



CANADA'S PREMIER GREEN INDUSTRY
TRADE SHOW AND CONFERENCE

Conference 2014

GET GREEN at the
horticultural trade event of the year
Attend the conference
at Congress 2014

INCLUDES EARLY EXHIBITOR LIST



**CONGRESS
CONFERENCE 2014**
January 7 to 9, 2014
www.locongress.com

Dates and Times

CONFERENCE

Warm-Up Monday, January 6,
session times: see pages 7 to 12 for times.

Tuesday to Thursday, January 7 to 9,
session times: 9:30 a.m., 10:45 a.m.,
12:00 p.m., 1:30 p.m., 2:45 p.m.

TRADE SHOW

Tuesday, January 7: 9:00 a.m. to 5:00 p.m.
Wednesday, January 8: 9:00 a.m. to 5:00 p.m.
Thursday, January 9: 9:00 a.m. to 4:00 p.m.

REGISTRATION INFORMATION

Register online at locongress.com or use the form in the centrefold. You will save money if you pre-register by December 6, 2013. All Conference passes include admission to the trade show. Badges will be mailed to those registered by December 6.

DISCOUNT ELIGIBILITY

Members of:
Canadian Fence Industry Association,
Canadian Nursery Landscape Association,
Ontario Association of Landscape Architects
Master Gardeners and the Ontario Parks
Association are entitled to member pricing.

EARLY BIRD DEADLINE POLICY

No extensions to the deadline of December 6, 2013 will be granted. Registration fees after this date and on-site are more expensive.

REFUND POLICY

No refunds will be issued unless Congress 2014 is cancelled by Show Management.

NOTE: Early morning registration lines can be long. Leave extra time to register if you are attending an early morning session.

SPONSORS

Landscape Ontario thanks the following sponsors for their generous support of Congress.

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Conference 2014 Overview

WHAT: Landscape Ontario invites you to get greener at its 41st edition of the Congress Conference! The schedule is bursting with fresh new concepts, ideas and practical tips to implement in your daily business operations.

WHY: The format optimizes your schedule and delivers maximum value – an opening keynote each morning, a wealth of sessions to choose from and an interactive panel each day at noon in the big ballroom – including lunch! Industry networking at its best.

CEUs: All sessions qualify for Landscape Industry Certified CEUs. Please visit www.canadanursey.com for details.

Our IPM Symposium qualifies attendees for six CECs from the IPM Council of Canada. Please check your program's re-certification criteria for qualifying information to determine if Congress Conference sessions, Symposiums and Events qualify.

NEW: for 2014 is LO's COACH's CORNER – meet one-on-one with industry consultants in a private setting. Come prepared with your burning business questions and the coaches will provide you with solutions. Sign-up will be available pre-conference and will be open to Conference Pass holders only.

CONNECT: Want to meet your peers? #LOcongress is the event hashtag on Twitter. Hear about what's happening!

Follow some of our team in action: Kristen for event and conference info @LOevents. Robert for anything he is covering for one of our publications @LOphotoguy. Heather for exhibitor and trade show updates @LOexpo. Grout for anything that our infamous gnome would do at an LO event @LOgnome.

IF YOU ARE IN THE GREEN INDUSTRY THIS IS YOUR KICK-OFF EVENT OF THE YEAR; DO NOT MISS IT!

CONFERENCE MAP

Conference sessions held at the Toronto Congress Centre are in the Meeting Rooms in the south end of the building.





Schedule at a Glance

Most events are at the Toronto Congress Centre, unless otherwise noted.
Registration form is in the centre of the booklet as a pullout.
Separate fees apply to pre-trade show sessions and most special events.

MONDAY, JANUARY 6

Pre-Trade Show Events on Warm-Up Monday

EFFECTIVE MANAGEMENT SHORT COURSE

8:30 a.m. to 3:00 p.m.

Held at International Plaza Hotel (Formerly Doubletree By Hilton), New York Room
(Ticketed Event) page 7

IPM SYMPOSIUM

7:30 a.m. to 4:00 p.m.

Cohen Ballroom
ONLY LOCATION FOR THIS EVENT IN 2014
(Ticketed Event) pages 8 and 9

LANDSCAPE DESIGNER CONFERENCE

8:00 a.m. to 4:00 p.m.

Held at International Plaza Hotel (Formerly Doubletree By Hilton), International Ballroom
(Ticketed Event) pages 10 and 11

GPGB'S LIVING WALLS AND GREEN ROOFS, TRAIN THE TRAINER PROGRAM

1:00 to 5:00 p.m.

Held at International Plaza Hotel (Formerly Doubletree By Hilton), Paris Room
(Ticketed Event) page 12

TUESDAY, JANUARY 7

Registration opens at the Toronto Congress Centre
TRADE SHOW OPEN 7:30 a.m.
9:00 a.m. to 5:00 p.m.

OPENING KEYNOTE DRUM CAFÉ

9:30 to 10:30 a.m.

- ▶ MORNING SESSIONS 10:45 to 11:45 a.m.
 - **GROWING TREES IN THE URBAN JUNGLE**
 - **PLANTS ARE NOT OPTIONAL!**
 - **THE INFLUENCERS**
- ▶ LIFE LESSONS AT LUNCH 12 noon to 1:15 p.m.
**SUSTAINABLE LANDSCAPING:
THE FUTURE IS NOW!**
- ▶ AFTERNOON SESSIONS 1:30 to 2:30 p.m.
 - **HOW DO YOU GET ON THE FIRST PAGE OF GOOGLE?**
 - **CULTURE VS. PROFIT; CAN CULTURE BE A PROFIT CENTRE?**
- ▶ AFTERNOON SESSIONS 1:30 to 3:30 p.m.
**OWNERS ONLY WORKSHOP
TAKING YOUR LITTLE BUSINESS AND
MAKING IT BIG: WHEN TO GROW, AND HOW**
- ▶ AFTERNOON SESSIONS 2:45 to 3:45 p.m.
 - **REINVENTION MADE EASY: CHANGE YOUR STRATEGY!**
 - **TRANSITIONING TO ORGANICS**

TUESDAY SPECIAL EVENTS

LANDSCAPE ONTARIO LEGACY CELEBRATION

11:00 to 3:00 p.m.

Sutherland Room, Toronto Congress Centre
page 15

AWARDS OF EXCELLENCE

4:45 to 7:45 p.m.

4:45 p.m. President's Reception
5:15 p.m. Awards Ceremony
Plaza Ballroom, International Plaza Hotel
(Formerly Doubletree By Hilton)
(Ticketed Event) page 16



Sponsored by:



WEDNESDAY, JANUARY 8

Registration opens at the
Toronto Congress Centre 7:30 a.m.
TRADE SHOW OPEN 9:00 a.m. to 5:00 p.m.

OPENING KEYNOTE 9:30 a.m. to 10:30 a.m.
THE EVOLUTION OF GARDEN STYLE

- ▶ **MORNING SESSIONS 10:45 to 11:45 a.m.**
 - **RIGHT PLANT, RIGHT PLACE**
 - **FROM PURPOSE TO PROFIT**
 - **CHANGE YOUR OUTCOMES!
A ROUNDTABLE WORKSHOP**
- ▶ **LIFE LESSONS AT LUNCH 12 noon to 1:15 p.m.**
PROTECT YOURSELF – GET THE FACTS!
- ▶ **OWNERS ONLY WORKSHOP 1:30 to 3:30 p.m.**
**GET THE RIGHT RESULTS
WITH THE RIGHT TRAINING**
- ▶ **AFTERNOON SESSIONS 1:30 to 2:30 p.m.**
 - **THE EXPLODING CONDOMINIUM MARKET
IN ONTARIO: ARE YOU READY TO GROW
YOUR BUSINESS?**
 - **ESSENTIAL SOCIAL MARKETING
PRACTICES FOR EVERY SMALL BUSINESS**
- ▶ **AFTERNOON SESSIONS 2:45 to 3:45 p.m.**
 - **GENIUS OF THE GENERA: REVEALING
THE UNIQUE ATTRIBUTES OF COMMON
TREE GENERA**
 - **IT'S NOT THE SIZE OF THE JOB, ITS HOW
YOU SWING IT! A 12-STEP PROGRAM
FOR LEAN + MEAN JOBSITES.**

WEDNESDAY SPECIAL EVENTS

**LANDSCAPE ONTARIO
ANNUAL GENERAL MEETING
7:30 to 9:00 a.m.**

International Ballroom, International Plaza Hotel
(Open to all Landscape Ontario members)
page 18

**THE FEMININE FACTOR IN HORTICULTURE
4:00 to 5:15 p.m.**

International Ballroom, International Plaza Hotel
(Ticketed Event) page 22

**TAILGATE THANK YOU EVENT
5:00 to 11:30 p.m.**

Plaza Ballroom, International Plaza Hotel
(Open to all trade show badge holders) page 22

THURSDAY, JANUARY 9

Registration opens at the
Toronto Congress Centre 7:30 a.m.
TRADE SHOW OPEN 9:00 a.m. to 4:00 p.m.

OPENING KEYNOTE 9:30 to 10:30 a.m.
**HIGHS ARE GOOD; LOWS ARE BAD -
BUT WE ARE ALL UNDER PRESSURE**

- ▶ **MORNING SESSIONS 10:45 to 11:45 a.m.**
 - **THE WEALTHY CLIENT: HOW TO LAND BIG
FISH AND HOW TO DEAL WITH THEM
ONCE THE HOOK IS IN**
 - **QUALITY COUNTS! IT COUNTS
MORE THAN EVER!**
 - **THE CHANGING LANDSCAPE
OF MAINTENANCE**
- ▶ **LIFE LESSONS AT LUNCH 12 noon to 1:15 p.m.**
THE LIGHTER SIDE OF LANDSCAPE
- ▶ **OWNERS ONLY WORKSHOP 1:30 to 3:30 p.m.**
**HOW TO BE EVERYWHERE ALL AT ONCE:
THE ART OF MANAGING A GROWING
COMPANY**
- ▶ **AFTERNOON SESSIONS 1:30 to 2:30 p.m.**
 - **EXTERIOR HOME STAGING FOR
REAL ESTATE – COOL!**
 - **COMMUNICATION, INTERPRETATION...
COMPLICATION!**
- ▶ **AFTERNOON SESSIONS 2:45 to 3:45 p.m.**
 - **USING SOCIAL MEDIA TO BETTER
UNDERSTAND AND SERVE YOUR
CUSTOMERS**
 - **HOW TO TURN MORE OF YOUR
WEBSITE VISITORS INTO CUSTOMERS**

THURSDAY SPECIAL EVENTS

**IRRIGATION CONFERENCE
9:00 to 11:45 a.m.**
(Ticketed Event)
page 27

TRADE SHOW FACT LIST

- Explore three shows in one, spread over eight acres
- Discover products from more than 600 multinational vendors
- Engage with 13,000 industry professionals
- Test hundreds of innovative products
- Sharpen your skills and improve your knowledge at the conference
- Express your opinions at the Annual General Meeting
- Celebrate with your peers at the Awards of Excellence Ceremony



NEW PRODUCTS SHOWCASE



FEATURE GARDEN INFO

Connect with young people interested in horticultural careers. See their visions materialize in the gardens designed and constructed by students from Fanshawe, Durham, Humber, Niagara and St. Clair colleges and the University of Guelph Ridgetown Campus.



Innovative products, equipment, plants and technologies are yours to discover at the ever-popular New Product Showcase. Like something you see? Vote for it in the People's Choice Award!



Effective Management

SHORT COURSE



January 6: Full-Day Workshop, Lunch Included
International Plaza Hotel, Paris Room



Tim Kearney, CLP
Garden Creations of Ottawa



Jacki Hart, CLP
Clarity for the Boss

Following on the success of the inaugural 2013 workshop, attendees will be focusing on strategies to reduce peak season stress, and improve their quality of work life. The group will create a customized list of challenges, and work in break-out sessions to drill out the core issues and create solutions.

Designed with the over-burdened business manager or owner in mind, this interactive, one-day workshop combines the power of peer-to-peer information exchange and effective management skill content. Seasoned veterans serve as moderators to help you launch your day-to-day prosperity to an entirely new level.

Participants will be asked lots of questions, to spark thought-provoking business improvement discussions.

How long would your business survive without you? (i.e. cash flow, sales, team collaboration, profit, market share)

What is the one thing you absolutely have to change and get right this coming year?

If you feel like business is beating you up – why is that? Be prepared to participate!

8:30 a.m.	REGISTRATION
9:15 to 10:30 a.m.	SESSION A
10:30 to 10:45 a.m.	BREAK
10:45 to 12:00 p.m.	SESSION B
12:00 to 12:45 p.m.	LUNCH
12:45 to 3:00 p.m.	SESSION C

ATTENDEES WILL LEAVE WITH NEW IDEAS AND TOOLS INCLUDING:

- Strategies to prioritize tasks and get more out of your limited time
- A problem solving process to empower all levels of staff to contribute to solutions
- A new way of understanding why there are recurring business challenges, and how to fix them
- An innovative way to think clearly and differently about your business and its future

Ticket prices up to December 6 are \$99 for members and \$119 for non-members. After December 6, prices are \$119 and \$139, respectively.

