



The UC Santa Cruz Arboretum & Botanic Garden and the
Ray Collett Rare and Extraordinary Plants Lecture Series presents:

Liv O'Keeffe

What People Don't Know

Lessons from Two Years with the California Native Plant Society



Thursday, November 1, 2018

7pm, Hort II Meeting Hall

UCSC Arboretum & Botanic Garden

In 2016, marketing and communications professional Liv O'Keeffe left a thriving corporate career for a once-in-a-lifetime chance to join one of the worlds' most influential botanical conservation organizations. Hear the three things that blew her mind and what she wants every Californian to know. Liv O'Keeffe was born and raised in California, where she nicknamed her first houseplant at age 8, caught polliwogs at the nearby swamp, and imagined the natural world to be her Narnia. A journalist by trade, she went on to become a digital and content strategist, most recently serving as the digital marketing director for the Northern California-based Sutter Health, an organization of 50,000 employees. Today, she is the Senior Director of Communications and Engagement for the California Native Plant Society where she's working to help her fellow humans appreciate the intersection between our deep need for beauty, our native plants and places, and, ultimately, our survival.

Free Community Event

More information at <https://arboretum.ucsc.edu/education/ray-collett>

or (831) 502-2998

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