

# Live Green in Plano

# NEWS

PUBLISHED BY THE CITY OF PLANO SUSTAINABILITY  
& ENVIRONMENTAL SERVICES DEPARTMENT

live  
green  
expo

Saturday,  
April 17  
9am-7pm

Plano Centre  
2000 E. Spring Creek Pkwy.

free  
family  
event!

KEYNOTE SPEAKER  
**Joel Salatin**  
As Featured in *Food, Inc.*

[livegreenexpo.net](http://livegreenexpo.net)

In its fourth year to bring the best of sustainable living to North Texans, it's time to celebrate a new perspective on going green. From green jobs to organically grown food, from renewable energy to dynamic children's activities...join us as we debut new features throughout the event which will impact your family's life in a greener, cleaner, more economical way.

Dig in to the good Earth concept of responsible farming and why it's important to be an educated eater and consumer. Join Joel Salatin as he presents information compelling us to ask the most important questions about our food and where it is sourced:

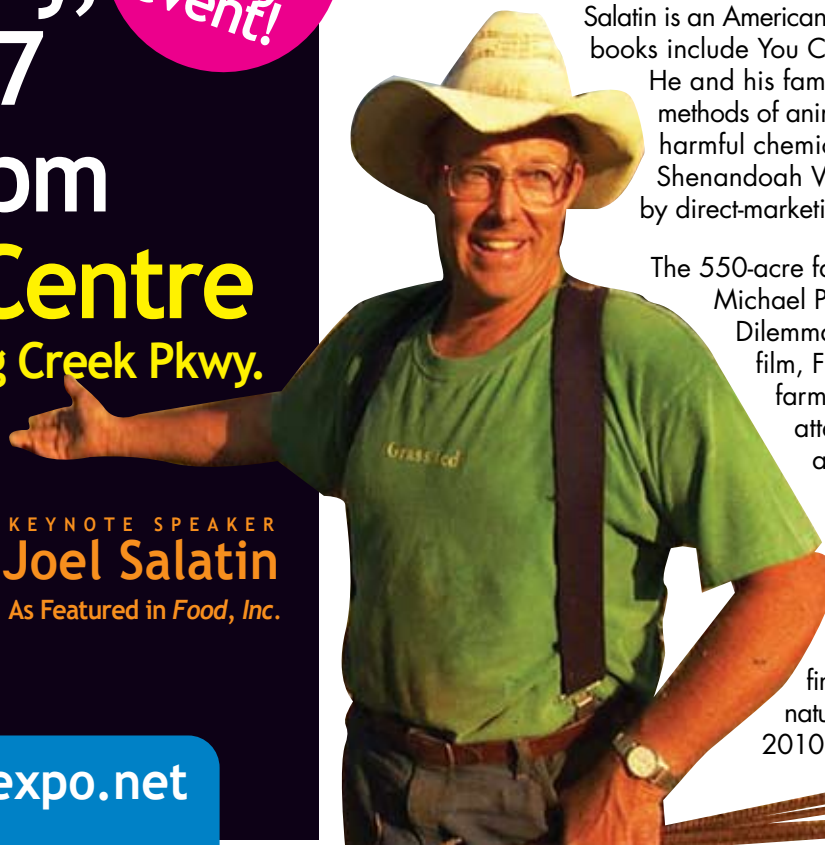
- > **Is it locally produced?**
- > **Is it organically raised and pastured?**
- > **What are the benefits of eating farm products with the nutritive elements intact?**
- > **Is there a social responsibility in choosing the right produce, dairy and meat products?**

Salatin is an American farmer, lecturer and author whose books include *You Can Farm* and *Salad Bar Beef*.

He and his family raise livestock using holistic methods of animal husbandry, free of potentially harmful chemicals, on Polyface Farm in the Shenandoah Valley. Meat from the farm is sold by direct-marketing to consumers and restaurants.

The 550-acre farm is featured prominently in Michael Pollen's book, *The Omnivore's Dilemma* (2006), and the documentary film, *Food, Inc.* His unconventional farming practices have drawn attention from the alternative agriculture community, especially those interested in sustainable livestock management.

