



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
Conference Center, 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**
9 - 10 a.m. **Lawn Care and Landscaping Emissions and Air Quality Impacts**
- 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, Supervising 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**
10:15 - 11 a.m. **The Leaf-Blower Controversy: What are the factors driving community opposition?**
- A. [Peter Kendall](#): Quiet Orinda
 - B. JoAnne Nagler: Burlingame Citizens' Environmental Council
 - C. [Diane Wolfberg](#): Zero Air Pollution Los Angeles (ZAPLA)
- SESSION 3**
11 a.m - 12 p.m. **The View from the Trenches: Overcoming constraints and developing new strategies for reducing lawn care air pollution**
- 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. Glen Foth, District Grounds Services Mgr., State Center Community College District
- 12 - 1 p.m. Buffet Lunch, Salon D (included with registration)
- Afternoon Sessions Part II: Exploring Solutions
- SESSION 4**
1 - 2:15 p.m. **Technological Options for Reduced Emissions: A look at the leading edge in practice.**
- A. [Propane as a Cost-Effective, Low-Emission Option for High-Power Applications](#). Jamie Rust, General Manager, ACLS, Fresno
 - B. [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**
2:45 - 4:15 p.m. **Air District Options for Reduced Emissions from the Lawn Care Sector**
- 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. [Valley Air District Options for Reducing Emissions from the Lawn Care Sector](#). Samir Sheikh, Director of Strategies and Incentives, SJVAPCD
- SESSION 6**
4:15 - 4:45 p.m. **Conference Wrap-Up and Next Steps**
- 4:45 - 6 p.m. **Networking Reception**