

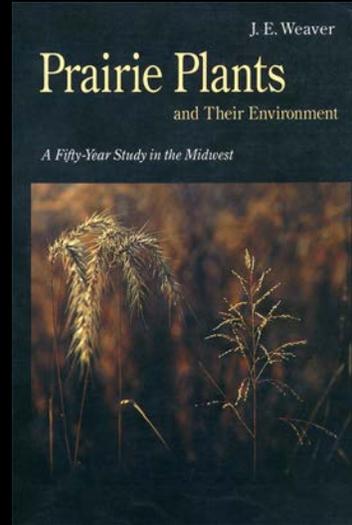
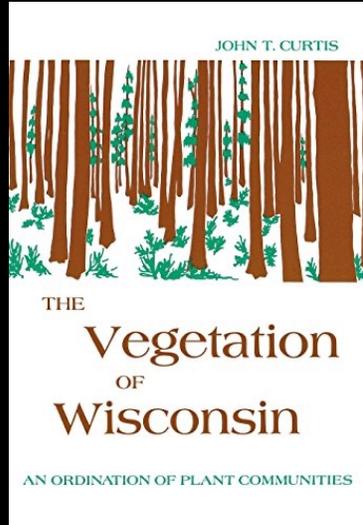
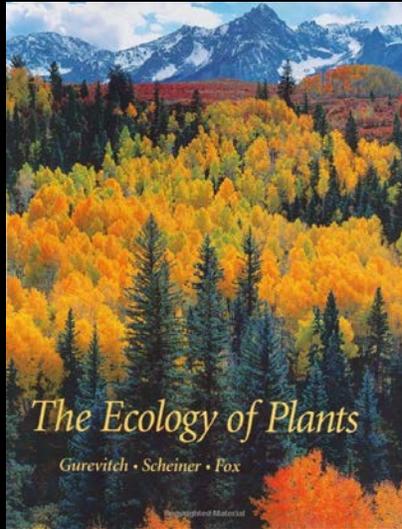
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Education
Set Yourself Up to Set Yourself Apart

*This endeavor is not about memorization.
It is about understanding relevant ecological
principles and applying creativity and common sense.*

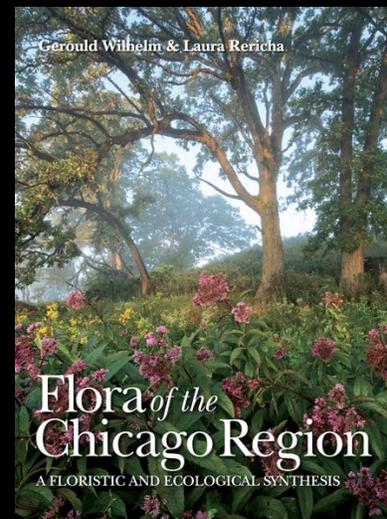
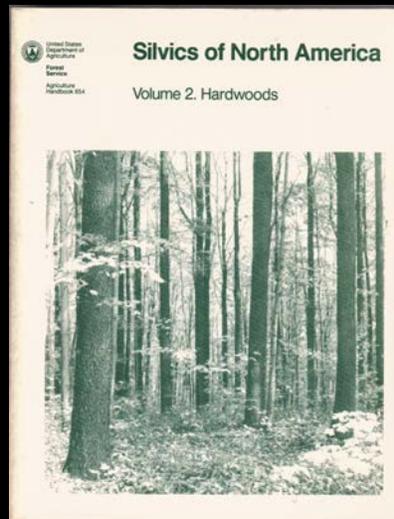
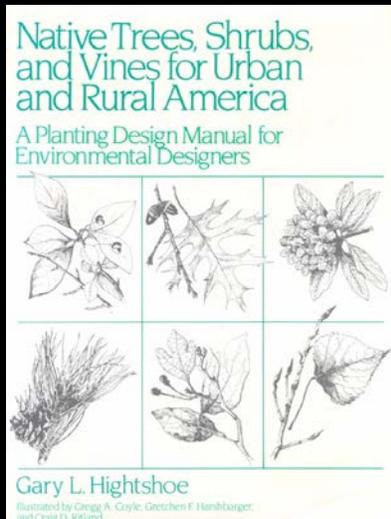
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Big Picture Ecology



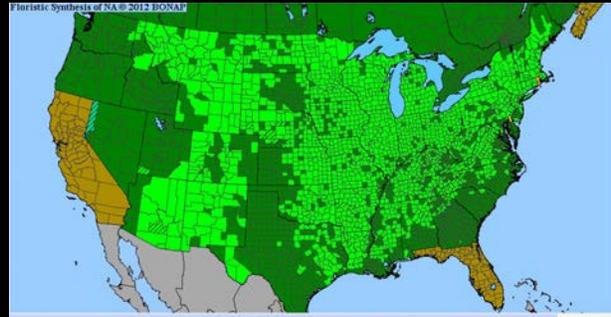
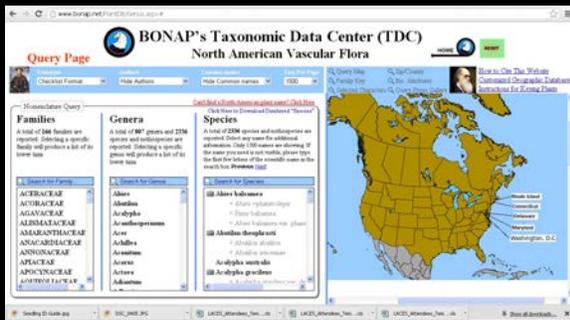
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The Plants



4

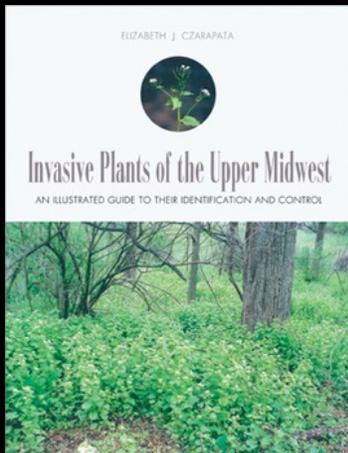
Biota of North America Project



Bonap.org

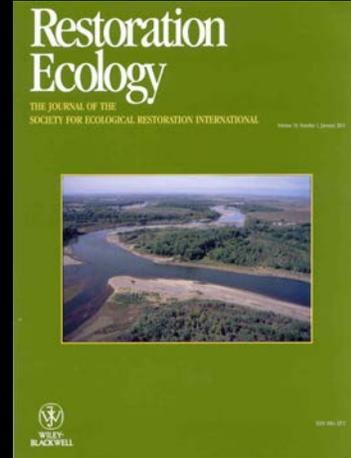
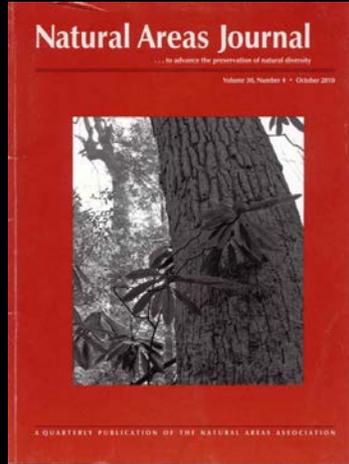
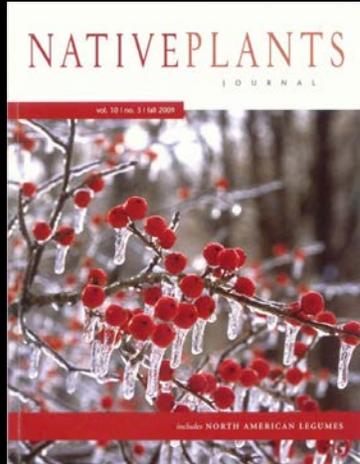
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Invasive Plants



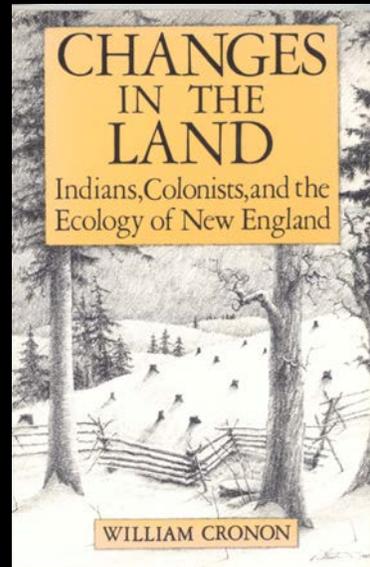
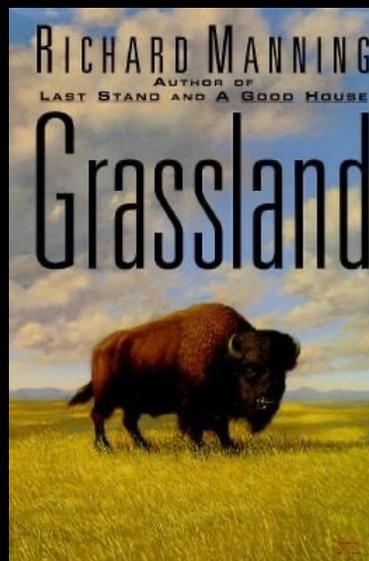
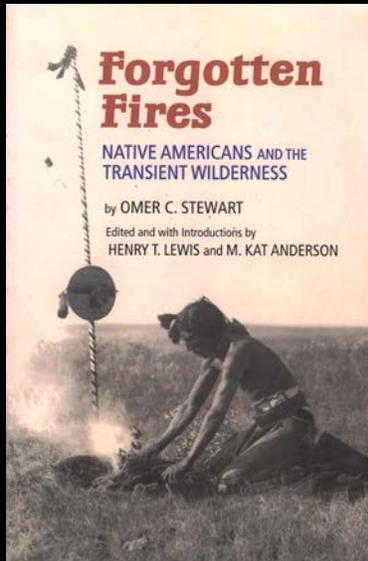
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The Research



