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# CONGRESS CONNECT CONFERENCE

January 12-14, 2021



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January 12, 2021 | 9:45 a.m. to 10:45 a.m.

### **Get New Clients and Retain Them With Effective Marketing**

*Catherine Luzena-Hall | Practical Marketing Group*

With all the different types of marketing available today, it is hard to choose what to do to get and retain clients without spending more than you get back. Catherine will talk about practical strategies and best practices to maximize your ability to get new clients with less effort and money. She will cover effective strategies, campaigns, processes, and how to measure success. Walk out with actionable insights to help move your business forward.



January 12, 2021 | 9:45 a.m. to 10:45 a.m.

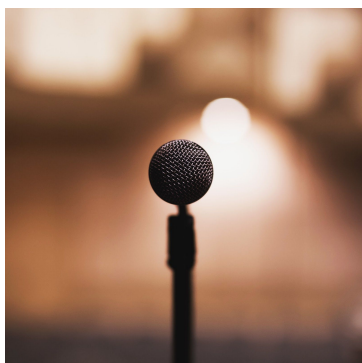
### **Eat that Yard: Edible Home Landscapes**

*Steven Biggs | Food Garden Life Media*

With a burgeoning interest in growing vegetables, fruit, and herbs by gardeners with small urban and suburban lots, it's time to think beyond the traditional stand-alone vegetable garden. You can make a visually stunning garden and yard—and eat it too. Use edible plants to create ornamental appeal as you incorporate edibles into existing garden beds. Or, add in ornamental plants that are also edible. Grow in unused spaces...like a driveway or on a rooftop. And maybe it's time to give that front yard an edible makeover. If you have thought about helping clients grow more edibles but weren't sure how or where to start, this talk will give you inspiration and ideas.



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January 12, 2021 | Time TBD

### Owners Only Workshop

Information coming soon.

Session sponsored by:



Business software for the landscape industry



January 12, 2021 | 11:00 a.m. to 12:00 p.m.

### Collaboration Between Trades

*Paul Brydges CLD, APALA, ASLA, CNLA, CSLA, OALA, FLP | Brydges Landscape Architecture Inc*

Designing outdoor spaces that reflect and achieve the wants and wishes of the client would be impossible without collaboration. The initial stage of collaboration is between a Designer and the client. A designer must listen closely to what their client hopes to achieve and accomplish their outdoor goals. Allowing open collaboration in this stage also inspires creativity; when the client openly discusses ideas, a designer can provide an array of solutions for them to consider. As the client provides feedback to these solutions, both good and bad, the process continues to evolve in this way until a final design can be agreed upon. Sometimes it is crucial to involve additional expertise from the initial stage such as environmental scientists, engineers, landscape contractors, municipalities, and conservation authorities. When more people are involved, the inclusion of collaboration becomes even more important. Other people from various backgrounds with varying



degrees of experience can offer insight and ideas that would otherwise not be considered. Collaboration with more individuals should be viewed as an exciting opportunity to learn something new, and achieve outstanding results.

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January 12, 2021 | 11:00 a.m. to 12:00 p.m.

**MTO Facility Audit - What You Need to Know**

*Ian and JoAnn Walters | Ian Walters Commercial Vehicle Consultant*

Information session on what Operator requirements are for MTO Facility Audit.

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January 12, 2021 | 11:00 a.m. to 12:00 p.m.

**Details to Make Wood Last Longer**

*Yuill McGregor | North on Sixty*

This presentation discusses the science behind modified and pressure-treated woods as well as woods that naturally weather well outdoors. Numerous proven construction details are revealed allowing audience members to utilize them immediately. A digital copy will be made available to participants.

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January 12, 2021 | 12:30 p.m. to 1:30 p.m.

