

# SPEAKER HIGHLIGHTS



**Tony Brigmon** is the former Ambassador of FUN for the highly successful Southwest Airlines. Tony has been intimately involved in helping business leaders connect with their employees, change corporate culture, and promote a healthy, productive environment in meetings and the workplace. He is a unique individual who has developed an unusual ability to bring business meetings to life! Not just another motivational speaker who tells his audience what to do, Tony actually gets them involved through G-rated, interactive FUN and practical/creative exercises.

After conceiving a unique way to generate PR for Southwest Airlines as a keynote speaker and creating a highly successful way to present stress management information to 2000 Southwest employees, Tony became their "Goodwill Ambassador." Tony later earned Southwest Airlines President's Award for exemplifying the spirit of enthusiasm, fun, sincerity and \*love\* (caring), which is Southwest Airlines, and for sharing that spirit creatively through employee development programs. Now self-employed as a full time keynote speaker, Tony is known as the "Ambassador of Fun", and continues to provide customer care and employee development programs for Southwest Airlines.

Tony has earned recognition and top honors through the success of his keynote and seminar programs. Since 1977, he has made over 1,700 presentations to more than 2 million attendees, nationally and internationally. Tony's belief is that "special people deserve something really special" so each of his presentations is unique, warm, delightful, memorable and, of course, FUN!

**Class 48 in Room 601-607 at 9:15 am on Wednesday, February 10**



**Julian Dunster, Ph.D.**, is the past president of the Pacific Northwest Chapter of the International Society of Arboriculture and the lead instructor and course designer for the Certified Tree Risk assessment program. He has delivered lectures and undertaken consulting projects in arboriculture, environmental planning, and urban design all over the world. He has published several books and numerous articles. His book *Arboriculture and the Law in Canada* was published in 1987. He is regularly retained as an expert witness in tree injury and neighborhood disputes. He has considerable expertise regarding effective tree retention strategies in development sites.

**Class 81 in Room 505-507 at 10:30 am on Thursday, February 11**

**Class 83 in Room 505-507 at 2:15 pm on Thursday, February 11**

**Class 113 in Room 603 at 8:00 am on Friday, February 12**



**Bernie Erven, Ph.D.**, is professor emeritus of agricultural economics at Ohio State University. At Ohio State his teaching, extension and research activities were in human resource management and business management. He continues to teach a course in Human Resource Management in Small Businesses at Ohio State. His consulting work with small businesses through Erven HR Services LLC focuses on family business relations and human resource management. He has degrees from Ohio State University and the University of Wisconsin.

**Class 94 in Room 607 at 1:00 pm on Thursday, February 11**

**Class 95 in Room 607 at 2:15 pm on Thursday, February 11**



**Dan Goodspeed**, has been with Mountain States Wholesale Nursery since 1995. His sales territory includes Colorado, New Mexico, Texas & Idaho. Prior to joining Mountain States, Dan worked in many other segments of the Green Industry including; retail nurseries, landscape construction, landscape maintenance and landscape design.

**Class 105 in Room 501 at 1:00 pm on Friday, February 12**



**Stephen Gray**, is the Director of the University of Wyoming's Water Resources Data System and the Wyoming State Climatologist. Steve's work explores the interplay between climate variability, climatic change, and natural resource management. Much of his research focuses on drought and climate change impacts in the western United States. His most recent studies include a detailed examination of snow pack variability in the Upper Colorado River Basin, and a review of how changes in ocean circulation patterns can affect precipitation in the West. Steve received the American Water Resources Association's Henry R. Boggess Award in 2005, and he is a former National Research Council Research Associate with the U.S. Geological Survey. Steve received his Ph.D. from the University of Wyoming in 2003.

**Class 87 in Room 601 at 2:15 pm on Thursday, February 11**



**Dan Heims**, for 33 years has been deeply involved in all facets of horticulture. He is currently the president of Terra Nova Nurseries, Inc., a company noted for its new introductions to horticulture. Dan's articles and photography have been featured in a number of magazines. He has taught horticulture courses, wholesaled exotic plants, and run his own design and build landscape business. He has hosted a weekly gardening show on radio and has appeared on U.S. and British television. Dan's garden and work has been featured in *USA Today*, *Forbes*, *Better Homes and Gardens*, *Sunset Magazine*, and *Organic Gardening*. His job description dictates that he must "travel the world and seek the newest perennials". Dan has written a book of horticultural humor called *The Garden Clerk's Dictionary and Heucheras and Heucherellas* with Grahame Ware of British Columbia.