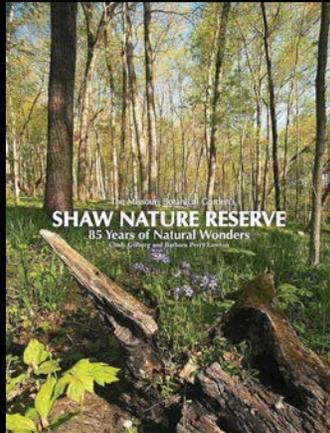
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The History



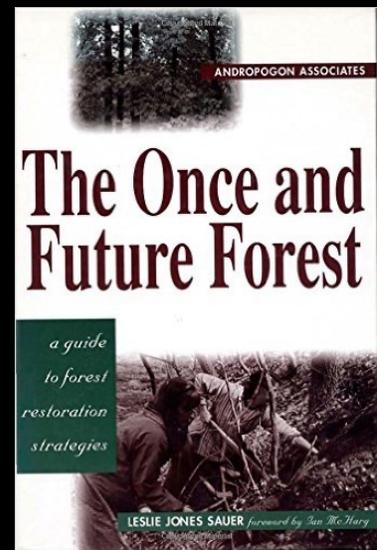
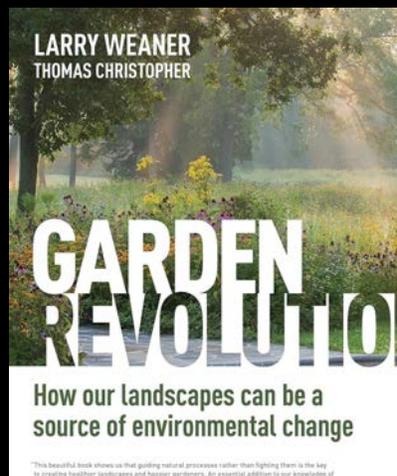
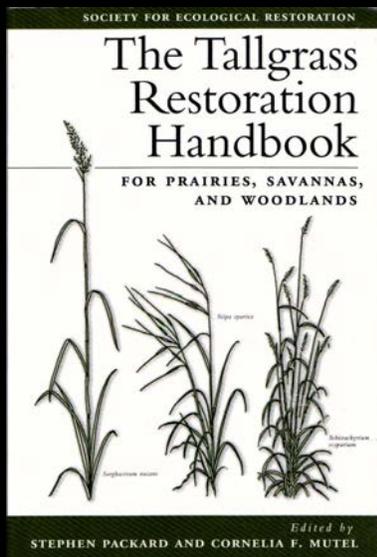
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Interpreted Visitation



9

The Application



10

Investigative Office Environment



Observe, Discuss, and Record



Revisit and Reassess Over Time

11

Marketing an Ecological Niche
Now Set Yourself Apart

My Experience

12

Advantages of Niche Positioning

Ability to More Precisely Focus Marketing Efforts

Reduces Competition

More Pricing Freedom (which you will need)

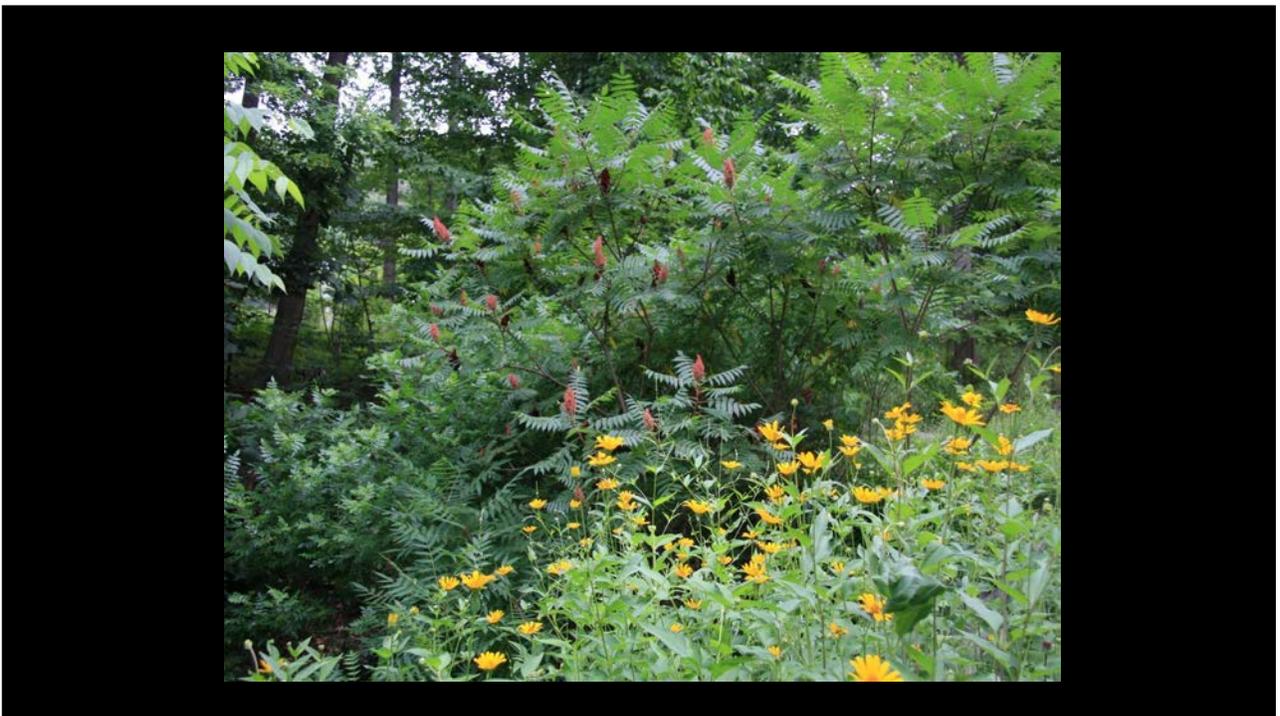
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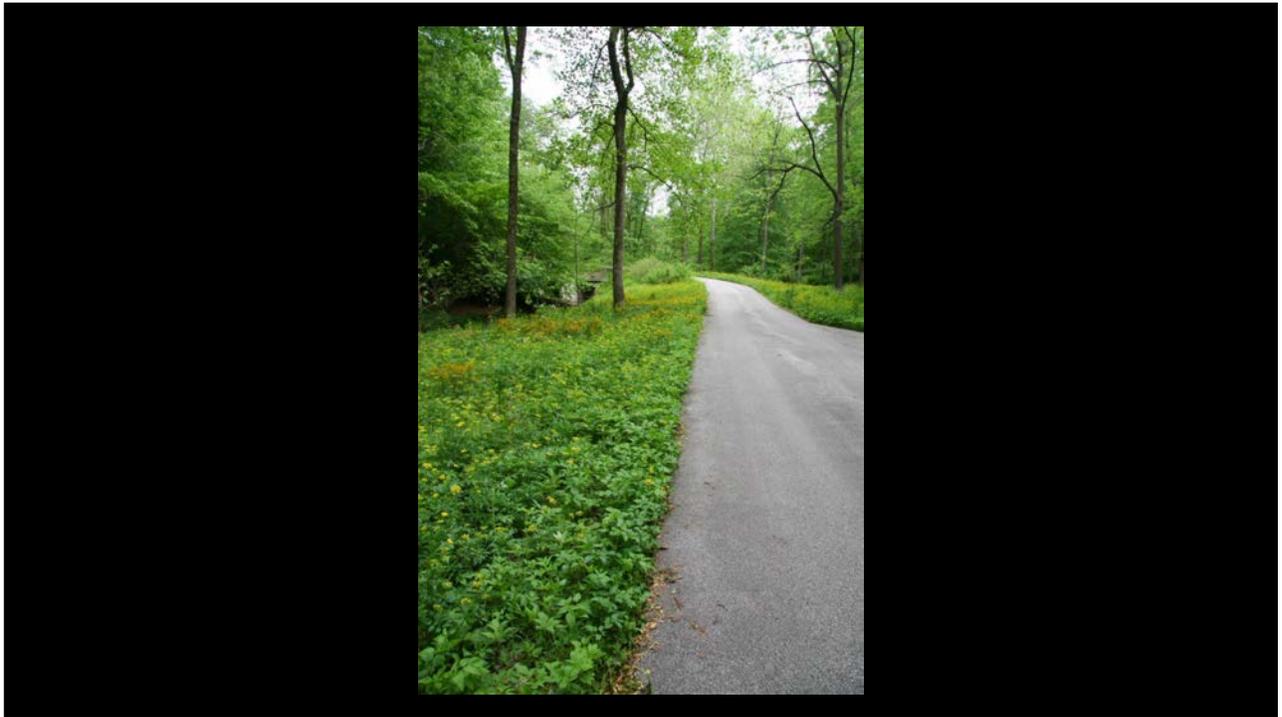
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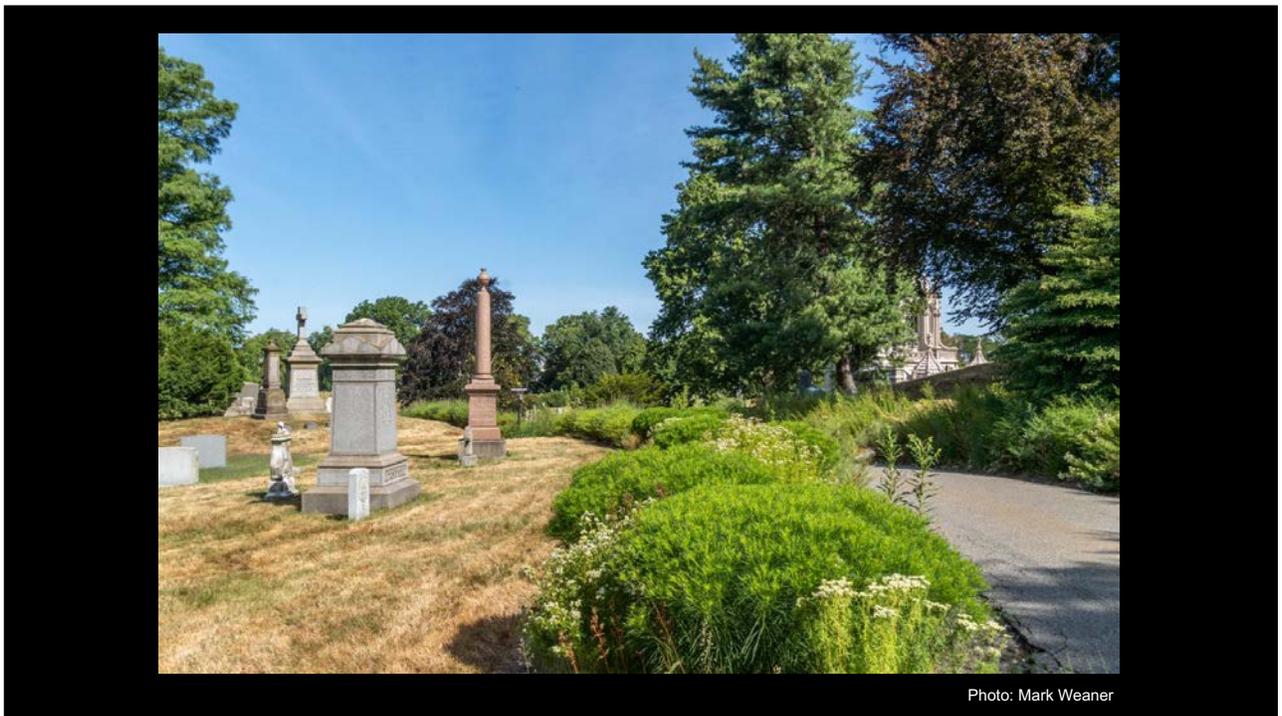
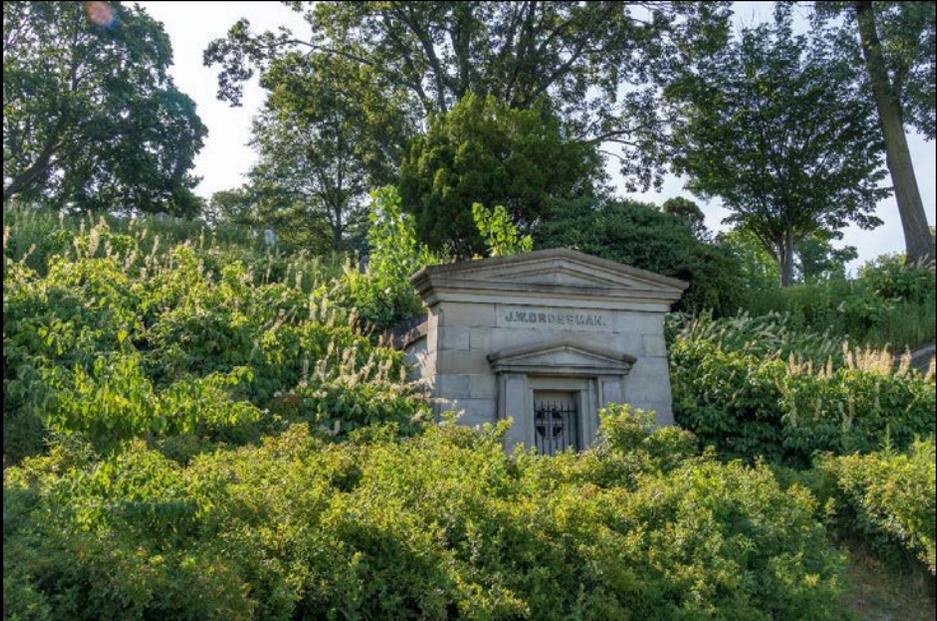


