

SeeUsOnline.org

Promoting Things Green to the General Public

The Things Green Learning Center is open daily from 10AM-2PM and during seminars.



According to a Cone/Roper poll, consumers are more willing to do business with a company that supports a good cause. Sustainable Environmental Education provides the format you to do just that.



Things Green Learning Center

Greenshops*, Resource Center, Education

The **Things Green Learning Center** has begun a year long series of lectures and seminars promoting things green including America's #1 hobby - gardening! "Greenshops" are seminars, lectures and workshops that are taught by industry professionals headed by America's most listened radio gardening expert, Nick Federoff.

Your fiduciary donation will allow us to highlight your product as follows:

- *Product merchandised in the Resource Center with signage.*
- *Product placed permanent indoor landscape feature.*
- *Company name and logo within resource kiosk.*
- *Literature will be available in our literature rack.*
- *Literature will be passed out with each free gift bag given at each lecture.*
- *Hot link, with logo, on web site and much more!*

We have created a way for your products and services to be used in the presentations, showcased in the resource center and get mentioned on the radio for less than what you pay for your telephone bill. And, the investment you make is a tax deductible donation!

Plus, you get extra exposure with all of our green programs we orchestrate outside of your current clientele offering the chance to expand to new customers.



Admission to the lectures are currently free, but, admission is only with tickets secured through SeeUsOnline.org or by calling 1-800-9NewYard (963-9927). The general public is invited as are architects, specifiers and contractors.

*Greenshops are educational lectures, seminars and workshops. Topics to be covered include, but are not limited to:

Gardening

Water, Lighting, Composting, Vegetable Gardening, Pruning. Organic Foods – meat, dairy, fruits/veggies, breads/grains, snack foods, beverages

Personal Health and Natural Lifestyles

Natural/holistic care
Clothing
Exercise/Weight Control, Cooking Courses

Eco-Tourism

Local Travel (US)
Travel Abroad
Day Trips

Alternative Energy

Solar (photovoltaics)
Solar (thermal)
Wind
Geothermal

Alternative Vehicles

Smart Cars
Electric
Mass Transportation

Green Building

New Construction – Homes and Offices
Remodeling
LEED – education and requirements

Technology/Business

Virtual Meetings
Business Coaching
Maximizing IT
Smart Home Living

Environmental Education

Government Legislation Bills and Policies

Call Pam toll free at 1-800-9NEW-YARD (1-800-963-9927) to speak with a **Things Green Learning Center** specialist.

Things Green Learning Center
Seminar & Lecture Series
Corporate Support White Paper

Summary: Sustainable Environmental Education is providing gardening seminars to the Whittier area communities and public at large. The seminars will be taught by industry professionals and Master Gardener and radio talk show host Nick Federoff at the Whittier campus. A detailed lecture, highlighting various products related to the subject at hand. Attendees will be urged to support local businesses where the product is available.

Instructor Introduction: Our instructors have been providing hands-on classes and seminars since 1969. Past classes have included, but are not limited to:

Water Wise Landscaping
How to Start and Run a Business
Landscape Design
Small Engine Repair
Radio Broadcasting

Over the course of Sustainable Environmental Education's history seminars have had an attendance that ranges from 4,000 people to a more personalized limited seating of 20 people. Our facilities are designed to house more than 1500 greenshop attendees per month.

The Problem: Due to cutbacks in education at state and local levels horticulture classes that would normally address the topics we will teach have been dropped in their entirety at a community college level and through the Regional Occupation Programs (ROP). Gardening is America's #1 hobby, 4.3 billion dollars is spent in California as a hobby alone. The economy has seen an increase in gardening related products (ie, fertilizers, seeds, plants etc.) however, the education needed to instruct proper usage is nearly nonexistent.

The Solution: Things Green Seminars.

“Clemson University stated that homes with excellent landscaping will sell for 6 to 7% more than comparable homes with just good landscaping. Research by Michigan State University found something similar, but gives good landscaping even more value. They state that the perceived value of a home which is landscaped nicely is improved by 12%”

Trees alone have been proven to provide an increase in home value anywhere from 3 to 7%. With the invention of technology and the high pressure, quick paced environment we live in, there is a desire to return to gardening. The problem is that communities lack the knowledge to be able to once again create beautiful landscapes.

Program Outcomes: To raise home and business values while increasing the sales of local nursery, garden centers, hardware stores and retail outlets.

Methods: Sustainable Environmental Education is going to provide bi-weekly seminars that are open to the general public and landscape professionals. The seminars will be taught by industry professionals as well as America's most listened to radio gardening expert Nick Federoff whose syndicated talk show reaches 2.5 million people each week.

The seminar will take place at the Things Green Learning Center lecture hall that is fully landscaped with a stage specifically designed for the lecturer to present techniques and ideas that are easily viewable by all attendees. Each seminar lasts approximately 3 hours with plenty of time for questions and answers. Every month the theme of the seminar will change from rose pruning techniques to sprinkler installation to tree pruning and various other landscaping aspects.

