



Cynthia Bee, Utah Water Ways

Keynote Speaker - 2024 Southern Utah Green Conference

Bio:

Cynthia is a recognized expert in sustainable landscaping for the Intermountain West. Cynthia is one of the creators of the Localscapes method and has spent her career redefining how Utah's built landscapes should look and perform. Cynthia holds a Bachelor's degree in Landscape Architecture and Environmental Planning from Utah State University but it's her unique way of communicating, or "selling" sustainability, that generates positive social impact. Cynthia serves as the Communications Director for the new nonprofit, Utah Water Ways, where she is tasked with creating statewide social change in water conservation.

Session Name: Selling Sustainability

Session Description:

As the realities of rapid growth, drought, and water consumption collide, it's clear that we must change the way we use water, but how we change is a choice. The green industry is uniquely poised to lead the charge forward. In this session, we'll learn how to generate buy-in with clients, position your services, and produce landscape outcomes that are attractive and perform well over time. Professionals who are poised to take advantage of this shift can experience tremendous business growth, are you ready?