Photo: Mark Weaner

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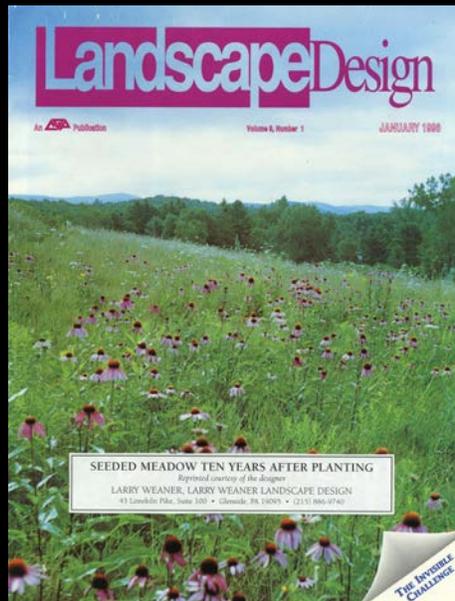


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Credential Building

The Best Marketing is Not What You Say About Yourself But the Credibility Others Have Conferred Upon You

21



Writing

22



Public Speaking

23



Establish Relationships with Writers and Photographers

24



Award Entries

Photo © Rob Cardillo

25



Press Releases Announcing Award

26



Photo: Greenburg Nature Center



Photo: Greenburg Nature Center

Pro-Bono Work

27

Expanded Scope of Services

Planting beyond the 'garden bed' requires more plants and seed.

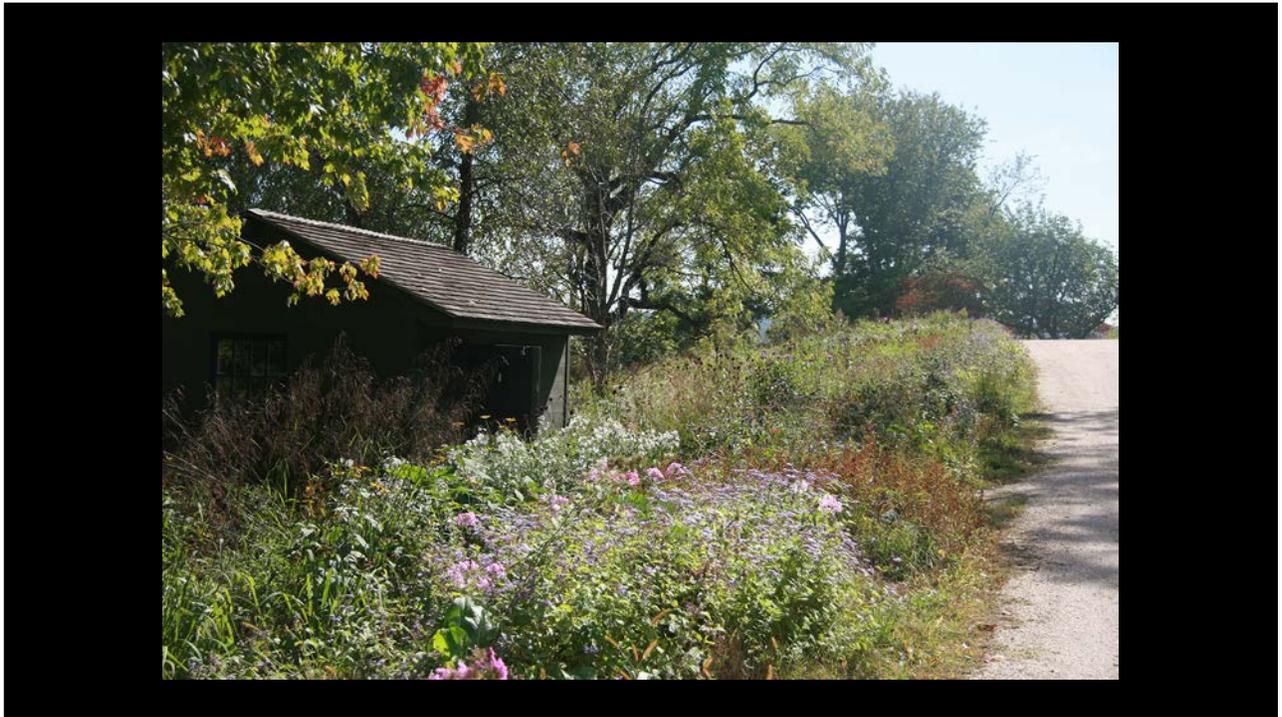
Planting beyond the 'garden bed' also requires more area to design, plant and manage.

