**Marketing water-wise plants in a thirsty world**

***Pat Hayward,*** *phytologicservices.com*

**ProGreen Expo**

February 14, 2018

**Garden in a Box**

* Resource Central (was Center for Resource Conservation; resoucecentral.org/gardens)

**Online retailer interviewed**

* High Country Gardens (highcountrygardens.com)

**Garden centers interviewed**

* Fort Collins Nursery: Jesse Eastman, Scott Swartzendruber (fortcollinsnursery.com)
* Tagawa Gardens, Centennial CO: Beth Zwinak, Ginger Jennings (tagawagardens.com)
* Nick’s Garden Center, Aurora CO: Richard Ortega (nicksgardencenter.com)

**Water districts interviewed**

* Jordan Valley Water Conservation District, Salt Lake City, UT: Cynthia Bee (conservationgardens.org; localscapes.com)
* City of Fort Collins: Liesl Hans (fcgov.com/utilities/residential/conserve/water-efficiency/xeriscape)
* City of Greeley, Ruth Quade (watersmartplants.com/gre: plant database;
 greeleygov.com/services/ws/water-budget/about)
* City of Aurora, Zach Versluis: (auroragov.org/residents/water/landscaping/low-\_water\_landscape)
* Colorado Springs Utilities, Catherine Moravec: (waterwiseplants.org: plant database)

**A few related Colorado-related resources**

* coloradowaterwise.org
* colorado.gov/cowaterplan
* plantselect.org