

# THE 2013-LONG BEACH LANDSCAPE DESIGN • BUILD • MAINTAIN • SUPPLY EXPO

OCTOBER 16<sup>TH</sup> & 17<sup>TH</sup>  
LONG BEACH CONVENTION CENTER

A 2-Day Educational Conference & Trade Show

ALL  
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37 Educational Seminar Sessions

IRRIGATION/WATER MANAGEMENT • PEST CONTROL • TURF MANAGEMENT  
TREE CARE/ORNAMENTALS • LANDSCAPE DESIGN • BUSINESS MANAGEMENT  
IN ENGLISH & EN ESPAÑOL

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Virtually every Landscape Professional  
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Exhibit  
Hall

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# SEMINAR SCHEDULE

## CHOOSE FROM 37 SEMINARS IN 7 DEDICATED TRACKS

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### COMPLIMENTARY OPEN SESSION

Wednesday October 16th ~ 12:15 - 1:15 PM

#### The Landscape Industry and US Latinos – of Extreme Importance to One Another

Rafael (Ralph) Egües, Executive Director,  
National Hispanic Landscape Alliance

CEUs: PLANET

This presentation by the Executive Director of the National Hispanic Landscape Alliance (NHLA) will leverage research conducted by the Inter-University Program for Latino Research, the Pew Hispanic Center, The Hispanic Institute, Nielsen, the NHLA and others to highlight the economic impact of the landscape industry on the US Latino Community, the large and growing presence of US Latinos in the landscape industry, and the opportunities and challenges that these realities present to an industry facing a series of significant threats.



**FREE**

### Business Management

Wednesday October 16th ~ 11:00 AM – 12:30 PM

#### How to Write a Successful Marketing Plan

Judith Gudio, Guido & Associates

CEUs: PLANET

The most important map you need in business is your marketing plan. Learn the key success factors in developing marketing strategy, and the mission-critical components of a profitable marketing plan. You'll be taught the 5 critical components of the marketing mix, how to build a marketing budget and measure the success of your plan.



Wednesday October 16th ~ 1:30 – 3:00 PM

#### How to Build and Manage a World-Class Sales Team

Judith Gudio, Guido & Associates

CEUs: PLANET

Without sales you have NO company. Learn how to develop a successful sales strategy and then build the team to execute it. You'll be taught the mission-critical sales goals for success, how to keep your team focused on those goals, and manage their time. Learn how to run a successful sales meeting and manage your team.

### Turf Management

Wednesday, October 16th ~ 11:00 AM – 12:30 PM

#### Weed Control Options for Turfgrass

Jim Baird, University of California, Riverside

CEUs: DPR, PGMS, PLANET

This presentation will focus on chemical options and strategies for controlling the most prevalent weed species in Southern California, including existing and soon-to-be-registered herbicides.

Wednesday, October 16th ~ 1:30 - 3:00 PM

#### Choosing the Right Turfgrass Species for California

Jim Baird, University of California, Riverside

CEUs: PGMS, PLANET

In California, we can grow just about every known turfgrass species. However, not all species are best adapted for every location and intended use. This presentation will address the advantages and disadvantages of the major turfgrass species including areas of adaptation and recommended cultivars.



**FREE Inside Exhibit Hall**

Thursday, October 17th ~ 11:00 AM – 12:30 PM

#### Integrated Pest Control for Turfgrass

Marco Schiavon, University of California, Riverside

CEUs: DPR, PGMS, PLANET

This course will use existing knowledge to focus on integrated pest management techniques currently utilized in turfgrass. All the pest control approaches (chemical and biological control, species selection, correct irrigation practices) and strategies for their combination will be reviewed and analyzed.

Thursday, October 17th ~ 3:30 - 5:00 PM

#### Turfgrass Disease Management

Terry Vassey, Mile Square Golf Course

CEUs: PGMS, PLANET

This course will focus on the environmental conditions that favor disease outbreaks, their (disease) identification and the best control measures to combat them. The material presented will help each participant better manage turf conditions to prevent diseases instead of treating a constant problem. Each turfgrass species used in California will be examined for the types and control measures for the disease most common to them.