Consulting for individuals or companies who need in-house guidance

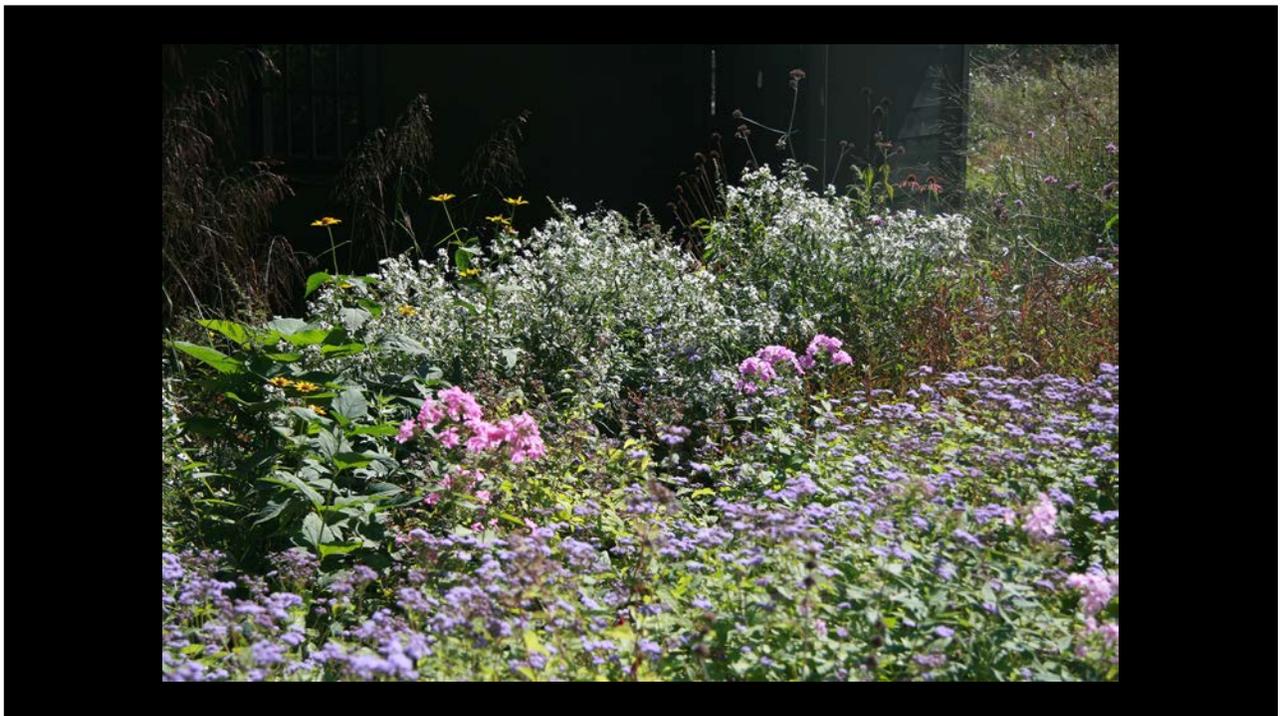
Projects require follow up (consulting/management etc.) which requires high level of expertise.

New areas to address (ex. invasive control)

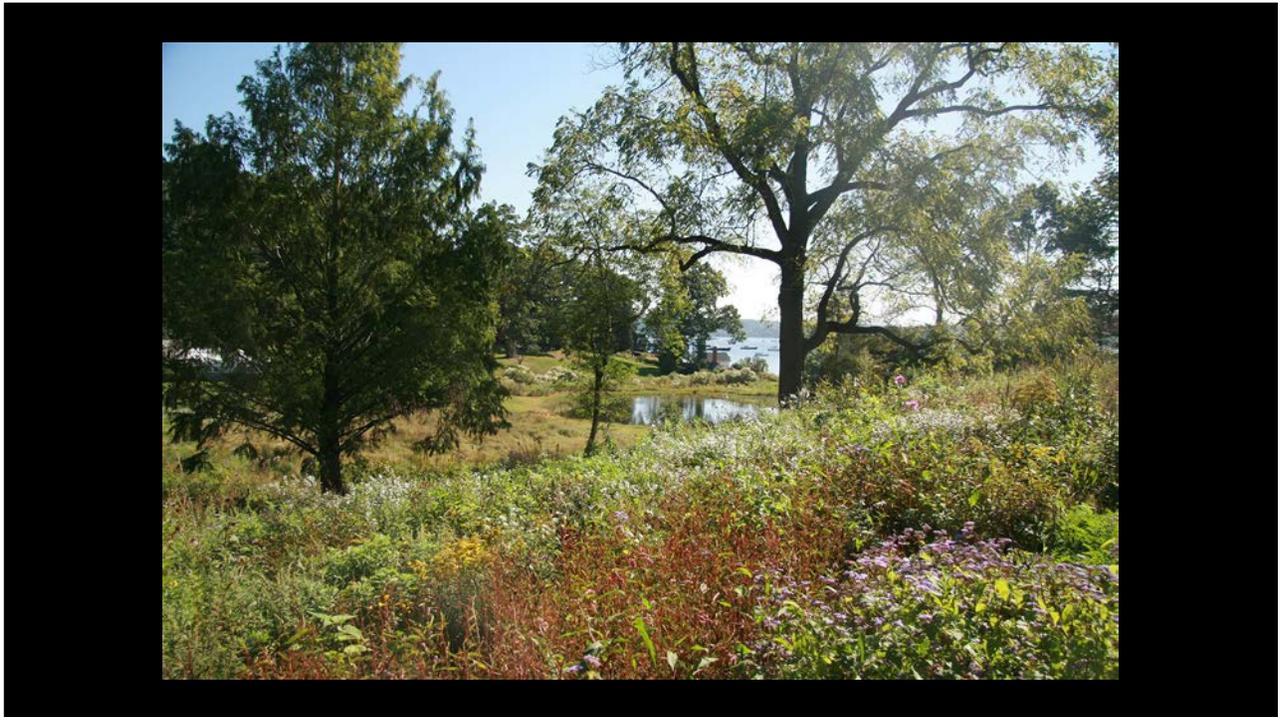
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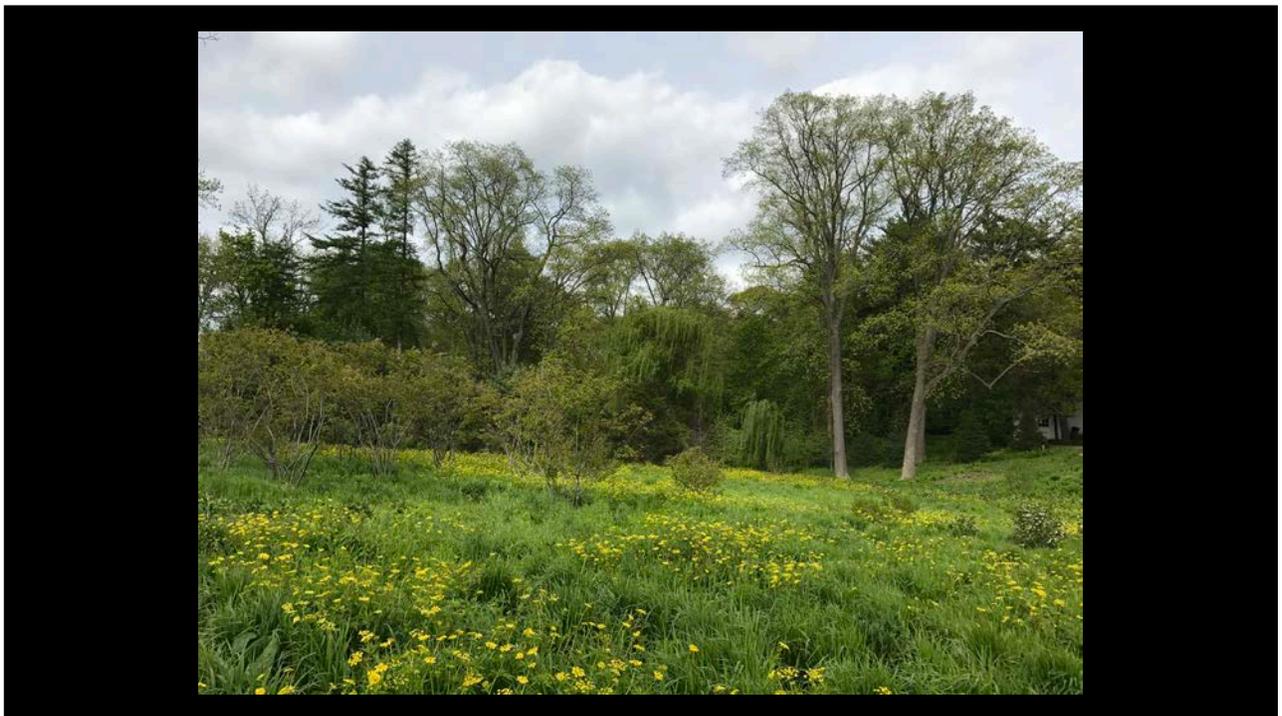
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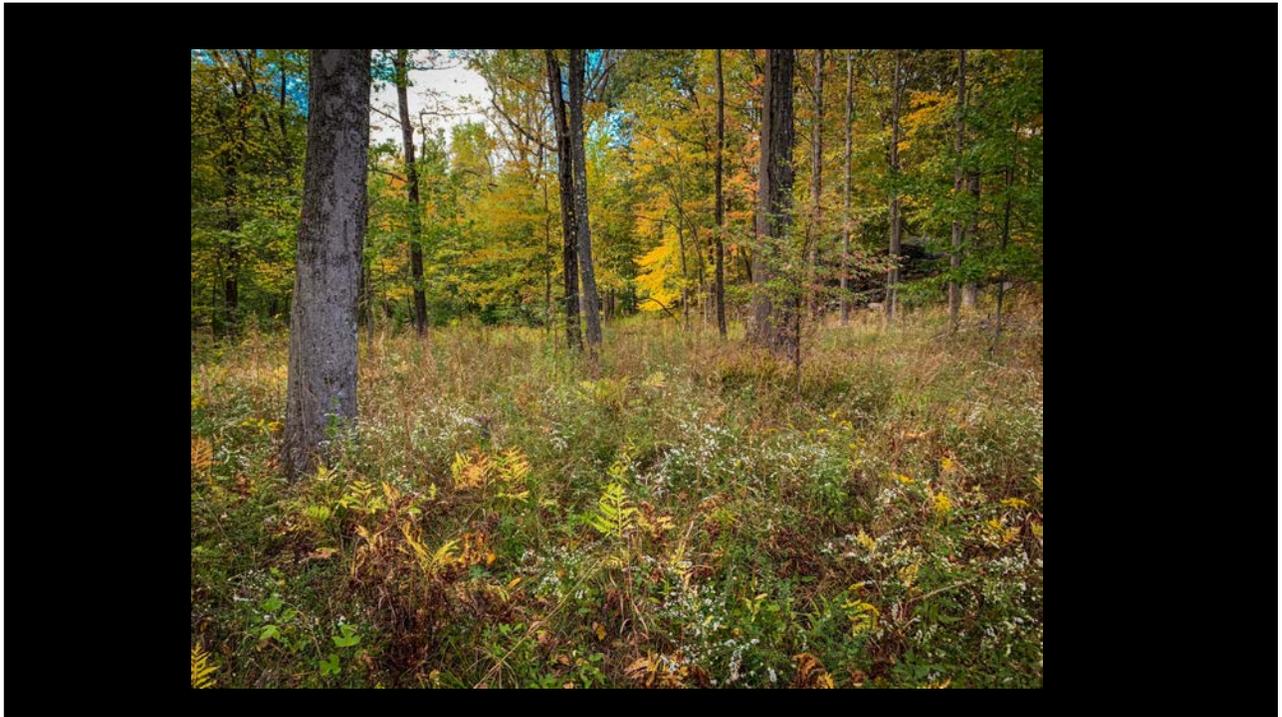
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35

