



A Non-Profit Corporation Providing Education and Advocacy for Ecologically-Responsible Landscapes

EcoLandscape California Conference

Saturday, February 1, 2014

Robert J. Cabral Agricultural Center

UC Cooperative Extension

Stockton, CA

Local Actions, Global Results

--Making the connection one client at a time

Emphasizing the link between principles and implementation, the 2014 EcoLandscape California conference urges participants to *Act Locally for Global Results*, and to take measurable actions one client at a time. The purpose of every biennial EcoLandscape California conference is to educate professionals in ecologically responsible landscaping principles. Our conferences provide a forum where the most innovative approaches, skills, equipment, and materials are demonstrated.

We are honored to have Kevin Robert Perry, ASLA, Principal of Urban Rain / Design in Portland, Oregon, as the Keynote Speaker. Additionally, teams of professionals will describe their successful installations, in a case study format, for Residential, Commercial/Corporate, and Municipal installations. This ensures the projects will demonstrate differences in scale and problem-solving methodology.

These featured case studies will be presented by each project's team to illustrate their "concept to care" methodology for:

- Protecting the larger environment in which their projects are installed
- Reducing or eliminating environmental impacts throughout the life of the project
- Reducing, reusing, and recycling materials to produce sustainable projects from start to finish
- Saving resources, creating efficiencies, and providing information and statistics related to project costs, savings, challenges and lessons learned

To complement the conference theme -- *Local Actions, Global Results* – experts will speak on topics that include:

- Projects focused on greywater, stormwater, and low water-use design, installation, and management
- New resources and technologies for water conservation tools and programs, social media marketing, and designs for the New California landscape
- Research on plant water use and soil amendments
- Integrated Pest Management practices and techniques to reduce pesticide use in the municipal setting
- Managing soil biology

Among the manufacturers, distributors, and service providers at the Member and Exhibitor Trade Show will be some of the sustainable and unique materials, products, and technology utilized in the case studies and innovations in technology presentations.

SCHEDULE OF EVENTS

7:00 REGISTRATION & TRADE SHOW

ASSEMBLY ROOM #1 & #2

8:00 WELCOME

Cheryl Buckwalter, EcoLandscape California, 15 min

8:15 - 8:50

KEYNOTE SPEAKER

The Simplicity of Green Infrastructure: Retrofitting the Urban Environment

Kevin Robert Perry, Urban Rain|Design, 35 min

ASSEMBLY ROOM #1 & #2

DELTA ROOM

MOKELUMNE ROOM

9:00 - 10:15

FEATURED CASE STUDY

COMMERCIAL

VF Outdoor Corporate Campus

Dave Phelps, Cagwin & Dorward Landscape Contractors, Geoff Hall, Sentient Landscape, & Project Team, 1 hr 15 min

■ **Grey-water Gardening**

Porter Poirier, Poirier Garden Design, 9:00 am / 30 min

■ **An Attractive, Low-water Model Landscape for Road Medians**

Ellen Zagory, UC Davis Arboretum and Public Garden, 9:45 am / 30 min

■ **Soil, Not Just a Dirty Word: Exploring the Mysteries of Managing Soil Biology**

Steve Zien, Living Resources Company, 9:00 am / 1 hr 15 min

10:25 - 11:40

FEATURED CASE STUDY

MUNICIPAL

The Elk Grove Rain Garden Plaza

Paul Mewton, Cosumnes Community Services District, & Project Team, 1 hr 15 min

■ **Introducing California's New Norm in Landscaping**

Deb Lane, City of Santa Rosa, 10:25 am / 30 min

■ **Eco-Friendly Landscape Design Plans for the New CA Landscape**

Cheryl Buckwalter, EcoLandscape California, & Lori Palmquist, WaterWonk, 11:00 am / 40 min

■ **H2H: A New, Innovative Liquid Soil Amendment**

Dave Fujino, UC Davis California Center for Urban Horticulture, 10:25 am / 30 min

■ **Low Water-Use Plant Choices: UC's Reduced Water Plant Performance Trials**

Karrie Reid, UC Cooperative Extension, 11:00 am / 40 min

11:50 - 12:30

Landscape Productivity Apps for Planning and Designing Water-Efficient Landscapes

Lori Palmquist, WaterWonk, 40 min

■ **Integrated Pest Management Program in the City of Davis**

Martin Guarena, City of Davis, 11:50 am - 12:50 pm / 1 hr

■ **Low Water-Use Plant Choices: UC's Reduced Water Plant Performance Trials**

Karrie Reid, UC Cooperative Extension, 11:50 am / 40 min

12:30 - 2:00

LUNCH & MEMBER / EXHIBITOR TRADE SHOW: ASSEMBLY ROOM #3

2:15 - 3:30

FEATURED CASE STUDY

RESIDENTIAL

Residential Systems

Brent Bucknam, Hyphae Design Laboratory, & Project Team, 1 hr 15 min

■ **Landscape Productivity Apps for Planning and Designing Water-Efficient Landscapes**

