



HORTICULTURE CO-OP
of Metro St. Louis
www.hortco-op.org

Sharing Knowledge Since 1995

Member Organizations:

Gateway Professional Horticulturist Association
Greater St. Louis Flower Growers Association
Landscape and Nursery Association of Greater St. Louis
St. Louis Arborists Association

Presents

The 2010 Power of Plants Tour

A Tour Created for Missouri's First Lady Georganne Nixon

Showcasing the Value of Landscape Horticulture - St. Louis and Neighboring Missouri Communities

Tuesday, June 22, 2010 ITINERARY – FINAL

10:00am – 10:50am City Seeds Urban Farm (assemble at the Pine Street entrance)

URBAN FARMING/HORTICULTURE JOBS TRAINING FOR THE UNDER SERVED: City Seeds Urban Farm (2200 Pine St. between North Jefferson & 20th Street, St. Louis 63103)

Host:

Gateway Greening (Gwenne Hayes-Stewart, Executive Director; Annie Mayrose, Urban Agriculture Coordinator; Ariel Buback, Horticulturist; Laura Gilbert, Board Chair; Dennis Woldum, Board Chair Emeritus; Kevin McGowan, Board Member; Bill Ruppert, Board Member –ALL CONFIRMED)

Supporting Participants:

The Farmers

St. Patrick Center (Shawn Thomason, Jobs Training Managers-CONFIRMED)

Shamrock (Ann Rotermund, Senior Director Mental Health Programs-CONFIRMED)

Missouri Dept. of Agriculture (Tony Anderson, Marketing Specialist; Bob McEowen, Marketing & Publications Editor; Tammy Bruckerhoff, Grow Native-CONFIRMED)

Tower Grove Farmer's Market/Downtown Farmer's Market (Patrick Horine, Local Harvest)

Horstmann Brothers Landscape Services (Jim Schulte, Vice President-CONFIRMED)

Osborn and Barr (film crew-CONFIRMED)

- Established in 2006 by **Gateway Greening** as a Community Food Project.
- MISSION: Increase production and distribution of locally grown fresh food for low-income residents; increase self-sufficiency in addicted and chronically mentally ill homeless; and provide neighborhood based nutrition and food preparation/preservation programs.
- Occupies underused urban land provided by the **Missouri Department of Transportation**.
- Farm layout/design donated by a Gateway Greening volunteer who practices landscape design and garden management professionally.
- Materials necessary for creation of the farm soil donated by green industry companies.
- First three years of the program managed by Gateway Greening, funded by a **USDA grant** and included collaborations with **St. Patrick Center** (farmer selection and jobs training management), **St. Louis Community College Meramec Horticulture Program** (training curriculum development), **Operation Food Search** (nutritional programming and food preparation demonstration) and **green industry companies** (assist training programs and hire graduates of the program).
- Continued operation of the Urban Farm is supported by foundation and corporate contributions, one year infusion of stimulus funds, and grants pursued by Gateway Greening.
- Continued collaboration with St. Patrick Center and other alliances contributes to the strength of the program.
- In 2009, more than 6,000 pounds of fresh vegetables was donated to area food pantries.



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- Additional vegetable production is sold at **Tower Grove Farmers Market** and **Downtown St. Louis Farmer's Market** with income earmarked to support farm operations.
- **KEY MESSAGE: Effective collaboration of knowledgeable and resourceful non-profits and for-profits with public and private funding/in-kind sources is essential for ultimately realizing sustainable beneficial programs.**

Public Relations Coordinator: **Diana Van Leuven**, Van Leuven Communications (media contact on behalf of Gateway Greening)

11:20pm – 1:30pm Alberici LUNCH, Special Presentation, Tour (assemble at the outside entry courtyard)

SUSTAINABLE LANDSCAPES: Alberici Corporate Headquarters (8800 Page Ave, Overland 63114)

Host:

Alberici (John Alberici, Chairman of the Board -CONFIRMED)

Vertegy (Thomas Taylor, General Manager-CONFIRMED)

Supporting Participants:

Missouri Botanical Garden (Peter and Patricia Raven-CONFIRMED)

Shaw Nature Reserve (Cindy Gilberg, Horticulturist-CONFIRMED)

Missouri Department of Conservation (Syd Hime, Grow Native Program Supervisor-CONFIRMED)

Metropolitan Sewer District (Brian Hoelscher, Director of Engineering; Jay Hoskins, Principal Engineer-CONFIRMED)

Grow Native (Tammy Bruckerhoff, MDA Marketing and Business Development Specialist; Barbara Fairchild, MDC Communications Specialist-CONFIRMED)

International Society of Arboriculture (Tim Gamma, President-CONFIRMED)

American Society of Landscape Architects (Anne Lewis ASLA, President, St. Louis Chapter-CONFIRMED)

American Landscape and Nursery Association (Kim Lovelace-Young, State Senator-CONFIRMED)

ShowMe Rain Gardens (Jenn Lewis, Coordinator-CONFIRMED)

Eastern Missouri Beekeepers Assoc (Bob Sears, President-CONFIRMED)

DJM Ecological Services (Jon Wingo, President-CONFIRMED)

Prairie Hill Farm (Devin Chandler, President-CONFIRMED)

Forrest Keeling Nursery (Wayne Lovelace, President-CONFIRMED)

Symmetry Landscape Maintenance (Ted Bergman, President; Margie Johnston, Site Manager-CONFIRMED)

Novus International/ Sustainable Site Initiative Pilot Project (Don Vondriska, Director Business Development; Ellen Dierenfeld, Senior Manager/Sustainable Program Research-CONFIRMED)

SWT Design (Jim Wolterman ASLA, Principal; Hunter Beckham ASLA-CONFIRMED)

Gateway Greening (Gwenne Hayes-Stewart, Executive Director-CONFIRMED)

- Completed in 2004, Alberici Corp facility is a redeveloped 50-year-old manufacturing transformed into Class-A office space.
- The building is a LEED Platinum certified building.
- John Alberici, a strong advocate for native plants and sustainable construction, led the redevelopment of the property.
- Mr. Alberici teamed with the **Missouri Botanical Garden's Shaw Nature Reserve**, which provided assistance with the landscape design and plant selection.
- The landscape features the use of Missouri native plants creating three different prairie habitats, rain gardens, wetlands and attractive landscaped main entry courtyard.



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- The native landscape eliminates the need for a permanent irrigation system and does not require the regular mowing required by a turf landscape.
- Alberici Corp maintains a strong relationship with the Missouri Botanical Garden and Shaw Nature Reserve to conduct ongoing educational programs for design, landscape construction and land care professionals relative to the viability of using native plants on a commercial scale.
- The Alberici Corp landscape hosts numerous elementary school visits to the building and grounds each year.
- **KEY MESSAGE: A knowledge base and understanding of knowledge resources is essential for creating sustainable landscapes with appropriately selected plants for strategic placement within the context of sustainable plant communities.**

Public Relations Coordinator: Peter Shinkle, Marketing Manager, Alberici

1:50pm – 2:10pm WALKING TOUR – Kiener Plaza (assemble at the Kiener Plaza fountain)

URBAN SEASONAL COLOR EXCITEMENT: View Urban Roots seasonal color plant displays at Market Street and Kiener Plaza (downtown St. Louis, MO)

Host:

Gateway Greening (Gwenne Hayes-Stewart, Executive Director; Hannah Reinhart, Community Development Coordinator; Laura Gilbert, Board Chair; Dennis Woldum, Board Chair Emeritus; Bill Ruppert, Board Member; Kevin McGowan, Board Member-ALL CONFIRMED)

Supporting Participants:

St. Louis Master Gardeners (Leon Zickrick, Chyrle Arens, Chuck Brusk, Ron Stevens-CONFIRMED)

Horstmann Brothers Landscape Services (Jim Schulte, Vice President-CONFIRMED)

Hummert International (Jim Duever, Vice President-CONFIRMED)

Gateway Professional Horticulturists Assn. (Chris Becker, GardenWorks!-CONFIRMED)