Client Communication

Be Part Landscape Professional and Part Teacher

36

Initial Client Contact

Don't Come Off as if You Intend to Save the
World with their Money

Communicate the Gradual Transformation That
is Often Required

Communicate the Importance of Post Planting
Management

Explain the Procedural Options for Moving
Forward (Initial visit followed by Memo or
Proposal)

37

Initial Site Visit

Encourage the Client to Express Their Overall Vision

'Interpret' the Existing Conditions of the Property
Including Highlights and Hurdles

'Interpret' the Appropriate Level of Wildness That is
Appropriate for the Client

Discuss Long and Short-Term Design Considerations

Determine Management Capabilities

Determine Client's Views on Herbicide

Determine Follow Up (Memo, Proposal, Future Visit)

38

Communication During the Design Phase

Communicate Design Rationales and Project 'Stories'

Encourage Honest Reactions to Your Initial Suggestions

Manage Expectations (Provide document outlining expectations and expected timeframes)

Include Photography Including All Developmental Phases and Precedent Images

Communicate Cost Comparisons to Traditional Landscape Approaches

39

Design Proposal Clause:

Maintenance Criteria

- Utilization of plants which are resistant to insect or disease infestation.
- Utilization of plants which do not require supplemental watering beyond the initial establishment period.
- Utilization of plants which do not require fertilization to maintain healthy growth.
- Utilization of long-lived perennials that do not require staking, deadheading or dividing.
- The placement and spacing of plants in a manner which will not require thinning or extensive pruning over the course of time.
- The extensive use, in landscape garden areas, of flowering perennial and evergreen groundcovers to inhibit weed growth and decrease the need for annual mulching.
- Utilization in planted natural areas (Meadows, Woods, Wetlands) of highly competitive species which, when planted in combination, are able to inhibit weed invasion.
- The creation of a natural and loose overall feel to the property which will require less fussing (pruning, deadheading of flowers, edging, etc.) to retain the visual intent of the plantings.
- To minimize the use of turf grass, reducing mowing requirements and other maintenance procedures associated with lawn areas.

40

LAWN-MEADOW CONVERSION

Install costs and maintenance savings
(per acre)

HIGH VISIBILITY MEADOW		LOW VISIBILITY MEADOW	
Installation	\$1,800	Installation	\$1,000
Maintenance savings	\$570	Maintenance savings	\$630
<i>existing</i>	<i>\$700</i>	<i>existing</i>	<i>\$700</i>
<i>cost per conversion</i>	<i><u>-\$130</u></i>	<i>cost per conversion</i>	<i><u>-\$70</u></i>
<i>savings</i>	<i>\$570</i>	<i>savings</i>	<i>\$630</i>
Years to recoup installation	3.2	Years to recoup installation	1.6

prepared for Derck & Edson Associates LLP (Milton Hershey School Project)

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Communication During the Installation Phase

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Communication During the Management Phase

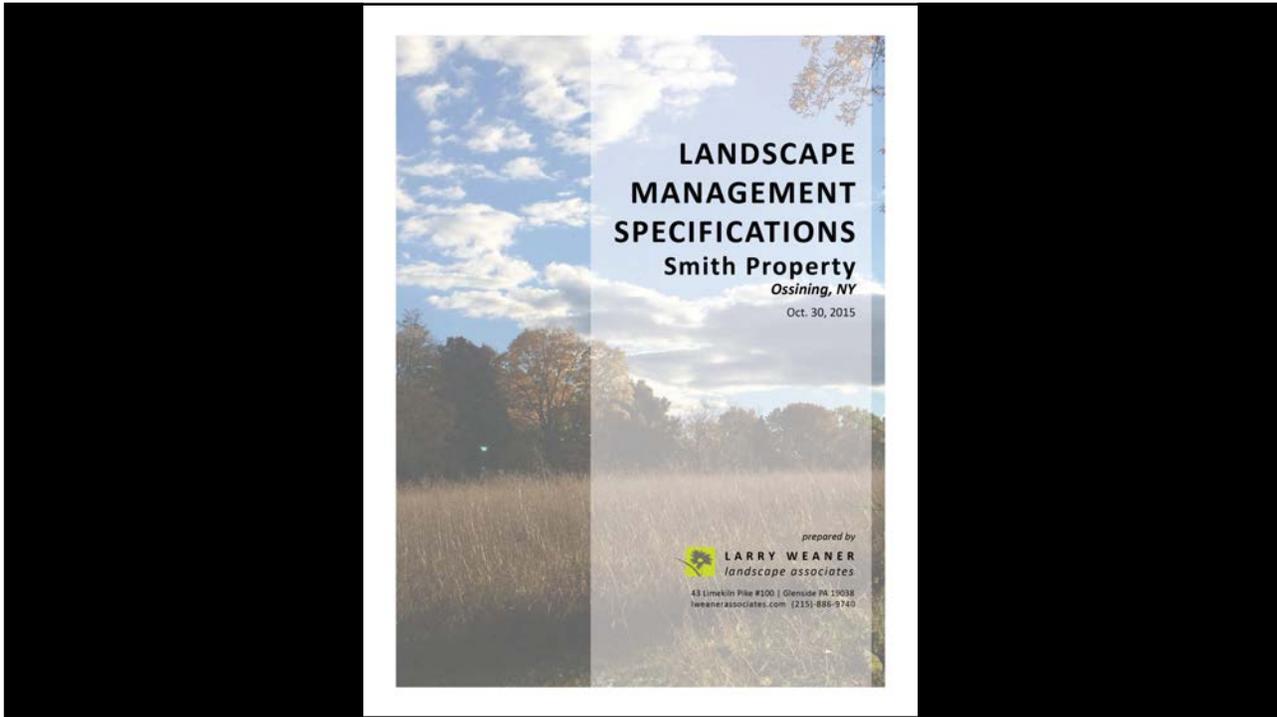
Determine Vegetative Goals
Short-Term (Pre-Goal) and Long-Term (Post-Goal)
Field Documents (Quick Guide) and Background
Information (Detailed Procedures and Rationales)
Provide Management Oversight
Provide Training to Maintenance Team

47

Management Documentation

1. Determine Vegetative Goals
2. Short-Term (Pre-Goal) and Long-Term
(Post-Goal)
3. Field Documents (Quick Guide) and
Background Information (Detailed
Procedures and Rationales)

