The Longwood Graduate Program Symposium

Dates & Price

Friday, March 4, 2016, 8:00 am–4:00 pm

Regular registration: $99

Full-time student rate (with valid ID): $59

Attend online with live-streaming webinar: $35

Enroll Now

About this Event

Join us for our 2016 symposium, Daring Dialogue: Public Gardens Engaging in Today's Tough Topics

Public gardens and cultural institutions are centers of community, science, and art. Today's society is often overwhelmed with debates in all of these areas. In a world where misspoken words amplify in a matter of minutes, how can institutions tactfully open discussion on today's difficult topics? When and where do they provide research, resources, and opportunities to interact with new or contested ideas?

The 2016 Longwood Graduate Program Symposium, *Daring Dialogue*, will navigate the questions and higher callings of cultural institutions. Discover how we are prepared to address challenging issues such as environmental action, civic responsibility, and the evolution of public gardens as community assets.

Symposium Schedule

About Our Speakers

Symposium Sponsors

Travel Award

Symposium Schedule

8:00 am Registration and Breakfast in The Ballroom

9:00 am Welcome & Opening Remarks

9:10 am **Opening Keynote**
Dr. Paul Smith, *Secretary General, Botanic Gardens Conservation International*

9:55 am Morning Break

10:15 am **Straight Talk: Case Studies in Civic Responsibility**
Mr. Joseph McGill, Jr., *History Consultant, Magnolia Plantation and Gardens; Founder, The Slave Dwelling Project, Inc.*
Ms. Sarah Pharaon, *Senior Director of Methodology and Practice, International Coalition of Sites of Conscience*
Ms. Guina Hammond, *Program Manager, Sustainable Communities Department, Pennsylvania Horticultural Society*

11:15 am Ms. Nayra Pacheco, *Youth Programs Manager, Just Communities/Communidades Justas*

11:50 am Lunch served on the Patio of Oranges

12:45 pm **Two Sides to Every Story: Communicating Challenging Issues**
Mr. Jeff Jubelirer, *Vice President, Bellevue Communications Group*

1:20 pm **Creative Engagement: A Conversation on Community & Impact**
Ms. Linda Norris, *Idea Generator, The Uncatalogued Museum*
Ms. Rainey Tisdale, *Independent Curator*

1:50 pm **Dessert and Dialogue**
Pull up a chair and enjoy dessert at your table as we discuss some of our own tough topics. A garden from the Philadelphia area will host each table and bring their own topic for us to engage with alongside two topics common in the public garden world. Take this opportunity with peers from another institution to engage in meaningful discussion and brainstorm solutions about some of our common challenges.

2:35 pm Stretch Break

2:45 pm Mr. Jack Shilley, *Founder and Director, YoungHort*

3:20 pm **Closing Keynote**
Mr. Paul B. Redman, *Executive Director, Longwood Gardens*

3:55 pm Closing Remarks

4:00 pm End of Symposium
Guests are welcome to explore Longwood Gardens.

6:00 pm Longwood Gardens Closes

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About Our Speakers

Dr. Paul Smith

Dr. Paul Smith is the Secretary General of Botanic Gardens Conservation International (BGCI). BGCI is the largest plant conservation network in the world, comprising 500 member botanic gardens in 100 countries. Prior to his appointment as Secretary General of BGCI, Paul was Head of the Royal Botanic Garden, Kew's Millennium Seed Bank (MSB). During his nine years at the helm, seeds from 25,000 plant species were conserved in the MSB and in 2009, the MSB achieved its first significant milestone, securing seed from 10% of the world's plant species. Paul trained as a plant ecologist, and is a specialist in the plants and vegetation of southern Africa.

Mr. Joseph McGill, Jr.

Mr. Joseph McGill, Jr. is a history consultant for Magnolia Plantation in Charleston, South Carolina and the founder of The Slave Dwelling Project, Inc. Sleeping in extant slave dwellings, this project has brought much needed attention to these often-neglected structures that are vitally important to the American built environment. Prior to his current position, Joseph was a field officer for the National Trust for Historic Preservation working to revitalize the Sweet Auburn commercial district in Atlanta, GA and to develop a management plan for Mississippi Delta National Heritage Area. Joseph is a native of Kingstree, South Carolina.

Ms. Sarah Pharaon

Sarah Pharaon is Senior Director, Methodology and Practice with the International Coalition of Sites of Conscience. From 2010–2014, Sarah led twenty-five museums in the launch of the National Dialogues on Immigration Project. Previously, she was Director of Education at the Lower East Side Tenement Museum. Sarah was the

founding curator of the Arab American National Museum. She is a consulting trainer on dialogue for the National Park Service, an instructor at the Seminar for Historic Administration and is the curriculum designer for the AASLH training program, *Can You Hear Me Now: Connecting to Visitors Through Real Stories of Artifacts and Place*.

