

The Business of Natural Yard Care and Design

Why attend

Demand for safe and environmentally friendly yards continues to increase. Hosted by the King County Solid Waste Division, this workshop provides tools and tips your business can use to tap into this lucrative market, save money and increase revenues.

Thursday, November 30, 2006
8 a.m. – noon
Shoreline Conference Center
18560 First Avenue N.E.
Shoreline, WA

The Business of Natural Yard Care and Design will address how landscapers who offer design or maintenance services (or both) can benefit by providing clients with environmentally-friendly services.

Sustainable yard design

A healthy, sustainable yard starts with eco-friendly design. As the trend to spend more time enjoying a yard and less time working in it continues to grow, savvy landscape design firms are creating yards that require less water, feature native and low maintenance plants that thrive in our Northwest conditions, and establish a sustainable, horticulturally sound environment.

Natural yard care

Building healthy soils, mulching, adding compost and using organic products can generate revenue for your firm and provide clients with a yard that is safe and healthy as well as beautiful. This workshop will show why "going green" makes good business sense.



Who should attend

Owners and managers of landscape design, installation and maintenance firms, or anyone interested in a career in the industry.

How to register

Registration is free. Call 206-352-6402, or email us at info@naturalyardcare.com. Provide the names of each attendee, company and phone number.

Food and parking

Coffee and pastries will be provided at the workshop. Parking at Shoreline Conference Center is free and plentiful.

Driving directions to Shoreline Community Center

18560 First Avenue N.E.

Northbound

- Take Interstate 5 North to NE 175th St. (exit #176 for Shoreline).
- Turn left onto NE 175th St. and go to Meridian Ave. N.
- Turn right onto Meridian Ave. N and go to N. 185th St.
- Turn right on N. 185th and go to 1st Ave. NE.
- Turn left on 1st Ave. NE. The Shoreline Center is on your right. (You are at the south end of the center.)

Southbound

- Take Interstate 5 South to NE 205th St. Lake Forest Park (exit #177). Exit Westbound (right).
- Turn right on to NE 205th and go to 1st Ave. NE.
- Turn left on 1st Ave. NE and continue south for .5 mile.
- The Shoreline Center is on your left. (You are at the north end of the center.)

Questions?

Contact Sue Gillespie or Chelsey Garrett at The Frause Group at 206-352-6402 or info@naturalyardcare.com.



King County
 Department of
 Natural Resources and Parks
 Solid Waste Division

The Business of Natural Yard Care and Design



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Learn how a growing number of landscape companies are offering green services to their clients—and improving their bottom line.

November 30, 2006

8 a.m. to Noon

Shoreline Conference Center

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Attention: Karen May

201 S. Jackson St., Suite 701
 Seattle, WA 98104-3855

Department of Natural Resources and Parks





Workshop Schedule

Presenters

(in order of appearance)

7:30 a.m. Check-in

8:00 Introduction

Karen May, King County Solid Waste Division
King County Solid Waste Division is committed to helping landscape companies go natural. Protecting and preserving our region's resources ensures that we all have a safe and healthy environment in which to live, work and play.

8:10 How Going Green has Worked for Us

Keynote Speaker: *Dean DeSantis, DeSantis Landscapes, Salem, OR*
Hear firsthand why one of Oregon's leading landscape companies made the decision to offer sustainable services. Learn about some of the obstacles that were encountered – both internally and externally – and how these challenges were overcome.

8:40 Trends and the Future of Natural Yard Care and Design

Annette Frahm, Sage Environmental
Research indicates a growing consumer demand for environmentally friendly yard services. As a result, leading manufacturers of fertilizers, pesticides and other garden supplies have introduced their own organic products. Hear what the trends mean to landscape professionals, and why joining the "green movement" is a smart business decision.

9:05 Saving and Making Money – Naturally

This series of short presentations is designed to illustrate how offering specific natural yard care services will bring revenue in the door.

On-site composting

Peter Moon, O₂Compost
Hauling away and disposing yard waste is an expense incurred by many landscape companies. Setting up an on-site composting program not only eliminates this expense, it also provides a potential new revenue source. This presentation will address how a company of any size can develop a profitable on-site composting program.

Mulch mowing

Greg McDonald, Signature Landscape Services
Mulch mowing means saving money. This includes hauling expenses, labor and fuel

costs, and tipping fees. Hear how one large landscaping firm has maximized these savings, and receive a cost savings worksheet that will help you assess the potential for your own firm.

