

# The Speakers

ZOOM Hosted by:



## Kirk R. Brown

**“Design ABC’s for 2023:  
Growing New View of  
Future Landscapes”**

In 2021, Kirk was named to the Hall of Fame for International Garden Communicators. As a ‘Green Achiever,’ Kirk has won landscape design awards from Perennial Plant Association, Association of Professional Landscape Designers, and PA Landscape and Nursery Association. He represented

Joanne Kostecky Garden Design as a leader in the design/build industry. He worked as National Outreach Coordinator for America’s Oldest Garden in Charleston SC.

**Manor View Farm  
& The Perennial Farm  
are pleased to announce our  
24th Annual  
Education Seminar  
*A Virtual Experience*  
**\$40.00****

## Ethan Kauffman

Ethan developed his love of the natural world exploring the Susquehanna River hills in southeastern PA. He cultivated his horticultural perspective over two decades of gardening in the Deep South, including as director of Moore Farms Botanical Garden, where he led the transition from a private pleasure garden to a public botanical garden. Drawing on influences from both regions, he currently serves as Natural Lands’ first director of Stoneleigh: *a natural garden*, a 42-acre former estate located in Villanova, PA, which opened to the public in 2018.

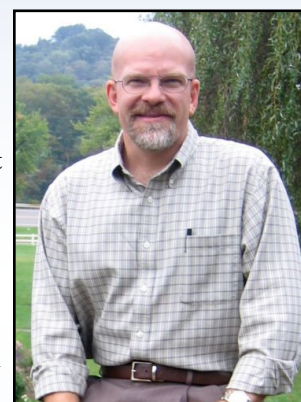


## Charlie Hall

**“An Economic Review”**

Charlie Hall is an economics expert who specializes in the green industry, including innovative management and marketing strategies, financial analysis, and the situation/outlook for nursery and greenhouse crops. He is available to discuss strategies green-industry companies can use to protect their businesses during the pandemic.

Although an economist by training, he is currently a Professor in the Department of Horticultural Sciences at the Texas A&M University and also holder of the Ellison Chair in International Floriculture.



## Tony Kirkham

Following an apprenticeship in the forestry industry and 2 years as an arborist, in 1978 Tony started at The Royal Botanic Gardens Kew on the 3-year Diploma course, graduating in 1981. In July 2020 he retired as the Head of the Arboretum, and Horticultural Services, where he was responsible for the management and curation of over 14,000 trees in the collections. He participated in and led several plant collecting expeditions to Chile and the Far East of Asia, including China, Taiwan, Japan, S. Korea, and Russia and has co-authored several books

on his travels including: “Plants form the Edge of the World” and “Wilson’s China: A Century On”. He is chairman of the Royal Horticultural Society (RHS) woody plant committee and sits on the RHS awards committee, and is a trustee and chairman of the advisory board at the Chelsea Physic Garden. He has received numerous awards from the RHS and from the horticultural industry and in 2020 he received an MBE from the Queen for services to the Royal Botanic Gardens, Kew.

**Friday**

**February 24th 2023  
9AM - 12:30PM**

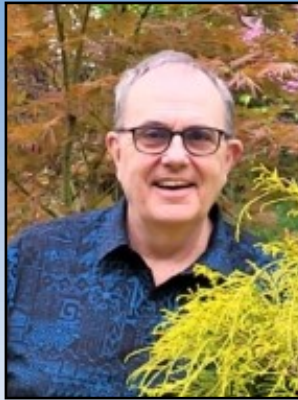
**Virtual**

**Earn 3 APLD credits by attending!**

**Register at  
[www.manorview.com](http://www.manorview.com)**

# The Presentations

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## Kirk R. Brown

**“Design ABC’s for 2023:  
Growing New View of  
Future Landscapes”**

It’s a new year to face your business of growing green...or for growing your green business...or to green up your business growth! It’s a new year to start growing a sense of optimism, energy, and renewal. Identify the factors that drive your

culture by understanding your clients, the market, material’s sources, everybody’s labor issues and your own best interests. How has your design esthetic evolved and where is it headed? Will the *conservation movement* challenge your bottom line? How should plants, people and personality affect your design and construction? This hour focuses on five impacts you can have on your business.

## Ethan Kauffman

**“Stoneleigh: Natives You Love,  
Natives You Never Knew You  
Needed”**

With a 150-year history as a private estate, Stoneleigh: *a natural garden* became one of the newest public gardens in the Philadelphia region in 2018. Informed by the growing understanding of the connectedness of all living things, a vision emerged during the transition: to reimagine a historical landscape as an ecologically vibrant wonderland of native plants. Join Ethan as he highlights Stoneleigh’s journey told through its native woody plant collection, which has grown by more than 700 different varieties in the last five years.



## Tony Kirkham

**“Wilson’s China: A Century On:  
Following in Ernest Wilson’s  
footsteps, one hundred years later”**

E.H Wilson (1876-1930) was one of the most distinguished plant collectors of his generation. He was responsible for introducing more than a thousand plant species, such as the dove tree, kiwi fruit and the Chinese dogwood. Kirkham

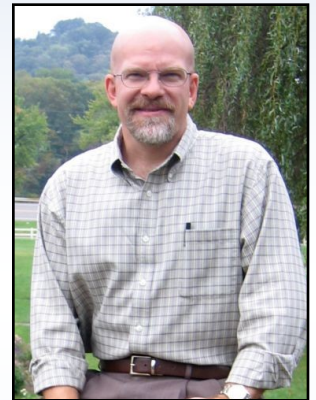
retraced several of Wilson's journeys to create fascinating and breathtaking images of the remote Sichuan landscape. Kirkham's talk follows in the footsteps of this intrepid plant hunter to reveal and connect with the China that Wilson one knew.

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## Charlie Hall

**“An Economic Review”**

Hear from Charlie Hall what the industry expectations are for 2023.



**There will also be updates from  
Manor View Farm &  
The Perennial Farm**

**Friday**

**February 24th 2023  
9AM - 12:30PM**

**Virtual**

# The Presentation Times

**9am - 10am Tony Kirkham “Wilson’s China: A Century On: Following in Ernest Wilson’s footsteps, one hundred years later”**

**10am - 11 am Ethan Kauffman “Stoneleigh: Natives You Love, Natives You Never Knew You Needed”**

**11am - 12pm Kirk R. Brown “Design ABC’s for 2023: Growing New View of Future Landscapes”**

**12pm - 12:20pm Charlie Hall “An Economic Review”**

**12:20pm - 12:30pm Updates from Manor View & The Perennial Farms**