The Live Green Expo brings fun to all things green! It's good for your family, good for your finances, and good for the future of natural resources. Saturday, April 17, 2010 – join us and get YOUR green on!





## Expo Unveils Zero Waste Event Practices

What does “zero waste” mean exactly? Think “Reduce, Reuse and Recycle” carried out to its full potential. Zero Waste is the ideological goal of sending no materials to the landfill. Exhibitors have done their part, as handouts and giveaways are carefully selected for long term value. Visitors to the Expo will notice special Zero Waste Stations throughout the event. Green Ambassadors will assist you in sorting your “waste” into the proper receptacles. Food items, sold on compostable plates, can be deposited in the organics container and will be used in Texas Pure products. Cans, bottles and paper will be collected for recycling, just like at your house.

The Live Green Expo is the City of Plano’s largest City-sponsored event to strive for a zero waste goal. The Sustainability & Environmental Services department is working with other departments and outside organizations to provide expanded recycling opportunities at more public events this year, so look for the Zero Waste Event logo. Learn more about our Zero Waste initiative by talking with the Green Ambassadors at the Zero Waste Stations or visit the Zero Waste Booth in the main exhibit hall.



## ZeroWasteEvent *Local Goal, Global Impact.*

.....

**The Centre for Green**  
**The Live Green Expo has called the Plano Centre home for four consecutive years. Each year, the Expo team works with the Plano Centre to reduce waste and increase recycling and reuse. With a few simple and inexpensive tweaks, the Plano Centre is greener than ever!**

- > **Biodegradable plates and utensils**
  - > **Zero Waste stations located throughout the inside and outside of the venue**
  - > **Healthier food choices, some locally sourced**
  - > **On-site organic composting for food and landscape trimmings**
  - > **Reusable signage and electronic announcement boards**
- .....

## Green Job Hunting?

The American dream is turning green as the United States shifts its priorities to include climate change and sustainable energy policies. Publicly traded companies, private corporations, colleges and universities, non-profits and government institutions are all responding to this shift by creating new opportunities for you.

North Texans interested in finding out more about green-collar jobs should meet at the Live Green Expo to learn more about this evolution in the job market. The Expo will host a green job panel to define green-collar jobs and provide resources for those looking for training and development.

The panel includes Ruben Johnson of Cedar Valley College; Sidney Bolting of the Texas Renewable Energy Consortium; Jyl Dehaven, Chief Sustainability Officer for Prism3 Solutions; and, Dr. Eric Woodroof of Profitable Green Solutions.

Additional companies will be on-site to meet Expo attendees and answer questions about open positions and hiring criteria. Continuing Education Units are provided to those who register on-site for this educational program. Visit [livegreenexpo.net](http://livegreenexpo.net) for Green Job Panel updates.



## Fair Trade Is a Good Deal

Stop by the Fair Trade Market at the Live Green Expo and use your purchasing power to enable artisans to earn a fair wage and provide an opportunity for a better quality of life. Trade as One works with over 15 different artisan groups in 15 different countries located in Asia, Africa, Latin America and the Middle East to bring you fair trade jewelry, home décor, food items, clothing, gifts and more. Long-term relationships have been established with producers based on mutual understanding and respect. Live Simply – Give Generously – Buy Ethically – Live Green! Learn more at [tradeasone.com](http://tradeasone.com).



## Expo Collection - Shoes for Haiti

The Live Green Expo offers residents a unique opportunity to contribute their used shoes for the people of Haiti. Collection boxes will be located at all parking shuttle stops on the day of the event. Partners include: The Shoe Bank, Run On!, One 5 Foundation, Equal Justice and Airline Ambassadors International.

With 300 million pairs of shoes deposited in America's landfills each year, the "Shoes for Haiti" campaign brings awareness to the message of "Recycle, Re-Use and Repurpose," benefiting the people of Haiti as well as the environment.



