



live green expo

**Saturday,
April 17
9am-7pm
Plano Centre
2000 E. Spring Creek Pkwy.**

**free
family
event!**

- ▶ Cooking Demos
- ▶ Green Jobs
- ▶ Children's Activities
- ▶ DIY Room
- ▶ Elliott's Hardware
- ▶ CM Artisans

Joel Salatin 2010 Keynote Speaker

Got beef? Normally, people would not be looking for "green" beef, but before cutting into your steak or grilling up that burger, ask yourself, these questions:

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



Joel F. Salatin is an American farmer, lecturer and author whose books include *You Can Farm* and *Salad Bar Beef*. Salatin raises livestock using holistic methods of animal husbandry, free of potentially harmful chemicals, on his Polyface Farm Polyface Farm in Swoope, Virginia, in the Shenandoah Valley. Meat from the farm is sold by direct-marketing to consumers and restaurants.

Salatin's 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.

Join Salatin at the *Live Green Expo* as he presents ground-breaking, paradigm-shifting information that not only benefits your family's table but the local economy and environment.


Dig in to the good Earth concept of responsible farming and see why it's important to be an educated eater and consumer.

Green Jobs

Interested in learning about green jobs? *The Texas Renewable Energy Consortium* will join us at the 2010 Expo with its 40 ft. solar powered mobile classroom! Take advantage of the opportunity to learn of the education and training programs right here in Texas preparing the workforce for careers in the emerging solar, wind and alternative energy fields. The *Live Green Expo* will feature a Green Job Panel to define green jobs, how to train and introduce businesses hiring!



Learn about careers in the emerging solar, wind and alternative energy fields in a solar powered mobile classroom!



HOLIDAY GREEN TIP

*Green your gifts
by donating to a
non-profit organization
in honor of someone
special on your gift
list or offer a gift
of service such as
free babysitting
or yard service.*

Elliott's Hardware

Elliott's Hardware is an independent, locally owned business that has been in the Metroplex for more than 60 years. Jerre and Kathleen Elliott opened their first store in Dallas in 1947 and have since expanded to Plano and Mesquite. They focus on a strong commitment to customer service and providing a full service hardware store. Elliott's has many of the products that you need to make your home environmentally friendly. They help you reduce incandescent bulbs with compact fluorescent lamps, and seal windows and doors to increase energy efficiency, or create a compost or rainwater harvesting system, and grow a healthy, natural organic lawn.

Elliott's Hardware has been an exhibitor at the last three *Live Green Expos*. Elliott's spokesperson, Andrea Bond, said "We bring a variety of items to the show to introduce people to the many green products we have available. Our experts are on hand to answer visitors' questions on everything from dual-flush toilets to organic pest control." Elliott's plans to exhibit at the 2010 show. Get more information by visiting one of their stores or going to their Web site at www.elliottshardware.com

Elliott's Hardware • Plano • Dallas • Mesquite



Elliott's has been exhibiting at the Expo since 2007.



One of the many environmentally friendly products available at cmartisans.com.

CM Artisans

When people think of going green they usually think of recycling, using cloth grocery bags and growing a garden. There is actually more you can do as a consumer to help. You can start by purchasing products produced in a way that is good for the environment and that are also good for you. A company called CM Artisans provides products that are low impact to the environment and its inhabitants.

CM Artisans is an online retailer offering the organic and eco-friendly products customers crave most (CM), such as organic clothing, pre-packaged food products, toys, and personal care products. The owners of CM Artisans are Roxanne Welch and Salvador Gandara and they had a booth at last year's *Live Green Expo*.

Roxanne said about the Expo, "The audience attending the *Live Green Expo* is very interested in living a more sustainable life that incorporates every aspect. Visitors to our booth showed a lot of interest in the products we offer and were interested in learning about the products available." CM Artisans plans on having a booth at the next show. However, you don't have to wait for the next show to benefit from their products, simply visit www.cmartisans.com.



ATTENTION ALL EXHIBITORS

New Floor Plan, Extended Hours and On-site Parking ... Oh My!

The *Live Green Expo* has made some improvements for 2010, such as:

- Redesigned the exhibit hall by increasing aisle width to improve traffic flow
- Designated on-site parking for exhibitors
- Extended hours from 9am–7pm

Complete an Exhibitor Application today to receive the Early Bird discount and priority selection of booth location.

EVENT MANAGER
Ki-Afi Ra Moyo
ki-afim@livegreenexpo.net
972.816.9489

EXHIBITOR COORDINATOR
Mysha Faithful
info@livegreenexpo.net
972.769.4130

PUBLIC RELATIONS & MEDIA
Melinda Haggerty
melinda@livegreenexpo.net
972.769.4391

Expo Sponsorship

Live Green Expo sponsors represent the best that green living has to offer! Demonstrate your company's sustainability commitment by aligning yourself with the largest environmental event in Texas! Sponsors will receive maximum exposure to *Expo* attendees throughout the event day and in all marketing materials including a newsletter mailed to more than 74,000 North Texans. *Expo* attendees are thirsty for information about everything green including alternative energy sources, green building & remodeling, hybrid/low emission transportation, local/organic foods, eco-fashions and much more.

If you are interested in sponsorship opportunities, please contact us at ki-afim@livegreenexpo.net.

THANKS TO OUR 2009 SPONSORS

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edible Dallas & Fort Worth • Pat Lobb Toyota + Scion of McKinney
Perot Systems • Rathbun's Blue Plate Kitchen • Strada Verde • TXU Energy

The *Live Green Expo* strives to create a community in which:

- ▶ *We protect our environment by conserving resources, minimizing waste and reducing toxic products and materials.*
- ▶ *We commit to renewable energy sources and energy-efficient lifestyle practices.*
- ▶ *We integrate environmental values into the economy and our everyday lives.*
- ▶ *We have healthy ecosystems and sustainable neighborhoods.*