### TURFGRASS TECH

This up-close and hands-on section **inside the exhibit hall** features more than 40 different turf varieties with complete 'Best Use Analysis' including varieties from:



STOVER SEED.





## Tree Care/Ornamentals

Wednesday, October 16th ~ 9:00 – 10:30 AM

### Recognizing Tree Problems

*Susan Sims, Sims Tree Health Specialists*

CEUs: ISA, PGMS, PLANET

This course will teach attendees what to look for in order to make a “diagnosis” as well as examine biotic (living casual agents such as insects, animals, and disease) and abiotic (non-living causal agents such as elemental deficiencies and toxicities, weather related, water, and soil problems impacting trees) casual agents. Special concerns associated with trees in turf and PPD “People Pressure Diseases” will also be discussed.



Wednesday, October 16th ~ 11:00 AM – 12:30 PM

### Treating Invasive Pests & Diseases in Trees with Trunk Injection

*Lee Mangum, Arborjet Inc.*

CEUs: DPR, ISA, PGMS, PLANET

Attendees will learn about current invasive insect species and how they are treated using trunk injection as an effective and environmentally way to treat trees. Also discussed will be the ways to set up a research trial on insects, which includes the new Polyphagous Shot Hole Borer (PSHB), which is poised to inflict major damage to our urban forest here in southern California.

Wednesday, October 16th ~ 1:30 – 3:00 PM

### Wind Throw: Why Some Trees Fail

*Ruben Green, Evergreen Arborists Consultants*

CEUs: ISA, PGMS, PLANET

The southern California December 2011 wind storm caused thousands of trees to fail. Many trees didn’t fail and withstood the wind gusts while others were more vulnerable to windthrow failure and major limb breakage. Mr. Green will examine why some trees failed and what can be learned from these failures.

Wednesday, October 16th ~ 3:30 – 5:00 PM

### Landscaping Sustainability with Native Plants

*Reginald Durant, Back to Natives Restoration*

CEUs: APLD, PLANET

Learn about landscaping with native plants, as it conserves our natural resource... water. Using natives eliminates the need for pesticides, which harm beneficial insects and other animals, and reduces our exposure to toxic substances. Natives also require less mowing, pruning and fertilizing. A well planned native plant landscape even attracts birds and butterflies. See examples of beautiful landscape quality native plants that can substitute for traditional landscape plants.

Wednesday, October 16th ~ 3:30 – 5:00 PM

### Tree Safety

*Jose Mercado, Irrigator Tech*

CEUs: ISA, PGMS, PLANET

This course will teach chainsaw, hedge trimmer and weed-eater safety, as well as proper use and basic maintenance. Attendees will learn the importance of personal protective equipment (PPE), hardhats, safety glasses and hearing protection.



Thursday, October 17th ~ 9:00 – 10:30 AM

### Water-Wise Without the Compromise

*Tom Jesch, WaterWise Botanicals*

CEUs: APLD, PLANET

Learn how to create plant palettes that are incredibly water-wise, but still provide beautiful, green, and colorful, landscapes year-round. Water is a precious resource, often scarce, and always expensive. This course will provide an overview of beautiful, creative, “water-wise” alternatives.

Thursday, October 17th ~ 9:00 – 10:30 AM

### Tree Management in Parks

*Susan Sims, Sims Tree Health Specialists*

CEUs: ISA, PLANET, PGMS

The attendee will learn how to select, establish and maintain trees in turf, as growing trees in turf presents hazards not typically encountered.

Thursday, October 17th ~ 11:00 AM – 12:30 PM

### Trees & Drought

*Helen Stone, Stone Peak Services*

CEUs: ISA, PGMS, PLANET

Drought is a regular occurrence in the Southwest and Pacific Coast, and scientists predict increased drought in the coming years. How do we save our trees? This presentation will briefly describe drought and drought effects. Then we will start from the “ground up”, first covering tree selection, planting and aftercare, with broad species suggestions for drought prone areas. We will also discuss strategies to save existing trees during times of drought and/or water restrictions, employing mulches, special irrigation techniques and other alterations in maintenance that can preserve the tree with minimal water.