*The 'Shoes for Haiti' collection drive gives people a way to make a very real difference. Shoes will prevent serious illness and save lives by protecting children from parasites which would otherwise enter their bodies through unprotected feet,"* said Michael Barringer, Founder of The Shoe Bank.

Shoes can be donated on the day of the Expo or visit [li](http://li) additional collections.



## Got Your Bags?

Working in conjunction with the City of Plano's Plastic Bag Reduction Campaign and local Tom Thumb and Kroger stores, we will accept used plastic shopping bags for recycling and exchange them for a reusable bag. By remembering to take and use a reusable bag when you shop, landfill waste is reduced and natural resources are conserved. Make your commitment to use a reusable bag public by pledging at the Got Your Bags? booth in the Do-It-Yourself Room. We'll take your picture and post it on our Web site. Visitors who take a pledge and/or bring used plastic shopping bags to be recycled will receive a free Got Your Bags? reusable shopping bag, while supplies last.

free  
family  
event!



live  
green  
expo



## Old Home? Existing Home? Energy Efficient Home!

Interested in learning how you can lower your home's energy use, monthly bills, and environmental footprint, while increasing the comfort level of your home and indoor air quality? Don't miss this year's Green Building Panel which focuses on improving existing homes. The panel will be moderated by one of our region's most recognized green home builder, Dan Fette, who currently serves as a director on the Green Built Texas Board. Learn about the process and benefits of completing a Home Energy Rating System (HERS) audit by CT Loyd, Technical Director for the Texas Home Energy Rating Organization.



Discover how Plano resident, Bill Neukranz, challenged himself and his family to significantly improve their home's energy efficiency over the past three years and cut his annual energy bill by 57 percent! Learn how Mesquite resident, Clyde McManus, completed his own Do-it-Yourself energy efficiency projects and reduced his electric bill by over 43 percent and his natural gas bill by over 7 percent. It's easy to start and a HERS audit is just the beginning of a long-term plan to make your home leaner and greener!

## Being Green is Our Business

Join us at the main stage in Collingwood Hall from Noon to 1 p.m. for the first Green Biz Quiz! Area businesses compete for bragging rights and prizes as teams square off with four employees each answering questions related to environmental issues. Questions cover waste reduction, air quality, consumerism, water and energy. Come cheer for your favorite team, and discover your environmental IQ at this year's Green Biz Quiz!

## Eco-fashion Show presents... "Go! Going! Gone GREEN!"

You don't have to travel to Paris, Rome, Milan or Tokyo or visit the houses of Chanel, Givenchy, Valentino or Armani to see the hottest fashions of the year. The Eco-fashion Show will bring you unforgettable designs at the Live Green Expo. Included in the show will be reconstructed garments, which will be scored by a panel of three judges, eco-friendly designs painstakingly dyed using colors derived from nature, affordable and breath-taking gowns from your local thrift stores, and for the first time ever... "trashion" will take the catwalk by storm!

Last year's show was standing room only so come early to get a good seat. The show begins at 5:15 p.m. in the Windhaven Room. See you there!

## Garden Debris is Garden Gold



Is your yard work piling up? Let it! Tried composting, but never got the results you wanted? Come to the Compost Fair! Simply rotate through the composting stations, show what you've learned by answering a few basic questions, and earn a compost bin to take home while supplies last. The Plano Master Composters show you how to build a successful compost pile. Rake in all the knowledge you need from compost pile ingredients to the basics of mixing, moistening and managing your way to successful soil enrichment.



When it comes to producing rich, fertile soil, worms are a garden's best friend. Stop by the Compost Fair to pick up a ticket for a Worm Composting class. Once you've learned the basics, you'll receive a free bin while supplies last. Worms produce rich castings to use as a soil amendment, and healthy soil means healthier plants. Don't let the worms crawl in and the worms crawl out – put them to work! Use specialized red worms to compost your food. Learn to set up and maintain an indoor worm bin, then how to harvest and use worm castings.

