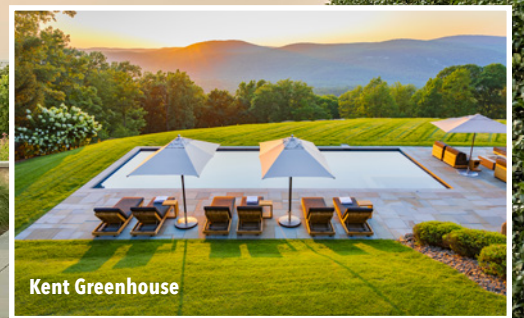
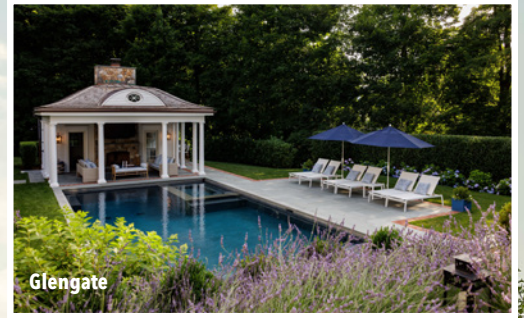


2024 RESIDENTIAL DESIGN EXPO

Back to the Business of Landscape Architecture



Thursday, September 12, 2024
Aqua Turf Club / Plantsville, CT

Artemis Landscape Architects

The Connecticut Chapter of the American Society of Landscape Architects presents:



Event Sponsor:



2024 RESIDENTIAL DESIGN EXPO

Back to the Business of Landscape Architecture

A continuing education program for landscape architects and peer professionals in the A/E/C industries

Date: Thursday, September 12, 2024 / 8:00 a.m. – 4:00 p.m.

Location: [Aqua Turf Club](#), 556 Mulberry St, Plantsville, CT

Cost: \$175 Members of ASLA or AIA
\$225 Non-members
Includes continental breakfast and lunch

CEUs: 4.0 PDH/HSW, 2.0 PDH (non-HSW) pending

[REGISTER ONLINE](#) by Friday, September 6 (no refunds after 9/6)

The 2024 Residential Design Expo will focus on helping residential landscape architectural practitioners and firms become more successful. Sessions will cover business management practices such as starting a firm, contract writing, and laws and codes affecting licensure; small business promotion, including social media and newer strategies; networking for the design professional and latest trends in the industry; career advancement tips for younger professionals including how to practice responsibly; and more. Experts in a variety of fields will share their knowledge in presentations and panel discussions. And the day will of course include Expo segments where designers will have the opportunity to visit vendor tables to learn about the latest residential products and services.

THANK YOU TO OUR SPONSORS!

(click logos to visit sponsor websites)

LUNCH SPONSOR:



EXPO SPONSORS:



BREAK SPONSORS:



ADDITIONAL EXHIBITORS:

Aquarius Landscape Supply • BK Lighting • E.A. Quinn Landscape Contracting, LLC • E.J. Prescott • European Co. • Fourm's LLC • Gault Stone • Hartstone Tile • Hoffman Landscapes • Kichler • Lutron • MP Lighting • Plunge Pool Concepts • Race Coastal Engineering • Royal Perla

See the following pages for course descriptions and speaker bios.



Register online at www.CTASLA.org (in the event of a sellout we will start a waiting list).

Schedule:**8:00-8:50 Registration / Continental Breakfast / EXPO****8:50-9:00 Welcome & Introductions***Brian Cossari, ASLA***9:00-9:55 Advancing the Profession – Panel***Panelists: Phil Barlow, ASLA • Aris Stalis, ASLA • Louis Fusco, ASLA**Moderator: Brian Cossari, ASLA*

Three veterans of the industry will draw on their extensive experience and knowledge to review successful strategies for advancing the careers of young practitioners. The conversation will include responsibilities of licensure and navigating the ins and outs of the regulatory process to successfully complete projects to meet client needs. Please have your questions ready!

9:55-10:50 Landscape Architecture Business Practices*Presenter: Vance Hancock, Esq.*

This session will review best practices for design professionals related to running a business, including starting a firm, working with contract language, and succession plans. Laws and codes that affect licensed design professions will be discussed to share advice for professionals to ensure the health, safety, and welfare of the public.