More information and online registration is available at www.locongress.com.

See registration form for individually priced fees. All registrants for this program are automatically registered for the Congress trade show. **The Congress Conference is a separate fee.**

ATTENDEES FROM THE INAUGURAL SHORT COURSE SAID:

“The most memorable thing I learned today was - taking accountability and how to create more time to do what is more important.”

“excellent leadership and informative information provided by the instructors”

“that there are others who are feeling/experiencing the same things I am – I’m definitely not alone”

IPM Symposium 2014

49th Annual Integrated Pest Management Symposium

Net proceeds are donated to lawn care research or a suitable alternative.

January 6: Full-Day Event, Lunch Included
Toronto Congress Centre, Cohen Ballroom

7:30 a.m.

REGISTRATION

7:55 a.m.

WELCOME ADDRESS

8:00 – 8:30 a.m.

MINISTRY OF ENVIRONMENT (MOE) UPDATE

An important and timely update from the Ministry of the Environment on the cosmetic pesticides ban including a summary of compliance and enforcement activities.



Scott Olan, B.Sc.
Ministry of Environment

8:30 to 9:30 a.m.

THE NURTURE OF NATURE: THE KEY TO PLANT HEALTH MANAGEMENT

“You can drive out nature with a pitchfork, but she will always come back” was said long ago, but still rings true today. As technicians we must pay attention to the inner workings of nature and the surrounding environment. On the other hand, we must acknowledge that we want and need to manipulate nature; that is what lawns, landscapes and gardens are all about. Jim will use pertinent examples, case studies and perspectives on how to nurture nature and to improve our nature of nurture.



Jim Chatfield, M.S.
Ohio State University

9:30 to 9:45 a.m.

BREAK

IPM LEADERSHIP AWARD This award recognizes leadership in providing hope, looking to the future, and contributing to healthy growth of the industries represented in the IPM symposium. Nominate your peers! Details at www.loawards.com

9:45 – 10:45 a.m.

TRENDS IN SOIL MANAGEMENT FOR TURF

Dave will discuss what landscape managers need to know about soil testing, interpretation of test results and product recommendations. He will also delve into how water moves in the soil and why this is important for landscape managers conducting IPM programs.



David C. Smith, P.Ag. C.G.C.S.
DCS Agronomic Services

10:45 to 11:15 a.m.

LESSONS LEARNED FROM 2013

This session will highlight the pest pressures of the 2013 season (annual bluegrass weevil, hairy chinch bugs, grubs, bluegrass billbug and leatherjackets) and will review the biology and identification and discuss reasons for their abundance. Pam will look at cultural practices and some new bio-pesticides that are possible solutions in the future will be introduced.



Pam Charbonneau
OMAF

11:15 to 11:45 a.m.

PHOMA MACROSTOMA: A NEW BIOHERBICIDE TO CONTROL BROADLEAVED WEEDS

For several years, the fungus *Phoma macrostoma* has undergone extensive evaluation by Agriculture and Agri-Food Canada and The Scotts Company to see if it could be developed as a bioherbicide to control broadleaved weeds. In 2011, the Pest Management Regulatory Agency approved conditional registration for *Phoma macrostoma*. This presentation will provide details on the science of this bioherbicide, how to use it, and its present status.



Dr. Karen L. Bailey, Ph.D., B.Sc., M.Sc.
Agriculture and Agri-Food Canada

11:45 a.m. to 12:30 p.m.
LUNCH WITH SPONSORS
(included with registration)

12:30 to 1:00 p.m.
MET 52 EC: A BIOINSECTICIDE TO CONTROL INSECT PESTS FOUND IN NURSERIES AND GREENHOUSES
 The bioinsecticide Met 52 is prepared from spores of a naturally-occurring strain of the soil fungus *Metarhizium anisopliae* and was first registered in Canada as a granular in 2009, and since then additional formulations have been approved. This presentation will provide details on how to use Met 52 products to maximize efficacy.

Dr. Karen L. Bailey
 Agriculture and Agri-Food Canada

1:00 to 2:00 p.m.
WOODY PLANT SELECTION FOR PEST AND DISEASE RESISTANCE
 Prevention is the best approach to limiting insect and disease problems, but not enough attention is paid to selecting the best plants to prevent significant problems. Know which crabapples have the best genetic resistance to apple scab, what is the range of susceptibility to particular insect pests, and how to structure your portfolio of plants to not provide a training table for serious pests and pathogens. Knowing your plants, and knowing your plant relationships, including plant families is crucial to developing these skills.

Jim Chatfield, M.S.,
 Ohio State University

Attendees will earn six CECs from the IPM Council of Canada.
 Registration fees are \$99 for members and non-members until December 6. After December 6, the fee is \$119 for a member or non-member.
 Admission to Congress 2014 trade show included with registration prices.
 Register at www.locongress.com.

2:00 to 2:15 p.m.
BREAK

2:15 to 3:15 p.m.
LAWN TO BE WILD: MEETING PEST MANAGEMENT CHALLENGES IN RESIDENTIAL TURF

Dr. Brownbridge will provide information on research carried out in 2013 to develop effective management approaches for pests of turf grass. This will include results from biopesticide trials against chinch bug and chafer grubs, and continuing evaluations of new grass cultivars and their role within a sustainable lawn turf management program.



Dr. Michael Brownbridge, Ph. D., B.Sc.
 Vineland Research and Innovation Centre

3:15 to 4:00 p.m.
KEYNOTE
THE CULTURE OF CARE

This leadership development presentation will provide a clear road map to building and sustaining a 'Culture of CARE' within an organization. This session is for everyone because it speaks to leaders at all levels; whether you are a business owner, a team leader or a new hire looking to contribute to the team, it's all about the culture. Each principle - ranging from "Create a Remarkable Experience" to "Be Humble" to "Listen Well and Communicate with Respect" - gets leaders one step closer to creating a team that is competent, engaged, fun, fulfilled and committed to providing customers the best service possible.



Peter Van Stralen, CFE
 Sunshine Brands

4:00 p.m.
NETWORKING RECEPTION with colleagues and sponsors, including a Grand Prize Draw. Must be present to win door prize.

SYMPOSIUM SPONSOR:



RECEPTION SPONSOR:



KEYNOTE SPONSOR:



TABLETOP SPONSORS:

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Landscape Designer Conference

An initiative of the Landscape Ontario Designers Sector Group
 A full-day event; lunch and reception included with registration.

January 6: Full-Day Event, Lunch Included
International Plaza Hotel, International Ballroom

8:00 a.m.

REGISTRATION AND REFRESHMENTS

International Ballroom Foyer

8:45 to 9:00 a.m.

OPENING REMARKS

9:00 to 10:30 a.m.

OPENING KEYNOTE

IS THERE A FUTURE IN LANDSCAPE DESIGN?

The nature of Landscape Design is changing around the world. In many countries the scope of work designers are permitted to do is narrowing, as landscape architects, interior designers, engineers and architects take responsibility for different areas of the built environment. Recently, the Ontario Association of Landscape Architects (OALA) expressed interest in pursuing a Practice Act that could have a similar impact on the landscape industry in Ontario. Ron and Christene will explore this important issue, with a look at what has happened in other countries, and then engage the audience in a discussion about what might happen in Canada.



Presented by
Ron Koudys, BLA, MEd, OALA ,
 CSLA, ASLA, RLI (MI), CLD
 Ron Koudys Landscape Architects,
 London, Ont.



Christene LeVatte, CLP
 Highland Landscapes For Lifestyle
 Sydney, N.S.

10:30 to 10:45 a.m.

BREAK

10:45 a.m. to 12:00 p.m.

DESIGN INSPIRATION FROM AN ATYPICAL ENTREPRENEUR

Where does a degree in Landscape Architecture take you.....? Ron is not your average business owner. He is internationally recognized, and has followed everything but traditional landscape design principles and practices to build his business. His curiosity, groundbreaking concepts and connections took him around the globe to meet and work with some of the most interesting people in the world. Join him to learn more.



Ron McCarthy, BLA
 The McCarthy Group
 Toronto, Ont.

Looking for help or advice with your CLD portfolio? Want more information? Meet with experts at lunch and breaks.



12 noon to 1:00 p.m.

LUNCH

1:00 to 2:15 p.m.

THE ROLE OF THE LANDSCAPE DESIGNER: FROM DESIGN, TO TENDERS, TO CONTRACT ADMINISTRATION AND DEFICIENCY REVIEW

The primary role of 'designer' in the construction industry is to provide a design that will perform as intended and will meet the needs of the client. However, in many circumstances the obligations of these consultants go beyond the basic design functions. Landscape designers need to understand their risks and obligations in relation to these wider functions. Rob will first review the "do's and don'ts" of how the contractual relationship between the designer, owner and contractor(s) should be structured. He will then walk-through the risks associated with providing cost estimates, the risks of selecting or recommending a contractor to perform the work and the risks associated with the inspection of work and site supervision. The designer's rights and obligations under the *Construction Lien Act* will also be briefly discussed.



Presented By
Rob Kennaley
McLaughlin and Associates
Toronto, Ont.

Meet with our sponsors!
They will be located in the International Plaza Lobby during the conference.

PLATINUM SPONSOR:



GOLD SPONSORS:



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2:15 to 2:45 p.m.

**CLOSING KEYNOTE
REBEL WITHOUT A GARDEN: A PERSONAL JOURNEY THROUGH GARDEN DESIGN**

Internationally known landscape designer and television personality Diarmuid Gavin will discuss how growing up in his "boring" suburban neighbourhood led him to reject accepted gardening norms, and challenge perceptions of what a garden was and could be. He has lived with a determination to create gardens that are fun, quirky, sometimes just beautiful ... but (nearly) always different.



Presented By
Diarmuid Gavin
Diarmuid Gavin Designs

2:45 to 3:00 p.m.

BREAK

3:00 to 4:00 p.m.

...CLOSING KEYNOTE CONTINUED

4:00 p.m.

NETWORKING RECEPTION

Enjoy drinks and hors d'oeuvres with your peers!

Registration fees up to Dec. 6 are: \$135 for members and \$185 for non-members. After Dec. 6, prices are \$185 and \$265 respectively.

Admission to Congress 2014 trade show is included with registration. Register at www.locongress.com

Living Walls and Green Roofs

GPGB TRAIN THE TRAINER WORKSHOP

January 6: Full-Day Workshop, Lunch Included
 Doubletree by Hilton Toronto Airport, Paris Room

Living Walls and Green Roofs are attracting the attention of building professionals everywhere. Gain credibility and build relationships with these professionals; become a GPGB Registered Trainer!

Get in front of architects and landscape architects, interior designers, building owners and managers, and LEED APs and educate them about living wall and green roof systems, including the specifics that need to be considered in the design and installation process. Learn how to communicate the benefits of living walls and green roofs by using compelling visuals and content-rich story telling.



Instructor:
Karin Senneff
 GPGB Registered Trainer



Upon completion of this training seminar, you will be registered to present to IDCEC, CLSA and BOMI professionals seeking continuing education credits.

REGISTRATION INCLUDES:

Living Walls and Green Roofs powerpoints, speakers scripts and White Papers, all the forms for your CEU presentations, public speaking tips and ongoing support. Admission to Congress trade show also included.

WHO SHOULD ATTEND:

Interior and exterior landscapers

LEARNING OUTCOMES:

- Understand the presentation requirements of each credentialing organization.
- Evaluate and measure what human behaviour and recent science demonstrates regarding the biophilic response to live plants.
- Comprehend and apply what these measurements mean for green building design.
- Become empowered to initiate, plan and gain support for biophilic plant programs within the architectural and interior design processes.
- Comprehension of different types of green roof and living systems and their uses within an environment.

TTT Seminar Registration fee: \$495 and includes all of the items listed above plus GPGB Supporter Status for 12 months.

ABOUT BEING A REGISTERED TRAINER:

GPGB Registered Trainers are required to renew their Registered Trainer status annually. The cost to do this is \$135. Registration to be processed through the gpgb.org registration portal: www.greenplantsforgreenbuildings.org/ttt/





9:30 to 10:30 a.m.
OPENING KEYNOTE
Drum Café
 COHEN BALLROOM

Let's kick-off the 2014 Conference in a big, bold way – join us as we present the Drum Café, a unique, hands-on approach to team building, learning, and motivation.

The Drum Café is an interactive celebration with African drums and percussion that will energize, motivate and entertain you! Dynamic organizations around the world have been jumping on to a new trend of talent development, leadership, and teambuilding for their people assets; music and rhythm are universal languages that become valuable tools to harmonize and lead groups of people.

Don't miss this opportunity to be part of the Congress Drum Café!

10:45 to 11:45 a.m.