Don't like worms but still want to compost food waste? Let us teach you how a bio-digester works in your yard and take one home...hurry, it's while supplies last!

livegreenexpo.net





free family event!

live green expo



## PARKING LOGISTICS

### General Parking:

Collin College Spring Creek Campus  
Sections A-B-C-D, Overflow Sections E-F-G-H  
Spring Creek Parkway and Jupiter Road

Participants walk to the shuttle stops located in A-B-C-D, where shuttles run every 10-15 minutes. Shoes for Haiti drop-off boxes available at all shuttle stops.

### Limited Handicap Parking:

East parking lot at Plano Centre,  
2000 E. Spring Creek Parkway.

### Volunteer Parking:

Grass field to the west of Plano Centre,  
2000 E. Spring Creek Parkway.

## Conversation Café: *Getting Grassroots Efforts Started*

Do you want to join a local community project for making your city greener? Join a small group of inspired and passionate people at the Live Green Expo for an hour-long workshop on community projects, which could be implemented in cooperation with the City of Plano, such as:

- > Local foods/farmers market
- > Zero waste at public events
- > Greening of Homeowner Associations
- > Eliminating Styrofoam containers and plastic bags in restaurants and retail
- > Organic composting in restaurants
- > Recycling in apartment/condo complexes

This might just be the jump-start you need to turn North Texas into a brighter shade of green. Register by April 15 at [livegreenexpo.net](http://livegreenexpo.net) and sign up for one of two scheduled sessions at the Conversation Café from 10:30 to 11:30 a.m. or 6 to 7 p.m. If you want to help plan the content of these workshops or have questions, contact us at:

**[planogreeninitiative@yahoo.com](mailto:planogreeninitiative@yahoo.com)**. Give us your name, e-mail address, phone number, which session you want to attend, the topic from our list that you would like to discuss, affiliation with an organization (if any), and previous green initiatives involvement.

presenting sponsor



water sponsors



air sponsors



earth sponsors



media sponsors



fire sponsors



Calendar of Events

DATE	FEATURE
April 1	Kids in the Garden, 3:30 to 5 p.m. (Wednesdays only through May 19), Parkway Service Center, 4120 W. Plano Pkwy.
April 3	CANCELLED: Electronics Recycling, 9 a.m. to Noon, First United Methodist Church, 3160 E. Spring Creek Parkway at Parker Road
April 10	Electronics Recycling, 9 to 11 a.m., St. Andrew United Methodist Church, 5801 W. Plano Parkway at Mira Vista
April 17	Electronics Recycling, 9 to 11 a.m., Christ United Methodist Church, 3101 Coit Road at Parker Road
April 24	Great American Cleanup, 8 a.m. to Noon, register at <a href="http://livegreeninplano.com">livegreeninplano.com</a>

May 1	Electronics Recycling, 9 to Noon, First United Methodist Church, 3160 E. Spring Creek Parkway at Parker Road
May 8	YardWise 1-4 Series, 8 a.m. to 5 p.m., Parkway Service Center, 4120 W. Plano Pkwy.
May 8	Electronics Recycling, 9 to 11 a.m., St. Andrew United Methodist Church, 5801 W. Plano Parkway. at Mira Vista
May 11	Food Waste Composting, 7 to 9 p.m., Parkway Service Center, 4120 W. Plano Pkwy.
May 13	Learn Green to Live Green Series: Solar Options - Sunshine Powered Sustainable Energy, 7 to 8 p.m., Davis Library, 7501 B Independence Pkwy.
May 15	All About Composting, 8 to 11 a.m., Parkway Service Center, 4120 W. Plano Pkwy.
May 15	Electronics Recycling, 9 to 11 a.m., Christ United Methodist Church, 3101 Coit Road at Parker Road
May 17	First Texas screening of Tapped: The Movie, 6:30 p.m., Doors open at 5:30 p.m., Studio Movie Grill in Plano, 4721 W. Park Blvd., Seats are limited and tickets are \$2. Contact Melissa Baird at (972) 769-4132 or <a href="mailto:melissab@plano.gov">melissab@plano.gov</a> to request a seat.