Thursday, October 17th ~ 1:30-3:00 PM

### Selecting, Planting & Maintaining Palms

*Ron Matranga, Atlas Tree Service*

CEUs: APLD, ISA, PGMS, PLANET

Attendees will become familiar with the parts of a palm tree, the most common palms in southern California, the various roles of palms in the landscape, the basics of planting/transplanting palms, and proper grooming/pruning concepts for palm trees.

Thursday, October 17th ~ 3:30 – 5:00 PM

### Basic Tree Care with Cabling & Bracing

*Jose Mercado, Irrigator Tech*

CEUs: ISA, PGMS, PLANET

This course will teach the correct size of a planting hole, the use of fertilizer, root ball, whether to prune or not when planting, pruning for dead wood, water sprouts and reduction of wind sail effect, as well as crown cleaning, crown thinning, crown raising and crown reduction. Attendees will learn how to select the correct hardware, properly place hardware, how to prune before cabling as well as many different cabling configurations and systems.

# SEMINAR SCHEDULE

## Irrigation/Water Management



Wednesday October 16th ~ 9:00 – 10:30 AM

### Irrigation Scheduling

Casey Peters, Irrigator Tech

CEUs: APLD, IA, PLANET



Learn how to calculate an irrigation base schedule from collected field data. Attendees will learn to build an irrigation schedule with consideration of plant factors, microclimate influences, system performance, root zone characteristics, and site scheduling limitations. Attendees will also learn how to implement, fine tune, and monitor the schedules for successful water management.

Wednesday October 16th ~ 11:00 AM – 12:30 PM

### Backflow Installation & Maintenance

Jim Purzycki, American Backflow Prevention Association

CEUs: APLD, IA, PLANET

This presentation will explain the hydraulic principles of backflow and how it happens in a piping system. Various rules and requirements that sprinkler systems must comply with will be discussed, as well as types of equipment to prevent backflow on sprinkler system. Attendees will learn two hydraulic principles of backflow, backpressure and backsiphonage; the rules for the installation of internal and service protection backflow prevention; and the proper application and installation of backflow prevention devices and assemblies on sprinkler systems.

Wednesday October 16th ~ 1:30 – 3:00 PM

### Irrigation Field Hydraulics

Casey Peters, Irrigator Tech

CEUs: APLD, IA, PLANET

This course is a comprehensive class combining hydraulic principles and irrigation theory. The course is designed to give the technician a thorough understanding of irrigation hydraulics and the various reference materials (tables, charts, etc.). The course also includes basic calculations for pressure loss, velocity and the effect of elevation. Some information is also included on pipe and head layout, precipitation rates, zoning and irrigation scheduling.

Wednesday October 16th ~ 3:30 – 5:00 PM

### Simple Irrigation with ETo

Dennis Pittenger, UCCE

CEUs: APLD, IA, PLANET

Climate-based reference evapotranspiration (ET<sub>o</sub>) data can be used to achieve water conservation and effective water management in urban landscapes. Typical development guidelines and water conservation regulations require complex calculations to estimate ET<sub>o</sub>-based water budgets and irrigation schedules even though the formulas do not reliably estimate landscape water needs. There is a very simple yet accurate means of using ET<sub>o</sub> to estimate landscape water needs based on recent research. Participants will learn the new simplified approach for estimating landscape water needs plus how to use it and find ET<sub>o</sub> data.



Thursday, October 17th ~ 9:00 – 10:30 AM

### Irrigation Performance Tests

Richard Daigle, Irrigator Tech

CEUs: APLD, IA, PLANET

Attendees will learn to conduct performance tests of sprinklers, bubblers, and drip stations. Data will be gathered to analyze and determine station net precipitation rates, distribution or emission uniformity, and runoff time. Further discussion will include soil water uniformity and hydraulic redistribution and their impacts on irrigation scheduling.