Growing Trees in the Urban Jungle

BERTON ROOM

Drawing on over 20 years working in landscape construction and arboriculture, Alistair will share proven construction solutions for urban tree planting and highlight steps to successful tree health and growth. Emphasis will be placed on species selection, soils and soil volume, proper planting techniques and environmental stressors, such as sunlight, pollution or drought. As a partner in a busy landscape architecture firm he has seen it all, and will share some interesting and notable case studies.



Alistair Johnston
 Strybos Barron King
 Toronto, Ont.

10:45 to 11:45 a.m.

The Influencers

WAXMAN ROOM

Landscape designers and landscape architects, past and present, have created timeless and controversial landscapes. Join noted Designer Beth Edney as she stimulates your curiosity and imagination with a look at some of the influencers, including Beatrix Farrand, Garrett Eckbo, Thomas Church, Roberto Brule Marx, Gertrude Jekyll, Fredrick Law Olmstead, Antoni Gaudí, as well as modern influencers Martha Schwartz and Richard Haag.



Beth Edney, CLD
 Designs By The Yard
 Etobicoke, Ont.

10:45 to 11:45 a.m.

Plants are NOT Optional!

PINSENT ROOM

How do you convince customers about the value of plantscaping? What are the significant aesthetic, environmental, health and business productivity benefits inherent with using plants indoors and how can you best communicate this message? Join Karin for a thought-provoking journey to discover YOUR message, and motivation that will drive your success to influence the right people.



Karin Senneff
Viktory Lap
San Antonio, Tx.

1:30 to 2:30 p.m.

How Do You Get on the First Page of Google?

BERTON ROOM

When you search on Google for the services you provide, does your website show up? If not, you're missing out on a large chunk of business. Attend this seminar to find out what you can do to get your website to a highly-coveted spot on Google. You might be surprised to find out what it takes.



Denise Gervais
WSI
Milton, Ont.

1:30 to 2:30 p.m.

Culture vs. Profit; Can Culture Be a Profit Centre?

PINSENT ROOM

Corporate culture is a hard-to-define concept, yet imagine a person from another planet turning up at a funeral here on Earth. Without having to be told, he would know that a funeral is not an appropriate place to tell jokes. This is what culture is. Organizational culture is not a soft concept; its impact on profit can be measured and quantified. Does culture reduce the bottom line? Nathan will answer these questions:

- What is effective culture?
- Why is culture important?
- Who drives culture?
- How does culture develop and affect profit?



Nathan Helder, B.Sc.
Gelderman Landscape Services
Waterdown, Ont.

LIFE LESSONS AT LUNCH

12:00 to 1:15 p.m.

Sustainable Landscaping: The Future Is Now!

COHEN BALLROOM

Join this interactive panel discussion highlighting the top issues in sustainable landscaping, with discussion focused on how being conscious of the environment, and our responsibilities towards it, can be GOOD for business; all while enjoying a delicious lunch!

Moderator:

Owen Dell,
ASLA, Owen Dell and Associates,
Corvallis, Ore.

Panellists:

David Alba,
Oregon Tilth, Corvallis, Ore.;

Scott Bryk, CLP, B.Sc.,
Grounds Guys Canada, Orangeville, Ont.;

Anna van Maris,
Parklane Nurseries, Beaverton, Ont.



1:30 to 3:30 p.m.
OWNERS ONLY WORKSHOP

Taking Your Little Business and Making it Big: When to Grow and How

WAXMAN ROOM

Attendees in this session will learn how — and more importantly when — to grow from one crew to two, or more. Drawing on his own journey of growth mixed with mistakes, George will discuss key points for success: efficiency and productivity, business administration, operational infrastructure, best HR practices and sales and marketing. Learn from George's years of experience; and understand some of the threats of growth and how to avoid the pitfalls.



George Urvari, BA
Oriole Landscaping
Toronto, Ont.

2:45 to 3:45 p.m.

Transitioning to Organics

PINSENT ROOM

This presentation will focus on strategies for transitioning to organics, including the cost and benefits of organic management, that will include details about soil biology and nutrient-cycling, along with resources and examples of successful soil building strategies. Some practitioners attempt to shift to organic practices without really understanding how to do it, often using only product-related solutions that address symptoms rather than causes — resulting in high costs.

The organic approach requires a comprehensive strategy that integrates a variety of interventions and practices that will address the cause of a problem in the landscape. According to the Oregon and Washington Master Gardeners Handbook, "80% of plant problems result from poor soil," Soil is the primary concern for the organic practitioner. When soil is balanced, the resulting nutrient-cycling will reduce the need for inputs over time.



David Alba
Oregon Tilth
Corvallis, Ore.

OPEN INVITATION TO ALL MEMBERS OF LANDSCAPE ONTARIO



Legacy Room

11:00 a.m. to 3:00 p.m.
Sutherland Rooms 1 to 3

The Ontario Horticultural Trades Foundation of Landscape Ontario is hosting the Legacy Room at the Toronto Congress Centre on Tuesday, January 7, from 11:00 a.m. to 3:00 p.m. Drop in and network with other members of Landscape Ontario, including the pioneers, while enjoying light refreshments.

www.horttrades.com

LANDSCAPE ONTARIO
Awards
 of Excellence 

Awards of Excellence
 Ceremony
 AND
 President's Reception

4:45 p.m. PRESIDENT'S RECEPTION

5:15 p.m. AWARDS CEREMONY

Plaza Ballroom, International Plaza Hotel

(Ticketed Event, \$55 includes President's Reception)

Get inspired by the talent and creativity of our landscape construction, maintenance and design contractors. This event is the place to be if you appreciate professional standards and quality.

Join the President of Landscape Ontario at the Wine and Cheese Reception, preceding the ceremony.

For more information

www.loawards.com

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 HORTICULTURAL TRADES ASSOCIATION

landscapeontario.com



PRESENTING SPONSORS

SUPPORTING SPONSOR



2:45 to 3:45 p.m.

**Reinvention Made Easy:
 Change Your Strategy!**

BERTON ROOM

Everybody can reinvent themselves in the new economy. This session is about changing your focus about what people value in you. Customers will frequently pay and buy more when they perceive value. Jim's presentation will include the following key points:

- How will tomorrow's economy be different?
- What determines our outcomes?
- Why do our customers like us?
- Who will lead in our industry?
- What does frequency change in our outcomes?
- Does authority vs. responsibility affect staffing?
- Where can we find more customers?

Learn to develop a consumer-oriented action plan that brings you closer to your base, sell the industry trends your customers are buying, respond positively to a cyclical recession model and effectively manage the business climate you create.



Jim Mathis, CSP
 The Mathis Group
 Lexington, S.C.



9:30 to 10:30 a.m.

OPENING KEYNOTE

The Evolution of Garden Style: A Romp Through History and a Peek at the Future of our Gardens

COHEN BALLROOM

Join Diarmuid as he looks back at some classic styles — from the Islamic gardens of the Arabian world, to the flamboyance of the Renaissance, through the rolling picturesque lawns of Capability Brown and trundling past the chocolate-box image of an English Country Cottage Garden, nodding at the all-electric abode of Ronald and Nancy Reagan in Hollywood ... how we have come to terms with our plots in the contemporary age and incorporate the past in our designs of today.

Not just another garden lecturer — Diarmuid has had the unique opportunity to travel the world for numerous television series, specials and documentaries. He has authored his eleventh book and has made appearances on the British editions of *Dancing With the Stars*, *The Weakest Link*, *Mastermind*, *Masterchef*, *Celebrity Who Wants to be a Millionaire?* and *Celebrity Come Dine With Me* to name a few. Ask him about his ambitious *Gardens at Chelsea Flower Show* if you want to inject some funk into your imagination.



Diarmuid Gavin
Diarmuid Gavin Designs
Wicklow, Ireland

10:45 to 11:45 a.m.

Right Plant, Right Place

BERTON ROOM

Consider the impact of poor planting choices. A plant that is not suited to soil conditions, watering regime, climate, light levels or other factors will be weak, susceptible to pests and diseases, short-lived, and generally troublesome. A plant that is too big for its space will require constant, laborious, and environmentally-damaging pruning to control size; this will continue until the hapless plant is eventually replaced with a more appropriate one. Why create conditions for failure? Learn how to choose the right plant for every condition and how to create stable, sustainable plant communities that require minimal or no inputs of water, fertilizer, pest control, pruning, and the other costly processes that are often created by bad planting design.



Owen Dell, ASLA

Owen Dell and Associates, LLC
Corvallis, Ore.

Landscape Ontario Annual General Meeting

Join your fellow Landscape Ontario members on January 8, 2014, 7:30 to 9:00 a.m.

Held in the International Ballroom at the International Plaza Hotel, 655 Dixon Road, Toronto

Breakfast served at 7:30 a.m., and the meeting will begin at 8:00 a.m. sharp.
Meeting open to all members.

Please RSVP by January 3, 2013 to Kathleen Pugliese, (800) 265-5656 ext. 309 or kpugliese@landscapeontario.com.

HORTICULTURAL TRADES ASSOCIATION
landscapeontario.com



10:45 to 11:45 a.m.

Change Your Outcomes! A Roundtable Workshop

WAXMAN ROOM

Jim will lead attendees through an interactive forum, where attendees will combine their intuitive creativity, and leave the session with step-by-step actions to take immediately. Critical questions will be answered on the outcomes needed to begin the reinvention process.

Jim will pose critical questions dealing with how customers feel rewarded (or punished) for doing business with your organization; what story are we known for, internally and externally; what policies, practices or programs have become the “dinosaurs” in our room; what is going viral in our sector; and what is “kindling” our business model — are all dealt with interactively in small group discussions.

Key results:

- Alleviate negative practices and habits that prevent leaders from being successful.
- Become unique in your community and outcomes.
- Discover the viral values, trends and movements people are buying in your industry.
- Identify ideas and concepts from outside your industry to incorporate into your business.
- First steps to differentiating yourself and getting others to tell your story for you.



Jim Mathis, CSP
The Mathis Group
Lexington, S.C.

10:45 to 11:45 a.m.

From Purpose to Profit

PINSENT ROOM

Jason will uncover the biggest mistake he’s seen owners of landscaping firms make over and over again, when it comes to marketing their businesses. He’ll reveal a powerful approach to marketing that is proven to generate results and provide a simple roadmap to get you started on the path: From Purpose to Profit.



Jason Bouwman
Compass Creative
Stoney Creek, Ont.

LIFE LESSONS AT LUNCH

12:00 p.m. to 1:15 p.m.

Protect Yourself! Get the Facts!

COHEN BALLROOM

Join experts from the Prevention, Enforcement and Employment Standards divisions at the Ministry of Labour as they highlight some of the most pressing issues facing our industry. Learn how to avoid costly mistakes and prevent an unscheduled visit! Lunch will be provided.

Session moderated by:

Gerald Boot, CLP,
Boot’s Landscaping, Richmond Hill, Ont.

Panellists:

Richard Burton,
Manager of OHS Programs and Standards,
Ministry of Labour
Bernie Marcoux,
Regional Program Coordinator,
Employment Standards, Ministry of Labour
Andrew Selluski,
Industrial Health and Safety Inspector,
Ontario Ministry of Labour



1:30 to 2:30 p.m.

The Exploding Condominium Market in Ontario: Are You Ready to Grow Your Business?

BERTON ROOM

Learn what it takes to be successful at selling services to condos! Get the inside scoop — tips from a board director, property manager and a landscape contractor’s perspective. Learn the role of a property manager and a board of directors, types of condos, (including some condo lingo), how a condo operates (contracts, budgets, etc.), and why condos could be a good option for your landscape business in 2014.

Carole Booth, Representing the condo board director on panel, Burlington, Ont.

Maria Desforges, Representing the property manager on panel, Golden Horseshoe, Ont.

Nathan Helder, Representing the landscape contractor on panel, Waterdown, Ont.



1:30 to 2:30 p.m.

Essential Social Marketing Practices for Small Business

PINSENT ROOM

Social media is dramatically influencing how you should market and operate your business today. It is the reason every small business is now its own media company — or should be. This program will give you a foundation for understanding how to effectively use social media, and for capably navigating future changes to keep your business relevant in the markets you serve.

- Learn how to build a content marketing strategy that drives your social marketing.
- Learn how to enhance your brand by engaging your community in online conversations.
- Learn how to get your business ready for the emerging mobile marketing revolution.



Jeff Korhan, MBA
True Nature
Aurora, Ill.

1:30 to 3:30 p.m.

OWNERS ONLY WORKSHOP

Get the Right Results with the Right Training

WAXMAN ROOM

People are the greatest asset of any organization! Successful training and development systems that are consistently used and rewarded will drive the desired skill-building and results of an organization. Training people simply to be training is an expensive process. Building training programs that will get the right results is critical for success. Great training programs also attract and retain the best people.

Training goes on in every organization, every day, whether we know it or not! Make sure YOU are training for the Right Results with the Right Training.

In this presentation you will learn how to:

- Build training programs that link to results that count: safety, production, quality.
- Implement training programs with set up, tools and delivery systems.
- Measure the training outcomes that matter most.
- Establish rewards and recognition for the right results.
- Avoid the most common mistakes found in training programs.