June 3-5	Live Green in Plano Volunteer Training, 7 to 9 p.m. (June 3 & 4) and 8 a.m. to 5 p.m. (June 5), 4120 W. Plano Pkwy., register with Deb Bliss <a href="mailto:debb@plano.gov">debb@plano.gov</a> or (972) 769-4313
June 5	Electronics Recycling, 9 to Noon, First United Methodist Church, 3160 E. Spring Creek Parkway at Parker Road
June 12	Electronics Recycling, 9 to 11 a.m., St. Andrew United Methodist Church, 5801 W. Plano Parkway at Mira Vista
June 19	Electronics Recycling, 9 to 11 a.m., Christ United Methodist Church, 3101 Coit Road at Parker Road

For more information about programs and details about special events, visit [livegreeninplano.com](http://livegreeninplano.com).  
 Questions? Contact Ki-Afi Ra Moyo at (972) 816-9489 or [ki-afim@livegreenexpo.net](mailto:ki-afim@livegreenexpo.net)

## Info on the Go

TIME	FEATURE	LOCATION
9:30 - 10:00 a.m.	Vegan Monologues - Ben Shaberman	Collinwood North
9:30 - 10:00 a.m.	Fair Trade - What's It All About? - Kevin Madsen	Collinwood South
10:15 - 10:45 a.m.	Toyota's Commitment to the Environment - Craig Marckwardt	Collinwood North
10:15 - 10:45 a.m.	Think Differently: Energy Efficiency is Your Business - Colette Vallot, TXU Energy	Collinwood South
12:00 - 1:00 p.m.	Cooking Demo - Newflower Market	Collinwood North
12:00 - 1:00 p.m.	Green Biz Quiz - Corporate Environmental Challenge	Collinwood Stage
1:15 - 1:45 p.m.	Alternative Transportation: Now and the Future - Anthony Han & Jenny Danieau	Collinwood North
1:15 - 1:45 p.m.	Texas Trails - Wendel Withrow	Collinwood South
2:00 - 2:30 p.m.	Fair Trade - What's It All About? - Kevin Madsen	Collinwood North
2:00 - 2:30 p.m.	10 Steps to a Greener Home - Melissa Baird	Collinwood South
2:45 - 3:15 p.m.	Plano's Energy Audit & Weatherization Program - Rohini Drake	Collinwood North
2:45 - 3:15 p.m.	Solar Energy - Dan Lepenski	Collinwood South
4:15 - 4:45 p.m.	HOPE for the Best Campaign	Collinwood North
4:15 - 4:45 p.m.	Plano's Water Conservation Rebate Program - Rohini Drake	Collinwood South
5:00 - 5:30 p.m.	Alternative Transportation: Now and the Future - Anthony Han & Jenny Danieau	Collinwood North
5:00 - 5:30 p.m.	10 Steps to a Greener Home - Melissa Baird	Collinwood South
5:45 - 6:15 p.m.	Cooking Demo - Raising Chefs	Collinwood North
5:45 - 6:15 p.m.	Green Technology - Rick Wedow	Collinwood South

## Windhaven Presentations

TIME	FEATURE	LOCATION
9:30 - 10:30 a.m.	Green Job Panel	Windhaven
10:45 - 11:45 a.m.	Local Foods to the Rescue - Joel Salatin	Windhaven
12:00 - 12:45 p.m.	Vegan Monologues - Ben Shaberman	Windhaven
1:00 - 2:00 p.m.	Green Living and Organic Gardening - Howard Garrett	Windhaven
2:15 - 3:15 p.m.	Green Building Panel - Existing Homes & Audits	Windhaven
3:30 - 4:30 p.m.	Ballet in the Pasture - Joel Salatin	Windhaven
5:15 - 6:15 p.m.	Eco-fashion Show	Windhaven