10:10 BREAK

10:20 Making the Most of Mulch

Ladd Smith, In Harmony
Mulching is an add-on service that can increase per-client revenue. Clients appreciate the ability of mulch to reduce water use – only one of several benefits this presentation will address. You'll receive a revenue-generating worksheet to estimate the increased income your own business could receive by offering mulching services.

10:50 Marketing 101 for Sustainable Yard Services

Panel: Nick Penovich, The Lawn Jockey; Cheryl Salvati, Design by Nature Gardens; Ladd Smith, In Harmony

Moderator: Bob Frause, The Frause Group
Effective marketing of sustainable landscape services is necessary if these services are to noticeably affect a firm's bottom line. Our panel consists of business owners who have all learned this lesson well. They'll share marketing techniques that have worked for them, as well as tips about practices to avoid. Workshop participants will have plenty of opportunity to ask questions.

11:30 Resources for Landscapers

Lisa Niehaus, Local Hazardous Waste Management Program in King County
Doug Rice, King County Water and Land Resources Division

There are many tools available for landscapers who offer green services. King County and the Local Hazardous Waste Management Program offer literature to distribute to clients and prospective clients, public recognition programs such as the EnviroStar program, and other valuable resources. Learn what materials and services are available.

11:50 Close

Bill Peregrine, In Harmony

Karen May, King County Solid Waste Division

Project Manager for several natural yard care and residential outreach programs, Karen also has practical experience implementing natural yard care in her own yard. As a graduate of the WSU - King County Master Gardener Program, Karen serves as a Master Gardener clinic leader, providing horticultural, gardening and pest management information to the public.

Dean DeSantis, DeSantis Landscapes, Salem, OR

DeSantis Landscapes is a family owned, nationally recognized landscape design, build and maintenance company. The company's core belief is that landscapes are "value added investments" that can and should increase the livability, beauty and value of a home or commercial property. DeSantisEarthSense is an environmentally sound landscape program that yields long-term health benefits and sustainable beauty.

Annette Frahm, Sage Environmental

Sage Environmental offers a wide range of environmental services, including environmental marketing and communications. Annette Frahm, principal, has earned a national reputation for innovative communications, big-picture thinking and expertise in environmental behavior change.

Peter Moon, O₂Compost

O₂Compost specializes in compost system design and operator training for those who are committed to properly managing their organic wastes. The O₂Compost training programs are the result of thousands of hours of development, testing, refining, and promotion. The objective is to enable users to compost their by-products through a process that is simple, systematic and affordable, no matter what the size of their facilities,

Greg McDonald, Signature Landscape Services, Inc.

Signature Landscape Services, Inc. is a full-service landscape contracting firm, specializing in landscape maintenance for the commercial, industrial and multi-family market.

Ladd Smith, In Harmony

In Harmony offers organic-based landscaping services, including lawn, tree and shrub health care, landscape design and installation. All methods work with nature, using environmentally friendly techniques to unlock a landscape's natural vigor and vitality.

Nick Penovich, The Lawn Jockey

A leader in naturopathic yard care, The Lawn Jockey specializes in liquid organics, organic fertilizing, aerating, natural de-thatching, and top dressing.

Cheryl Salvati, Design by Nature Gardens, Inc.

Since 1988, Design by Nature Gardens, Inc. has specialized in design, renovation and installation. The firm uses an organic-based approach that includes soil amendments and planting right for each site with drought tolerant and native plants. The end result is outdoor rooms that are beautiful, safe and healthy.

Bob Frause, The Frause Group

The Frause Group is a public relations, marketing and business analysis firm headquartered in the Pacific Northwest. The firm's unique "mission impossible" attitude and hands-on approach helps businesses meet bottom line objectives. Frause specializes in guiding firms and organizations in the development and promotion of sustainable practices.

Lisa Niehaus, Local Hazardous Waste Management Program in King County

A regional program of local governments working together to protect public health and environmental quality, the Local Hazardous Waste Management Program helps citizens, businesses and government reduce the threat posed by the use, storage, and disposal of hazardous materials.

Doug Rice, King County Water and Land Resources Division

Co-star of the innovative *Yard Talk* cable show and an accomplished landscape architect, Doug Rice created King County's Natural Yard Care Neighborhoods program. Doug has extensive knowledge of natural yard practices and is an invaluable resource for landscapers.



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