Key takeaways:

- Learn the steps to build a productive training system
- Have a game plan in place for training and developing your key players.
- Know the key areas to focus on that will help you hold on to the winners!
- The fundamentals of a reward and recognition program.
- What and how to measure the right results from training.



Bill Arman
The Harvest Group
Calabasas, Calif.



Congress 2014



Register at locongress.com

COMPANY NAME: _____

FIRST NAME: _____ LAST NAME: _____

ADDRESS: _____

CITY: _____ PROV. / STATE: _____ POSTAL/ZIP: _____

BUSINESS PHONE: _____ BUSINESS FAX: _____

EMAIL: _____

TELL US ABOUT YOURSELF (MANDATORY):

YOUR PRIMARY AREA OF BUSINESS: (check one only)

- 1 Arborist/tree moving contractor
- 2 Consultant
- 3 Equipment dealer – rental and service
- 4 Federal, provincial, municipal, private parks and cemeteries
- 5 Fence contractor and others allied to fence trades
- 6 Golf course designer/maintenance/superintendent
- 7 Greenhouse grower
- 8 Grounds management
- 9 Horticulturist
- 10 Irrigation contractor
- 11 Landscape designer/architect
- 12 Landscape contractor – exterior
- 13 Landscape contractor – interior
- 14 Lawn care
- 15 Media – editor/publisher
- 16 Retail garden centre
- 17 Supplier to the trade — dealer, distributor, MFR, MFR rep
- 18 Non-exhibiting supplier to the trade — dealer, distributor, MFR, MFR rep
- 19 Snow & ice contractor
- 20 Wholesale nursery grower/distributor
- 21 Other

PRIMARY JOB RESPONSIBILITY

- 1 Owner/Partner/General Manager
- 2 Foreman/Supervisor
- 3 Government Official
- 4 Field Technician
- 5 Office/Administration
- 6 Purchasing
- 7 Sales/Marketing
- 8 Educator/Student
- 9 Other: _____

We are members of: LO CFA OPA OALA CNLA

Please send me information about: Landscape Ontario Membership Canadian Fence Industry Association

- Green Trade Expo Snowposium 2014 Canada Blooms 2014 EXPO 2014 Congress 2015

ALL TICKET PRICES INCLUDE ADMISSION TO TRADE SHOW EXHIBIT HALLS

Please check (✓) choices and total your costs

UNTIL DEC. 6 AFTER DEC. 6

TRADE SHOW AND SPECIAL EVENT PURCHASES – INCLUDE FREE TRADE SHOW PASS FOR TUESDAY, WEDNESDAY AND THURSDAY

Please indicate sessions you will be attending at column on right. →

TRADE SHOW ONLY PASS

Member \$15

Non-member..... \$20

FULL CONFERENCE PASS

Member \$225

Non-member..... \$295

MONDAY, JANUARY 6, 2014

Pre trade show events are additional purchases, please see adjacent registration form.
Full conference pass/one-day pass conference holders, please indicate session preferences from the following:

TUESDAY JANUARY 7, 2014

9:30 to 10:30 a.m.

- OPENING KEYNOTE**
Drum Café

10:45 to 11:45 a.m.

- Growing Trees in the Urban Jungle**

10:45 to 11:45 a.m.

- Plants are NOT Optional!**

10:45 to 11:45 a.m.

- The Influencers**

12 noon to 1:15 p.m.

- LUNCH LESSONS: Sustainable Landscaping: The Future is Now!**

1:30 to 2:30 p.m.

- How Do You Get on the First Page of Google?**

1:30 to 2:30 p.m.

- Culture vs. Profit: Can Culture Be a Profit Centre?**

1:30 to 3:30 p.m.

- OWNERS ONLY WORKSHOP**

Taking Your Little Business and Making it Big: When to Grow, and How

2:45 to 3:45 p.m.

- Reinvention Made Easy: Change Your Strategy**

2:45 to 3:45 p.m.

- Transitioning to Organics**

WEDNESDAY JANUARY 8, 2014

9:30 to 10:30 a.m.

- OPENING KEYNOTE**

The Evolution of Garden Style:

A Romp Through History and a Peek at the Future of our Gardens

10:45 a.m. to 11:45 a.m.

- Right Plant, Right Place**

10:45 to 11:45 a.m.

- From Purpose to Profit**

10:45 to 11:45 a.m.

- Change Your Outcomes! A Roundtable Workshop**

12 noon to 1:15 p.m.

- LUNCH LESSONS:**

- Protect Yourself Get the Facts!**

1:30 to 2:30 p.m.

- The Exploding Condominium Market in Ontario: Are You Ready to Grow Your Business?**

(TUES 7 TO THURS 9)

ONE-DAY CONFERENCE PASS

GROUP DISCOUNT

**SPECIAL EVENTS
MONDAY, JANUARY 6**

IPM Symposium

Landscape Designer Conference

Effective Management Short Course

GPGB Living Walls and Green Roofs

Train the Trainer

TUESDAY, JANUARY 7

Awards of Excellence Ceremony

WEDNESDAY, JANUARY 8

Feminine Factor in Horticulture

Tailgate Party XVIII

THURSDAY, JANUARY 9

Irrigation Conference

MEMBER PRICING: Canadian Fence Industry Association (CFIA), Canadian Nursery Landscape Association (CNLA),

Landscape Ontario (LO), Ontario Association of Landscape Architects (OALA), Ontario Parks Association (OPA) members are entitled to member pricing.

CONGRESS TRADE SHOW PASSES: Passes are for entry to the trade show only and have no commercial value. Registrations must be mailed, faxed or entered online at locongress.com or brought to the registration desk on-site. If you have a trade show pass and would also like to attend a conference session, the above prices apply.

BADGES: Badges will be mailed for those registered by December 6 and picked up at the show for those registered after December 6.

TOTAL

NOTE: HST is included in all prices. (HST Reg. No. R1190005049)

\$ _____

PAYMENT OPTIONS: All fees are non-refundable. Payment must accompany registration form(s).

Refund Policy: No refunds will be issued unless Congress 2014 is cancelled by Show Management.

Cheque, payable to Landscape Ontario Congress, is enclosed, or credit card: AMEX MasterCard VISA

Credit card number

Cardholder name

Expiry Date

Signature (required)

REGISTRATION INFORMATION: Register online at locongress.com or use this form. **YOU WILL SAVE MONEY** if you pre-register by December 6, 2013. All conference passes include admission to the trade show. Badges will be held for pick-up for registrations received after December 6th — otherwise your pass will be available for pick-up at the registration desk.

EARLY BIRD DEADLINE POLICY: No extensions to the deadline of December 6, 2013 will be granted.

Registration fees after this date and on-site are more expensive.

1:30 to 2:30 p.m.

Essential Social Marketing Practices for Every Small Business

1:30 to 3:30 p.m.

OWNERS ONLY WORKSHOP
Get the Right Results with the Right Training

2:45 to 3:45 p.m.

Genius of the Genera: Revealing the Unique Attributes of Common Tree Genera

2:45 to 3:45 p.m.

It's Not the Size of the Job, It's How You Swing It! A 12-Step Program for Lean + Mean Jobsites.

THURSDAY JANUARY 9, 2014

9:30 to 10:30 a.m.

OPENING KEYNOTE

Highs are Good; Lows are Bad

- But We Are All Under Pressure

10:45 to 11:45 a.m.

The Wealthy Client: How to Land Big Fish and How to Deal with Them Once the Hook is In

10:45 to 11:45 a.m.

Quality Counts! It Counts More than Ever!

10:45 to 11:45 a.m.

The Changing Landscape of Maintenance

12:00 to 1:15 p.m.

LUNCH LESSONS:

The Lighter Side of Landscape

1:30 to 2:30 p.m.

Exterior Home Staging for Real Estate – COOL!

1:30 to 2:30 p.m.

Communication, Interpretation...Complication!

1:30 to 3:30 p.m.

OWNERS ONLY WORKSHOP

How to be Everywhere All At Once:

The Art of Managing a Growing Company

2:45 to 3:45 p.m.

Using Social Media to Better Understand and Serve Your Customers

2:45 to 3:45 p.m.

How to Turn More of Your Website Visitors into Customers

MAIL: Landscape Ontario Congress

c/o CONEXSYS

7050B Bramalea Rd, Ste 34

Mississauga, ON L5S 1S9 Canada

REGISTER ONLINE: www.locongress.com

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landscape ontario.com



Green for Life.

2:45 to 3:45 p.m.

**Genius of the Genera:
Revealing the Unique
Attributes of Common
Tree Genera**

BERTON ROOM

The session will focus on several key genera of trees that are commonly used in today's industry. The tree's unique history, traditional uses, ecosystem relationships and unique attributes will be highlighted. The purpose of this session is to gain a better appreciation and knowledge for the tree genera that frame our urban surroundings.



Darrell Bley

Niagara Parks Commission School of Horticulture
Niagara Falls, Ont.

2:45 to 3:45 p.m.

**It's Not the Size of the Job,
It's How You Swing It!**

**A 12-Step Program
for Lean + Mean Jobsites**
PINSENT ROOM

Mark and TBG Landscapes have designed and installed jobs from \$1,000 to \$8 million, and learned an important key lesson along the way: It's not the size of the job that matters, it's how you manage it. Join Mark and learn the do's + don'ts of running a profitable jobsite, from initial planning to final walk through. Attendees will learn:

- What to prepare before the job to ensure success
- The order of operations that ensures efficient and profitable workflow
- How to stage materials and work-in-progress
- How to analyze the best mix of labor and equipment
- The incredible impact better operations have on your bottom line



Mark Bradley

The Beach Gardener
Toronto, Ont.

NEW EVENT!

*The Feminine Factor
in Horticulture*

Inaugural Networking Event
for Women in Horticulture

4:00 to 5:15 p.m. (Pre-Tailgate Party)

Inspiring
Evolving
Empowering



Join your peers for the thought-provoking keynote presentation by Beth Edney, CLD. Held at the International Plaza Hotel, International Ballroom. Ticketed event.

*Tailgate Party
XVIII*

NETWORKING AT ITS BEST
– LANDSCAPE ONTARIO STYLE

NEW LOCATION!

Upstairs in the Plaza Ballroom, International Plaza Hotel 5:00 to 11:30 p.m.

NEW FORMAT!

Join your fellow Congress delegates for dinner and early-evening entertainment.



Your trade show badge is your admission ticket.
That's right – no fee to attend.

Hosted by the Landscape Ontario Show Committee.

SPONSORED BY HORTICULTURAL TRADES ASSOCIATION

landscapeontario.com

HARDSCAPE COMMITTEE

9:30 to 10:30 a.m.

OPENING KEYNOTE

Highs Are Good; Lows Are Bad But We Are All Under Pressure!

COHEN BALLROOM

No matter how much money, technology or science we throw at it – in the end Mother Nature calls the shots. It seems lately that each calendar year brings so much more than the traditional four seasons. She continues to surprise us with a new weather “norm”, one that is filled with more curve-balls than ever before, especially for industries that rely on a bright dry day.

Directly from your TV, it's the “weather guy”! Always the engaging and entertaining story teller, CTV weather anchor Anwar Knight will deliver his unique take on Mother Natures' wrath. He is forecasting a fascinating look at some astounding weather stories and trends, and will also pull back the curtain to reveal the secrets of a weather forecast. Your eye to the sky will never be the same again...



Anwar Knight
CTV News
Toronto, Ont.



10:45 to 11:45 a.m.

The Wealthy Client: How to Land Big Fish and How to Deal with Them Once the Hook is In

BERTON ROOM

Join George Urvari as he draws on his many years of experience to share insight into closing the sale using a key piece of information – what type is your customer? Using George's system, learn to determine which group you are selling to:

- Mature Customers
- Five Generations
- Players, Movers and Shakers
- Grinders
- Organizers
- The Experienced Buyer

Ensure you have credibility, be matter-of-fact with your responses and attain and maintain YOUR expert status.



George Urvari, B.A.
Oriole Landscaping
Toronto, Ont.

10:45 to 11:45 a.m.

**Quality Counts —
It Counts More than Ever!**

PINSENT ROOM

The organization’s ability to consistently deliver on its promise of QUALITY is one of the foundational deliverables of all organizations. We all know and have experienced the price of delivering inconsistent quality services and products... Here are just a few common pains experienced from inconsistent quality: customer dissatisfaction, added costs, slow payables, poor referrals, safety problems and damaged equipment.

Bill will lead you through his Quality Counts System, used for over 30 years to assure his team consistently delivered quality to over 1,500 customers throughout the Southern California market. Bill’s system has now reviewed over 20,000 job sites and counting!

Here are the key learning points from this presentation:

- What are the key areas of quality that should be measured?
- How to set up an objective measuring tool to determine where you stand with quality.
- Ways to link performance reviews, rewards and bonuses to quality and productivity.
- How to use the ‘Quality Counts System’ for marketing, sales and customer satisfaction.
- Using the ‘Quality Counts System’ to keep up good morale and to attract great new employees!