## Lifestyle & Recreation

TIME	FEATURE	LOCATION
10:00 a.m.	Leave No Trace - Ron Smith	Life & Recreation Front
11:00 a.m.	Outdoor Leisure - Andy Morris & Renee Jordan	Life & Recreation Front
12:00 p.m.	Zumba Demonstration - Jim Mergen	Life & Recreation Front
1:00 p.m.	Ti Chi Demonstration - Jim Mergen	Life & Recreation Front
1:30 p.m.	Attracting Birds to Your Backyard - Andrea Rideout	Life & Recreation Front
2:00 p.m.	Yoga Demonstration - Jim Mergen	Life & Recreation Front
3:00 p.m.	Green Hiking/Best of Texas - Wendel Withrow	Life & Recreation Front
4:00 p.m.	Green Hiking/Best of Texas - Wendel Withrow	Life & Recreation Front
5:00 p.m.	Leave No Trace - Ron Smith & Michael Sultan	Life & Recreation Front

## Yard & Garden Presentations

TIME	FEATURE	LOCATION
9:30 - 10:15 a.m.	Bringing Nature to Your Backyard - Michael Merchant, Texas AgriLife Extension	Northbrook III
10:30 - 11:15 a.m.	Earthkind Roses for North Texas - Cindy Graham, Collin County Rose Society	Northbrook III
11:30 a.m. - 12:15 p.m.	Sustainable Landscaping - Carrie Dubberley, Dubberley Landscapes	Northbrook III
12:30 - 1:15 p.m.	Aquaponics: Harvesting Both Vegetables and Fish - Dave Pennington	Northbrook III
1:30 - 2:15 p.m.	Top 10 Plants for North Texas - Rob Wier, Shades of Green	Northbrook III
2:30 - 3:15 p.m.	Compost: Healthy Soil Grows Healthy Plants - Sherrian Jones, Texas Pure Products	Northbrook III
3:30 - 4:15 p.m.	Organics - What's What? - Bobby Spence, Nature's Guide	Northbrook III
4:30 - 5:15 p.m.	Keys to Successful Vegetable Gardening - Greg Church, Texas AgriLife Extension	Northbrook III
5:30 - 6:15 p.m.	Treasuring Your Trees - Michael Sultan, City of Plano Parks Planning	Northbrook III

## DIY Presentations

TIME	FEATURE	LOCATION
9:30 a.m.	Exfoliating Products (Demo) - Cherie Ware	Northbrook III
10:30 a.m.	Weatherstripping - Elliott's Hardware	Northbrook III
11:30 a.m.	Home Energy Audits - Andrea Ridout and Dan Lepenski	Northbrook III
12:30 p.m.	Solar Screens and Duo-paned Windows - Dal-Tex Glass and Solar Screens	Northbrook III
1:30 p.m.	Hand Warmers (Demo) - Cherie Ware	Northbrook III
2:30 p.m.	Conscious Consumption - Melanie Faulkenbury	Northbrook III
3:30 p.m.	5 Tips for Greening Your House - Alex Guthrie	Northbrook III
4:30 p.m.	"Green" DIY Home Projects - Clyde McManus	Northbrook III
5:30 p.m.	Water Conservation - Denise Hickey	Northbrook III

## Entertainment at the Gazebo

TIME	FEATURE	LOCATION
9:30 a.m.	Dr. O's Medicine Show, Old-time string music with tight harmony singing	Courtyard
10:30 a.m.	Chris Grooms - Celtic Guitar, Smithsonian Folkways recording artist	
11:30 a.m.	Bowman Middle School 6th Grade Select Choir	
12:30 p.m.	Mose Pleasure III (pianist)	
1:30 p.m.	Collin College Music Showcase	
3:30 p.m.	Dhwani, An eternal sound fusion of Indian and Western instruments	
4:30 p.m.	Jazz Engineers from Texas Instruments	

# live green expo

Saturday, April 17

9am-7pm Plano Centre  
2000 E. Spring Creek Pkwy.



City of Plano  
Sustainability & Environmental Services Department  
P.O. Box 860358  
Plano, Texas 75086-0358

PR SRT STD  
US POSTAGE PAID  
PERMIT #50  
PLANO, TX

Para esta informacion en espanol, llame (972) 769-4150

## Residential Customer