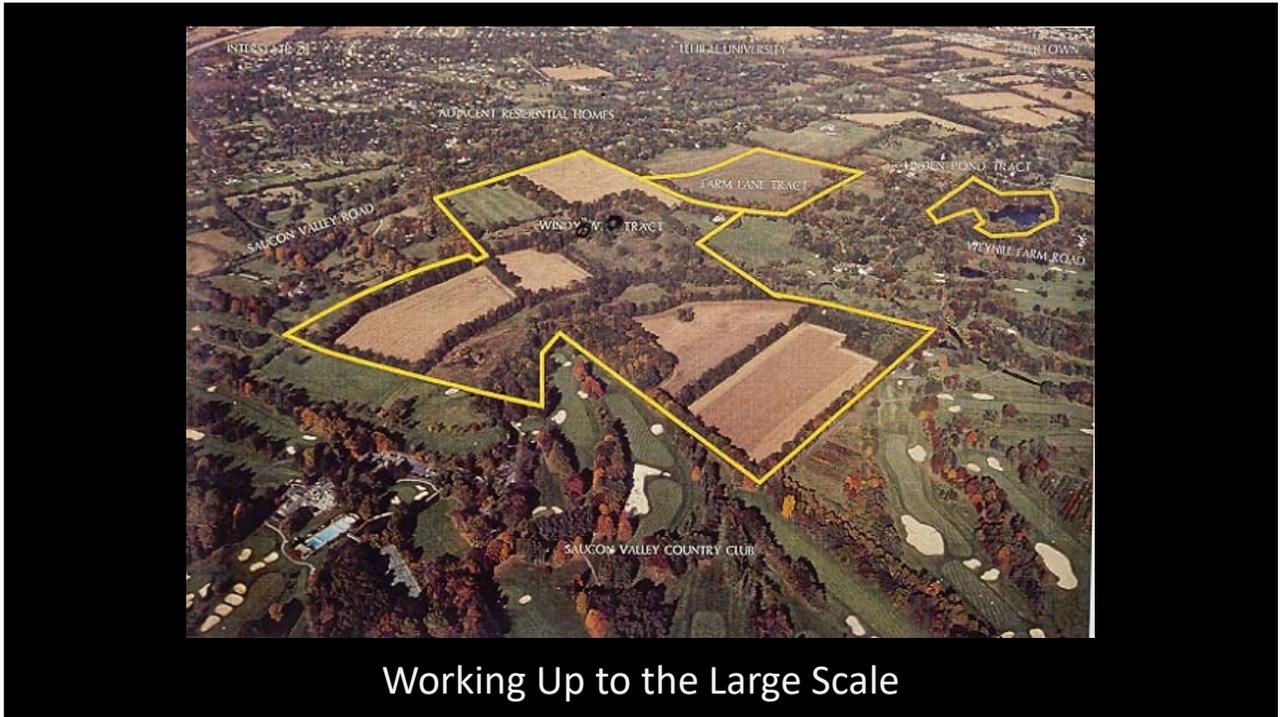
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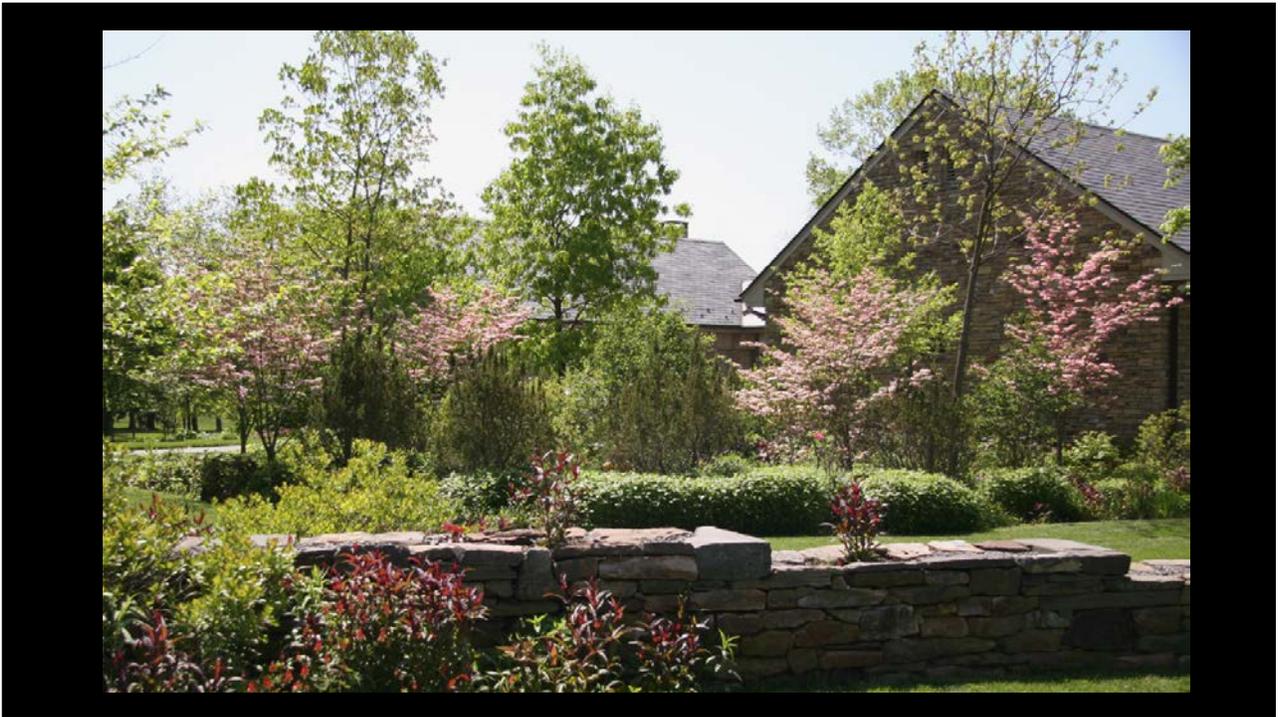
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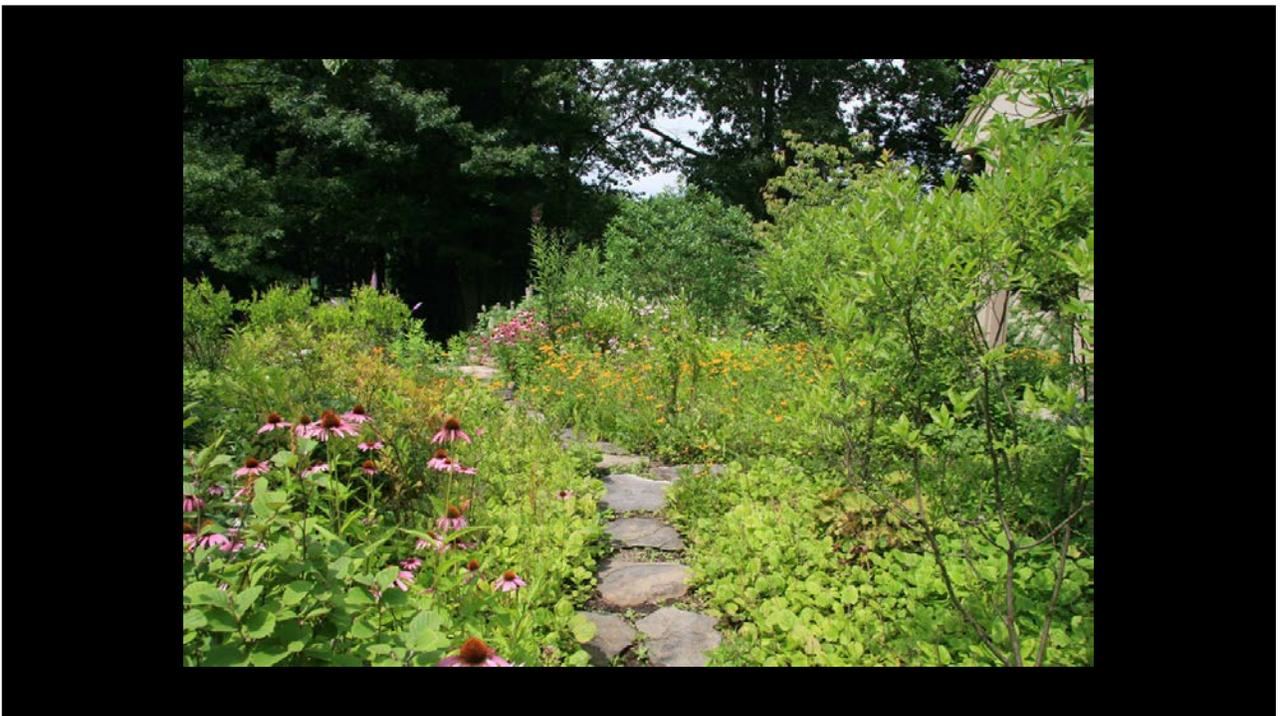
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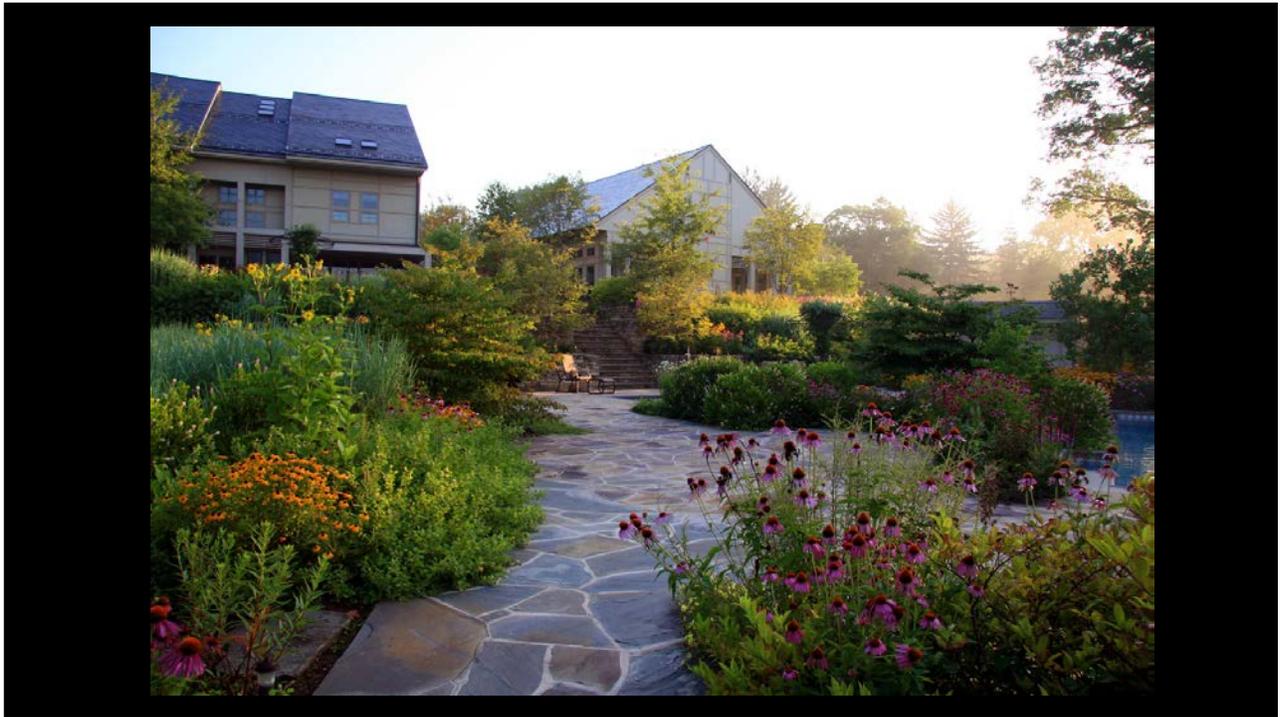