Bill Arman
The Harvest Group
Calabasas, Calif.

10:45 to 11:45 a.m.

**The Changing
Landscape of Maintenance**

WAXMAN ROOM

Do you change with the times? Over the years many facets of grounds maintenance practices have been greatly affected. Have you kept up with the demands of today? Many landscaping companies are working on the basics of maintenance, setting the standard ... have you built upon these?

Mike and Jeff both sit on the judging panel for Landscape Ontario’s Award of Excellence Grounds Management Program, and have seen some interesting and outstanding techniques over the years. Use this session to prepare your landscapes for not only judging, but inclusion in your portfolio, sales brochures and company websites. Develop an eagle-eye approach through the viewfinder of a camera and critique your landscapes so that they become magazine quality. Attendees will see some maintenance best practices, current trends and where the future is going.



Michael Pascoe, NPD, ODH, CLT, M.Sc.
Fanshawe College
London, Ont.



Jeff McMann, NPD, CLT, ISA, TRAQ
City of Markham
Markham, Ont.

LIFE LESSONS AT LUNCH

12:00 to 1:15 p.m.

The Lighter Side of Landscape

COHEN BALLROOM

You have spent three exciting days at Congress. Between the trade show floor, special events, conference sessions and last night's Tailgate Party — you are EXHAUSTED! So grab some lunch, put your feet up and enjoy a fun look at our industry.

Do you have a fun landscape-disaster story? BRING IT!

Too shy to say in front of the room — no problem — email it to conference @ landscapeontario.com and our host will read it for you. Lunch will be provided.

Host: **Haig Seferian**,
CLD, OALA, CSLA, FASLA
Seferian Design Group, Burlington, Ont.



1:30 to 2:30 p.m.

Exterior Home Staging for Real Estate – COOL!

BERTON ROOM

Kate will provide attendees with a 'Checklist for Success' to provide optimum curb appeal. Staging the landscape and outdoor areas requires quick thinking! Learn how to work the project in a short time frame and be entertained while Kate demonstrates with props.



Kate Seaver, B.A., M.Sc.
Kate's Garden
Unionville, Ont.

1:30 to 3:30 p.m.

OWNERS ONLY WORKSHOP

How to be Everywhere, All at Once:

The Art of Managing a Growing Company

WAXMAN ROOM

Having grown TBG Landscape from a startup to one of the industry's top-100, Mark Bradley has learned his share of lessons on how (and how NOT) to manage a growing landscape business. In this presentation, Mark details the systems in his company that are critical for:

- Managing lots of work, with little time
- Hiring and developing staff for important roles and responsibilities
- Delegating work and decision-making
- Management and motivation through scorekeeping



Mark Bradley
The Beach Gardener
Toronto, Ont.



1:30 to 2:30 p.m.

**Communication,
Interpretation...Complication!**

PINSENT ROOM

Join Haig and Harry as they un-complicate the complicated world of communication within the landscape industry. He will highlight the flow between contractor, designer and client – and let’s not forget the suppliers. Key question to ask: what is the hierarchy from the client down? Not everyone can be in charge! Ultimately, it only takes one person to step outside of the parameters of their set responsibilities, and the client loses trust in everyone. Join Haig and Harry and add some clarity to your project management.

Haig Seferian, CLD, OALA, CSLA, FASLA
Seferian Design Group, Burlington, Ont.

Harry Gelderman, CLT
Gelderman Landscape Services, Waterdown, Ont.



2:45 to 3:45 p.m.

**Turn More of Your Website
Visitors into Customers**

PINSENT ROOM

When you want to get more business from your website, there are two ways to do this:

1. Increase the traffic to your site (attend a Google session), OR
2. Improve your conversion rates — the number of web visitors that actually become a lead.

Increasing website traffic can be a gradual process depending on which method you use, and it can be costly. Improving your conversion rate can give you instant gratification — it is also necessary to maximize all of your internet marketing dollars. This seminar shows you sure-fire ways you can transform more visitors into paying customers.



Denise Gervais
WSI
Milton, Ont.

2:45 to 3:45 p.m.

**Using Social Media
to Better Understand and
Serve Your Customers**

BERTON ROOM

Customer service is moving online, and that means social media is no longer optional for businesses. The social web gives consumers a voice and exceptional leverage, in a business environment where quality and competitive pricing are expected. Learn how to participate in the conversation and manage it well to create sustainable business growth.

Buyers are hungry for information that many consider to be common knowledge. Learn how to combine your expertise with social media practices to best serve your customers and attract new business.

The key to any form of social interaction is being a good listener. Learn how you can use social media monitoring to understand and respond to the needs of your customers and prospects.

It’s better to be the best connected than the most connected. This session will show you how to strategically use your social media channels to have higher value interactions.



Jeff Korhan, MBA
True Nature
Aurora, Ill.



Irrigation Conference

Hosted by the Landscape Ontario Irrigation Sector Group
January 9, 2014, 9:00 to 11:45 a.m., Toronto Congress Centre

As the market place moves more toward sustainability, this presentation will look at what are the key elements of a “green” irrigation system and how can implementing best practices help distinguish you in a competitive marketplace. Learn how progressive companies who are embracing greener initiatives are profiting from them.

Included in the discussion is an update on the Irrigation Association’s revision of their Landscape Irrigation Best Practices document and how it can be used to influence the development of local codes or regulations. Brent will also highlight recent Irrigation Association (IA) initiatives, including the Certified Irrigation Technician program, and take your questions.



Brent Mecham

CID, CLWM, CIC, CAIS, CLIA, CGIA
 Industry Development Director,
 Irrigation Association
 Falls Church, Virginia



See page 38 for full biography information.

9:00 a.m.
REGISTRATION

9:15 to 9:30 a.m.
WELCOME AND INDUSTRY UPDATE

9:30 to 10:30 a.m.
KEYNOTE

10:30 to 10:45 a.m.
BREAK

10:45 to 11:15 p.m.
KEYNOTE RESUMES...

11:15 to 11:45 a.m.
SUPPLIER SHOWCASE

Registration fees are \$35 for members and non-members until December 6. After December 6, the fee is \$55 for a member or non-member.

Admission to Congress 2014 trade show exhibits is included in registration prices. The Congress Conference is a separate fee. Online registration is available at www.locongress.com.

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JOHN DEERE

SPEAKER BIOGRAPHIES

David Alba

David Alba is the Oregon Tilth Accredited Organic Land Care Program Manager. He coordinates organic land care training for landscape professionals and manages the accreditation program. In 2009, he helped edit and publish the Oregon Tilth Organic Land Care Field Guide and the Oregon Tilth Organic Land Care Policies and Standards. David has 20 years' experience in organic horticulture, specifically in the areas of horticultural therapy, small farm management, and restoration.

Bill Arman

Upon graduating Bill joined ValleyCrest Companies, where he enjoyed a 29-year career. During his tenure at VCC Bill served in many capacities, starting as a horticulturist trainee and moving up the ranks to supervisor, business developer, branch manager and eventually Vice President. He was responsible for overseeing all maintenance operations in southern California, overseeing a nearly \$25-million portfolio with six branch offices, five service lines and over 600 employees. Bill then co-founded an international landscape consultancy known as The Harvest Group, and now serves as the Head Harvester, covering the western United States and Canada where he "Harvests the Potential" of each organization that he engages. Bill is also the author of a new book and recruiting kit.

Karen Bailey, Ph.D., B.Sc., M.Sc.

Dr. Bailey received her B.Sc. (Agr) and M.Sc. in plant pathology and then joined the Agriculture and Agri-Food Canada (AAFC) Saskatoon Research Centre as a biologist. She then became a research scientist after receiving her Ph.D. in Plant Pathology/Plant Breeding at the University of Saskatchewan. Her career has focused on the development of scientific innovations that improve plant health through the management of plant pests, primarily pathogens and weeds, which has resulted in a reduction in our reliance on synthetic pesticides. Karen is internationally recognized for her expertise on soil-borne pathogens and biological control, being an advisor or collaborator on scientific projects in the U.S., Syria, Morocco, Tunisia, Egypt, Australia, New Zealand, Russia, India, Switzerland and Belgium. She has more than 250 publications, 23 patents and 7 other inventions disclosures in progress. She has received the Canadian Phytopathological Society (CPS) Award for Achievements in Plant Disease Management, CPS Award for Outstanding Research., and the Queen's Diamond Jubilee Medal for her contributions to Canadian Agriculture.

Maria Bianca-Desforges, RCM, ACCI

Maria is President of J and W Condominium Management. She entered the condominium property management profession in 1995, and became a property manager shortly after having purchased a condominium unit and serving on the board of directors. She has been living in a condominium for 19 years and believes this helps her evaluate issues from both sides; as a manager and an owner. Maria is a Director on the board of the Golden Horseshoe Chapter of CCI, and participates in various educational sessions for Condominium Directors and Managers organized by CCI.

Darrell Bley

Darrell lectures on subject matter related to arboriculture with a focus on the horticultural practices for young trees. He teaches several plant identification courses, including conifers, deciduous trees in summer and deciduous trees in winter. Curatorial responsibilities for the Niagara Parks Commission include the Arboretum, the Residence Gardens and the Woody Plants within the Botanical Gardens. Darrell has taught courses for the Continuing Education Horticultural Certificate Program at Niagara College for the past 25 years, and has spoken at several national and international conferences on a wide variety of horticultural topics.

Gerald Boot, cLP

Gerald is president and founder of Boot's Landscaping and Maintenance of Toronto. A Landscape Ontario Honorary Life Member, he has been on the LO Board of Directors since 1994, having served the association as President in 2004 and 2005. He is currently the LO Snow and Ice sector group board rep., and the LO board rep. for the Canadian Nursery Landscape Association. He is currently CNLA's 2nd Vice Chair on the Board of Directors, as well as Insurance Chair. Gerald has previously represented LO on the Canada Blooms Board, serving three of those years as chair.

Carole Booth

Carole has a B.S. degree in Education from Indiana University, M.A. in Home Economics from Ball State University and an Honours Specialists from the University of Toronto. As a Family Studies teacher of 34 years, Carole taught all of the courses in this subject area, but specialized in the food and nutrition and parenting courses. She is President of the Board for a self-managed 69-unit townhouse complex, and currently sits on education and communication committees.

SPEAKER BIOGRAPHIES

Jason Bouwman

Jason began his career as an illustrator and designer. In 2005, Jason founded Compass Creative with the goal of building a professional team to meet his clients' growing demand for more strategic creative services. In 2007, Jason accepted the Burlington Chamber of Commerce's Award for Excellence in Small Business on behalf of his company. His art has appeared in magazines, on packaging and more recently, on several commemorative coins released by the Royal Canadian Mint. But it is his strategic and consultative approach to the design process that led him to brand identity development and eventually marketing. He has over 15 years experience as a creative professional, but his upbringing in a blue collar family gives him unique insight into the professional trades he specializes in helping promote. Jason started his first job working in greenhouses at the age of 12. He put himself through college working alongside his brothers in the family construction businesses. He has operated heavy machinery, can swing a hammer and can finish concrete. The calluses have worn off at this point but not the respect Jason has for those who work with their hands.

Mark Bradley

Mark Bradley founded TBG Landscape (The Beach Gardener) out of his backyard 14 years ago. Since then, TBG has not only won many Awards of Excellence for its innovative design-build work, but has also grown to one of Lawn and Landscape's Top-100 landscape contractors in North America. He is president of the Landscape Management Network. Mark is never short on ideas on how we can improve our companies and our industry.

Michael Brownbridge, Ph.D., B.S.c.

Brownbridge brings an extensive research background in greenhouse technologies and pest management to the Horticultural Production Systems unit at Vineland Research and Innovation Centre. He leads a research team in biocontrol and IPM systems for greenhouse floriculture, nursery and landscape horticulture, in addition to developing sustainable lawn turf management techniques for industry. One of Vineland's flagship programs, World Crops, is spearheaded by Brownbridge, delivering fresh, healthy, ethno-cultural vegetables to the Canadian consumer.

Scott Bryk, B.Sc., CLP

Scott is a successful entrepreneur in the environmental sector. A biologist by training, Scott is passionate about the environment and is focused on lowering the carbon footprint of our business. He also manages franchise support, coaching and training as President for the Grounds Guys Canada. Scott is a former professional triathlete who enjoys an active life-style. With his extensive leadership experience he now leads Canada's largest landscape management company into the future.

Richard Burton

Richard Burton is Manager of the Occupational Health and Safety Programs & Standards with the Ministry of Labour's prevention office. He has over 21 years of health and safety and prevention experience having worked for the Ministry of Labour and the Workplace Safety and Insurance Board (WSIB). Richard was fortunate enough to follow prevention when it went to the WSIB, and now as it has landed in the MOL. This is Richard's second tour of duty with the MOL and one of his assignments upon his return was to undertake a review of WSIB prevention programs: Workwell, Safety Groups and the Safe Communities Incentive Program (SCIP). Richard will give us an update on how that is going along with other updates related to the Prevention office as a whole.