Landscape and Nursery Assn. of Greater St. Louis (Craig Pisarkiewicz, President-CONFIRMED)

Gateway Mall Project (Tricia Roland Hamilton, Executive Director-CONFIRMED)

- The **Urban Roots** downtown St. Louis landscape enhancement initiative ultimately emerged after an on-air radio conversation on **Charlie Brennan's KMOX AM** morning radio program.
- The premise of the on-air radio conversation was the important role of flowering plants to realize a vibrant downtown St. Louis landscape for people to live, work and enjoy life.
- The on-air radio conversation led to the 2004 collaboration of **Gateway Greening**, downtown St. Louis loft developer **Kevin McGowan**, **St. Louis Master Gardeners**, business and individual support to successfully plant and care for flowers in streetscape planters along Washington Avenue between Tucker and 14th Street.
- The success of the Washington Avenue planting project led the collaborators to embark on a fact finding trip to Chicago to meet and tour with representatives of Mayor Richard Daley's downtown Chicago enhancement team.
- Upon return from Chicago, the Urban Roots initiative was born in spring 2005 and led by participating nonprofit organizations including **Flora Conservancy of Forest Park, Gateway Greening, Operation Brightside, Partnership for Downtown St. Louis, St. Louis Master Gardeners and St. Louis Parks, Recreation and Forestry** with each participating organization assigned to improving a variety downtown St. Louis public landscapes.
- Kiener Plaza and the Market Street landscape median are two of three public landscapes assigned to **Gateway Greening** for creating seasonal living color excitement.



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- Kiener Plaza features 16 **St. Louis Planters**, an original design commissioned by Gateway Greening, designed by St. Louis-based SWT Design, funded by the Gateway Foundation and other sponsors; and crafted by Cassilly and Cassilly Studios.
- Gateway Greening prospects financial sponsors each year to accommodate the expenses associated with procuring the plants, other support materials and contracted contractor support services.
- Gateway Greening and the St. Louis Master Gardeners secure a multitude of volunteer resources to prepare the planting beds, install the plants, provide summer plant care and ultimately prepare the sites for the winter.
- Plant counts required to achieve the seasonal color excitement include: 2,000 for the Kiener display beds; 525 for the Kiener St. Louis Planters; and 7,000 for the Market Street landscape median.
- Approximately 70% of the plants are greenhouse grown in Ellepots, a biodegradable growing container, that assist with reducing horticultural plastic waste. All plastic pots and trays resulting from the plantings are recycled by the Missouri Botanical Garden horticultural plastic recycling program.
- All vegetation removed from the displays at the end of the season is composted by St. Louis Composting.
- **KEY MESSAGE: In times of extremely limited municipal resources, effective collaborations of non-profit and for-profit organizations is essential for creating the added bonus of seasonal living color among the hardscapes of the urban environment.**

Public Relations Coordinator: Diana Van Leuven, Van Leuven Communications (media contact on behalf of Gateway Greening)

2:15pm – 2:45pm WALKING TOUR – Citygarden (assemble at the corner of Market St. and 8th St.)
THE URBAN LANDSCAPE – OPPORTUNITIES & CHALLENGES: Citygarden (downtown St. Louis)

Host:

Gateway Mall Project (Tricia Roland Hamilton, Director-CONFIRMED)

Supporting Participants:

landesign llc/landscape construction industry (George Tucker, Principal-CONFIRMED)

Bohn's Farm and Greenhouses/wholesale perennial production (Bill Ruppert, Marketing Director- CONFIRMED)

Trees Forests and Landscapes/arborist profession (Bill Spradley, President-CONFIRMED)

Wild Horse Botanicals/landscape care profession (Sue Chaires, President-CONFIRMED)

Missouri Mulch/ wood products industry (Scott Hasekamp, Missouri Mulch-CONFIRMED)

St. Louis Composting/composting industry (Roy Gross, Sales-CONFIRMED)

Missouri Turf and Ornamentals Council/turf industry (Rich Moffitt, Board Member-CONFIRMED)

