's Mansion, which provides a panoramic view of the Potomac River. You will be as inspired as George Washington was while you stroll the gardens and let your imagination take you back in history.



Images courtesy of Mount Vernon

OVERNIGHT ACCOMMODATIONS



PGMS® will be staying in the **Residence Halls at American University**. Newly renovated, each room has its own bathroom, linens, and internet access.

PGMS® has a limited number of rooms available at the special rate of \$99/night (single), \$89/night (double) per person. Pricing includes tax/fees and rooms can be secured by completing the enclosed residence hall reservation form.

To secure a room, you must complete the information on the residence hall reservation form. Special accommodations, including dietary restrictions, must be submitted in writing (email) to PGMS® no later than June 15.

Parking is \$16 a day. All cars parking on campus must be insured and the driver and/or owner of the vehicle will be liable for any damage to campus property.

See page 11 for room reservation information.



Important Covid-19 Requirements for American University

As of March 2022, all conference attendees must submit proof of vaccination to attend any events on the American University campus. To be considered fully vaccinated, final dose (1st dose of Johnson & Johnson, or 2nd dose of Pfizer or Moderna or approved vaccine by the W.H.O) must be received 14 days prior to your arrival date at the conference.

Those who are seeking religious or medical exemption must provide a negative PCR Covid test within 72 hours of arrival.

Attendees will be asked to not attend any conference events if they have COVID-19 or are experiencing symptoms consistent with a COVID-19 infection, such as fever of 100.4 or above, cough, sore throat, shortness of breath or difficulty breathing, chills, muscle aches, new loss of taste or smell. Should an attendee require a COVID-19 test, they will need to test off-site.

There is no isolation/quarantine housing on campus. Should a guest test positive while staying on campus, they will be asked to check out of the residence halls immediately.

At this time, attendees are not required to wear masks on campus. Should this change, attendees are required to abide by all American University policies.

This information is subject to change and PGMS® will keep attendees informed of any changes made by American University via email. Proof of vaccination will be collected by a third party company that specializes in vaccination collection. Attendees will be sent the link to upload their vaccination card in June and are required to submit their vaccination proof by Monday, July 11. Failure to provide proof of vaccination by Monday, July 11 or negative PCR test for those with a religious or medical exemption within 72 hours of arrival on the American University campus will result in the cancellation of your conference registration and no refund will be issued for conference registration fees nor overnight accommodations.

Please contact info@pgms.org if you have any questions.

GREEN INDUSTRY PROFESSIONAL FIELD DAY

THURSDAY, JULY 21

American University's
Washington College of Law
4300 Nebraska Avenue, NW
Washington D.C., 20016

Presented by:

- The Professional Grounds Management Society – DC Branch
- The Northern Virginia Nursery and Landscape Association
- Virginia Cooperative Extension
- With cooperation from the Mid-Atlantic Chapter, ISA



You are invited to attend and enjoy hands-on demonstrations and structured outdoor classes held within the American University Arboretum and Gardens. Four (4) educational tracks are planned:

- (1) Trees – ISA CEU's offered in cooperation with the Mid-Atlantic Chapter of ISA;
- (2) Sustainability/Landscape Design/Architecture;
- (3) Landscape Maintenance, and;
- (4) Grounds Maintenance Sessions in Spanish.

Location:

The Washington College of Law site is located on the West side of Tenley Circle in the Tenleytown section of NW Washington, DC - 1 block South of the Tenleytown – AU Metro station.

Please mark the additional registration option if you are interesting in attending.



Images courtesy of American University's Washington College of Law

CONFERENCE REGISTRATION FORM

Registrant Information

Full Name: _____ Badge Name: _____

Organization: _____ Title/Position: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

Please indicate any need for special accommodations (allergies, handicaps, etc.) _____

In case of emergency during conference, please contact:

Name: _____ Phone: _____

Which of the following areas do you actively manage? Landscaping Sports Fields Fleet/Automotive

Trash/Recycling Arboretum Forestry Irrigation Hardscape Other: _____

Registration Options

Save by Joining PGMS® Now

*Full registration includes all education sessions, meals and the Mt. Vernon tour/dinner

On/Before June 28 After June 28

FULL REGISTRATION: EARLY BIRD REGULAR RATE

PGMS® Member* \$195 \$215

Non-Member* \$215 \$235

Spouse* \$150 \$160

Mount Vernon Tour & Dinner Experience **Only**
(limited availability, must provide own transportation to Mount Vernon)

\$125 \$135

Do you plan on attending the Thursday, July 21 Green Industry Field Day (\$85)

Please check the appropriate membership:

(New Membership is valid through 12/31/2023)

New Active - \$325

New Affiliate - \$275

New Supplier - \$400

New Institutional Membership \$600 (up to four individuals at the same institution can be members.)

Subtotal Membership \$ _____

Payment Information

Subtotal Registration: \$ _____

Enclosed is my check payable to PGMS®

Subtotal PGMS® Dues: \$ _____

Total: \$ _____

OR Please charge my: Visa MC AMEX

Card Number: _____ Exp. Date: _____ CVV #: _____

Cardholder Name: _____ Signature: _____

Billing Address: _____

School Cancellation Policy

School cancellations received in writing prior to July 1, 2022 will receive a full refund less a \$25.00 processing fee. No refunds will be provided after July 1, 2022.

Code of Conduct

By registering for this event, you are agreeing to abide by PGMS® code of conduct as outlined on www.pgms.org.

Registration, attendance, and/or participation in any PGMS® meetings or activities constitutes an agreement by the registrant to the use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, video, electronic reproductions, and audiotapes of such events and activities by PGMS® and other third parties, including but not limited to the Society, the venue, the host city, etc.

Please support our efforts of sustainability and bring your own water bottle to PGMS® events

AMERICAN UNIVERSITY RESIDENCE HALL RESERVATION FORM

Guest Information

Full Name of Guest: _____

Phone Number of Guest: _____

Email of Guest: _____

In case of emergency during conference, please contact:

Name: _____ Phone: _____

Reservation Options

Arrival Date (choose one):

Sunday, July 17 Monday, July 18 Tuesday, July 19 Wednesday, July 20

Departure Date (choose one):

Monday, July 18 Tuesday July 19 Wednesday, July 20 Thursday, July 21

Select One (includes sales tax):

Single Room (\$99/night) Double Room (\$99/night) per person

**If selecting a double room, please provide the name of the roommate AND have them submit their residence hall registration form with your residence hall registration form.*

Full Name of Roommate: _____

Payment Information

I acknowledge that I will abide by American University regulations for conduct in the university residence halls, including the University's Drug Policy, Tobacco and Smoke-Free Policy, and the Policy on Alcohol Service at University Events, which can be found at www.american.edu/policies. In the event of excessive cleaning or damage fees to the living or bedroom area, the card provided for this reservation will be charged.

Number of nights: _____ **/night**

Total: \$ _____

Please charge my: Visa MC AMEX

Card Number: _____ Exp. Date: _____ CVV #: _____

Cardholder Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email for Receipt: _____

***Check in is at 3:00 p.m. and Check out is Noon.**

****Please note that toiletries (shampoo, conditioner, hair dryer, lotion, etc.) are not provided. Walgreens is a 5 minute walk from the residence halls and toiletries can be purchased there if needed.**