

August 26, 2003

FOR IMMEDIATE RELEASE

CONTACT: Eileen Mortenson
234-7630

GOVERNOR LINGLE, INDUSTRY LEADERS TO ADDRESS ANNUAL
AGRICULTURE/LANDSCAPE
CONFERENCE

Governor Linda Lingle will address the luncheon session at "Ag/LICH 2003 - CHANGING TIMES: The Business of Agriculture and Landscape," Hawaii's Agriculture and Landscape Industry Conference on Thursday, October 16, at the Pacific Beach Hotel.

The annual conference begins on Wednesday, October 15, with a field day at Kapiolani Park and continues on October 16, at the Pacific Beach Hotel with the daylong sessions including a trade show and the luncheon.

National industry leaders and experts appearing include: David C. Cole, chairman, Sunnyside Farms, Virginia, former president of AOL; David Minor, Director, James A. Ryffel Center on Entrepreneurial Studies, Neeley Business School, Texas Christian University; Dr. Al Turgeon, Pennsylvania State University, Professor of Turfgrass Management, Fellow of the American Society of Agronomy and the Crop Science Society of America; Dr. Don Loch, Queensland (Australia) Department of Primary Industries Turf Research Group; Kenneth A. Meter, Crossroads Resource Center, Minneapolis; Robert Wagner, American Farmland Trust, Assistant Vice President for Field Programs; and Jay Healy, former Commissioner of Agriculture, State of Massachusetts.

Local and national industry leaders and experts will speak and lead panel discussions on topics such as: "Best Practices for Emerging Ventures," "Innovative Business Models," "Linking Farmers to Consumer Markets," and "Irrigation System Design and Use of Effluents."
(more)

Lingle at Ag. Conference/page 2

FOR INFORMATION AND REGISTRATION visit www.ctahr.hawaii.edu/hiagconf or call 848-2074.

Conference fees range from \$20 to \$175
Early registration deadline Sept. 30

Conference sponsors include: Quality Turf, Weyerhaeuser, Young Brothers, Inc., Aloha Airlines, Bank of Hawaii, Farm Credit Services of Hawaii, Hawaii Dept. of Agriculture, Hawaiian Earth Products Ltd., Kahala Mandarin Oriental Hawaii, The Honolulu Advertiser, Aloun Farm Inc., County of Hawaii Research & Development, Gay & Robinson, Grove Farms, Kilauea Agronomics, Quality Graphics, AT&T and Pacific Business News.

The Agricultural Leadership Foundation of Hawaii, Hawaii Farm Bureau Federation, University of Hawaii College of Tropical Agriculture and Human Resources

and Landscape Industry Council of Hawaii have partnered to create Hawaii's only annual, statewide conference for the agriculture and landscape industries. This conference emphasizes creating value and profitability by enhancing the "bottom line."