Thursday, October 17th ~ 11:00 AM – 12:30 PM

### Irrigation Central Control: Solutions for Effective Irrigation Management

Allister Cooney, Rain Bird Corporation

CEUs: APLD, IA, PLANET

While every aspect of a commercial irrigation design, specification and installation is important, implementing the best possible control solution has a tremendous impact on system efficiency and performance for years to come. It's not as simple as just choosing the most expensive or sophisticated system. Rather, it's about identifying your project's unique characteristics and finding the control solution within your budget that best meets those needs.

Thursday, October 17th ~ 1:30 – 3:00 PM

### Rainwater Harvesting

Mike Garcia, Irrigator Tech

CEUs: APLD, IA, PLANET

Rainwater harvesting, the accumulation and storing of rainwater for future landscape irrigation use is the perfect opportunity for landscape contractors to expand their business, and establish a new clientele. This course will teach attendees how to install and maintain an effective rainwater harvesting system, save your clients money, and help propel your business to the next level.

Thursday, October 17th ~ 3:30 – 5:00 PM

### Wire Tracking & Electrical Troubleshooting

Richard Daigle, Irrigator Tech

CEUs: APLD, IA, PLANET

The course will teach attendees the general skills of troubleshooting an electrical irrigation system through the use of basic electrical equipment. It includes general instruction on the function and uses of a voltage ohmmeter and shows you how to use wire-tracking equipment to locate wire faults in the field. The class goes from testing the transformer of a controller to checking the ohms of a solenoid and all other functions of testing the irrigation electrical system.





## Landscape Design

Wednesday, October 16th ~ 9:00 - 10:30 AM

### Designing Water Features: Pools/Spas, Fountains & Ponds

Yvonne English, Legends Design Studio

CEUs: APLD, PLANET

This presentation reviews basic water feature design concepts, elements all water features incorporate. It will explore some elements to add interest to your water features, such as: waterfalls and weirs, water veils/walls, water sculptures, fire and water, and natural water features. Yvonne will review more complex water feature effects, such as: edge pools (infinity/vanishing/negative), overflow pools (perimeter/slot); that are hydraulically and structurally more complex to design and build. No presentation on the subject of water features is complete without discussing some common mistakes that designers and pools builders should avoid.



Wednesday, October 16th ~ 3:30 - 5:00 PM

### Landscaping Sustainability with Native Plants

Reginald Durant, Back to Natives Restoration

CEUs: APLD, PLANET

Learn about landscaping with native plants, as it conserves our natural resource... water. Using natives eliminates the need for pesticides, which harm beneficial insects and other animals, and reduces our exposure to toxic substances. Natives also require less mowing, pruning and fertilizing. A well planned native plant landscape even attracts birds and butterflies. See examples of beautiful landscape quality native plants that can substitute for traditional landscape plants.

Wednesday, October 16th ~ 3:30 - 5:00 PM

### Lighting the Residential Landscape

Yvonne English, Legends Design Studio

CEUs: APLD, PLANET

Understanding how the eye functions as light levels change is key to a successful lighting design. Students will learn how lighting is a unique design skill of manipulating the eye through dark and light spaces and providing interesting and effective night compositions. The process of lighting design from defining the lighting program and site inventory to conceptual design will be provided. The course highlights core design concepts such as designing with respect for the dark sky; addressing safety for pedestrian circulation and security for the home; the fundamentals of selecting low voltage lighting components; and knowledge of lighting design skills.

## DPR TEST SITE

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Thursday, October 17th ~ 9:00 - 10:30 AM

### Water-Wise Without the Compromise

Tom Jesch, WaterWise Botanicals

CEUs: APLD, PLANET

Learn how to create plant palettes that are incredibly water-wise, but still provide beautiful, green, and colorful, landscapes year-round. Water is a precious resource, often scarce, and always expensive. This course will provide an overview of beautiful, creative, "water-wise" alternatives.

Thursday, October 17th ~ 11:00 AM - 12:30 PM

### Hardscape Installation

William Love, ARTO

CEUs: APLD, PLANET

Development of standards for hardscape products including concrete and clay tiles and bricks, interlocking pavers, paving slabs, and accessories ranging from wall caps to pool coping. Participants will learn about the importance of standards and how they are used to ensure high quality products and installations and to allow for easier specification of these products.