10:50-11:05 Break / EXPO**11:05-12:00 Small Business Promotion: Media & Photography – Panel***Panelists: DJ Carey • Caryn B. Davis • Florence Kane • Kate Fitzpatrick**Moderator: Brian Cossari, ASLA*

This panel will explore the business of promoting your small business and connecting the necessary pieces to grow your brand and your reach, while also discussing current design trends and advancing the landscape architecture profession. Specialists in photography, social media, and marketing will discuss how firms can use these resources to achieve their goals.

12:00-12:45 Lunch / EXPO**12:45-1:40 Networking: Getting Out of Your Bubble***Presenter: Lora Mazurak*

In this session we will explore traditional avenues of networking to broaden your professional reach while also expanding your understanding of what modern networking looks like and the value it can bring to your business. Learn about building lasting relationships with those in closely related fields, like the broader design and construction industries, to stay up to date with the latest codes and technologies affecting landscape architects.

1:40-2:35 Progression of a Project*Presenter: Tara Vincenta, ASLA*

In this session we will discuss the progression of residential projects, from the first introduction to the client, through design, construction, and maintenance. Case studies will be shared that go through the project steps, including working through challenges and lessons learned.

2:35-2:55 Break / EXPO**2:55-3:50 Current Technologies***Panelists: Joshua Wooldridge, ASLA • William Pollack, ASLA**Moderator: Brian Cossari, ASLA*

Learn about popular technologies that are being used to capture and disseminate information, draft design ideas, and captivate client's imaginations. Software, hardware, and depositories of public information will be explored, including how these technologies can help professionals stay current and enhance their production both in the office and on-site in the field.

3:50-4:00 Evaluation Forms / Certificates of Completion

Meet the Panelists:



Moderator: Brian Cossari, ASLA, is VP of Design and Sales for Hoffman Landscapes and Kent Greenhouse. Brian creates stunning design solutions that set properties apart, are in harmony with existing structures, and solve environmental challenges. His talents as a leader, designer, and problem-solver have been recognized with both local and national awards. Brian is a licensed landscape architect in New York and Connecticut. He has volunteered with CTASLA in various capacities for the past two decades. He earned his bachelor's degree in Landscape Architecture from the University of Massachusetts.

Phil Barlow, ASLA, AICP, LEED AP, is a landscape architect who has enjoyed a 45-year (and counting) career, founding and leading TO Design for 35 of those years. Over that time he has seen many changes in the development of entry level staff, from the attitude that they were expendable and were expected to prove their worth, to today's more enlightened attitudes. Phil currently works with FHI Studio in Hartford.

Louis C. Fusco, ASLA, has been a registered landscape architect since 1984, licensed in New York, Connecticut, and Maryland. He began his career in Milan, Italy and New York City specializing in urban design, city parks, plazas, and playgrounds. His current practice, Louis Fusco Landscape Architects, balances residential/estate design with commercial work, campus planning, and park design. Louis has been recognized with numerous ASLA awards (Connecticut & New York) and has been featured in professional journals and magazines.



Aris W. Stalis, ASLA, LEED AP, brings more than 33 years of experience in the field of landscape architecture to clients. He loves the work that he does – every place is different, and every personal interaction unique. His travels throughout South America, Africa and Europe all form a basis for his design thinking. The world offers an incredibly rich experience, and Aris strives to expose and share with others those riches. With experiences that include views of Mount Kilimanjaro, walking along the avenues of New York's five boroughs, to wading in the stream in the backyard of his boyhood home, Aris brings unbridled passion to his work.

J. Vance Hancock, Esq., practices law at the law firm of Gregory and Adams, P.C., in Wilton, CT. He has practiced business law for 40 years, working with businesses of all sizes to develop the right business structure, the right contracts, and the right compliance policies for each individual client. His clients have included architects, engineers, landscape architects, designers, manufacturers and consultants. Vance received a B.A. in Economics from Yale, a J.D. from Cornell Law School, and an LLM in Tax from the Charles Widger School of Law at Villanova.

