



# **SOUTHERN REGION SYMPOSIUM**

**Perennial Plant Association Symposium**

## **DESCRIPTION**

### **Green Industry Sustainability PPA Southern Region Symposium**

Designers, landscapers, growers, and retailers in the South face growing challenges when it comes to navigating the impact of extreme weather conditions. Intense heat, drought and flooding are impacting both how we do business, what we sell and the landscapes we create.

We've brought together an inspiring and knowledgeable group of speakers to address sustainability challenges and solutions across each area of our industry. With a focus on perennials, speakers will cover plant trialing resources, heat and drought tolerant plant selections, landscape restoration, sustainability and bio-controls for growers, supply chain issues and solutions for landscapers and retailers, plus using native plants for color.

Join us to learn some important information to help your business adapt to sustainability concerns. It's been 20 years since the PPA hosted a Southern Region Symposium. So, let's show some southern hospitality and support for these great speakers!

# PPA



## SOUTHERN REGION SUSTAINABILITY SYMPOSIUM

In conjunction with All-America Selections **SUMMER SUMMIT**  
PPA Participants can also register for the AAS events!

### WHEN

**Monday**

**October 5<sup>th</sup>, 2015**

**8am-5pm** Sign-in 8am-8:30am

### WHERE

Embassy Suites, Dallas Market Center  
Magnolia Ballroom

**2727 North Stemmons Highway | Dallas, Texas 75207**

Rooms \$129/night. Please book BEFORE September 16, 2015  
as rooms will not be available after that date. 214-630-5332

**FEATURING** · JENNY WEGLEY ·  
DR. JARED BARNES · ZAC TOLBERT ·  
LESLIE HALLECK · LLOYD TRAVEN ·  
DR. CYNTHIA MCKENNEY

**MORE INFO/REGISTER ONLINE:**  
**CLICK HERE TO REGISTER ONLINE**

### TICKETS

**\$99 Members**

**\$75 Students**

**\$110 Non-Members**

**LIMITED SEATING**

Beverages and lunch  
included. **11:45am-1pm**

### REGISTER BY

**October 1<sup>st</sup>, 2015**

### PPA CONTACT

**614-771-8431**

[ppa@perennialplant.org](mailto:ppa@perennialplant.org)

### LOCAL CONTACT

[info@lesliehalleck.com](mailto:info@lesliehalleck.com)

### CEUS

**Texas Nursery**

**& Landscape**

**Association – 6 CEUs**

### AAS RECEPTION

**Monday 10/5 6pm**

**PPA Attendees are**

**invited to join the**

**welcome reception.**

### SPONSORS

**Halleck Horticultural**

**All-America Selections**

# PPA SPEAKERS



**Lloyd Traven, Owner, Peace Tree Farm**

**3:30PM - 4:45PM From Sow to Sell: A Systems Approach to Chemical-free**

**Growing; a Bio-controls Saga** - Peace Tree Farm is a 25-acre Certified Organic farm in Pennsylvania that includes greenhouse propagation and production. Lloyd will discuss his successful environmentally friendly sustainable techniques. He'll also share greenhouse bio-control opportunities and challenges to provide profit-boosting information for greenhouse production all the way through retail operations.



**Dr. Jared Barnes, Assistant Professor of Horticulture, SFA State University**

**2:15 PM - 3:15PM "Thrivable" Perennials for the South**

In the south we want perennials that are not only sustainable, but also thrive in a variety of environments. In this talk, Jared will share stellar perennials he has grown and seen in his travels across the southern states.



**Dr. Cynthia B. Mckenney, Professor of Horticulture, Texas Tech University**

**1:00PM - 2:10PM Sustainable Color Using Natives**

Maintaining an attractive landscape in demanding environments requires good soil preparation, excellent plant selection, and a dash of creativity. Frequently, native plants are employed for these difficult situations; however, native plants and wildflowers are not a one size fits all option. In this presentation, tried and true natives along with some new and upcoming plants will be discussed with the cultural management to facilitate sustainable color.



**Leslie F. Halleck, CPH, Halleck Horticultural, LLC**

**10:35AM - 11:45AM Landscape Restoration One Backyard at a Time**

Concerns about water conservation and wildlife preservation are driving a growing demand for native and wildlife friendly plants. Leslie talks about how shifts in consumer trends are evolving the concept of restoration ecology in an urban setting; and impacting greenhouse and nursery plant production, retail sales and landscape design. She will also touch on marketing strategies that apply to these sustainability trends.



**J. Zac Tolbert, RLA, LEED AP, President & Founder, Local Plant Source, Inc.**

**9:45AM - 10:30AM Sustainability and the Supply Chain**

How resource scarcity, sustainability, and new buyer demographics are shifting plant demand in the landscape industry supply chain. Zac will offer up solutions and opportunities based on how his unique company is tackling the issue.



**Jenny Wegley, Director of Horticulture, Dallas Arboretum**

**8:45AM - 9:30AM Perennial Trials and the Future**

Plant trialing and industry involvement in plant trials helps drive the market and stimulate customer demand. Jenny will introduce the brand new AAS/PPA Perennial Trials program; outline its goals and how the plant breeding industry can participate. Plus, a quick highlight about DABS trials and what you need to see!