Lori Palmquist, WaterWonk, 2:15 pm / 55 min

■ **The River-Friendly Landscaping Benefits Calculator: A Sustainability Marketing Tool**

Sheri Noblett, Cosumnes Community Services District, 3:15 pm/15 min

■ **Marketing Your Business Using Social Media**

Laura Schaub, Schaubdesigns, 2:15 pm / 55 min

■ **Online Search Tool of Landscape Water Conservation Programs**

Loren Oki, UC Davis Department of Plant Sciences, 3:15 pm / 15 min

3:40 - 4:30

The Nuts and Bolts of Sustainable Stormwater Design

Kevin Robert Perry, Urban Rain|Design, 50 min

■ **Emerging Sustainable Practices for Water Conservation**

Tony Poeck, Indra Designs, Inc., 3:40 pm / 50 min

■ **Moving Marketing into the Hands of Your Customer**

Matt Chong, Broderick Roadhouse, Wicked 'Wich & Sacatomatoes, 3:40 pm / 50 min

EcoLandscape California 2014 CONFERENCE



LOCAL ACTIONS, GLOBAL RESULTS

Making the connection one client at a time

FEBRUARY 1, 2014

MEMBER / EXHIBITOR TRADE SHOW

ASSEMBLY ROOM #3

7:00 AM - 12:00 PM

12:30 PM - 4:30 PM

Saturday, February 1, 2014
Robert J. Cabral Agricultural Center
UC Cooperative Extension
2101 E. Earhart Avenue, Stockton, CA 95206



EcoLandscape®
CALIFORNIA
EcoLandscape.org

DPR, IA, ISA, APLD CEUs Applied for

In cooperation with UC Cooperative Extension, San Joaquin County



University of California
Agriculture and Natural Resources
Cooperative Extension

EcoLandscape California
2014 Conference & Member/Exhibitor Trade Show



Early Registration by January 3, 2014:

- General admission** **\$149**
- Green Gardener/Bay-Friendly Qualified Professional** Date Graduated: _____ **\$129**
- Student** Go to ecolandscape.org to complete student form. Mail-in only **\$79**

After January 3, 2014, all registration fees are \$169

Lunch and refreshments included with registration.

Registration Information: Please print clearly and complete one form for each person attending.

Name: (first) _____ (last) _____

Organization/Company: _____

Address: _____

City: _____ State: ____ Zip Code: _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

How did you learn about the Conference?

- | | | |
|--|--|---|
| <input type="checkbox"/> ELC Email | <input type="checkbox"/> ELC Website | <input type="checkbox"/> Conference Flyer |
| <input type="checkbox"/> Newsletter Ad | <input type="checkbox"/> Word of Mouth | <input type="checkbox"/> Other: _____ |

I am a:

- | | | |
|--|---|--|
| <input type="checkbox"/> Contractor | <input type="checkbox"/> Wholesale Grower | <input type="checkbox"/> Educator |
| <input type="checkbox"/> Landscape Architect | <input type="checkbox"/> Nursery Retailer | <input type="checkbox"/> Government |
| <input type="checkbox"/> Landscape Designer | <input type="checkbox"/> Farmer | <input type="checkbox"/> Master Gardener |
| <input type="checkbox"/> Business Owner | <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Green Gardener |
| <input type="checkbox"/> Manager | <input type="checkbox"/> Distributor | <input type="checkbox"/> Other: _____ |

Do you currently practice/support environmentally-responsible landscaping?

- | | | |
|------------------------------|------------------------------------|--------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Sometimes | What % practice/support? _____ |
| <input type="checkbox"/> No | <input type="checkbox"/> Want to | |

To pay by check or money order: Payment for more than one person can be made in one check.

1. Make your check payable to: **EcoLandscape California**
2. Total amount enclosed: \$ _____
3. Mail the registration form(s) and your check to:

EcoLandscape California
P.O. Box 162578
Sacramento, CA 95816-2578

To register online and pay by Credit Card or with PayPal: www.ecolandscape.org

Refund Policy: Cancellations received by 1/15/14 will be charged a \$25.00 per person processing fee. Any cancellations after 1/15/14 are non-refundable. Contact: educate@ecolandscape.org

For more information visit: www.ecolandscape.org