Pam Charbonneau

Charbonneau has served as Turfgrass Specialist with the Ontario Ministry of Agriculture and Food for 22 years. She works with golf course superintendents, sports turf managers, lawn care operators and sod farmers to provide information and advice on turf management. As part of her service with OMAFRA, she writes turf related factsheets and government publications for web and print publication. She contributes regularly to Ontario-based turf trade journals and association newsletters. Charbonneau also gives seminars on a host of turf-related topics, and has been actively involved in the Golf IPM Accreditation program. Her main area of expertise is Integrated Pest Management and her passion is insects.

Jim Chatfield, M.S.

Chatfield is an Associate Professor with Ohio State University Extension in Wooster and in the Department of Horticulture and Crop Science and the Department of Plant Pathology. He holds an M.S. in Plant Pathology from Ohio State University and a B.S. in Botany from Ohio University, with experience managing a greenhouse in Denver, Colo. and working in a number of plant diagnostic labs. He teaches throughout Ohio and the U.S. at green industry programs and publishes articles in a number of scientific, extension outreach, and trade journals. His poetic allusions to the beauty and splendour of crabapples, his ability to explain the hierarchy of pathogenesis to the President of Iceland, and even his most recent feat of sending apple seeds into space on the last NASA Space Shuttle mission illustrate a drive to teach and learn.

SPEAKER BIOGRAPHIES

Owen Dell, ASLA

Owen is an award-winning, internationally admired landscape architect, author and educator. He is the principal of Owen Dell and Associates, Corvallis, Ore., specializing in sustainable landscape architectural services. Owen has been part of the landscaping profession since 1971, and he has pioneered many of the practices of sustainable landscaping presently in use worldwide. Owen lectures around the country and internationally on sustainable landscaping and related topics. He is the author of "How to Start a Home-Based Landscaping Business" and "Sustainable Landscaping for Dummies." Owen is also a regular contributor to many national and regional horticultural publications. For five years he was the co-host and co-creator of the popular Santa Barbara television series, "Garden Wise Guys."

Beth Edney, CLD

Beth is an award-winning Certified Landscape Designer with over 25 years of experience. Her work has been published in several trade publications as well as numerous consumer magazines, not to mention being seen on HGTV, the Wnetwork, and CityTV. Beth is very active in her industry and has served on many industry advisory boards. She runs Designs By The Yard design studio and boutique. Beth teaches part-time at several schools, and in her spare time raises three children and has recently added Hockey Mom to her resume.

Diarmuid Gavin

Diarmuid studied amenity horticulture at the Botanic Gardens in Glasnevin in Dublin. Following this he established his own U.K.-based garden design business. The year 2011 saw Diarmuid's ambitious Garden In the Sky design being awarded Gold at the prestigious RHS Chelsea Flower Show. He is currently developing his 9th Chelsea offering, the largest exhibit ever displayed there, a Chocolate Factory Garden. Diarmuid has worked for all the main broadcasters on both radio and television in the UK and Ireland, is currently on a daily morning show, and has also been presenter and garden designer on other several television programs. Diarmuid has been awarded an honorary Doctor of Art in recognition of his contribution to garden design, is a patron of the Southport Flower Show, Trees for Cities, Cricklewood Homeless Concern and is a supporter of the Niall Mellon Township Trust, The Rose Project which supports AIDS sufferers in Africa and the Cill Riallaig Arts Centre in Co. Kerry. Diarmuid has authored 11 books and currently runs a Dublin based garden design studio, with clients in Europe, South Africa and the Middle East and has recently worked with Moscow City Council examining the work of Russian contemporary designers. His design philosophy follows the standard form and function, always listening to the client but adding a twist, an element of surprise and often fun.

Harry Gelderman, CLT

Harry started landscaping when he was 14. He attended Sheridan College for Horticulture and Ryerson University for Design, and is Landscape Industry Certified. Before joining Gelderman, Harry ran a small landscape maintenance company, and went on to own and operate Landview Landscape Contractors for seven years. Harry started working at Gelderman in 1993 as a designer, a salesman and a site worker. He moved on to Sales/Supervisor directing landscape designs and coordinating job sites. Harry is presently responsible for design and landscape sales. Always with a view to giving back and helping where he can, Harry is an active volunteer in the industry, the local community and his Church. Harry most enjoys spending his time with his wife of 27 years and their five sons. He enjoys camping, canoeing and spending time in nature, and in more sedentary moments can be found reading some good fiction...or landscape industry material.

Denise Gervais

Denise has been involved with WSI and internet marketing since 1997. She is well known for taking what can be a confusing technology topic and turning it into a language that any business owner can understand. Denise has been speaking publicly throughout her entire career, and has been featured in over 30 countries. She leads the team at WSI in Milton, Ont., and has been a friend to the green industry for some time. Being a farm girl and having Dutch blood in her veins has produced a fondness for the landscape industry and nothing pleases Denise more than hearing about landscape owners having their best seasons ever after they've implemented their internet marketing services.

Jacki Hart, CLP

Hart is president of Water's Edge Landscaping in the Muskokas, an award-winning firm, as well as program development manager for Landscape Ontario's Prosperity Partners program. She is an active partner in Jump-Point, an innovative consulting team, as well as president of Consulting by Hart. In addition, Hart also manages the Clarity for the Boss program.

Nathan Helder, B.Sc.

Nathan is president of Gelderman Landscape Services, Waterdown, Ont. He is passionate about finance, people and business development, and provides leadership and direction to the company as well as spearheading new initiatives. Nathan embraces the Gelderman value system, The Gelderman Way, a company mandate around showing customers respect and care through daily actions. Nathan also volunteers in several forums; he is on the Board of Directors for the Canadian Condominium Institute Golden Horseshoe Chapter, and currently serves as their Chair on the Professional

SPEAKER BIOGRAPHIES

Partners Committee and is an ACMO Associates Committee member. Nathan was instrumental in founding Landscape Ontario's Environmental Stewardship Committee, and is involved in Landscape Ontario's Show Committee. He frequently contributes landscaping and other industry-related articles to ACMO's CM Magazine and the CCI-GHC Condo News Magazine.

Alistair Johnston

Johnston is the Contracts Manager, Senior Consulting Arborist and Partner with Strybos Barron King Landscape Architecture in Mississauga. He is a member of Landscape Ontario, International Society of Arboriculture and American Society of Consulting Arborists. A graduate from the Humber Landscape Horticulture program, Alistair has over 20 years of experience in landscape construction and arboriculture. He sits on the Humber Landscape Technician Advisory Board, is a past instructor for their Landscape Technician Program and is a frequent guest lecturer. He is active within Landscape Ontario as an Awards of Excellence judge and a presenter at ceremonies and conferences. Although he is dedicated to his work, the most important part of his life is his wife and two boys.

Tim Kearney, CLP

Kearney is owner for more than 25 years of Garden Creations of Ottawa, an award winning landscape firm, serving its clients' design and maintenance needs. He has served for many years on a variety of committees and the Landscape Ontario Provincial Board of Directors.

Robert Kennaley

Robert Kennaley is a former landscape contractor and an honorary member of Landscape Ontario. He now practices construction law with McLauchlin and Associates, out of offices in both Toronto and Simcoe, Ont. His day-to-day practice involves negotiations, contract drafting, construction lien and trust claims, claims involving owners, consultants and insurers, tendering issues, building code violations, claims against performance and labour and material payment bonds, Workplace Safety and Insurance Act claims and Occupational Health and Safety Act issues. He also speaks and writes regularly on construction law issues.

Anwar Knight

Anwar is a proud Canadian broadcaster, actor and television producer. His career began years ago as an accomplished stand-up comic at Yuk Yuk's. He practiced and perfected his act daily while hosting his own show at some of the most successful radio stations in the country. More recently, his warm and energetic personality has come to enlighten TV audiences on a variety of networks. Anwar has been a part of some of the most successful television news teams in the country includ-

ing The Weather Network, Global News, and Oasis-HD, the world's first all- Hi-Def Nature Channel. Today Anwar is an integral part of Canada's most watched news team on CTV. He anchors the weather while reporting live on location from around the GTA. His quick wit and humour are also prominently showcased as a regular fill-in co-host on the country's only national morning show, "Canada AM". His creativity, talent, experience and abundant energy have made him a popular household name in Canadian Broadcasting.

Jeff Korhan, MBA

Jeff is the author of *Built-In Social: Essential Social Marketing Practices for Every Small Business* (Wiley 2013), an Amazon Top 10 Social Media for Business bestseller that delivers proven methods for converting social marketing best practices into profitable outcomes. He is a small business marketing expert helping mainstream businesses use social media and Internet marketing to create exceptional customer experiences that accelerate business growth. Korhan was a Fortune 50 Sales and Marketing Executive who later founded a landscape services company in suburban Chicago, that was twice named Small Business of the Year during its two decades of operation. Jeff is a syndicated publisher and regular content contributor to leading business publications, with his own New Media and Small Business Marketing site ranking among the Top 100 Small Business blogs in the world by Technorati Media.

Ron Koudys, BLA, MEd, OALA, CSLA, ASLA, RLI (MI), CLD

Ron Koudys recently retired as professor and coordinator for the Landscape Design program at Fanshawe College in London, Ont.; he was instrumental in developing its design, horticulture and land planning programs. He holds a landscape architecture degree from the University of Guelph and a Masters of Education from the University of Toronto. Koudys is a practicing landscape architect with memberships the American Society of Landscape Architects, the Canadian Society of Landscape Architects and the Ontario Association of Landscape Architects. His clients include Ford of Canada, General Motors, 3M, Michigan DOT, City of Mississauga, Home Depot, Loblaw's and Agriculture Canada. He is a founding member of Landscape Ontario's Landscape Designer Sector Group.

Christene Levatte, CLP

Christene is co-owner of a family-owned and operated landscape business, Highland Landscapes for Lifestyle of Sydney, N.S. Her firm specializes in landscape design/build, commercial contracting, brownfield reclamation and turf production. Highland has received many Landscape Nova Scotia Awards of Excellence since 1999, and received the 2012 National Award of Landscape Excellence in Landscape Design. Christene is proudly continuing a long family tradition

SPEAKER BIOGRAPHIES

of association work and industry volunteering, with her grandfather being a founding member of the Atlantic Nursery Trades Association and father serving as APNTA President; she is currently the President of the Canadian Nursery Landscape Association.

Bernie Marcoux

Bernie has been the Regional Program Coordinator in the Employment Standards Program with the Western Region of the Ministry of Labour for over three years. He acts as a specialist resource for Employment Standards Officers who investigate claims and perform inspections in the enforcement of the Employment Standards Act. Prior to his appointment as Regional Program Coordinator, he was an Employment Standards Officer for 18 years.

Jim Mathis, csp

Jim is an international Certified Speaking Professional (CSP), strategist and best-selling author. He has been strategizing, speaking and consulting for over 33 years. He helps business leaders who want to reinvent their businesses in changing economic climates. Jim has much to share about business marketing strategy. He is president of The Mathis Group, based in Atlanta, and author of the best-selling book: "Reinvention Made Easy: Change Your Strategy, Change Your Results," and "Reinvention 101: Bold Ideas for Reinvention."

Ron McCarthy

Ron graduated from the University of Guelph in 1970 with a degree in Landscape Architecture. His work has included residential and commercial landscape designs and planning/design of retail projects, entertainment centres and theme parks. Among the many projects he has undertaken include West Edmonton Mall, The Meadowhall Shopping Leisure Centre in Sheffield England, Centro Oberhausen in Oberhausen Germany, The Supermall in Jakarta Indonesia, The World Trade Centre in Rhyad Saudia Arabia, Metrocentre in Newcastle England and the Warner Brothers Movie World in Queensland Australia. He has also spoken at numerous conferences in Canada, England, The Netherlands and France. Mr. McCarthy is known for being an innovative designer and a team leader in retail/entertainment projects from small to complex mixed use developments. He has been sought after by retail developers in different parts of the world to bring a unique concept and feel to a project that will make it stand out from the others. He has also taught at Ryerson University and Humber College in Toronto.

Jeff McMann, NPD, CLT, ISA, TRAQ

Jeff McMann has been in the green industry for nearly 30 years. A graduate of the Niagara Parks School of Horticulture, he is also an ISA-certified arborist and works for the City of Markham. Having worked extensively in the construction and maintenance

sectors of landscaping has allowed Jeff to expand his experiences in the industry. His award-winning gardens and turf work have been featured in magazines, books and newspapers. He has been asked to judge for many programs including Landscape Ontario Awards of Excellence, Canadian Nursery Landscape Association National Awards and Canada Blooms Feature Gardens. Jeff has had the privilege of being a guest speaker at many venues across Canada, teaches for Landscape Ontario, sits on Landscape Ontario's Grounds Maintenance Group, and is often asked to consult on tree, turf and maintenance issues. In his spare time he enjoys travelling with his wife Nancy visting the many gardens the world has to offer.