Gateway Irrigation Association/landscape irrigation industry (Keith Schweiger, Education Director-CONFIRMED)

- Completed and opened to the public on July 1, 2009, the Citygarden is a unique public-partnership involving public land in downtown St. Louis.
- The realization of the Citygarden is a significant part of a master plan to revitalize the Gateway Mall between the Old Courthouse, at the east end, and the I-64 Chestnut Street exit, at the west end.
- The design, art acquisition, development and on-going care of Citygarden is funded by St. Louis-based Gateway Foundation.
- Sculptures featured at Citygarden are crafted by both internationally recognized and emerging artists.
- The landscape of the Citygarden features Missouri native plants, selections of American native plants and select introduced ornamentals.



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- Citygarden is professional managed by the Gateway Foundation with the contracted services of two professional member companies of the Hort Co-op.
- This public space is overwhelmingly enjoyed by many, particularly the children who enjoy the interaction with the variety of water features.
- **KEY MESSAGE: The cooperative and engaging collaboration of landscape architecture, engineering, and horticulture professions creates healthy landscapes among the rigors of the urban environment and the diverse climatic characteristics of the lower Midwest.**

3:00pm – 3:45pm Bowood Farm HIGH TEA and tour (assemble inside the garden center building)

RETAIL HORTICULTURE: Bowood Farms (4605 Olive St., Central West End, St. Louis 63108)

Host:

Bowood Farms (John McPheeters, Lizzy McPheeters-Rickard, Proprietors-CONFIRMED)

Supporting Participants:

Grow Native! (Tammy Bruckerhoff, MDA Marketing and Business Development Specialist; Barbara Fairchild, MDC Communications Specialist--CONFIRMED)

Missouri Botanical Garden (Jim Cocos, Vice President for Horticulture-CONFIRMED)

Missouri Botanical Garden Plastic Pot Recycling (Steve Cline, Manager, Missouri Botanical Garden Kemper Center for Home Horticulture-CONFIRMED)

Plants of Merit (Chris Nejelski, Coordinator-CONFIRMED)

Hort Co-op of Metro St. Louis (Cindy Gilberg, President; Jennifer Schamber, Vice President; Tammy Behm, Vice President; Bill Ruppert, Executive Director; Karen Koehneman-CONFIRMED)

St. Louis Community College @ Meramec (Paul Roberts, Program Director-CONFIRMED)

Greater St. Louis Flower Growers Association (Derek Schrof, President-CONFIRMED)

Landscape and Nursery Association of Greater St. Louis (Craig Pisarkiewicz, President-CONFIRMED)

Missouri Landscape and Nursery Association (Anne McKinstry, Coordinator-CONFIRMED)

Western Landscape and Nursery Association (Sarah Woody Bibens, Executive Director-CONFIRMED)

Hortica Insurance & Employee Benefits (Mona Haberer, President and CEO; John Hodapp, Senior Vice President/Agency Operations; Greg Sestric, Senior Account Executive-CONFIRMED)

St. Louis Herb Society (Jan Hermann, President; and Herb Society authors Patricia Holt and Stephanie Prade-CONFIRMED)

- Opened for business in April 2006, **Bowood Farms**, a Hort Co-op member, is a nationally recognized contemporary retail garden center located in a reemerging urban neighborhood.
- Bowood Farms includes both indoor and outdoor plant merchandising areas, a full service café, an educational display garden featuring Plants of Merit, a green roof featuring a herb garden, and a vegetable garden that supports the fresh vegetable needs of the café.
- The Bowood Farms retail center is supported by their plant production facility located in Clarksville, MO which produces most of their herbaceous perennials and herbs.
- A 2006 recipient of the **Mayor's Spirit of St. Louis Award** recognizing businesses that make major expansions or improvements to their existing locations, open or relocate to the city and other major city projects.
- **KEY MESSAGE: Retailing plants today as an independent business requires an understanding of creating the complete leisure experience including attractive and informative retail displays, effective educational events, and compatible amenities.**

Public Relations Coordinator: Becky Homan, Bowood Farms, Public Events Coordinator