Thursday, October 17th ~ 1:30 - 3:00 PM

### Sustainable Materials for Landscape Design

Theodora Michailides, Living Green Design Solutions

CEUs: APLD, PLANET

This course will discuss several products, including what they are made from, where they are made, how "green" they are, and how one can create more sustainable long lasting designs through their usage. Attendees will see slides of installed and un-installed products, along with before and after shots. Products areas will include: green fencing and building materials, artistic and structural design solutions, lighting, and solutions to collect and re-use water in the landscape.

Thursday, October 17th ~ 1:30 - 3:00 PM

### Rainwater Harvesting

Mike Garcia, Irrigator Tech

CEUs: APLD, IA, PLANET

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# SEMINAR SCHEDULE

## Pest Control



**Wednesday, October 16th ~ 9:00 – 10:30 AM**

### **Pesticide Laws & Regulations**

*Cynthia Ray, California Department of Pesticide Regulations*

CEUs: DPR, PLANET

Attendees will receive an update on pesticide laws and regulations, the Department of Pesticide Regulations in general, and policy will also be discussed.

**Wednesday, October 16th ~ 11:00 AM – 12:30 PM**

### **Weed Control Options for Turfgrass**

*Jim Baird, University of California, Riverside*

CEUs: DPR, PGMS, PLANET

This presentation will focus on chemical options and strategies for controlling the most prevalent weed species in Southern California, including existing and soon-to-be-registered herbicides.

**Wednesday, October 16th ~ 11:00 AM – 12:30 PM**

### **Treating Invasive Pests & Diseases in Trees with Trunk Injection**

*Lee Mangum, Arborjet Inc.*

CEUs: DPR, ISA, PGMS, PLANET

Attendees will learn about current invasive insect species and how they are treated using trunk injection as an effective and environmentally way to treat trees. Also discussed will be the ways to set up a research trial on insects, which includes the new Polyphagous Shot Hole Borer (PSHB), which is poised to inflict major damage to our urban forest here in southern California.

**Thursday, October 17th ~ 9:00 – 10:30 AM**

### **Pesticide Safety**

*Bert Lopez, Univar*

CEUs: DPR, PLANET

This course will cover new pyrethroid insecticide rules and regulations with regard to contamination of waterways. Attendees will learn how to prevent water contamination as well as new applications and techniques.



**Thursday, October 17th ~ 11:00 AM - 12:30 PM**

### **Integrated Pest Control for Turfgrass**

*Marco Schiavon, University of California, Riverside*

CEUs: DPR, PGMS, PLANET

This course will use existing knowledge to focus on integrated pest management techniques currently utilized in turfgrass. All the pest control approaches (chemical and biological control, species selection, correct irrigation practices) and strategies for their combination will be reviewed and analyzed.

**Thursday, October 17th ~ 1:30 - 3:00 PM**

### **Weed Control in the Landscape**

*Will Harrison, Target-Specialty Products*

CEUs: DPR, PGMS, PLANET

This course will discuss various landscape management inputs to minimize weed growth, including water, fertilizer and plant selection. Options for pre-emergent and post-emergent weed control will also be discussed, attendees will learn: how to best use pre-emergent herbicides, correct application, how they work, correct timing, and commonly used post-emergent herbicides.



**Thursday, October 17th ~ 3:30 – 5:00 PM**

### **Beneficial Insects in the Landscape**

*Lorelei Hill, Organic Control*

CEUs: DPR, PGMS, PLANET

Attendees will receive an overview of the various Beneficial Insects available for commercial use and how they can be incorporated into any landscape maintenance program. Go beyond Ladybugs and learn about a dozen different beneficial insects, the pests they control and how to use them—including Cryptolaemus for Mealybug and Delphastus for whitefly control. Go greener with Beneficial Insects.