**Class 45 in Room 505-507 at 1:00 pm on Wednesday, February 10**



**Kathy Jacobs**, is a professor in the University of Arizona Department of Soil, Water and Environmental Science at the University of Arizona. She is affiliated with the recently established Institute of the Environment, working on climate adaptation and water management issues. For the past three years, Jacobs

was the Executive Director of the Arizona Water Institute, a consortium of the three state universities focused on water-related research, education and technology transfer in support of water supply sustainability. She has more than twenty years of experience as a water manager for the state of Arizona Department of Water Resources, including 14 years as director of the Tucson Active Management Area. She has served on eight National Research Council panels and is currently Chair of the NRC Panel on Adapting to the Impacts of Climate Change and member of the panel on America's Climate Choices. She recently testified in the U.S. Senate, providing recommendations on the design of the National Climate Service.  
**Room 601 at 8:00 am on Thursday, February 11**



**Lora Keddie**, Director of Marketing for Al's Gardens in Oregon. For the last 7 years Lora Keddie, has been a part of the fast growth of Al's Gardens. With a love of gardening, Lora left the world of technology marketing and sales to joined Al's Gardens in 2003, when Al's had only one garden center in the rural area of Woodburn, OR. By 2005, Al's Gardens expanded in their market by adding two more garden centers, going from \$3 million to \$14 million in business. As Al's Director of Marketing, Lora has been embedded in this evolution - overseeing all Al's marketing, advertising, PR, and special events. Prior to Al's Gardens, Lora worked for Tye Euro RSCG one of the largest direct response advertising agencies in the United States. Lora also worked for Portland's local NBC affiliate in media sales. She's worked with small start up companies to large corporations like Nike, Hewlett-Packard, Philips Electronics and Rubbermaid. "I've enjoyed taking what I've learned from helping large companies marketing, and transforming it into consumer campaigns for the gardener. As a member of Generation X, it been exciting to watch the evolution of media and see the opportunities garden centers have to market to my generation."

**Class 4 in Room 501 at 1:00 pm on Tuesday, February 9**



**Brad Lancaster**, is a dynamic teacher, consultant, and designer of regenerative systems. He is the author of the award-winning, best-selling books *Rainwater Harvesting for Drylands and Beyond*, the information-packed website [www.HarvestingRainwater.com](http://www.HarvestingRainwater.com), and the Drops in a Bucket Blog. He lives his talk on an oasis-like eighth of an acre in downtown Tucson, Arizona, by harvesting over 100,000 gallons of rainwater a year where just 12 inches per year falls from the sky.  
**Class 88 in Room 603 at 9:15 am on Thursday, February 11**



**Dr. Christopher Luley**, has graduate degrees in Forest Pathology from the State University of New York College of Environmental Science and Forestry at Syracuse and Iowa State University. Dr. Luley has published over 30 technical articles and given presentations on a wide range of urban forestry and pathology topics. He has recently published two books—one on the decay fungi of urban trees and one on pest management in the landscape.  
**Class 80 in Room 505-507 at 9:15 am on Thursday, February 11**  
**Class 84 in Room 505-507 at 3:30 pm on Thursday, February 11**



**Scott Ogden & Lauren Springer-Ogden**, husband and wife team whose horticultural experience in the United States and Europe spans USDA zones 4 through 10. They speak widely and design public and private gardens around the country. In addition to their award-winning new book, *Plant-Driven Design*, they have authored three books each; Lauren's best-selling classic *The Undaunted Garden* is coming out in a new expanded and updated version this spring. Scott and Lauren seek design inspiration and new plants in the wilds of the United States, as well as Mexico, South Africa and Argentina. Several of their introductions are in the trade, including *Oenothera 'Shimmer'* PP#19,663 and *Salvia 'Ultra Violet'* PPAF. At home in the challenging climates of Fort Collins, Colorado and Austin, Texas, they tend two intensive gardens together.  
**Class 109 in Room 505-507 at 10:30 am on Friday, February 12**



**Pat Senne**, has fifteen years in the Horticultural industry with a variety of companies and job duties. Pat now works with growers and suppliers of young plants and unrooted cuttings that are distributed to independent garden centers, nurseries, landscapers, other growers all over the world. Her primary responsibilities cover the suppliers of true flowering plants such as Hydrangea, Azalea, Cyclamen, Zygo Cactus, Violets, Bulbs, and Ferns for the pot plant division. She is also a member of the Mixed Container group at Ball.  
**Class 71 in Room 501 at 9:15 am on Thursday, February 11**



**Lisa Takao-McCall**, as the creative director of Takao Nursery in Fresno, California, is in charge of marketing and design for the company from the website to catalogs and newsletters, to tradeshow and California Pack Trial displays. After graduating with honors from Fresno State in 2004 with a graphic design background, Lisa joined the family business full time. Her out-of-the-box design approach and innovative style has been featured in numerous industry publications. Currently, she also serves on the OFA Generation Next Committee and was highlighted in *Greenhouse Grower Magazine's* 25 Ones to Watch Series for her imaginative marketing work.  
**Class 40 in Room 502-503 at 11:45 am on Wednesday, February 10**



**Christine Ten Eyck, FASLA**, after a raft trip down the Colorado River through the Grand Canyon, Christine moved west from Texas to Arizona where she established a thriving landscape architectural practice. After 22 years in Phoenix, she has returned to her home state and started the Austin, Texas, studio while maintaining the Arizona office. With a mission of connecting the urban dweller with nature, Christine has received considerable regional and national recognition for her firm's work in the desert southwest. Most recently her firm received an Honor Award from the American Society of Landscape Architects for the Arizona State University Biodesign Institute.  
**Class 108 in Room 505-507 at 9:15 am on Friday, February 12**