

The mission of the Wisconsin Chapter of the American Society of Landscape Architects is to lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

WI-ASLA is a State Chapter of the national American Society of Landscape Architects. The Chapter supports professional development, visibility of the professional, and networking opportunities. By being a part of WI-ASLA, members are able to stay connected to new, innovative ideas and emerging expertise in many fields related to the profession. Your participation and feedback in Chapter sponsored events and opportunities is greatly appreciated.



WI ASLA Spring Conference 2012

Union South
Madison, Wisconsin
Thursday & Friday,
March 29-30, 2012

Your Environment. **Designed.**

for Your Health, Safety, & Welfare

Wisconsin Chapter of the American Society of Landscape Architects
Planning | Landscape Architecture | Ecology | Design | Sustainability | Land Management | Stormwater | Softscape

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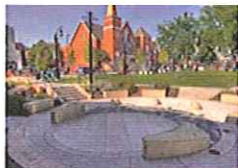
BRONZE



Congratulations to the 2011 Professional Award Winners!

General Design :: Award of Excellence

Schwiebert Riverfront Park
Rock Island, IL
Rock ISAA Design Group



General Design :: Award of Honor

Elizabeth Peace Park
Madison, WI
Ken Saiki Design, Inc.

General Design :: Award of Merit

The Gardens of Saint Mary's Hospital
Madison, WI
Ken Saiki Design, Inc.



Planning :: Award of Honor

Comprehensive Outdoor Recreation Plan
Kenosha, WI
SAA Design Group



Planning :: Award of Merit

University of Wisconsin-Eau Claire Campus Master Plan
Eau Claire, WI
SmithGroupJJR



Thanks to all of the sponsors, presenters, and volunteers that helped make this a successful event! If you are interested in volunteering or being a presenter in future events, please contact WI ASLA Secretary at secretary@wiasla.com



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THURSDAY, MARCH 29



8:00 - 8:30 Registration

ROOMS:
Track A - Varsity Hall 1
Track B - Varsity Hall 3

8:30 - 9:45 Opening Session Welcome & Overview (Varsity Hall 2-Center)

Christa Wollenzien, ASLA, LEED AP :: President WI ASLA ~ *The State of the Chapter UW-Madison Campus Project Overview: HSW*

Gary Brown, FASLA :: Director, UW Campus Planning & Landscape Architecture
"The University of Wisconsin-Madison: An overview of Current Major Projects and Future Development Opportunities" ~ The 20 year campus master plan will be shared, along with how projects are implemented, how work for landscape architects is developed, and how consultants are selected through the State of Wisconsin.

10:00 - 11:00 Concurrent Sessions

TRACK A: * HSW Applied For
30th Street Corridor

Gloria Stearns, ASLA :: Executive Director

The 30th Street Industrial Corridor Corporation is dedicated to restoring and maintaining the economic vitality of the Corridor by promoting the mutual interests of companies and stimulating economic growth in the community.

TRACK B: HSW
Two + Urban + Riverfront + Parks

Bruce Morrow, ASLA, LEED AP :: SAA Design Group
Aaron Williams, ASLA :: SAA Design Group

Comparing and contrasting the design of Phoenix Park in Eau Claire, WI and Schwiebert Park in Rock Island, IL. The presentation will focus on the similarities and differences in a compare and contrast methodology. Unique site constraints, river edge conditions, funding and maintenance create the final product.

11:10 - 12:10 Concurrent Sessions

TRACK A: HSW
Designing Veg. Systems for SITES Accreditation

Jacob Blue, ASLA :: Applied Ecological Services

An introduction to the most effective ways to design and select plants within the SITES framework. Based on the Sustainable Sites Initiative, Blue reviews ecosystem services, benefits, and attraction to vegetation in the built and natural environment.

TRACK B: HSW
Lakeland College

Jessie Fink, ASLA, LEED-AP B+C :: SmithgroupJJR
Kyle Trulen, ASLA, LEED-AP :: SmithgroupJJR

Lakeland College, a self-sufficient liberal arts college in northern Wisconsin, will be the focus of this presentation. How the lack of a master plan limited growth and what SmithGroupJJR did to from a big-picture perspective to identify improvement areas. Stormwater management, iconic structures, and native plant re-establishment all went into this 2011 WIASLA award winning plan.