### **KEYNOTE LUNCHEON: Embrace the Unexpected**

*David Bastedo | Photographer for the Tragically Hip*

In his talk, David speaks to audiences about the three key drivers that have helped shape his eclectic and successful career and can help them in theirs. Be Driven by Passion - Yes, one must be driven, but first, you must determine the passion which will drive you forward. Being driven by passion takes you further than you can imagine. For David, it took him across Canada, time and again, as the official photographer for Canada's band, The Tragically Hip. Embrace Continual Learning - Curiosity is key and David helps people embrace the curious side of life by illustrating how it makes life much more interesting and can create some unexpected results. Be Open to Opportunity - This doesn't mean always being on the lookout for the next prospect. It is a mindset of openness so that the opportunities can find you. And you can identify potential, hidden opportunities. David Bastedo will show you how to navigate the ups, downs and embrace the unexpected opportunities that

will come your way. You just have to be ready for them.



January 12, 2021 | 1:45 p.m. to 2:45 p.m.

### **If Only Trees Could Talk**

*Jennifer Llewellyn B.Sc. M.Sc., Cert. Arborist | OMAFRA*

Have you ever wished that you were a Tree Whisperer, someone who had inside knowledge on the many struggles of trees and shrubs? Do clients ask you about their landscape plants while you secretly hope for divine information from the universe to pop into your head? Then this is the seminar for you! Jen has over 20 years experience with the nursery, landscape and arboriculture industries and she loves to teach strategies for detecting, diagnosing and managing plant health issues. This seminar will give attendees significant insights into the underlying site condition, environmental, cultural and pest issues facing trees and shrubs in the Ontario landscape. CEUs are available!



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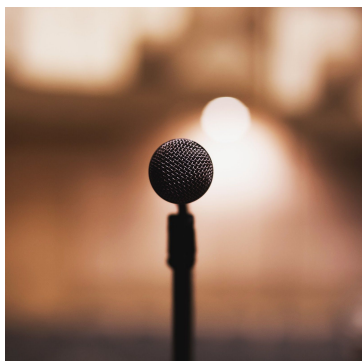


January 12, 2021 | 1:45 p.m. to 2:45 p.m.

### Open Book Management

*Grant Harrison | Nextra Consulting*

The philosophy of Open Book Management (OBM) is that businesses will experience greater success by sharing relevant financial and operational information with every employee. Employees will gain an accurate financial picture and feel a greater sense of responsibility for the success of the company. OBM encourages employees to look for ways to improve efficiency, increase profit and avoid mistakes. Join us to learn the basic principles of Open Book Management and ways to start implementing this practice in your business.



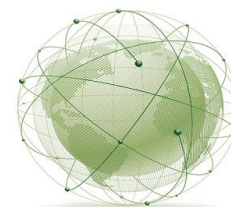
January 12, 2021 | 1:45 p.m. to 2:45 p.m.

### Customer Service and Experience

Information coming soon.

Session sponsored by:





January 12, 2021 | 3:00 p.m. to 4:00 p.m.

**Specialist Fruit Tree Pruning**

*Susan Poizner | Orchard People*

One important way we keep our fruit trees healthy and productive is by pruning them correctly every year – starting from the very day we plant our bare root fruit tree. In this workshop urban orchardist and fruit tree educator Susan Poizner will teach you how fruit tree pruning is different from pruning native or ornamentals trees. You will learn how to use pruning to improve your fruit tree's health, to spur vigorous growth or to slow down the growth of a larger, overgrown fruit tree. She will teach the difference between winter and summer fruit tree pruning and how pruning can help combat the common fruit tree diseases.



January 12, 2021 | 3:00 p.m. to 4:00 p.m.

**Professional Sales for the Professional**

*Rob Redden | in-lite Outdoor Lighting*

This interactive session will focus on Professional Selling techniques to help eliminate bad leads, qualify good leads, close the sale and get referrals. Engaging discussion around types of leads, how to work through your leads, qualifying questions, objections and closing will allow the attendee to understand the process of the sale and when to close. The goal here is to teach the professional ethical sales skills to understand which lead is right for your business, how to move past bad leads, and make the sale.



January 12, 2021 | 3:00 p.m. to 4:00 p.m.