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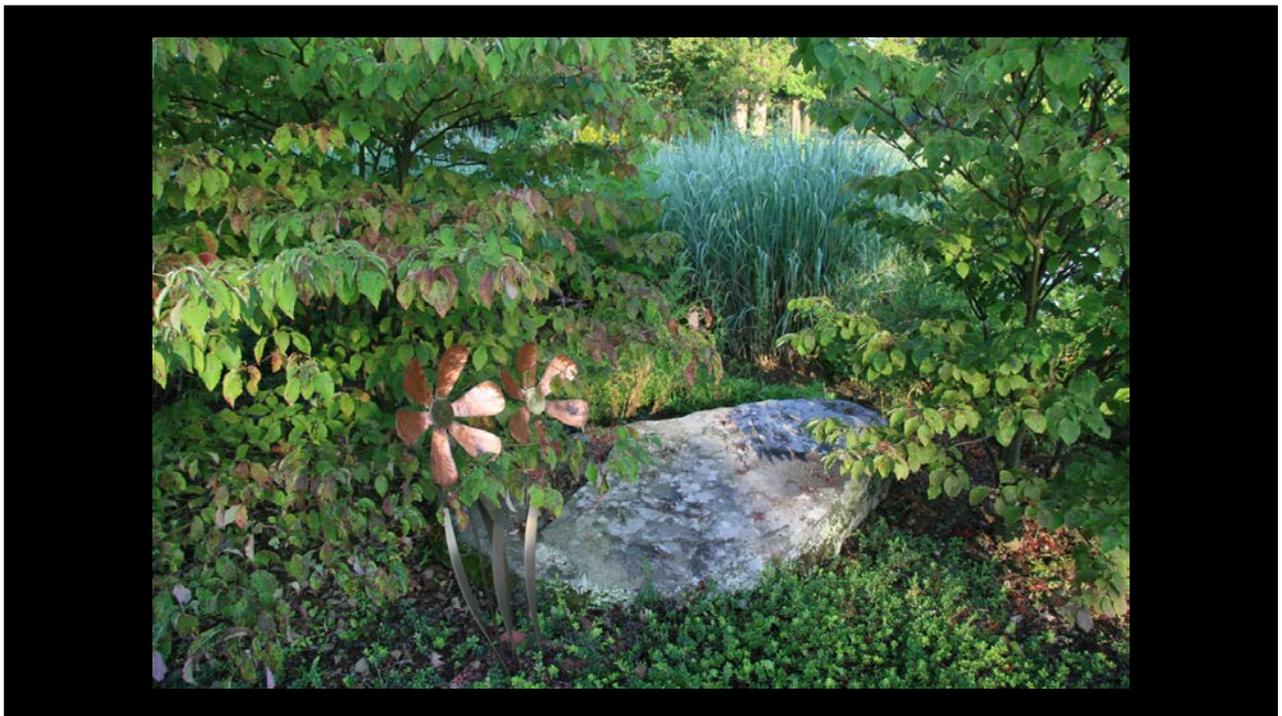
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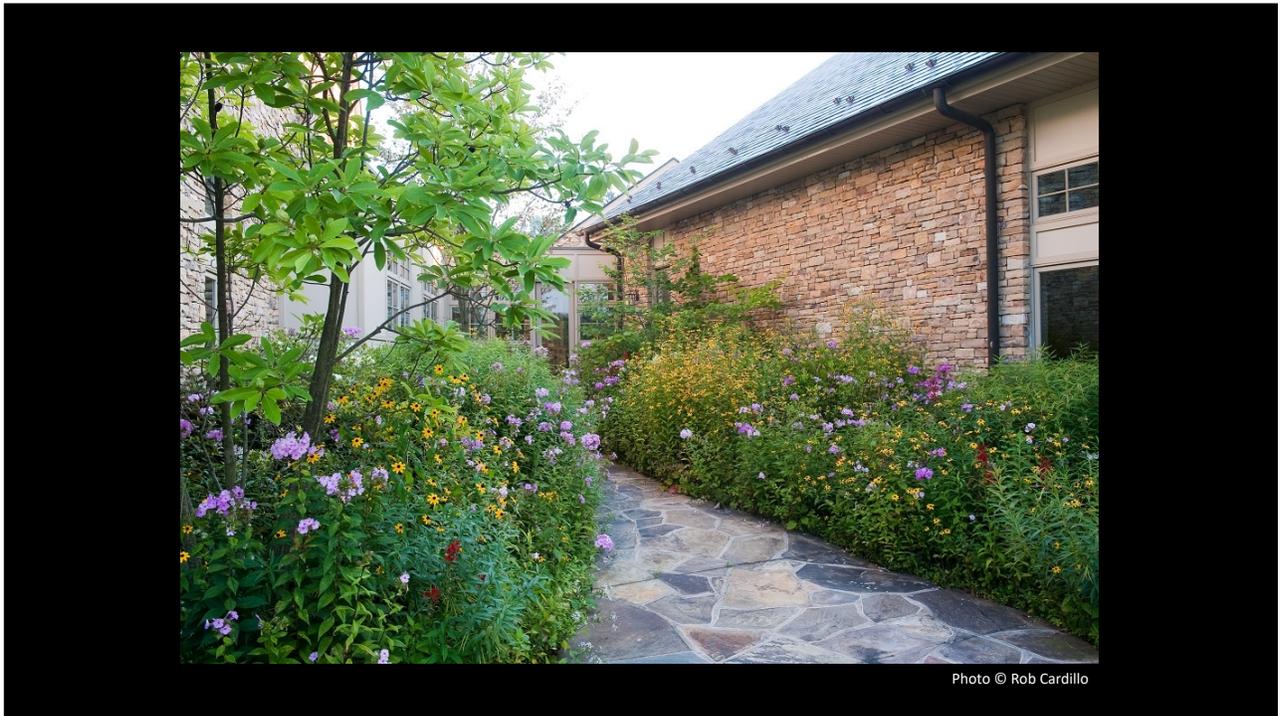
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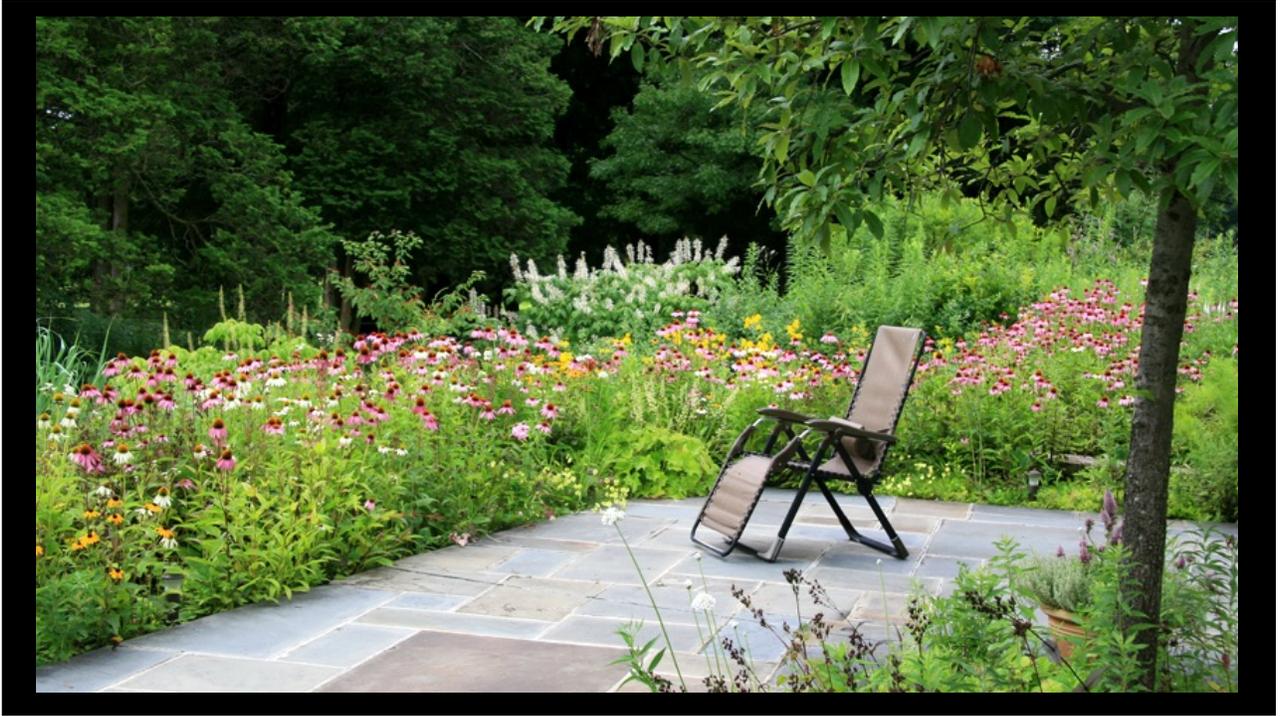
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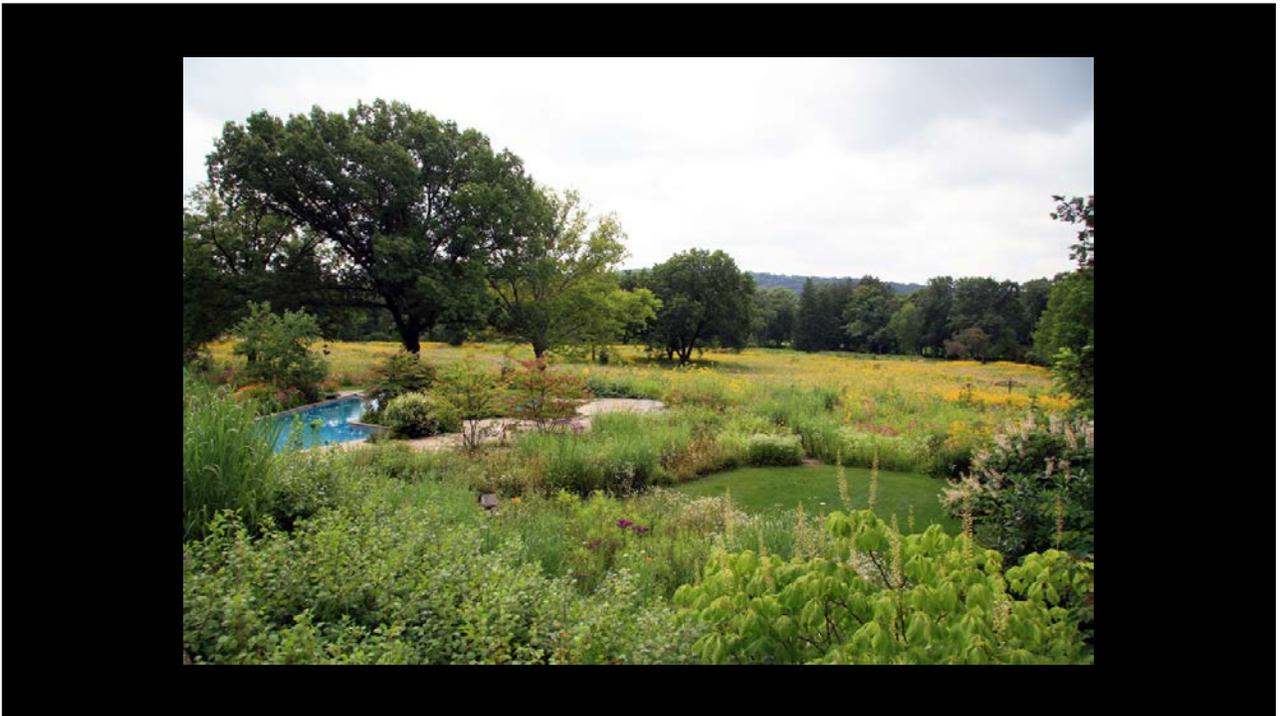
