

Landscape Industry Show 2011

Preliminary Speaker List: Subject to editing, additions &/or deletions

As of 7/20/2010

Certified Landscape Irrigation Auditor (CLIA) workshop - Part 1

Jim Boreman Ewing Irrigation

8:30 - 12:30 p.m. Wednesday, January 12, 2011

Ewing Irrigation will conduct a workshop that can help you understand the fundamentals of water auditing and water management skills needed to succeed in a rapidly evolving industry. The workshop will provide you with information needed for the optional IA Certified

Down Economy "Computerized" Estimating Workshop

Jim Huston J. R. Huston Consulting, LLC

8:30 - 12:30 p.m. Wednesday, January 12, 2011

Learn the secrets of contractors that are continuing to prosper in the face of a down economy and low consumer confidence. Take advantage of our special two-day estimating workshop designed to help your members quickly improve their estimating methods and

A Passion for Conservation: Make AB1881 work for you and your business - Part 1

Glenn Bowlin Broussard and Associates

8:30 - 10:30 a.m. Wednesday, January 12, 2011

Conservation With Curb Appeal

Catherine Hollinger, CID, CLIA, EPA Watersense Partner

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Water Conservation should not mean compromising the look and feel of the landscape. Learn how combining four key elements can create a lush, beautiful landscape that saves water, maintenance costs, and reduces green waste.

Construction Math

Charles Nunley

8:30 - 10:30 a.m. Wednesday, January 12, 2011

basic training of typical mathematics used everyday in the landscape industry, such as finding areas, volumes, conversions to cubic yards, conversions from fractions to decimals, and reading an architect's scale. These skills are required in order to pass the Certification test, as

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Come and get some tips for better communication at work (or maybe even at home). Not a lecture, but rather an interactive, practical experience in hearing and being heard.

How the California Construction General Permit Affects the Landscape Industry

Mike Harding Great Circle Int.

8:30 - 10:30 a.m. Wednesday, January 12, 2011

The presentation will address the 2009 California Construction General Permit (CGP) which contains significant changes that will affect the landscape industry and any project disturbing more than one (1) acre of soil. Granting of NPDES permit coverage and enforcement will

Leader's Guide to "Growing Forward" in Challenging Times: Practice The 5 Ps

Bill Arman Harvest Landscape Consulting

8:30 - 10:30 a.m. Wednesday, January 12, 2011

What today's "Best in Class" companies are doing to keep them in the "Best Position" for success. They all Practice the 5Ps: Clear sense of Purpose along with a Plan, They attract, get on board, retain and grow the right People (both employees and customers) And

Profiting From Water Conservation

Peter Estournes Gardenworks Inc.

8:30 - 10:30 a.m. Wednesday, January 12, 2011

California's growing water shortage has imposed a paradigm shift on the industry. The old method of designing, installing, and managing irrigation systems after designing the landscape has now reversed: today the watering system is top priority in design, installation and

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Scott McGilverly Wateraware, LLC

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SPANISH: Bring 'em back safe; Learn how to be safe while working in the trees and on the ground

Jose Mercado

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Tree and landscape work can be dangerous. By learning proper techniques, we not only make our jobsite safe, but we can increase productivity as well.

SPANISH: Intro to Irrigation Maintenance & Water Management Part 1

TBA TBA Ewing Irrigation

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A Passion for Conservation: Make AB1881 work for you and your business - Part 2

Glenn Bowlin Broussard and Associates

1 - 3 p.m. Wednesday, January 12, 2011

Dominate Your Market in any Economy! Sub- Aligning Sales & Marketing for Success

Judith Guido Guido & Associates

1 - 3 p.m. Wednesday, January 12, 2011

Presented by Judith M. Guido, a national leader in Strategy, Sales, Marketing and Mergers-Acquisitions, this interactive workshop is for anybody responsible for generating revenue, promoting or marketing your company, or who is interested in learning how to grow your

Exciting Landscape Palms

Don Hodel University of California

Cooperative Extension

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Pricing for Profit in the New Economy

Kevin Kehoe Kehoe & Co

How do you price and still make money in this economy. Learn about the methods and strategies for winning work in this market and how sell your

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Jose Moreno

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Walking the Fine Line

Catherine Hollinger, CID,CLIA,EPA Watersense Partner

The balancing act between long term sustainability and California's watersheds. Population growth and urban sprawl is increasing the demands on our water supplies and watersheds. A panel discussion will review how economics and environmental changes are shaping

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What's hiding in firewood can kill your trees

Tom Scott University of California

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A large number of pests and pathogens can be transported in firewood, often with devastating consequences to landscape trees.

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Student Seminar: Marketing Yourself For Success in 2011

John Singley

Our 'New' economy has produced challenges in finding employment. Gain insights from some of the green industries top leaders in

noon - 1 p.m. Thursday, January 13, 2011

CLT Test

Charles Nunley

8:30 - noon Thursday, January 13, 2011

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Water Management Certification Test Training Class

John Moore Landscape Management Solutions

This class provides specific procedures to help clients save water and money while also preparing candidates to take the CLCA Water Management Certification written test.

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