Ms. Guina Hammond

Ms. Guina Hammond, a West Philadelphia native, is a holistic health educator, storyteller, avid photographer, and organic gardener. She has been gardening in her community for 28 years and is a founding member of a community garden. As Program Manager of Education and Civic Engagement for the Sustainable Communities Department at the Pennsylvania Horticultural Society (PHS), she educates constituents about green roofs, trees, gardens, vacant land care, land trust for community gardens storm water management and civic engagement. Guina is a certified PHS Tree Tender, PHS Garden Tender, Penn State Cooperative Extension Master Gardener and accredited NOFA Organic Land Care Professional.

Ms. Nayra Pacheco

Ms. Nayra Pacheco was born and raised in Oaxaca, Mexico until the age of 6 when she moved to Santa Barbara, California to live with her father. Nayra recently graduated from UC Santa Barbara with a Degree in History of Public Policy with an emphasis in Environmental Studies. As an undocumented youth in high school and college, she experienced many hardships, prompting her towards community organizing to address the intersectional issues that working class and communities of color endure. Her work as Youth Programs Manager at Just Communities Central Coast focuses on creating spaces for youth to develop and share knowledge to take transformative action towards social change in their own communities.

Mr. Jeff Jubelirer

Mr. Jeff Jubelirer is widely recognized as a top communications strategist in Pennsylvania. Best known for his expertise in issue & crisis management, Jeff is a “go to” analyst for local media outlets and serves as a regular commentator on 6abc's weekly public affairs show, "Inside Story.” Jeff is the chief architect behind the development and execution of strategic communications for his clients, who constitute many of the state’s most well-known businesses, institutions and non-profit organizations. In addition, Jeff teaches issue & crisis management at Temple University and writes a quarterly column in the *Pennsylvania Law Weekly* on emerging issues in public relations.

Ms. Linda Norris

Ms. Linda Norris is an independent professional focusing on ways in which creativity can transform museums, by shaping more compelling narratives and deepening community connections. She is the co-author with Ms. Rainey Tisdale, of Creativity in Museum Practice and blogs at The Uncataloged Museum. Linda was a Fulbright Scholar

to Ukraine in 2009 and continues to work with Ukrainian museums. Her clients also include a wide variety of history museums, historic sites, and other cultural agencies. She teaches community engagement online for the Johns Hopkins Museum Studies Program.

Ms. Rainey Tisdale

Rainey Tisdale is an independent museum professional who leads for change on a number of field-wide issues, including place-based interpretation, creative practice, collections stewardship, and empathetic museums. She is an international expert on city museums and blogs at CityStories. With Linda Norris, she is the co-author of Creativity in Museum Practice.

Mr. Jack Shilley

Mr. Jack Shilley is the founder of YoungHort, an initiative dedicated to promoting, inspiring, and changing the perception of horticulture among young people. In 2009, after cultivating a garden at the RHS Chelsea Flower Show with his school, Jack set his sights on a full-time career in horticulture. Since then, he has graduated from college with a Level 3 Extended Diploma, won an RHS Chelsea Flower Show gold medal in 2014 with a Best in Category award, and has studied tropical plants in Hawaii. Jack has fulfilled his career ambitions by securing a supervisory position at Longacres Garden Centre, the UK's most profitable nursery.

Mr. Paul B. Redman

As Executive Director of Longwood Gardens since 2006, Mr. Paul B. Redman oversees all aspects of the 1,077-acre display garden, including its 400 full- and part-time employees, more than 800 volunteers, and $50 million annual budget. Considered one of the world's great gardens, Longwood now welcomes more than 1.2 million guests each year. Under Paul's leadership, Longwood has adopted a culture of planning to maintain responsible growth along with a visionary site master plan to guide Longwood's development for the next 40 years. Prior to Longwood Gardens, Paul served for nine years as Executive Director of Franklin Park Conservatory.

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Symposium Sponsors

- Longwood Gardens
- The Parvis Family Endowment
- The University of Delaware College of Agriculture and Natural Resources
- The University of Delaware College of Plant and Soil Sciences

Travel Award Sponsors

Our Travel Award is made possible through support from our three generous sponsors:

- American Public Gardens Association
- Mt. Cuba Center
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Other contributions to the Travel Award:

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Dessert and Dialogue Sponsors

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- Morris Arboretum of the University of Pennsylvania
- Mt. Cuba Center
- The Scott Arboretum of Swarthmore College
- Tyler Arboretum
- Winterthur Museum, Garden and Library

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Emerging Professionals Travel Award

The Longwood Graduate Program is excited to announce our second annual Emerging Professionals Travel Award to attend our 2016 Symposium. The Travel Award will be given to eligible emerging professionals, including students, to engage a new generation in this important dialogue.

Please note: applications have now closed for the 2016 Emerging Professionals Travel Award.