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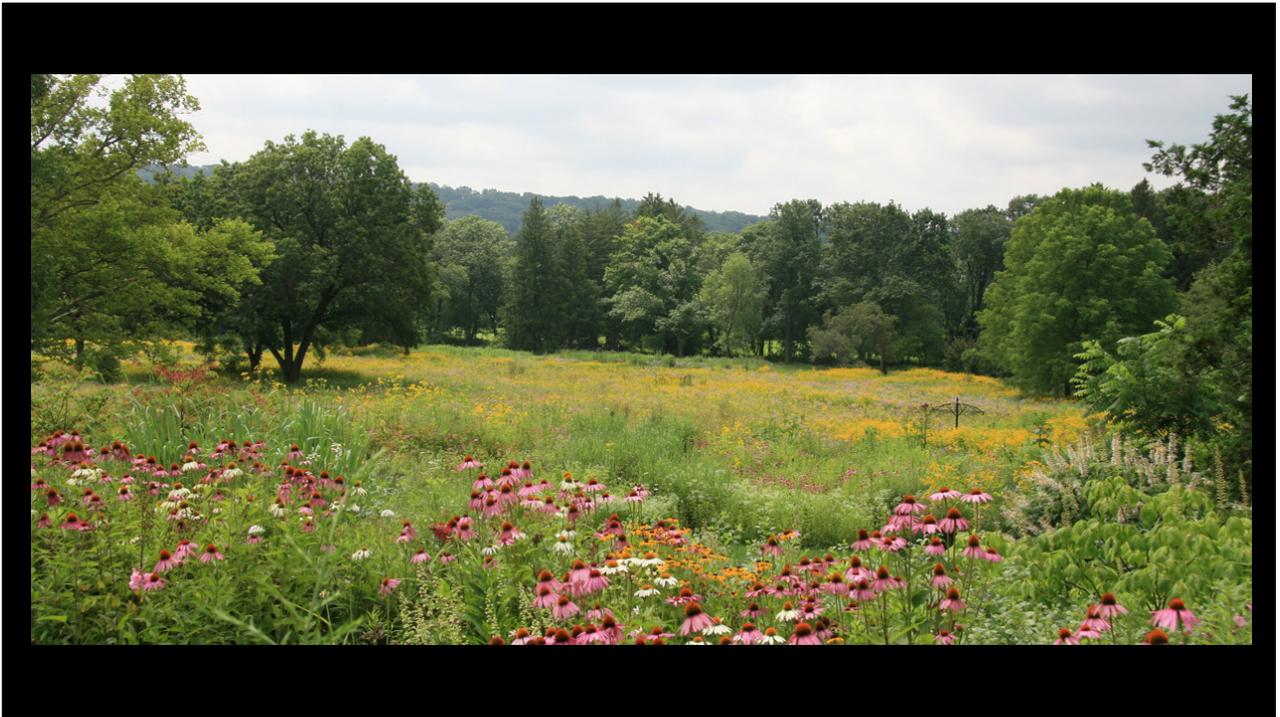
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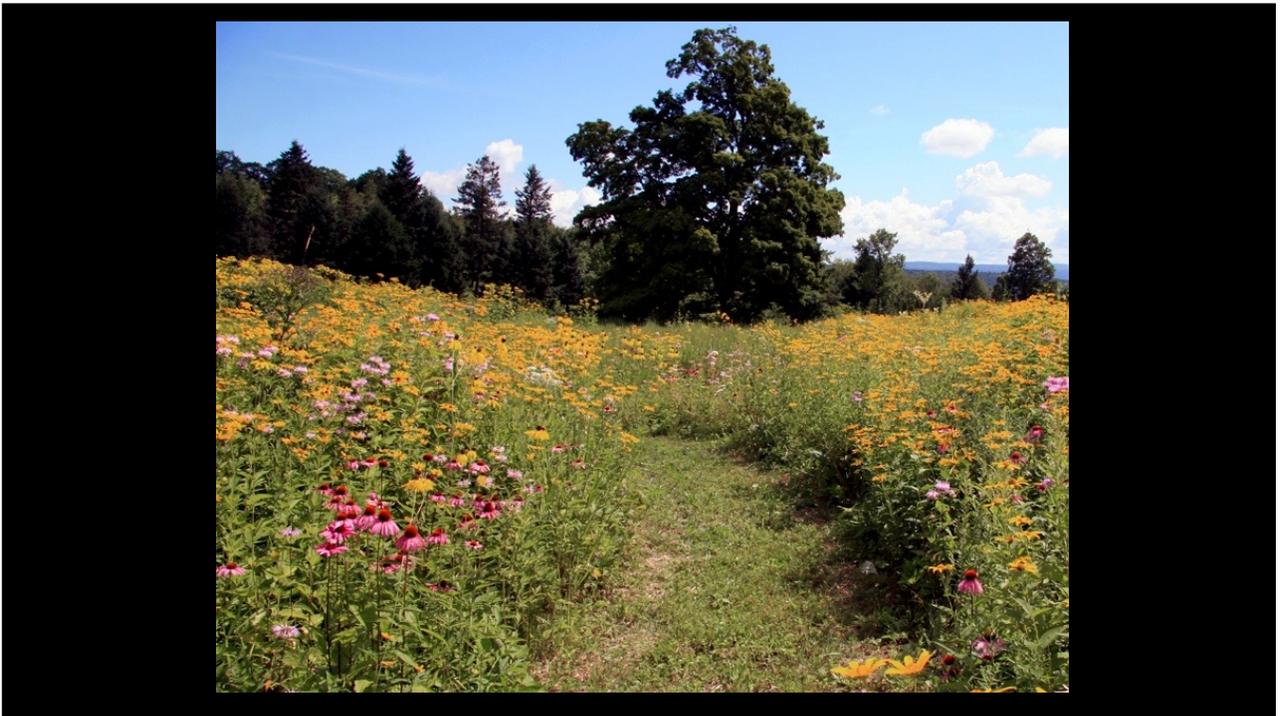
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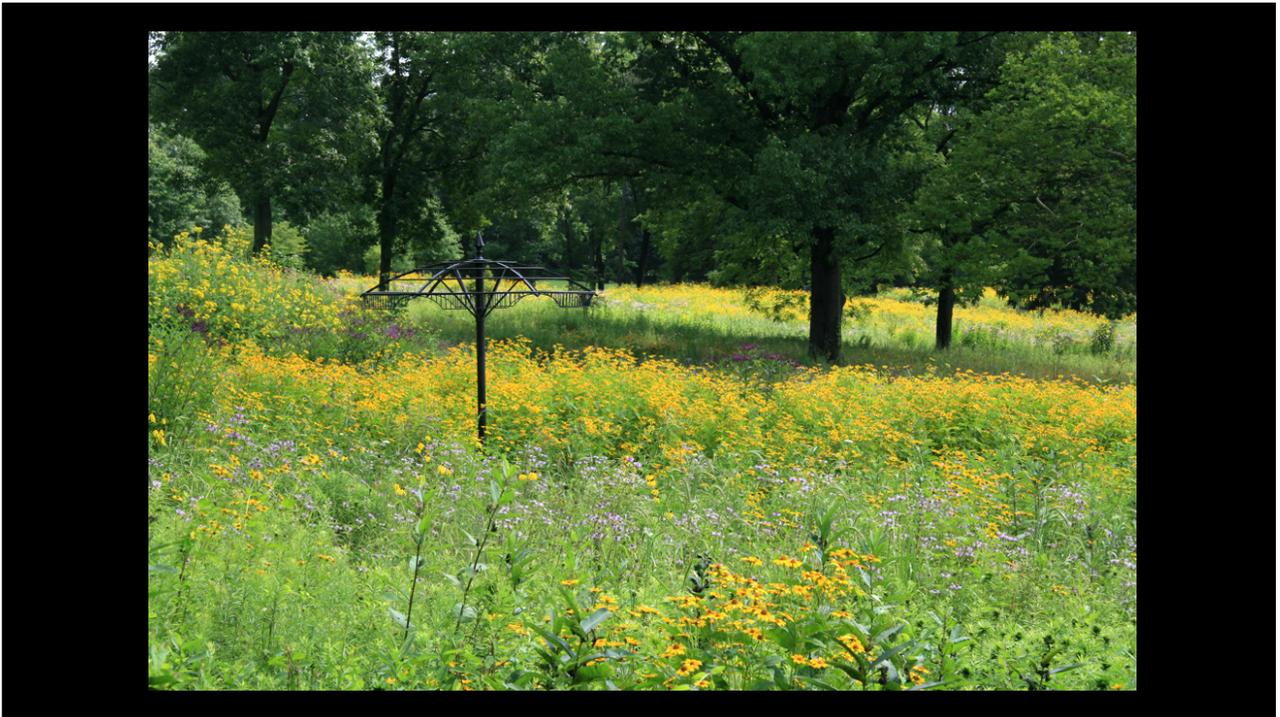
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