



2012 Air Quality Conference

Lawn Care, Landscaping and Air Quality

Strategies & Opportunities for Reducing Health Risks While Growing Your Business

March 21, 2012

Radisson Hotel, Fresno

8 a.m. Registration and Continental Breakfast

8:30 a.m. **Welcome and Conference Overview**
Facing up to the Valley Air Quality Challenge -
Seyed Sadredin, Executive Director, SJVAPCD

Morning Sessions Part I: Defining the Problem

SESSION 1 Lawn Care and Landscaping Emissions and Air Quality Impacts

- 9 - 10 a.m.
- A. Lawn Care Emissions – What are we breathing and what are the implications for meeting PM 2.5 and ozone standards in the Valley? Jessi Fierro, Senior Air Quality Specialist, SJVAPCD
 - B. Health Impacts of Lawn Care – What are the potential health risks? Tim Tyner MS, Associate Director, Center for Clinical and Translational Research, UCSF-Fresno

10 a.m. Break and Opening of Vendor Court

SESSION 2 The Leaf-Blower Controversy: What are the factors driving community opposition?
10:15 - 11 a.m.

- A. Peter Kendall: Quiet Orinda
- B. JoAnneh Nagler: Burlingame Citizens' Environmental Council
- C. Diane Wolfberg: Zero Air Pollution Los Angeles (ZAPLA)

SESSION 3 The View from the Trenches: Overcoming constraints and developing new strategies for reducing lawn care air pollution
11 a.m - 12 p.m.

- A. Michael McKinney Black, CEO, Mow-N-Edge Corporation, President, San Joaquin Valley Chapter, California Landscape Contractors' Association (CLCA)
- B. Scott Miller, CEO, Gazebo Gardens, Fresno
- C. Landscaping Manager for Public Agency (TBA)

12 - 1 p.m. Buffet Lunch (included with registration)

Afternoon Sessions Part II: Exploring Solutions

SESSION 4 Technological Options for Reduced Emissions: A look at the leading edge in practice.
1 - 2:15 p.m.

Pushing the Envelope on Commercial Cordless Equipment: the Greenstation Experience. Dan Mabe, President, The Greenstation, Woodland Hills

2:15 - 2:45 p.m. Break - Visit Vendor Court Exhibits

SESSION 5 Air District Options for Reduced Emissions from the Lawn Care Sector
2:45 - 4:15 p.m.

- A. Best Practice Certification. Certification Programs for Best Management Practices (BMPs). The Case of CLCA's Water Conservation Program. Larry Rohlfes, PhD, Assistant Executive Director, CLCA, Sacramento
- B. Technological Incentive Programs: The Valley Air District's Zero Emission Incentive Program for Lawn Care Equipment. Todd DeYoung, Incentives Program Manager, SJVAPCD
- C. Opportunities and Challenges in Lawn Care Regulation: The Valley Air District's Experience with Controls and How They Might Be Applied to the Lawn Care Sector. Samir Sheik, Director of Strategies and Incentives, SJVAPCD
- D. Research and Development Funding: The District's Technology Advancement Program – Could it play a role? SJVAPCD Staff

SESSION 6 Conference Wrap-Up and Next Steps
4:15 - 4:45 p.m.

4:45 - 6 p.m. **Networking Reception**