**Sustainability:**

**Leading Your Team, Clients and Community to a Better Way**

*Paige Parker, BA, Dip., BRJR | Wentworth Landscapes*

*Scott Wentworth, OALA, CSLA | Wentworth Landscapes*



The opportunities the coming decade will present for our profession lie within the areas of community health & wellness, environmental restoration and sustainability. It's vitally important that we as a profession take a leading stewardship role in these areas, and contribute towards establishing the best practices in:

- leading our teams in how we can incorporate key sustainability principles in our design, construction and maintenance services
- teaching our clients the importance of applying sustainability principles to their home landscapes
- providing leadership within our communities to best practices within our individual and collective sphere of influence



January 13, 2021 | 9:45 a.m. to 10:45 a.m.

### **The Accountability Fix**

*Jacki Hart, CLP | Consulting by Hart*

In this 60 minute session, you'll learn the main reasons why accountability to tasks can be frustratingly elusive.

There's an art to holding each other accountable at work, in a positive, effective way.

In this session, you'll leave armed with an easy-to-use 7 step process to change the accountability culture in your business.



January 13, 2021 | 9:45 a.m. to 10:45 a.m.

### **2020 Trial Garden Results**

*Rodger Tschanz, MSc | University of Guelph*

The best performing and most popular new annuals and perennials from the 2020 trial garden season will be presented showcasing their uses in the landscape and containers where appropriate. The new pollinator trial site at the Milton Landscape Ontario office will be introduced along with a brief report on pollinator activity and diversity as seen on commonly available horticultural plants.



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January 13, 2021 | 9:45 a.m. to 10:45 a.m.

### **Mental Health in the Workplace**

*Dana Hurst, BHSc, WWHP | People Corporation*

Learn the impact the last year has had on mental and emotional well-being. Understand how our bodies react to stress and what this means, as well as how to recognize the signs of distress. Gain an understanding of mental illness (anxiety, depression, addictions) and what this looks like in the workplace, how to identify employees who are at risk and how to support your employees mental well-being through building resilience. Recognize the importance of taking care of yourself and learn what supportive resources are available.

Session sponsored by:



January 13, 2021 | 11:00 a.m. to 12:00 p.m.

### **How To Increase Your Profit per Employee by \$1000 Per Year**

*Domenic Richichi | EIO Solutions*

Revenue per employee is a measure of how successfully a specific company is using its employees. Ultimately, companies are looking to have the largest revenue per employee as possible, as it facilitates high-ability achievements and productivity rates. Additionally, companies with high revenue per employee ratios tend to be more profitable. Revenue per employee is a meaningful analytical tool because it measures how efficiently a particular firm utilizes its employees. Ideally, a company wants the highest ratio of revenue per employee possible because a higher ratio indicates greater productivity. Revenue per employee also suggests that a company is using its resources—in this case, its investment in human capital—wisely by developing workers who are very productive. Companies with high revenue-per-employee ratios are often profitable.



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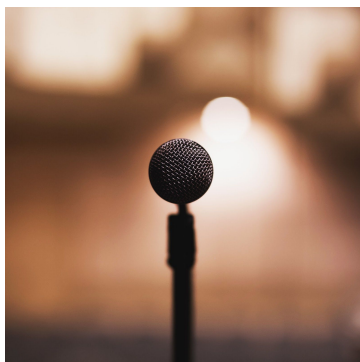


January 13, 2021 | 11:00 a.m. to 12:00 p.m.

### **Stories That Sell**

*Alyssa (Twist) Light | The Profitable Innovator*

If you've ever wondered why some people can sell their products and services, while others struggle, this session is for you. Whether you are using stories on social media, in print, on lives, or on stage, they have the power to accelerate your business to new heights. Why? Because great stories evoke emotion, and emotions help us recall stories better. Learn how to craft stories that attract your people, how to be dynamic in delivery, and when to share them for the biggest impact. Stories have carried the world through history - they are the vehicle for tradition, art, and raw emotion. And, using them in your business could make the difference between success and failure. Simply put, stories sell. Join Twist on a dynamic adventure where you'll learn to tell better stories, and tell stories better.



January 13, 2021 | 11:00 a.m. to 12:00 p.m.

