



EcoLandscape 2012

January 28, 2012

Heidrick Ag History Center and Museum, Woodland, California

ECO-EVOLUTION: THE NEW CALIFORNIA LANDSCAPE

Sustainable Landscaping Businesses Are Successful and Profitable -- Now

THEME:	Leading by Example - Landscaping companies have developed successful business models based on Sustainable Landscaping Practices.
7:00 – 8:00 a.m.	Registration & Breakfast with Exhibitors
8:00 – 8:05 a.m.	Welcome & Acknowledgements
8:05 – 8:30 a.m.	How Sustainability Leads to Profitability Jim Borneman, Vice President of Education, Ewing Irrigation
8:30 – 9:00 a.m.	Market Opportunities for Sustainable Landscaping Dave Alba, Organic Land Care Program Manager, Oregon Tilth
9:00 – 10:00 a.m.	Keynote Speaker: We Must Sustain the Soil to Succeed Jeff Lowenfels, Garden Columnist and Author of "Teaming With Microbes"
10:00 – 10:15 a.m.	Break
10:15 – 11:00 a.m.	Successful Sustainable Business Models (Introduction by Ed Laivo) 10:15 – 10:30 a.m. Small Business – Hyphae Design Laboratory Brent Bucknum, Founder 10:30 – 10:45 a.m. Medium Business – Gardener's Guild Daniel Levy 10:45 – 11:00 a.m. Large Business - Cagwin & Dorward Dave Phelps, Sustainability Manager
11:00 – 12:00 p.m.	Sustainable Business Panel Discussion Moderator: Ed Laivo, Sales & Marketing Director Devil Mountain Wholesale Nursery
12:00 – 1:30 p.m.	Lunch, Eco-Trade Show, Speakers Available for Q&A & Book Signings
1:30 – 2:15 p.m.	Opportunities in Ordinances Pamela Berstler, Founding Member, G3 – Green Gardens Group Legislative Chairperson, Association of Professional Landscape Designers, CA
2:15 – 3:15 p.m.	Keynote Speaker: Reducing/Eliminating Harmful Inputs to the Landscape Paul Tukey, Founder of SafeLawns Movement, Author & Journalist
3:15 – 3:30 p.m.	Break
3:30 – 4:40 p.m.	Film Viewing: "A Chemical Reaction" (Introduction by P. Tukey)
4:40 – 5:30 p.m.	Meet Paul Tukey & Jeff Lowenfels, Book & DVD Sales, Signing