Evaluation: Participant information will be gathered as to determine the number of repeat attendees as well as follow up calls as to what actions have been taken since attending the seminar.

Future Support: Grants are being targeted by our team of researchers. Individual donations as well as corporate sponsorships are actively being sought.

Things Green* Learning Center
Seminar & Lecture Series
Corporate Support White Paper

The Things Green Learning Center, and all programs therein, are part of the curriculum established by Sustainable Environmental Education (SEE) a nonprofit 501(c) 3 organization whose mission is to unite and inspire higher performance through education, outreach, advocacy and the mutual exchange of ideas to better ones life.

Support for the programs come from local, regional and national companies and corporations. The Things Green Learning Center is looking to you for your donation as follows:

Grade A Support

- Product merchandised in the Resource Center with adjacent signage.
- Product placed within indoor landscape feature.
- Company name and logo within resource kiosk.
- Customer supplied literature available in our literature rack and passed out with each free gardening gift bags given at each lecture.
- Logo hot link on web site.
- :60 second audio Intermercial adjacent to above.
- Feature article on how to use product in Home Show Times special Things Green Learning Center issue with 1/4 page ad.
- Logo on Certificate of Completion received by each attendee.

Donation rate for this 12-month package only \$995 down, thereafter: \$225 per month.

Grade B Support

- Product merchandised in the Resource Center with adjacent signage.
- Product placed within indoor landscape feature.
- Company name and logo within resource kiosk.
- Customer supplied literature available in our literature rack and passed out with each free gardening gift bags given at each lecture.
- Logo hot link on web site.
- :30 second audio Intermercial adjacent to above.
- 1/8 page ad in Things Green Learning Center flyer.

Donation rate for this 12-month package only \$750 down, thereafter: \$199 per month.

Grade C Support

- Product merchandised in the Resource Center with adjacent signage.
- Product placed within indoor landscape feature.
- Company name within resource kiosk.
- Customer supplied literature available in our literature rack and passed out with each free gardening gift bags given at each lecture.
- Company name hot link on web site.

Donation rate for this 12-month package only \$450 down, thereafter: \$125 per month.

Ultimate Support Package

This package offers everything you find in Grade A Support plus much more:

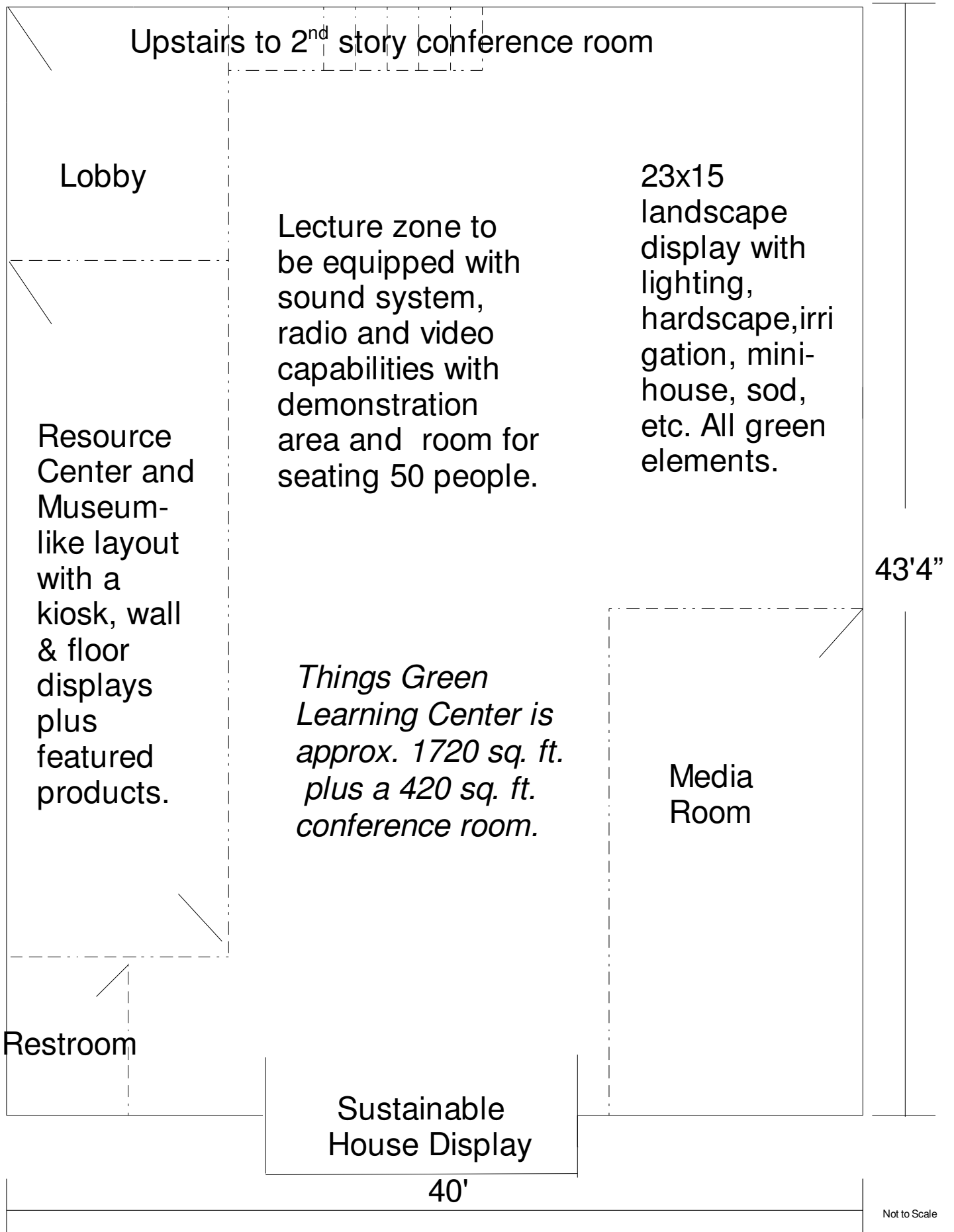
- Product merchandised in the Resource Center with adjacent signage.
- Product placed within indoor landscape feature.
- Company name and logo within resource kiosk.
- Customer supplied literature available in our literature rack and passed out with each free gardening gift bags given at each lecture.
- Logo hot link on web site.
- :60 second audio Intermercial adjacent to above.
- Feature article on how to use product in Home Show Times special Things Green Learning Center issue with full page ad.
- Logo on Certificate of Completion received by each attendee.
- Inclusion of signage and product displayed in our 10x20 booth at each 34th. Annual Home Show (8 shows in total) held at the LA Convention Center, Pasadena Convention Center and OC Fair & Event Center.
- On-line commercial to air 26 times on AM1680 on the Home Show Radio Network during each home show.
- Our data base currently has 10,000+ names and building. We will include a hotlink in our monthly on-line newsletter email campaigns.