12:10 - 1:40 Lunch :: Vendors :: Networking

WI ASLA Website Introduction ~ Officially unveil the new and improved WI ASLA Chapter website.

1:45 - 2:45 Concurrent Sessions

TRACK A:
LARE Exam Changes

Rosheen Stycinski, FASLA :: CLARB Region 2 Alt. Director

Put away those pens and pencils the exam is going digital. What does this mean for designers looking to take the exam and students preparing for the future? What are the key dates to remember and how will this change affect you?

TRACK B: ETHICS & HSW PDH

Ethics & Professional Conduct of an LA

James Gersich, AIA :: WI Licensing Board
An interactive, presentation and response format where scenarios are presented with the audience "Making the Call." Attendees will participate in the discussion about the application of ethics and the Code applicable. There will also be a review of the ASLA Code of Ethics.

3:00 - 4:00 Concurrent Sessions

TRACK A: HSW
Golda Meier Roof Garden

David J. Frank Team

A team presentation from a design build LA firm covering the design and installation of the largest green roof on a public building in Wisconsin. Design, installation coordination, and site specifics of applied design techniques will be discussed, along with what worked and what can be improved upon for future application.

TRACK B: HSW

Rethinking RURAL

Steven Ziegler, ASLA :: ZDA Joan Ziegler :: ZDA
Maralee Olson, ASLA :: ZDA + Others

A presentation on the imminent pressures of developable land to accommodate the demands of increased population in WI. A framework for rethinking traditional land use and development practices will be part 1 of this 2 session forum. How can we encourage land management, stewardship strategies and maintain resources?

3:00 - 5:00 Mobile Tour - 2 PDH HSW

University of Wisconsin-Madison Campus: HSW

Rhonda James, ASLA :: Senior Landscape Architect UW Campus Planning
Jonathan Bronk, ASLA :: Landscape Architect UW Campus Planning

120 minute walking tour will provide the opportunity to view recently completed landscape projects on the UW Madison campus. Tour will discuss how masterplan goals are being achieved, how exterior spaces are designed for intensive use, and some of the typical challenges with campus settings. Tour ends at Memorial Union with free bus back to Union South.

4:05 - 5:05 Concurrent Sessions

TRACK A: # PDH
Lighting for Today

Terrance Dee :: Winona Lighting

What is the art of Landscape Lighting? To fulfill the need of creating unique spaces with diverse effects of light and shadow, extending the landscape to be not only picturesque, but also safe. The darkened landscape can be brought to life with selection, placement, and arrangement of landscape lighting fixtures.

TRACK B: HSW

Rethinking RURAL - Panel Discussion

Steven Ziegler, ASLA :: ZDA Joan Ziegler :: ZDA
Maralee Olson, ASLA :: ZDA + Others

Part 2 will discuss various topics listed above in a panel format consisting of DNR staff, land owners, and LA's. The various demands on water, land, public and private ownership models, and discrete resource management will be the topics to gain illustration by the panel.

5:15 - 7:00? Informal Reception :: Networking

Social Hour at Steenbock's on Orchard @ Wisconsin Institute of Discovery

Meet in the Hallway after the last session to walk across the street to discuss the days events. You may have to buy your drinks and appetizers, but networking comes standard! Join fellow professionals, product representatives, and presenters in this stunning location. Take some time outside the Wisconsin Institute of Discovery to find the 'stone' chimes!

FRIDAY, MARCH 30



8:00 - 8:30 Continental Breakfast

ROOMS:
Track A - Varsity Hall 1
Track B - Varsity Hall 3

8:30 - 9:30 Morning Keynote (Varsity Hall 2-Center)

Health, Safety, Welfare and What it Means to LA's: HSW

Tom Tavella, FASLA :: ASLA President Elect

There are many persuasive arguments for licensure, but none more important than making the case that LAs impact the public HSW. Regulation of Landscape Architecture and the Protection of Public Health, Safety, and Welfare (Schatz, Alex P. 2003) provides the justification for licensure, including substantial documentation of legal cases that demonstrate the potential for harm from incompetent, negligent and unethical practice of LA.

10:00 - 11:00 Concurrent Sessions

TRACK A: HSW

Elizabeth Link Peace Park

Ken Salki, ASLA :: Ken Salki Design
Mike Slum, ASLA :: Ken Salki Design

The reconstruction of Lisa Link Park is a journey of nearly 10 years. The 1/2 acre city park came to be through an intensive community process with the LA leading the consultant team. The process and features of this State Street greenspace will be discussed and presented.