DJ Carey is Editorial Director of Cottages & Gardens Publications and editor-in-chief of Connecticut Cottages & Gardens, a monthly magazine that she helped launch in September 2004. Like its sister publications in the Hamptons, NY, the magazine celebrates the diverse design, architecture, and lifestyle of the state. Before assuming this position, DJ was a freelance design editor for numerous national publications. Her extensive knowledge of design, architecture, entertaining, crafts, and decorative arts contributes to successful editorial and advertising features for national magazines.

Caryn B. Davis has specialized in architecture, landscape architecture, and interior design photography for over 25 years. Her images have been featured in more than 60 publications worldwide, and she has produced three commissioned photography books including the recently published *Connecticut Gardens: A Celebration of the State's Historic, Public, and Private Gardens*.



Phil Barlow



Louis Fusco



Aris Stalis



Vance Hancock



DJ Carey



Caryn Davis

Florence Kane spent 18 years as a magazine editor and writer at Vogue, Glamour and other fashion and lifestyle publications. Her enthusiasm for landscapes and horticulture led her to the New York Botanical Gardens education program, and then to Glengate, where she began as a Property Care Manager, collaborating with field crews and managers to ensure the best outcomes for Glengate clients. As Marketing Director at Glengate, she now combines the experience gained as a Property Care Manager with her background in media.

Kate Fitzpatrick is a communications consultant based in Ridgefield, CT. After working in multiple facets of the international magazine publishing industry, she was motivated by her passion for health and wellness to transition into the nonprofit world. Over several years, she honed her communications skills at a national cancer research foundation in Manhattan. Driven to help small businesses find success, she then leveraged this experience to launch Kate Fitzpatrick Consulting, using her love of social media to expand the online presence of entrepreneurs across several industries, as well as a wide variety of nonprofits including The Iris Fund, Ridgefield Theater Barn, Molly Ann Tango Memorial Foundation, and Temple B'nai Chaim.

Lora Mazurak has 41 years of experience owning and operating several small businesses in Lower Fairfield County. For 23 years she served as President of Dataworks, Inc., a full-service graphics and direct marketing company. After selling the business she began consulting to small businesses with a focus on marketing and business growth. In 2015, she started a successful property management company. Realizing the value of trust and relationships, she founded a new marketing consulting business for clients selling products and services to the home building industry. Lora continues to inspire, mentor and help women lead better lives. She is a board member of the Professional Women in Building Council as well as a long-standing member of the Home Builders and Remodeling Association (HBRA), which selected her as Member of the Year in 2023.

Tara M. Vincenta, ASLA, principal and founder of Artemis Landscape Architects, has over 30 years of experience designing diverse landscapes. She began her career in the west, where she developed a keen interest and expertise in designing with drought-tolerant and native plantings. She has carried this skill forward in all of her work, with a strong commitment to facilitating the connection between nature, landscapes, and public health. Under her direction the firm has won numerous awards from CTASLA. Tara holds a degree in Landscape Architecture from SUNY, College of Environmental Science and Forestry, where she graduated with honors.

William Pollack, ASLA, has practiced in the fields of landscape architecture and site planning since 1997. Throughout his career, he has incorporated a sustainable design approach to his work while focusing on implementing low-impact development strategies. His experience includes various school campus planning projects, municipal parks and public spaces, commercial, industrial, and corporate office developments, and a great variety of high-quality private residences of diverse scale and scope. He is currently a Senior Associate at Keith E. Simpson Associates in New Canaan, CT. He earned a Bachelor of Landscape Architecture from the University of Rhode Island.

Joshua Wooldridge, ASLA, is an award-winning principal designer and Studio Manager at Glengate, a turnkey design-build firm. Throughout his almost two decades in high-end residential design and construction, Josh draws on his background in art and love for nature to create distinctive environments that inspire and re-energize. A licensed landscape architect, Josh holds a Bachelors of Science in Landscape Architecture from West Virginia University. When he's not leading a team or creating unique environments, Josh can be found reading to his three daughters or on the volleyball court with his wife.



Florence Kane



Kate Fitzpatrick



Lora Mazurak



Tara Vincenta



William Pollack



Josh Wooldridge