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PAMELA BERSTLER is a sustainable exterior designer and landscape water management expert who has designed award-winning eco-restorative residential projects throughout the United States. Pamela currently devotes the majority of her time speaking with and educating a wide variety of audiences on landscape water management and the role of media in fostering unsustainable landscape design practices.

Growing up in suburban Pennsylvania, Pamela's first memories are of turning compost and working with her grandfather in his completely organic one-acre "Victory" garden. However, Pamela's love of nature and gardening had to endure a decade-long suppression while she built a career as a New York-based investment banker, and later as a Los Angeles-based television and digital media consultant. When she survived the radical renovation of her West Los Angeles property, Pamela's new career as a licensed landscape contractor and exterior designer emerged from the drama.

In 1997, Pamela founded FLOWER to the PEOPLE, Inc., an exterior design and outdoor lifestyle firm dedicated to promoting the principles of sustainable design, with practices in Los Angeles, CA and Falmouth, MA. Pamela's work focuses on creating natural outdoor living environments that embrace water and energy efficiencies, native habitat, organic maintenance protocols, recycled and local materials, and fair labor practices.

In 2003, Pamela was given the opportunity to integrate her expertise in business, exterior design, and television production when FLOWER to the PEOPLE was selected by The Discovery Channel to design a new exterior makeover show, in which Pamela also appeared as the designer host, called *Rally 'Round the House*. As a result, FLOWER to the PEOPLE was responsible for designing, building, and hosting more than 52 hours of reality makeover television, produced in 20 cities, in 40 weeks.

In addition to maintaining her private design practice, Pamela is a co-founder and the Managing Member of G3, The Green Gardens Group, an organization devoted to changing the American landscape paradigm from the water and resource-

G3, Green Gardens Group
12228 Venice Blvd. Suite 540; Los Angeles, CA 90066
info@greengardensgroup.com email 310.694.8351 phone voicemail

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depleting gardens of today to climate and place-appropriate mini watersheds through education, design, consulting and community activism.

G3 works with cities, water agencies, non-profit organizations, and property owner constituencies throughout California developing and teaching classes for homeowners, providing sustainable residential site evaluations and design, and hosting hands-on workshops (HOWs) that help people get the “feel” of sustainable landscaping. G3 has collaborated closely with Surfrider Foundation, developing homeowner classes and program criteria for its Ocean Friendly Gardens Program. G3 also has developed the Water Efficiency Professional Training Program for Generation Water, a green workforce development non-profit organization.

For landscape professionals and policy makers, G3 offers one-day seminars in water and resource conservation and low-impact design. G3 also offers the opportunity to become a G3 Certified Sustainable Landscape Professional through classes and a certification exam administered semi-annually.

Pamela received her MBA from The Anderson School at UCLA and her BA in Psychology from The University of Pennsylvania. Pamela currently serves as the Legislative Committee Chair and President Elect of the California Chapter of the Association of Professional Landscape Designers (APLD), and is a member of CLCA (California Landscape Contractors Association), ASLA (American Society of Landscape Architects), and is an Accredited Professional with ARCSA (American Rainwater Catchment Systems Association).