Brent Mecham

Brent is currently the Industry Development Director for the Irrigation Association. Most of his work days are occupied with the development of standards and codes that affect irrigation products and practices. He brings more than 35 years' experience working in both the landscape and irrigation industries as well as for a large water agency in Colorado. He has written numerous articles and helped develop many of the training manuals and books offered by the Irrigation Association. He is certified as an irrigation designer, contractor, auditor and water manager and in his spare time likes to ride bicycles with his wife and spoil his grandchildren.

Scott Olan, B.Sc.

Olan holds a Bachelor of Science in Agriculture Degree (Horticulture) from the University of Guelph and has been a licensed exterminator for almost 30 years. He has worked with the Ministry of the Environment as a Regional Pesticides Specialist in Eastern Region for the past eight years. He works with a variety of committees, groups, and agencies providing expert advice on Ontario's pesticides legislation. Olan has helped develop and implement a variety of Ministry programs and outreach initiatives.

Michael Pascoe, NPD, ODH, CLT, M.Sc.

Michael is a plant 'nut' and has been one since childhood. Growing up in Cornwall, England, he began his gardening career at age six with a home-built greenhouse. Michael has travelled and worked throughout the world, spending many years in Southeast Asia. He is currently a professor and academic program coordinator for the Horticulture Programs at Fanshawe College, London, Ont. Michael is a graduate of the Niagara Parks School of Horticulture, The University of Guelph, the University of Sussex and the Royal Botanic Gardens, Kew. He holds an M.Sc. with distinction in Plant Conservation and is an award-winning professor. His Kernow Gardens design consultancy is based in Strathroy, Ont. Past projects have included the London International Airport, London

SPEAKER BIOGRAPHIES

Life and Huron College. Michael was the first Canadian to win a Perennial Plant Association (PPA), award for his work on the Cuddy Garden (now owned by Fanshawe College), he won a second PPA award.

Kate Seaver, B.A., M.Sc.

Kate is a horticulturist, exterior decorator and floral designer, who also specializes in garden and lifestyle education and events. Prior to pursuing her passion for all things gardening, Kate spent almost 20 years building a flourishing corporate career, traveling extensively and serving as vice-president to two large Canadian companies. Kate is a frequent guest lecturer, is featured regularly in magazines and is seen often as an expert guest on TV.

Haig Seferian, OALA, CSLA, FASLA, CLD, HHHBA

Haig Seferian is a University of Guelph and California's Polytechnic Institute School of Environmental Design graduate, and the founding member of the Certified Landscape Designer Association. Haig embarked on his career under the leadership of Bill DeLuca of Aldershot Landscape Contractors, solidifying his construction knowledge and business savvy. In 1992 Haig established Seferian Design Group, striving to attain new levels of innovative design. His goal has been to provide workable and imaginative solutions to the process of site development that are functional, aesthetically pleasing and sustainable. Seferian has a long list of achievements including serving as host of HGTV's Garden Architecture, co-host of Green Force, author of Hardscaping, chairman of the Provincial Advisory Committee for the Horticultural Industry, Professor of Landscape Architecture at Humber College and instructor at Landscape Ontario's School of Horticulture.

Andrew Selluski

Andrew is an Occupational Health and Safety Inspector assigned to the industrial program in Ontario's Western Region. At the Ministry of Labour he has conducted proactive workplace inspections and investigations of complaints and incidents and served as the operations Technical Advisor to the Health and Safety Contact Centre. He has also served the Ministry of Labour as a Regional Program Coordinator and a Provincial Specialist. Andrew is married, has three children and shares with his family a fondness for all things Disney.

Karin Senneff

After co-founding Plant Interscapes, Senneff spent 27 years helping to grow the company into the eighth largest interior landscape firm in the U.S. Karin attributes the company's growth and success to the ability to find, grow and keep the people best-suited to the business. In 2011 she founded Viktory Lap, whose mission is to help clients find, grow and keep great employees. As a professional speaker and trainer, she

shares her expertise in organizational development and change, human resource best practices, and cultural management at various industry seminars and conferences. Senneff earned her degree in Education from California Polytechnic State University, and is a mother of four.

David C. Smith, PAg, C.G.C.S.

David is a Professional Agrologist, (PAg.) and Certified Golf Course Superintendent, with over 30 years of experience in the golf and turf industry. He provides consultation on construction and maintenance of turf grass facilities including golf courses, athletic fields, residential lawns, park land, sod production and other horticultural plantings and projects.

George Urvai, B.A.

George is the co-founder of Oriole Landscaping of Toronto, and is currently a popular business coach and instructor for the Landscape Management Network. He has served the industry and spent countless hours as a Past President of LO's Toronto Chapter, and served on LO's Provincial Board of Directors as well as the Canada Blooms Board of Directors.

Anna Van Maris

Anna often says she grew up in a garden center. Between the ages of 4 and 15, Anna's backyard was the Parklane retail garden center on Finch Avenue. She boasts that she was able to read blueprints by the time she was eight, and her super power is to draw the perfect inch. Anna attempted to pursue a career in environmental studies, but the lure of residential landscape proved to be too enticing for her. More suited to healing the earth, "one garden at a time," Anna refocused and graduated from a Landscape Technology program. Her creative inspiration is heavily influenced by Ontario's northern beauty, and her secret passion is to create the perfect outdoor classroom for classes in ecology, food security and herbal medicine. Anna is an active volunteer for various boards and groups, including many for LO. Anna is an herbalist and frequently donates her time to present to horticultural groups and schools.

Peter Van Stralen, cFE

With over 20 years of business success to his credit, Peter is a certified franchise executive and the visionary leader of Sunshine Brands. He is passionate about sharing and teaching the culture and leadership principles found in his book C.A.R.E. Leadership, which shares the extraordinary story of The Grounds Guys, and how eight simple - but powerful leadership principles have enabled the company to see sustained success. In his spare time he can be found fishing with his kids or conquering the local hills on his mountain bike.

EXHIBITOR LISTINGS AS OF AUGUST 31, 2013

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
A&R GEOSYNTHETICS INC	310	BOREAL AGROMINERALS		COLVOY EQUIPMENT	91, 93
ACO SYSTEMS LTD	1302	INC	1527	COMMANDER	
ACTI-SOL INC	G38	BOSMAN HOME FRONT INC	129	ATTACHMENTS	378
ALGONQUIN NATURAL STONE		BOT AGGREGATES LIMITED	428	COMMUNITIES IN BLOOM	G46
LTD	1672	BOULDERS STONE SUPPLY		CONCORD ALUMINUM	
ALL ONTARIO HYDROSEEDING		INC	1846	RAILINGS	F46
AND ICE CONTROL	723	BRAUN NURSERY LTD	1235	CONNECT EQUIPMENT	2
ALL TREAT FARMS LTD	460	Britespan Building		CONNON NURSERIES/	
ALLIANCE AGRI-TURF INC	1118	SYSTEMS	655	CBV HOLDINGS LTD	560
ALPINE PLANT FOODS		BROWN'S CONCRETE		CONNON NURSERIES/	
CORPORATION	1725	PRODUCTS LTD	465	NVK HOLDINGS INC	1456
ALTURNAMATS, INC	133	BUDGET ENVIRONMENTAL		COOPER EQUIPMENT	
AMAZING GATES		DISPOSAL	155	RENTALS	147
OF CANADA	266	C PINE ASSOCIATES INC	1124	CREDIT VALLEY	
AMERISTAR FENCE		CALCO SOILS	338	CONSERVATION	E30
PRODUCTS	F11	CAMBRIDGE AGGREGATE		CREIGHTON ROCK DRILL	
AQUASCAPE, INC	1206	SERVICES	1155C	LTD	567
ARBORVALLEY URBAN		CAMPANIA		CUB CADET	628
FORESTRY	1250	INTERNATIONAL	1155A	CURV-RITE INC	S16
ARCTIC EQUIPMENT		CAN AM PRECAST PRODUCTS		DA-LEE PROFESSIONAL	
MFG CORP	642	LTD	1343	DUST & ICE MANAGEMENT	
ARMTEC/BROOKLIN	1512	CANADALE NURSERIES		SOLUTIONS	111
ASSOCIATION OF ONTARIO		LTD	1212	DECLOET STRUCTURES	
ROAD SUPERVISORS	E29	CANADIAN FENCE INDUSTRY		LTD	1130
ATLAS BLOCK CO LIMITED	538	ASSOCIATION (CFIA)	F44	DEER FENCE CANADA INC	G87
ATLAS POLAR COMPANY		CANADIAN RESTORATIONS		DEL EQUIPMENT LTD	102
LTD	1729	GTA INC	149	DELAWARE PUMP AND PARTS	
AVK NURSERY HOLDINGS		CANADIAN SALT COMPANY LTD		LTD	169
INC	2101	(THE)	173	DEVTRA INC	820
BAG-O-SAND INC	1560	CANADIAN SCALE COMPANY		DFK EQUIPMENT	
BALSAM PROMOTIONS	90	LIMITED	78	SALES INC	872
BANAS STONES		CAN-CLEAN PRESSURE		DIRECT SOLUTIONS FORMERLY	
PRIVATE LTD	750, 862	WASHERS	1567	AGRIUM ADVANCE	
BANNERMAN LTD	236	CANNOR NURSERIES LTD	1149	TECHNOLOGIES	533
BARRACUDA INC	1243	CAST LIGHTING LLC	1132	DIVERSITREE PLANTS INC	1202
BAUMALIGHT BY:		CENTRAL IRRIGATION SUPPLY		DIXIE CHOPPER	44
MTB MFG INC	1761	OF CANADA INC	1106	DNM SYSTEMS LTD	534
BAY-LYNX MANUFACTURING		CHEROKEE MFG	1316	DOLPHIN FIBERGLASS	
INC	364	CHRYSLER CANADA INC	39	POOLS	1828
BEAVER VALLEY STONE LTD	260	CI FABRICS	F24	DOMAX CONSTRUCTION	
BEC EQUIPMENT	167	CJ BLOWER TRUCK		EQUIPMENT	247
BEST WAY STONE LTD	672	SERVICES	171	DON MARJAMA NURSERY	
BIG BEAR TOOLS INC	148	CLEARVIEW NURSERY LTD	1326	CO, INC	1259
BLUE SKY NURSERY LTD	1217	COASTAL SOURCE CANADA	508	DRIVE PRODUCTS	172
BOBCAT COMPANY	99	COLONIAL BRICK		DRIVETEC	95
		& STONE	1155B	DUKE (GC) EQUIPMENT	
				LTD	1546, 1643, 1442

EXHIBITOR LISTINGS AS OF AUGUST 31, 2013

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
DUTCHMASTER NURSERIES LTD	1566	FYFE (ALLAN) EQUIPMENT LTD	361	JC BAKKER & SONS LTD	1542
DYNASCAPE SOFTWARE	1218	G&L GROUP OF COMPANIES	1507	JC ROCK LTD	347
EASTERN FARM MACHINERY LTD	382	GENERAL MOTORS OF CANADA	17	JOHN DEERE CANADA ULC	728, 728B
EASY PRO POND PRODUCTS	143	GENERAL SEED COMPANY ..	1204	JOHN DEERE LANDSCAPES LTD	232
ECHO POWER EQUIPMENT (CANADA)	708	GLOBAL ARCH INC	518	JRT NURSERIES INC	1403
ECO WOOD PRODUCTS LTD ..	543	GREAT NORTH LANDSCAPE PRODUCTS	552	KAGE INNOVATION LLC	774
ECO-FLEX	409	GREEN TRACTORS	334	KATO'S NURSERY (2007) LTD	1224
ECO-POOLS INC	141	GREENHORIZONS GROUP OF FARMS LTD (THE)	1260	KAWARTHA ROCK QUARRY INC	1145
ELIET USA INC	408	GREENSTAR PLANT PRODUCTS	G34	KEN BEGG NURSERY SALES INC	1135
ELOQUIP LTD	1272	GREENVILLE - A PART OF WRIAN MARKETING	553	KESMAC BROUWER TURF	561
EMPLOYERS FIRST	E4	GRO-BARK (ONTARIO) LTD	328	KILLALOE WOOD PRODUCTS	1346
ENCORE LANDSCAPE LIGHTING	1351	GROUND'S GUYS (THE)	1327	KIOTI TRACTOR - DIV OF DAEDONG USA, INC	51
ENVIREM ORGANICS INC	2106	GROWER'S CHOICE	1226	KOBES NURSERIES INC	1313
ENVIRONS WHOLESALE NURSERY	1528	HANES GEO COMPONENTS ..	860	KOPPERT CANADA LTD	1425
EQUIPMENT JOURNAL	333	HAYES TIMBER	1155G	KROWN RUST CONTROL SYSTEMS	854
EUROPA LANDSCAPING PRODUCTS	1155E	HILLEN NURSERY INC	268	KUBOTA CANADA LTD	686
EVERPLAY INSTALLATION INC	G31	HILLTOP STONE & SUPPLY ..	1251	L&R SHELTERS INC	1230
EXCEL INDUSTRIES, INC	572	HORST WELDING / AMI ATTACHMENTS	S12	LANDINI CANADA INC	15
EZ-GRASS, INC	1252	HORTICULTURAL MARKETING INC	1155, 1156	LANDSCAPE MANAGEMENT NETWORK	1506
FAIRFIELD TREE NURSERIES INC	1142	HORTPROTECT - THE INVESTMENT GUILD & MARSH CANADA	238	LANDSOURCE ORGANIX LTD	547
FAIRGREEN SOD FARMS LTD	1433	HUMBER NURSERIES LTD	369	LANING (ROBERT H) & SONS LTD	866
FBC - CANADA'S SMALL BUSINESS TAX SPECIALISTS	2110	HUNTER INDUSTRIES INC	434	LAWN LIFE	1348
FENCE PEOPLE LIMITED (THE)	F22	HUSQVARNA CANADA CORPORATE	1652	LIGHTNING EQUIPMENT SALES INC	1167
FERRIS INDUSTRIES INC	416	HUTCHESON SAND & MIXES	432	LIMBERLOST STONE INC	1743
FIBRAMULCH	16	INFRASTRUCTURES	27	LINNAEA NURSERIES LTD	1421
FORTRESS FENCE PRODUCTS	F16	INNOVATIVE SURFACE SOLUTIONS	G69	LINZEL DISTRIBUTING	138, 142
FOX HOLLOW FARMS	1324	INTERNATIONAL SOCIETY OF ARBORICULTURE ONTARIO INC (ISAO)	E11	LIPANI TURF GROUP	312
FRENSCH (C) LTD	1137	ISLINGTON NURSERIES LTD ..	308	LOCKEY USA	F20
FS PARTNERS, A DIV OF GROWMARK, INC	1203	ISUZU COMMERCIAL TRUCK CANADA	1	LS TRAINING SYSTEM	72
FTT	613	JB&D COMPANY LTD	1266	MACLEAN ENGINEERING	14
FX LUMINAIRE	436			MAGUIRE SUPER-SHIELD / MAGUIRE CROSS-FIRE	166
				MANITOU AMERICAS INC FORMERLY GEHL	2B