TRACK B: HSW

The Use of Natives as Ornamentals

Sarah Ehrhardt, ASLA ::
Bret Achtenhagen's Seasonal Services

What are the ingredients for a successful native species planting in the urban landscape? This presentation will explore topics related to soils, exposure, climate, drainage, and necessary maintenance considerations relative to specific varieties.

11:10 - 12:10 Concurrent Sessions

TRACK A: HSW

Roundtable: Design-Build Practitioners

Tom Tavella, FASLA :: Tavella Design Group
Joe Honauer, ASLA :: Landscape Architecture, Inc.
Joe Kresl, ASLA :: Hawks Nursery
Tom Bergen :: McKay Nursery
Jay Gehler, ASLA :: Sheldon Landscape

The demand for landscape products and services has changed as has the demand for the LA services. As market share for Design-Build services has shifted, practitioners must be increasingly creative through design excellence, project management and the ability to maximize resources to compete in the marketplace.

TRACK B: HSW

Managing Urban Stormwater-Panel Discussion

Paul Sidmore, ASLA :: City Common Council
Greg Fries PE :: City of Madison
James Whitney, AIA :: City Architect
Sarah Lerner, ASLA, LEED AP :: City of Madison LA

Stormwater management facilities can be designed in a variety of aesthetically pleasing ways and incorporated into most urban landscapes. This expert panel of the City of Madison Engineering Division will focus on the following: legal requirements and codes, planning and design of various facilities, and the techniques used at Fire Station #12 in Madison (LEED platinum).

12:10 - 1:40 Lunch :: Vendors :: Networking

ASLA National Initiatives (20 min) ~ Tom Tavella, FASLA :: ASLA President Elect

2011 WIASLA Award Winners Announced (30 min)

Tom Tavella, FASLA :: ASLA President Elect Christa Wollenzien, ASLA, LEED AP :: WIASLA President
A brief introduction of the winning projects, what the judges had to say and award hand outs

Department of Safety and Professional Services (DSPS) (20 min.)

Secretary Dave Ross

After two terms as Mayor of Superior, Dave Ross was appointed by Gov. Scott Walker in Jan. 2011 as Secretary of the newly re-organized Dept. of Safety and Professional Services (DSPS). He will share his initiatives of the agency responsible for setting and administering professional practice standards and monitoring compliance with occupational laws and building safety.

1:45 - 2:45 Concurrent Sessions

TRACK A: HSW

Native Landscape Design for Stormwater

Tom Mortensen, ASLA :: R.A. Smith National

This presentation reviews various design techniques, approaches, principles, successes, pitfalls and roadblocks to designing, getting approvals for and establishing a native landscape in anything but a natural environment-the stormwater facility. Based on the presenter's philosophy that Nature Ignores Design That Ignores Nature, the historical patterns of hydrology and landscape will be reviewed and compared to manmade, manipulated patterns.

TRACK B: HSW

The NEW ADA Requirements: Impact on WI LA's

John McGovern, ASLA ::
President of Recreation Accessibility Consultants,

The US Dept. of Justice adopted new design standards in 2010, they are effective March 15, 2012. Affecting more than 89,000 units of state and local government, and more than 7,000,000 businesses and non profits, the 2010 Standards change the way professionals, think, provide deliverables, and interact with clients. This session is a must for you and your clients!

3:00 - 4:00 Concurrent Sessions

TRACK A: HSW

Water Management & Irrigation Design

Mike Warren :: Watertronics
Dan Feick, ASLA :: Feick Design Group

The presentation will focus on the requirements commercial size properties face when implementing water harvesting systems. A recognition of needs and issues for water conservation will be covered along with understanding system design/intent, identifying different applications, system operation, and understanding the clients return on investment (ROI).

TRACK B: Ethics & HSW PDH

Ethics, Real World Application

Shawn Kelly, FASLA :: Kelly Design Group

Presenting 60 minutes of ethics, in a manner typical of the Kelly style.

Field Tour Education Session Lunch :: Networking

HSW = LA CES certified Health, Safety, Welfare credit
PDH = Non HSW credit, applicable for general PDH requirements