

# **Beyond the Drought-Tolerant Landscape:**

*A workshop sponsored by California Department of Water Resources and the Water Education Foundation*

**May 18, 2016**

**California Center for the Arts, Escondido  
Conference Center, Salon 1  
340 North Escondido Boulevard  
Escondido, CA**

**9:00 Check-in at Salon 1 in the Conference Center**

**9:15 Opening Remarks**

*Jeanine Jones, Interstate Resources Manager, California Department of Water Resources*

**9:30 Sustainable Landscaping**

*Carlos Michelin, Principal Water Resources Specialist, San Diego County Water Authority*

- San Diego County water supply and conservation basics
- San Diego Sustainable Landscapes Program, a model for regional partnerships
- Coming up with the “Nifty 50” plant selection
- Communicating with the nursery industry
- Using videos and other means to communicate with customers

**10:15 Working with Retailers/Water Agencies**

*Sue Nessel, Nursery Professional, Armstrong Garden Centers*

- Coordinating with water agencies on drought-tolerant landscape efforts
- Best water-wise plants
- On-site signage/communication with consumers

**10:45 Nursery Industry Constraints**

*Tom Jesch, Founder/General Manager, Waterwise Botanicals*

- Constraints on plant availability
- Development process and lead times for bringing new drought-tolerant plant species to the retail market
- Opportunities for early coordination with the nursery industry to facilitate implementation of low water-use landscaping educational campaigns

**11:30 Designing and Managing Climate-Appropriate Landscapes for Southern California**

*Ari Tenenbaum, Owner & Lead Designer, Revolution Landscape*

- Lower water-use landscapes need not be rock-scapes
- Proven in the field: Easy-to-grow native plants that are beneficial for wildlife
- Strategies for water conservation, curb appeal and irrigation management that won't break the bank.

**12:15 Lunch—on your own**

**1:30**    **Depart for Waterwise Botanicals in Bonsall**

**2:00**    **Arrive at Waterwise Botanicals**

*Tom Jesch, Founder/General Manager, Waterwise Botanicals*

- Waterwise without compromise
- Top 10 drought-tolerant plants with wide availability
- Tour growing grounds and demonstration gardens

**3:00**    **Depart Waterwise Botanicals to Escondido**

**3:30**    **Arrive back at the California Center for the Arts, Escondido**