

CanWest is 'Under the Green Roof' at the Vancouver Convention Centre (VCC West), 1055 Canada Place, Vancouver, BC V6C 0C3



General Information

Registration

Online: CanWestHortShow.com
By fax: Send completed registration form to 604.574.7773

For best rates register by September 9

Trade Show / Equipment Demo Day Admission

Pre-register: BCLNA Members \$12; Non-Members \$15*; At the Door: \$20*
*Admission valid for both show days AND the Equipment Demo Day on September 30 at Tradex Convention & Exhibition Centre, Abbotsford

Trade Show / Equipment Demo Day Hours

Trade Show: September 28 & 29: 11:30 am - 6:00 pm
Vancouver Convention Centre
Equipment Demo Day: September 30: 11:00 am - 6:00 pm
Tradex Convention & Exhibition Centre, Abbotsford

For More Information

CONTACT THE BC LANDSCAPE & NURSERY ASSOCIATION (BCLNA):

Karen DeJong, Show Manager 604.574.7772 ext 112
Barb Nelson, Assistant Show Manager, Exhibitor Relations & Tours 604.574.7772 ext 103
Suvan Breen, Booth & Advertising Sales 604.574.7772 ext ???
Heidi Henderson, Registration 604.574.7772 ext 102

Toll-free in BC: 800.421.7963 Fax line: 604.574.7773
Email: info@canwesthortshow.com

Join us on Facebook: facebook.com/canwestshow
Follow us on Twitter: twitter.com/canwesthortshow

Urban Foresters' Symposium

Wednesday, September 28

Sponsored By

9:30 am - 3:30 pm

Pre-registration: BCLNA members \$100; non-members \$150; at the door: \$175

Price includes lunch.



Arboriculture & The Law: The Duty of Care

With Dr. Julian Dunster, Dunster & Associates Environmental Consultants Ltd., BC

Due diligence, duty and standard of care, liability, and negligence. The importance of careful contracting and report writing is underlined in Julian Dunster's session for municipal foresters, tree care companies, and arborists. A registered professional forester, planner, consultant, writer and certified arborist, he will highlight key court cases to ensure that you are aware of the risks.



Just How Risky Are Trees? A Closer Look at the Cases, Claims and Costs

With Lindsay E.W. Nilsson, Staff Lawyer, Municipal Insurance Association of British Columbia, BC

Municipalities have experienced their fair share of legal claims as a result of fallen trees, overhangs, root damage, and more. From trip and falls to car accidents, learn first hand about the claims and costs associated with tree hazards found throughout BC. Lindsay is a lawyer specializing in municipal defense work, involving the representation of MIABC members.

Tree Risk Management Programs

Learn the policies, procedures and program information that municipalities undertake to manage risk with respect to shade and forest trees. Mike Hunter, Alan Kemp, and Greg Ward—expert arborists with the cities of North Vancouver, Nanaimo and Surrey respectively—will provide overviews of their risk management programs to protect the public, workers, and their communities.



Seminars

Pre-registration: BCLNA Members: \$65; Non-Members: \$75; At the Door: \$85

Group Rate (4+ from one company): BCLNA members \$55 per person, per seminar; non-members \$65 per person, per seminar. Groups at the door: \$75 per person, per seminar **Students:** \$30 per seminar **Bonus:** Free trade show badge with your seminar registration!

*Continuing Education Credits Available!

See CanWestHortShow.com for details

Wednesday, September 28

The New Marketing Mix for Garden Centre Retailers

With Jonathan Matteson, Kellogg Garden Products

SPONSORED BY

10:00 am - 2:00 pm • Pre-registration: BCLNA members \$150; Non-Member \$175; At the Door: \$199 • Price includes lunch.

Jonathan Matteson spells out what HisGen wants. He'll introduce

Exclusive half-day workshop for retailers

marketing tools to generate profitability and customer satisfaction. From traditional, to e-savvy, to the viral use of Smart Phones, this half-day session will reveal how to best utilize these tools, when to engage customers, how often, and how much to spend in the process. If you can't use a hashtag in your geo-location update, you'll want to sign up. Follow @gardenmarketing tweets for a taste.