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## En Español

Miércoles, 16 de Octubre ~ 9:00 – 10:30 AM

### Seguimiento del Alambre y La Solución de Problemas Eléctricos

Eddy Chavez, Técnico de Irrigación

CEUs: APLD, IA, PLANET

Esta clase le enseñará como solucionar problemas de un sistema de riego eléctrico mediante el uso de equipo eléctrico básico, incluyendo la instrucción general sobre la función y el uso de un multímetro la tensión y le muestra cómo utilizar el equipo de alambre de seguimiento.

Miércoles, 16 de Octubre ~ 11:00 AM – 12:30 PM

### Cuidado para Árboles con Cableado

José Mercado, Técnico de Irrigación

CEUs: ISA, PGMS, PLANET

Un taller práctico en el area de "Outdoor Living" sobre la plantación de árboles, junto con el diminio de cableado y el aprato ortopédico. Este curso le enseñará el tamaño correcto de un hoyo para plantar un árbol, el uso de fertilizantes, hablará sobre el cepellon, si podar o no cuando se siembra, cómo podar madera muerta, qué hacer cuando el agua brota y sobre la reducción del efecto causado por el viento. También enseñará sobre la limpieza y reducción de la corona.



Jueves, 17 de Octubre ~ 9:00 – 10:30 AM

### Aplicación de Gestión del Agua, Mantenimiento y Reparación

Eddy Chavez, Técnico de Irrigación

CEUs: APLD, IA, PLANET

En este curso los asistentes aprenderán conocimientos valiosos para ayudar a estimar el uso de agua y los costos. Mediante la combinación de habilidades de estimación y otra información como el clima local, los técnicos pueden mejorar el presupuesto de riego de una propiedad. Algunos de los temas que se tratarán incluyen detección de flujo, detección del clima y la evapotranspiración. La clase también hablará sobre diferente tamaños de boquilla y la distribución y auditoria de agua.



Jueves, 17 de Octubre ~ 11:00 AM – 12:30 PM

### Biología Básica del Árbol

José Mercado, Técnico de Irrigación

CEUs: ISA, PGMS, PLANET

En este curso enseñará a los asistentes los conceptos básicos de la biología del árbol. Los asistentes también aprenderán siembra adecuada para un árbol joven. También la forma de establecer y hacer crecer el árbol hasta la madurez.

Spend the Night & Attend Both Days!

## 2-Day Seminar Package only \$225\*



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Steps away from the Convention Center, Long Beach Harbor, Downtown and many local attractions!

Standard Early Bird Rate **\$275**

Standard At Door Rate **\$335**

Expo rate at the Hyatt Regency or Westin **\$160** (inclusive of all taxes)

\*\*Hotel Package rate includes all taxes. Credit Card required at hotel check-in, all other incidental charges, including parking are the attendees' responsibility.  
1 seminar in each time slot, (Hyatt Regency or Westin, limited availability).

## Individual Seminar Rates

### Early Bird (Ends 9/13/13)

	Early Bird	Standard Rates
1 Seminar	\$35	\$45
2 Seminars	\$55	\$70
3 Seminars	\$80	\$100
4 Seminars	\$100	\$125
5 or more	\$115	\$145

All quantity and packaged discounts will be added at checkout. Subject to change. Cancellation Policy: A written request will be required for all refunds. Seminars and hotel package cancelled by 9/12/13 receive a full refund. Cancellations 9/12/13 - 10/12/13 receive a 50% refund. No refunds after 10/11/13.

## Corporate Seminar Rates

### Seminar Packages

10 Seminars	only \$155
20 Seminars	only \$295
30 Seminars	only \$395
30+ additional	\$10 each

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OCTOBER 16<sup>TH</sup> & 17<sup>TH</sup>  
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THINGS LANDSCAPE

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CEU's Accreditations APLD, DPR, IA, ISA, PGMS and PLANET Featuring

**Jim Baird**

*University of California, Riverside*

**Eddy Chavez**

*Irrigator Tech*

**Allister Cooney**

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**Cynthia Ray**

*Ca. Dept. of Pesticide Regulations*

**Marco Schiavon**

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*Stone Peak Services*

**Terry Vassey**

*Mile Square Golf Course*