### **Dirt is Dirt Until it is Turned into Soil**

*Jorg Hermanns | Hermanns Contracting Ltd*

Information coming soon.



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January 13, 2021 | 12:30 p.m. to 1:30 p.m.

**KEYNOTE LUNCHEON: Why What You Do and Who Your Are Matters**

*James Orbinski Ph.D. | York University*



Fueled by seeing injustices around the world, from the failures in Rwanda, to the famine in Somalia and the war in Afghanistan, Dr. Orbinski shares the narrative of what he has seen and experienced, and how that inspired him to action. Confronted by pain, injustice, political and economic impasses, Dr. Orbinski had to make choices and delve within himself to define who he was as a man, a father, a husband, doctor and humanitarian. Choices may or may not be easy in difficult situations, but they must be made. He challenges us to take on the responsibility to choose, to act and to be involved; in your own life and in the lives of others, to make the world a better place.

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January 13, 2021 | 1:45 p.m. to 2:45 p.m.

**Building a Landscape Empire - How It's Done!**

*George Urvari | Oriole Landscaping Ltd*

Is it luck or decisions that determine who stays small and who grows to a formidable size. Find out Oriole's critical decision points that enabled the journey from 1 crew to 12.





January 13, 2021 | 1:45 p.m. to 2:45 p.m.

**Marketing Systems for Attracting Homeowners**

*Vanessa McQuade | Intrigue Media Solutions Inc.*

*Robert Murray | Intrigue Media Solutions Inc.*



Create a marketing system for your business that is recession-proof.

Does this sound like you?

- Own a landscaping business with over \$1,000,000 in annual revenue.
- Tired of quoting jobs for tire kickers that go nowhere.
- Always getting something started, but don't have the resources or plan for success.
- Website and digital presence don't represent the quality and professionalism you offer.
- Constantly working in the business, instead of working on the business.

In this workshop, the presenters will teach you proven marketing systems to create a steady inflow of the RIGHT customers, so you can work smarter, not harder and stay top of mind for your best customers.





January 13, 2021 | 1:45 p.m. to 2:45 p.m.

**Coordinating Supply & Demand of Local and Ethically Sourced Native Plants**

*Stefan Weber, BAS, MSc, PhD, ABD | Ontario Plant Restoration Alliance*

We will discuss the ongoing demand for native plants, why local-provenance and seed-grown plants are better for the Canadian economy, and how we can plan effectively for a consistent, diverse, and long-term supply of wild-origin plants for our projects.



January 13, 2021 | 3:00 p.m. to 4:00 p.m.

**The Construction Act**

*Josh Winter, JD | Kennaley Construction Law*

A brief overview of the changes to the Construction Act with a focus on Prompt Payment and Adjudication.



January 13, 2021 | 3:00 p.m. to 4:00 p.m.

**Landscape Lighting - Another Layer of Creativity**

*Carl Hastings | Moonstruck Lighting Ltd*

*Ken Martin | Ken Martin Landscape Lighting and Design*

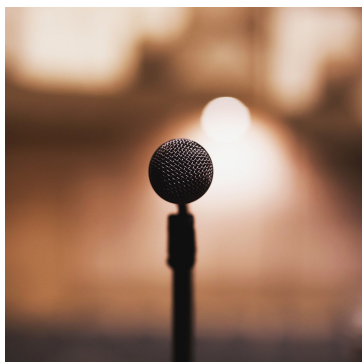
*Jamie Riddell | SiteOne Landscape Supply*

A thorough step-by-step landscape lighting design mockup presentation. Learn from your industry leaders past mistakes, when planning your next landscape lighting design and crucial steps that are necessary in designing and executing another layer of creativity to your landscape designs.





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January 13, 2021 | 3:00 p.m. to 4:00 p.m.

### Sales

Information coming soon.

Session sponsored by:



January 14, 2021 | 9:45 a.m. to 10:45 a.m.

### Why Some Companies Rise to the Top

*Peter Guinane | Oriole Landscaping Ltd*

Process, process, process.

