



Welcome!

**Meeting the demand for natural
and organic lawn and landscape care**

February 19-20, 2007 * Madison, WI

Goals

- Share info on:
 - Marketplace: Who wants what?
 - Environmental and health concerns
 - Approaches to meet marketplace demands and improve stewardship
 - Resources to help move us forward

Agenda/Materials Review

- Day one
 - Introductions to each other and Dane County
 - Snap shots from the growing sustainable marketplace
 - Turf care
 - Health concerns

Agenda/Materials Review

- Day two
 - Tree and shrub care
 - Local Resources & Needs
 - UW Extension
 - Associations
 - Certification options
 - What do we need to succeed?
 - Optional exam for certificate of completion

Agenda/Materials Review

- Resource Binder
 - Agenda
 - Evaluation
 - Presentations
 - Fertilizers
 - Equipment, services
 - Other resources

Introductions

Name, organization, what do you do?

and

What do you hope to gain over the next two days?

or

What signs have you seen that customers are looking for healthy/eco-friendly approaches?