EXHIBITOR LISTINGS AS OF AUGUST 31, 2013

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
MANKAR ULTRA-LOW VOLUME SPRAYERS.....	1328	NEWROADS NATIONAL LEASING.....	30	PES CANADA	175
MANULIFT EMI	7	NIAGARA COLLEGE	E16	PESTICIDE INDUSTRY COUNCIL - PIC	E10
MAPLE LEAF NURSERIES LTD	1734	NLS PRODUCTS	31	PHOENIX MEASUREMENT SOLUTIONS INC	153
MAR-CO CLAY & STONE.....	132	NORLEANS TECHNOLOGIES INC	189	PICKSEED CANADA INC	1520
MASTER HALCO CORP.....	F5	NORTH SHORE IMPORTS ...	2107	PINEMEADOWS TREE FARMS LTD	1202A
MAYNE INC.....	1405	NORTHBRIDGE FINANCIAL CORPORATION C/O FEDERATED INSURANCE COMPANY OF CANADA	F19	PINENEEDLE FARMS	1133
MAYNOOTH NATURAL GRANITE.....	1427	NORTHLAND QUARRY SUPPLY LTD	1325	PLAYCARE AND DESIGN INC	549
MCCLOSKEY INTERNATIONAL.....	1766	NORTON ABRASIVES O/A SAINT GOBAIN ABRASIVES CANADA INC	1628	PLS INSOLES INC.....	1408
MEGADOME / HARNOIS INDUSTRIES.....	1428	NU IMAGE INC	74	POTTERS ROAD NURSERY INC	1529
METAL PLESS INC.....	335	NURSERY SOD GROWERS ASSOCIATION OF ONTARIO...E2		POWER SOURCE CANADA ..	1758
MILLER COMPOST - THE MILLER GROUP	346	NUTRITE	2012	PREMIER EQUIPMENT	1447
MILLGROVE GARDEN SUPPLIES - LADY BUG BAG.....	551	OAKS CONCRETE - BRAMPTON BRICK LTD	318	PRICELESS PRODUCTS LANDSCAPE DEPOT	719
MILLGROVE PERENNIALS INC	1432	OMEGA II FENCE SYSTEMS...F17		PRO FLEET CARE.....	822
MINISTRY OF THE ENVIRONMENT.....	E26	OMNI ENVIRO CANADA	1150	PRO LANDSCAPE BY DRAFIX SOFTWARE	417
MISKA TRAILERS	11	ONTARIO PARKS ASSOCIATION.....	G33	PRO TECH ENGINEERING INC	1858
MITSUBISHI FUSO TRUCK OF AMERICA, INC.....	10	ONTARIO REGIONAL COMMON GROUND ALLIANCE (ORCGA).....	1214	PROFESSIONAL LAWN CARE ASSOCIATION OF ONTARIO...E9	
MODERN FENCE TECHNOLOGIES CANADA.....	F7	ONTARIO SEED CO LTD	1134	PROLINE EQUIPMENT: DIVISION OF HERITAGE OAK FARM, INC	1429
MOON VISION LIGHTING.....	264	ONTARIO TREE SEED PLANT - MINISTRY OF NATURAL RESOURCES.....	343	PROMO SHAN CORP	1258
MS GREGSON; DIV OF RAD TECHNOLOGIES INC	1255	OREGON DISTRIBUTION LTD	1502	PRO-POWER CANADA INC.....	478
MULTI SHELTER SOLUTIONS.....	1420	OUTDOOR SUPPLIES AND EQUIPMENT INC.....	2004	PUTZER (M) HORNBY NURSERY LTD	1424
MUNGER LAWNSCAPE DISTRIBUTION	G45	OUTFRONT PORTABLE SOLUTIONS - A DIV OF ALL COVER PORTABLE SYSTEMS	528	PYGAR SALES CANADA LTD... 365	
MUSKOKA ROCK COMPANY LTD	1105	OXFORD PALLET & RECYCLERS LTD	G51	Q & Z NURSERY INC	1562
MYKE	G60	PEETERS (JM) NURSERIES LTD	1353	QUALITY SEEDS LTD.....	1435
NAPOLEON APPLIANCE CORPORATION.....	272	PERMACON GROUP	648	QUEBEC MULTIPLANTS.....	1727
NATIONAL BUILDING GROUP	1428A	PERMALOC CORPORATION... 413		QUEST AUTOMOTIVE LEASING SERVICES.....	228
NATIONAL CONCRETE ACCESSORIES	568			QU-UP CORPORATION	481
NEW ENGLAND ARBORS CANADA	1409			REDMAX (MTI CANADA).....	1661
				REGION OF PEEL	474
				REIST INDUSTRIES INC	372
				RIDGEVIEW LANDSCAPE SUPPLY	1155D
				RITTENHOUSE SINCE 1914	1535

EXHIBITOR LISTINGS AS OF AUGUST 31, 2013

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
ROYAL BOTANICAL GARDENS.....	E3	TECHNO METAL POST DISTRIBUTION (ONTARIO) INC.....	242	UXBRIDGE NURSERIES LTD.....	1234
SABLE MARCO INC.....	1128	TECHO-BLOC INC.....	1742	VAN NOORT BULB CO LTD.....	1525
SANTERRA STONECRAFT....	1312	TEREX CONSTRUCTION AMERICAS.....	12	VANDEN BUSSCHE IRRIGATION.....	350
SEAL KING INC.....	1160	TERRAFIX GEOSYNTHETICS INC.....	529	VANDEN BUSSCHE IRRIGATION (DELHI).....	351
SESTER FARMS INC.....	1246	THAMES VALLEY BRICK & TILE/ BUILDING PRODUCTS.....	1466	VENTRAC BY VENTURE PRODUCTS INC.....	2C
SHERIDAN NURSERIES.....	1342	THAT FRANCHISE GROUP....	565	VERBINNEN'S NURSERY LTD.....	1318
SHOWA BEST GLOVE MANUFACTURING LTD.....	1533	THE DECK STORE INC.....	137	VERMEER CANADA INC.....	442
SLOAN'S NURSERY AND CHRISTMAS TREES.....	1221	THE FOUNDRY/COOKSTOVES CANADA.....	47	VOTH SALES & SERVICES INC.....	884
SMALE (WR) CO (1979) LTD...	128	TILLSON BRANDS INC (FUTURE ROAD SOLUTIONS).....	212	VRE GREENHOUSE SYSTEMS.....	360
SMART ABOUT SALT COUNCIL.....	E28	TIRECRAFT.....	82	WACKER NEUSON LTD.....	49
SNOW & ICE MANAGEMENT ASSOCIATION INC.....	541	TOP LIFT ENTERPRISES INC....	22	WAI PRODUCTS LTD/ HYDRO-RAIN.....	243
SOD SOLUTIONS, INC.....	1642	TORO COMPANY (THE) ..	112, 116	WALLENSTEIN BY: EMB MFG INC.....	573
SOMERVILLE NURSERIES INC.....	1136	TOTAL EQUIPMENT RENTALS.....	94	WATERLOO BIOFILTER SYSTEMS INC.....	452
SOUTHLAND INSURANCE BROKERS INC.....	1418	TRACKEM.....	G2	WEBER MT (WEBER MACHINE, INC).....	181
SPEARE SEEDS.....	454	TRACKLESS VEHICLES LTD...	160	WHITEOAK FORD LINCOLN SALES LTD.....	1112
ST WILLIAMS NURSERY & ECOLOGY CENTRE.....	1231	TREE ISLAND STEEL LTD.....	F18	WILLOWBROOK NURSERIES INC.....	760
STABILA INC.....	1503	TRIPLE H CONCRETE PRODUCTS LTD.....	1166	WINDSOR RUBBER.....	1155F
STAM NURSERIES (2009) INC.....	1412	TRUCK CRAFT INC.....	161	WINKELMOLEN NURSERY LTD.....	1306
STEWART'S EQUIPMENT LTD.....	103	TRYNEX INTERNATIONAL.....	45	WOODBIDGE EQUIPMENT PARTS INC.....	447
STIHL LIMITED.....	5	TS BENEFIT SOLUTIONS.....	2011	WRIGHT COMMERCIAL PRODUCTS.....	150
STONE-LINK CORP.....	608	TSURUMI CANADA.....	1335	WSI - WE SIMPLIFY THE INTERNET.....	248
STONEMEN'S VALLEY INC...	1332	TUFX-FORT INC.....	472	ZANDER SOD CO LTD.....	1336
STONESAVER (KORZITE COATINGS).....	647	TURF CARE IRRIGATION & LIGHTING.....	1117		
STRONGCO EQUIPMENT.....	660	TURF CARE PRODUCTS CANADA.....	218		
SUNLIFE FINANCIAL.....	339	TURF REVOLUTION.....	618		
SUNNYWEI (STONE) INTERNATIONAL INC.....	1242	TWIN EQUIPMENT LTD.....	1750		
SUPER SUCKER HYDRO VAC SERVICE INC.....	1216	TYEDEE BIN.....	G68		
SURE-LOC ALUMINUM EDGING / WOLVERINE TOOLS.....	1333	TYNE MOULDS AND MACHINERY CO LTD.....	1151		
TANDESKI ASSOCIATES INC.....	1125	UNILOK LTD.....	1356		
TD RETAIL CARD SERVICES...	514	UNIQUIP CANADA LTD.....	6		
TECHNISEAL.....	1532	UNIVERSAL FIELD SUPPLIES INC.....	146		
		UPPER CANADA STONE CO LTD.....	1434		



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The Student Registration Package can be accessed at **LOcongress.com** (under Teachers and Students).

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Landscape Ontario Horticultural Trades Association is one of the most vibrant associations of its kind, comprised of over 2,000 members, ten sector groups and nine local chapters. Its trade mission is to promote the horticulture industry in Ontario, and its public mission is to promote the joys and benefits of green spaces.

The Canadian Fence Industry Association is a non-profit organization representing contractors, retailers, agents, wholesalers and manufacturers of fence products and services. They are dedicated to representing high construction standards and level of ethical business behavior in a competitive market place.

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Let us help to make your Congress experience great! For assistance contact one of our team at 1.800.265.5656

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Congress 2014 Show Dates and Hours

Tuesday, January 7	9:00 a.m. to 5:00 p.m.
Wednesday, January 8	9:00 a.m. to 5:00 p.m.
Thursday, January 9	9:00 a.m. to 4:00 p.m.

LOCATION

Toronto Congress Centre
650 Dixon Road,
Toronto, Ontario, Canada M9W 1J1



Accommodation

Make direct reservations, by December 3, 2013, with your preferred hotel. To receive the best rates use the appropriate group code. You may cancel your reservation until 6 p.m. on your scheduled arrival day with no penalty. Reservations cancelled after 6 p.m. on the scheduled day of arrival or no-shows will be billed one night's room and tax charges.

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