

The University of California Agriculture and Natural Resource South Coast Research and Extension Center welcomes you to the 8th Annual 'Urban Landscape and Garden Education Expo'

9:30am

Dave Fujino, Ph. D.

Executive Director, California Center for Urban Horticulture

Presentation:

Surviving the Drought: Efficient Do-It-Yourself Tree Irrigation

Dave Fujino has served for more than 8 years as the director of the California Center for Urban Horticulture (CCUH), Co-Director of the UC Nursery and Floriculture Alliance at UC Davis and Chair of the Saratoga Horticultural Research Endowment. He earned his B.S. in Plant Science at UC Riverside, and his M.S. and Ph.D. from UC Davis in Environmental Horticulture and Plant Physiology. Fujino's experience includes over 17 years in senior level management with a large wholesale horticultural company. His expertise includes organizational development, operations improvement, information technology, strategic planning, marketing, research and development, training, fund raising, and other areas.

Fujino has served as past chair, vice chair and grower member director of the California Association of Nurseries and Garden Centers and Vice President of the Nursery Growers Association. He currently serves on the Department of Water Resources' Technical Advisory Panel, SacTree Foundation, Bay Friendly Landscaping & Gardening Coalition, East Bay Municipal District, Davis Tree Commission and CA Institute of Food & Agricultural Research.

Loren Oki, Ph. D.

UC Cooperative Extension Specialist in Landscape Horticulture

University of California, Davis

Dept. of Plant Sciences and Human Ecology

Presentation:

Surviving the Drought: Efficient Do-It-Yourself Tree Irrigation

Loren has been a member of the faculty at UC Davis since 2002 and serves as the Cooperative Extension Associate Specialist in Landscape Horticulture. This appointment is held jointly with the Department of Plant Sciences (80%) and the Landscape Architecture Program in the Department of Human Ecology (20%). He is Co-Director of the UC Nursery and Floriculture Alliance providing outreach and technical training to greenhouse and nursery growers, Co-Chair of the UC ANR Nursery & Floriculture Workgroup, member of the California Department of Food and Agriculture Nursery Advisory Board and Department of Water Resources Urban Stakeholder Committee, and serves on the Statewide UC Master Gardener Steering Committee.

Dr. Oki's research and outreach focus on water issues in urban horticulture and greenhouse and nursery production. His research examines runoff from urban sources and evaluates methods to reduce runoff volumes and the pollutants in it. He is a Co-PI on a national research project modeling water movement in nurseries to identify optimal pollutant control methods. He studies the biological treatment of nursery runoff utilizing slow sand and vegetated filters to remove plant pathogens and the use of microcalorimetry to assess plant tolerance to salinity. He also evaluates the water use of landscape plants to develop information used for urban landscape water budgets.

Dr. Oki's Ph.D. is in Ecology (2002) from UC Davis. He conducted his dissertation research quantifying the effects of salinity on rose stem elongation rates. He also holds an M.S. in Plant Science from UC Riverside (1976) where he worked in plant tissue culture studying the role of chromosomal proteins in cell differentiation. His B.S. in Ornamental Horticulture (1974) is from California Polytechnic State University, San Luis Obispo. Prior to receiving his doctorate, he worked in the horticulture industry as a grower of nursery and greenhouse crops in the Sacramento area.

10:30am

Juan Carlos Garcia

Water Efficiency Landscape Specialist

Irvine Ranch Water District

Presentation:

Eco Friendly Turf Removal Methods

Mr. Garcia is the Water Use Efficiency Landscape Specialist for the Irvine Ranch Water District (IRWD). In his role, he is involved in assisting IRWD customers with their landscape water conservation needs. He is also involved in developing programs and materials in water conservation, sustainable landscaping education, and irrigation water management. Mr. Garcia has been active in the "Green & Water" industry for over 15 years.

11:30am

Kay Havens

Master Gardener, UCCE – Orange County

Presentation:

Right Plant, Right Place – Making good choices for a successful landscape.

A UC Cooperative Extension Master Gardener since 2007, Kay has developed, produced and given programs and presentations to the gardening public regarding all areas of gardening. Some of her special areas of focus are Sustainable Landscape, Edible Landscape, and Composter.

12:30pm

Wendy Proud

Mountain States Wholesale Nursery

Presentation:

So Much Beauty, So Little Water: New Waterwise Plants

Wendy Proud was born and raised in southern California where she developed her passion for plants and gardening. At a very early age, she enjoyed exploring the family garden of unusual cacti and succulents, in addition to a large stand of avocado trees. She was captivated by the outdoors and getting dirty, helping her mom plant flowers and her dad on special projects, which typically included driving a tractor.

Today, Wendy is a career horticulturist with a degree from Cal Poly, Pomona with twenty-five years of sales and production experience in the retail and wholesale nursery business. Her career began at Nurseryland, which eventually led to a sales position with Colorama Nursery specializing in perennial and annual bedding plants. Following graduation from college, she worked with Monrovia Growers as an inside sales representative and later became a Grower in the production department. While working as a Grower, Wendy managed every aspect of production for approximately 125 acres, 100 employees and 300 plant varieties.

Throughout her career, Wendy has provided numerous plant presentations and interviews to a wide variety of groups and organizations including Sunset Magazine, DIY Home & Garden Network, San Diego Home & Garden Magazine, Monrovia Growers Retail Plant Council, gardening clubs and nurseries. In addition, Wendy is a past president of the Los Angeles chapter of the California Association of Nurseries and Garden Centers, which provides scholarships to students pursuing careers in the horticulture field.

After leaving Monrovia Growers, Wendy co-owned and operated Proud Murphy Inc., a landscape design and installation company in the Pasadena, CA area which included specialized maintenance programs and horticultural coaching. Her business promoted proper plant selection and organic gardening practices with bi-yearly and quarterly maintenance schedules.

Prior to relocating to San Diego, Wendy joined Roger's Gardens in Newport Beach. There she was involved in various aspects of the business but found the most rewarding aspect of her work in sharing her knowledge of plants through seminars and a weekly cable show, "The Proud Gardener."

In late 2009, Wendy joined Mountain States Wholesale Nursery based in Phoenix, Arizona. In her new role as California Sales Representative, she was instantly hooked on desert adapted plants and the desire to inspire others about the beauty and diversity of plants from the Southwest and other arid regions.

1:30pm

Ramiro Lobo, Ph. D.

Small Farm Advisor, UC Cooperative Extension – San Diego

Presentation:

Fruit for Small Spaces – Growing Blueberries and Pitahaya

Key Research Projects/Interests

- Market development through agricultural tourism, direct marketing and value added products; regional branding; and Internet marketing
- New entry grower education
- New or Specialty Crop/Enterprise Development
- IPM alternatives and pesticide safety for small scale operators
- Farm business management, risk management education and decision systems for small farmers

Extension Educational Outreach Projects

- **Harvesting New Opportunities:** A large number of Cooperative Extension and outreach efforts have been devoted to the implementation of this strategic plan, including:
 - *"San Diego Grown"* a regional branding campaign focusing on the promotion and marketing of agricultural tourism and locally grown products on the Internet
 - Identification, development and promotion of value added and direct marketing opportunities for small farmers
 - Harvesting Opportunities seminar series
 - New Entry Grower Education and New or Specialty Crop/Enterprise Development
 - Farm Business Management, Risk Management Education and Decision Systems for Small Farmers
 - IPM Alternatives and Pesticide Safety for Small Scale Operators