

Living Green Florida

Straight Talk about Water, Lawns, Landscapes, Sports Fields and Golf Courses

Slide 1

- ❑ Introduction: name, organization, why you are here giving this presentation
- ❑ Describe in your own words the positive, informational message you are about to present about the Green Industries. This is about LIVING GREEN – doing the business of the Green Industries in an environmentally-friendly way.

Slide 2

- ❑ This slide speaks for itself. Add your own personal enthusiasm, experience and credibility to make this message believable.

Slide 3

- ❑ A good verbal intro for this slide might be something like “Most people focus on the aesthetic aspects of lawns and landscapes, but there’s way more going on than that. For example, did you know...”

Slide 4

- ❑ This slide takes a positive approach to accomplish a couple of things:
 - It defines Florida Friendly Landscaping, which many people still don’t really understand.
 - It refutes (in a professional way) the notion that turf does not belong in a Florida Friendly landscape design. That is simply not true.
 - It refutes the idea that only “native” plants are OK in Florida Friendly designs any more. Again, not true.
 - The Florida Friendly manual confirms these facts.
 - The POINT of Florida Friendly is to design, plant and irrigate wisely and responsibly – something the Green Industries invented and which it champions.

Slide 5

- ❑ This slide touches on very important messages carried by the Green Industries.
- ❑ The focus is USING FERTILIZER RESPONSIBLY, and that doing so is consistent with maintaining a healthy environment AND is ingrained in what we do in the Green Industries.
- ❑ The reference to WaterMatters.org is a link to the Southwest Florida Water Management District, and their messaging, which is consistent with what we believe in the Green Industries. Our professional practices are IN HARMONY with this respected regulatory agency.

Slide 6

- ❑ This slide says the Green Industries are the leaders in promoting RESPONSIBLE IRRIGATION.
- ❑ It points out facts that can help change the conventional wisdom of many homeowners and others who water too much out of bad habits and lack of information.

- ❑ Using these hints can result in HUGE reductions in irrigation (like 30% - 50%). It's an educational need that the Green Industries is trying hard to address.

Slide 7

- ❑ Regardless of your specific profession within the Green Industries, this slide is about proudly professing our licensing and our use of up-to-date BMP's derived from the best available research.
- ❑ It should also be an opportunity to humanize the industry – we are people who love Florida and its environment as much as anyone. Make your audience believe it.

Slide 8

- ❑ This slide helps to start the closing process by defining EREF and who supports it.
- ❑ The EREF believes in research, science, education and collaboration.
- ❑ These organizations represent thousands of hard-working Floridians who contribute to the economy of Florida and to the protection of Florida's environment and natural systems.
- ❑ We all believe it is a FALSE PREMISE that lawns, landscapes and sports fields cannot co-exist beneficially with Florida's environment and we are always ready to talk openly, candidly and proudly about what we do.

Slide 9

- ❑ Emphasize what this is about one more time – LIVING GREEN; living, working and playing in a way that preserves the precious resources of the state we love to live in.