In the end it's leadership and steady business administration which separates average companies from extraordinary companies. Find out key Oriole processes that make the difference for customers and make business easy.



January 14, 2021 | 9:45 a.m. to 10:45 a.m.

### **The 'Unfair Advantage' of Using Augmented Reality for Landscape Projects**

*Mansoor Ma, OALA, CSLA / LANDinc*

Most people have likely come across Augmented Reality (AR) at some point in time, such as putting funny cartoon ears on your smartphone selfie photos. However, AR is also an amazing tool for landscape designers and contractors. It allows your clients and your staff to “see” and “walk around” your design in 3d, rather than relying on your customer to understand two dimensional complex drawings and the misunderstandings that often happen during the implementation. Using AR will allow your Clients/customers to fully understand the design concept and get them excited at the same time. Also, a great advantage of implementing AR is that it does not require any special equipment. While Virtual Reality (VR) requires goggles, AR can be executed with any current smartphones or tablets that you and your Clients already have. These are incredible selling platforms for your next award-winning landscape project!

During this presentation, Mansoor will explain how to “get in the game” which does not require a big learning curve or huge investment. More importantly, he will demonstrate and talk about the workflow --- procedure, time and cost involvement --- from a designer/contractor perspective in using AR. He will also share his experience and secrets behind the words “Unfair Advantage” in using AR for landscape applications, as compared to the conventional method of presentation.

If you use 3d modeling such as Revit, SketchUp, ArchiCAD, Rhino, etc., you are just round the corner to having AR capability. This presentation will get you round that corner gearing yourself ready to engage your Clients with jaw drop experiences!



January 14, 2021 | 9:45 a.m. to 10:45 a.m.

### **How To Impact Your Performance in Real Time**

*Laura Cole / Your Latitude*

Have you met a manager who enjoys giving performance reviews, or an employee who enjoys receiving one? No! And with seasonal employees, you can't wait for an annual review to impact performance - you want to impact performance in real-time on the job. This talk will



introduce the Cycle of Performance Improvement as a tool to help managers and supervisors give on-the-spot coaching and feedback, to help impact employee performance right then when you need it the most, not once a year in a performance review.



January 14, 2021 | 11:00 a.m. to 12:00 p.m.  
**Using Ecological References in Planting Design**  
*Jonas Spring | Ecoman*

Buildings are cliffs! This session will focus on practical tools for generating appropriate plant lists for a variety of difficult urban sites. Using an ecological reference provides designers at all levels of plant knowledge a tool to quickly generate plant lists that will succeed in tough urban environments.



January 14, 2021 | 11:00 a.m. to 12:00 p.m.  
**The Stormwater Management Crisis in Ontario**  
*Kyle Vander Linden | Credit Valley Conservation*



Municipalities across Ontario are faced with the challenge of managing and treating stormwater, while contending with increased flooding, rapid urban growth, climate change and aging, with limited or no stormwater infrastructure. In fact, 65 – 70% of Ontario communities were built before current stormwater management or flood control standards were developed. The extreme cost of retrofitting stormwater infrastructure within public lands (road right of ways) makes it untenable for most municipalities. This leaves communities, the Province, businesses and its residents at greater risk of flooding and water quality impairments. A new approach is needed. This session will provide an overview of recent stormwater events in Ontario, the damage they caused and the opportunity that has



resulted. We will share successful stormwater management and grey water re-use projects, as well as some innovative approaches to managing stormwater runoff using Fusion Landscape principles and how landscape professionals have a significant role to play.

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January 14, 2021 | 11:00 a.m. to 12:00 p.m.

**Which Comes First?**

**The Disengaged Employee or the Frustrated Employer?**

*Jacki Hart, CLP | Consulting by Hart*

Take an eye-opening dive into the root causes for the gap between what employers 'need' their staff to do, and how staff are (or aren't) 'showing up'. Industry expert Jacki Hart will demystify how to better engage and retain staff at all levels this year. You'll leave this seminar armed with a new perspective to super-charge your hiring and onboarding strategy. Hire better - and keep staff longer!

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