

## Green Industry Conference Presented by Green Meridian at the 2006 Northwest Flower & Garden Show

---

Green Meridian, a non-profit organization dedicated to educating industry professionals in natural-systems horticulture, is presenting a new Green Industry Conference at the 2006 Northwest Flower & Garden Show. Designed for green industry professionals only, the conference will offer opportunities to learn about the newest technical advances in the landscape industry, trends in natural process horticulture, the latest plant introductions and other advanced training.

Located on the sixth floor in the Adams Room, the conference will include 10 one-hour presentations on topics such as organic landscape care, efficient irrigation systems, marketing and building business, and more. Each presentation will be presented twice throughout the show. Exhibits displaying products geared to landscape professionals will also surround these informative gatherings.

For additional information check out the Green Meridian website at [www.greenmeridian.org](http://www.greenmeridian.org).

### Green Industry Conference Presentations Schedule

**It All Starts with Soils** – Get the dirt on the big changes in the way that you use soil. New site soil regulations, improved soil mixes, new application methods and pricing will be discussed. *Thursday, February 9<sup>th</sup> at 4:00 p.m. and Saturday, February 11<sup>th</sup> at 4:00 p.m.*

**Improving Efficiency in Irrigation Systems** – It takes over 20,000 gallons to provide an inch of water over an acre. With a panel that represents a full range of irrigation products, discover new and more efficient ways to save your client money while preserving our most precious natural resource. *Thursday, February 9<sup>th</sup> at 2:00 p.m. and Friday, February 10<sup>th</sup> at Noon*

**High Impact Natural Alternatives** – Come and see the latest alternative herbicides, pesticides and low phosphorus organic fertilizers and learn new IPM based application techniques. *Wednesday, February 8<sup>th</sup> at Noon and Saturday, February 11<sup>th</sup> at 10:00 a.m.*

**Organic Landscape Care** – Find out why and how companies are making the shift to become more environmentally conscious, as well as the major misconceptions within the trades and the benefits of reorganizing your company as a naturally based alternative to the competition. *Wednesday, February 8<sup>th</sup> at 6:00 p.m. and Saturday, February 11<sup>th</sup> at 2:00 p.m.*

**Contractors & Designers: Working Together** – Working with a contractor or designer can be a difficult process, so a panel of landscape designers, architects, and contractors has been assembled to help better understand the problems that arise between the trades. *Thursday, February 9<sup>th</sup> at 6:00 p.m. and Friday, February 10<sup>th</sup> at 6:00 p.m.*

-over-

**Regulations: What Every Designer Needs to Know** – A range of regulation topics and questions will be discussed to help you build safely and legally. *Thursday, February 9<sup>th</sup> 10:00 a.m. and Friday, February 10<sup>th</sup> at 2:00 p.m.*

**Marketing 101: Building Business for your Firm** – Find out how to maximize your marketing efforts and tailor your messaging. *Wednesday, February 8<sup>th</sup> at 2:00 p.m. and Friday, February 10<sup>th</sup> at 10:00 a.m.*

**A Word About Landscape Awards** – Find out about the processes used to enter and judge your work. We'll look at the criteria and guidelines around Sunset's awards, WALP, NWFGS, WASLA and national trade magazine awards. *Wednesday, February 8<sup>th</sup> at 4:00 p.m. and Saturday, February 11<sup>th</sup> at 6:00 p.m.*

**Hardscape Construction** – Some of the industries most experienced hardscape professionals have been assembled to discuss trends, finishes, colors and application methods. *Thursday, February 9<sup>th</sup> at Noon and Friday, February 10<sup>th</sup> at 4:00 p.m.*

**Steal this idea!** – The innovative multi-million dollar development and marketing behind Bayview Corner offers a template of resources and ideas regarding sustainability and ecological creativity. *Wednesday, February 9<sup>th</sup> at 10:00 a.m. and Saturday, February 11<sup>th</sup> at Noon*

# # #