Donation rate for this 12-month package only \$3500 down, thereafter: \$740 per month.

Classes are held on our Whittier Campus located at: 14402 Penn Avenue, Whittier, CA 90602. Our shipping and mailing address is: 7302 Pierce Avenue, Whittier, CA 90607-5832. Web site address: SeeUsOnline.org. Email: info@SeeUsOnline.org. Tel. 562-945-3464.

* Things Green is a registered trademark and copyright on loan, at no charge, to Sustainable Environmental Education from ThingsGreen.com and their parent company.

Things Green Learning Center Proposed Layout.



43'4"

Things Green Learning Center is approx. 1720 sq. ft. plus a 420 sq. ft. conference room.

Media Room

Sustainable House Display

40'

Not to Scale



Public Relations

News Release

Central Office:
7302 Pierce Avenue
Whittier, CA 90602
Mailing Address:
P.O. Box 994
Montebello, CA 90640
Tel. 562/945-6469
Fax 562/945-1802

For Immediate Release

Contact: Dan Stevens
562/945-6469

Carbon, Green and Water Footprints...What size you do wear?

Whittier, CA - All footprints are important – carbon, green and water. But, what does it all mean? How large of a footprint are you leaving? And, what could be done to make it more manageable on you, your family and pocketbook? Now, for the first time these and many more answers are available from the Things Green Learning Center, an extension of Sustainable Environmental Education (SEE) – a nonprofit 501(c)3 organization.

“The Things Green Learning Center was created to fill a void on many levels” says SEE Grant Writer, Steven Mendrin. “First, we found that most people do not understand what it is to ‘go green’ or how sustainability affects them. Words are being thrown at the consumer and they have no idea what it all means. In addition, with cutbacks in ROP classes, colleges and schools quality education is now missing.”

The Things Green Learning Center is designed for the general public to learn how life will change in years to come. The museum-like resource center is packed with information for the consumer, architect, specifier and contractor to glean the most up-to-date ideas. Elements featured in the landscape emphasize practical usage what is now the rage and what is to come. In addition, Greenshops (educational seminars and lectures) are held in front of a live audience by scholars and industry professionals.

Currently, all greenshops are free, however, admission is only available by securing tickets through SeeUsOnline.org or by calling 1-800-9NewYard (963-9927). For a complete list of greenshops visit SeeUsOnline.org.

Sponsorship is provided through fundraising and by grants from foundations and sponsorship by corporations, local commerce and companies that really care about the environment.

Sustainable Environmental Education (SEE) is a nonprofit 501(c)3 organization whose mission is to unite and inspire higher performance through education, outreach, advocacy and the mutual exchange of ideas to better ones life. For more information SeeUsOnline.org.

Interview opportunities are offered by America’s most listened to radio gardening talk show host, Nick Federoff. To schedule an interview call Pam at 562-945-6469.

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Photos available