Meadows By Design

With John Greenlee, Greenlee & Associates, CA

SPONSORED BY

10:00 am - 11:30 am

A trailblazer in reinventing America's turf-lawn culture, John Greenlee has created grass ecologies for public and private gardens such as L.A.'s Norton Simon and the Getty Museum, and Disney's Animal Kingdom in Florida. He also designed private gardens for Ed Harris, Diane Keaton, Katherine Bigelow, and Steven Spielberg. In this seminar, John will show you amazing meadow gardens, their grass ecologies, as well as grasses he finds indispensable.

The Female Factor: How to use HER playbook to up your sales game

With Mary Charleson, Charleson Communications

SPONSORED BY

10:00 am - 11:30 am

Women influence as much as 80% of purchases in the business world. Outsmart your competitors by understanding how to cater to the female demographic. Using research, personal experience and interviews with both industry experts and everyday women of Vancouver, Mary Charleson shows you what women want through 10 strategic game plays that enabling you to connect with and improve sales from female customers.

Creative Solutions for Small Spaces

With Beth Edney, Designs By the Yard, ON

SPONSORED BY

12:30 pm - 2:00 pm

Small spacing: the ultimate challenge for skilled and experienced designers alike. Beth Edney shares creative ways to address the challenges of designing for the 'coziest' of spaces. Learn how to select ideal hardscape materials, how to design privacy into tight quarters, and how railings, fences, and plant selection can make the smallest gardens seem inviting.

Twenty Questions: The Plant Diagnostics Edition

With Jim Chatfield, Ohio State University, OH

SPONSORED BY

12:30 pm - 2:00 pm

It's a whole new world when it comes to treating plant pests and diseases, and the best tool in your wheelbarrow is a solid diagnostician, who can address the cultural and environmental factors that cause plant problems. Jim Chatfield's Twenty Questions (based on real-life case studies) will help your team get to the root of the matter and assure plant quality and health for your clients. This session is a winner for nursery and landscape IPM managers.

Sustainable Water Management Techniques

With Ed Beliveau, Aquascape Inc. IL

SPONSORED BY

3:00 pm - 4:30 pm

A master class in water management with Ed Beliveau, Chief Sustainability Officer of Aquascape, Inc.! Pour over the design, sale, and implementation of rainwater capture systems through this case study of sustainable projects, and learn how you can efficiently

capture, filter, and store water for use with a few conscientious design techniques.

Thursday, September 29

Eco-Chic Outdoor Living & Exterior Design

With Senga Lindsay, Senga Landscape Architecture Inc., BC

SPONSORED BY

10:00 am - 11:30 am

Awarded 'Best of the City' by Vancouver Magazine in 2010 and Western Living Magazine's '2009 Landscape Architect of the Year', Senga will show you how to create amazing eco-chic landscapes. Discover the 10 key goals for creating sustainable gardens while learning the nuts and bolts of planting design. You will also learn how to decorate and accessorize with eco-chic flare; Senga will also reveal the latest in lighting, rain chains and rain barrels, water bowls, compost systems and more.

Organic Science as it Relates to Nutrition & Soil Conditioning

With Dr. Roger Funk, The Davey Tree Expert Company, OH

SPONSORED BY DAVE TREE EXPERT COMPANY

10:00 am - 11:30 am

Knowing the science of organics expands your horizons! Dr. Funk will share how you can honestly combine the words organic, effective, cost-efficient, and environmentally sustainable with your current menu of services. Taking cues from Mother Nature, and Dr. Funk, you can assure your clients are getting better than expected results from their soils.

Question Based Selling: A Consultative Selling Approach for Winning & Keeping Customers in the Value Era

With Anne Obarski, Merchandise Concepts, Ohio

SPONSORED BY

10:00 am - 11:30 am

It's a hyper-competitive era. Customers have more choices, more power, more demands, and less loyalty. The game of selling has changed... has your mind-set? Join Greg in this fast paced, practical session to learn new tools, skills, and techniques that will enhance your selling effectiveness in the new economy.

Memory Match: Woody Plants for Sustainable Landscapes

With Jim Chatfield, Ohio State University, OH

SPONSORED BY

12:30 pm - 2:00 pm

Can you match your menu of plants to their preferred habitats? Add to your fundamental skills in proper plant selection with Jim's informative discussion of woody landscape plants for different environments. Jim will share the principles of having a plant selection routine that addresses disease and pest resistance, soil issues, cultural practices, customer expectations of maintenance, and much more.

Biologicals & Botanicals

With Dr. Michael Brownbridge, Vineland Research Station, ON

SPONSORED BY

12:30 pm - 2:00 pm

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Speakers



Ed Beaulieu

CHIEF SUSTAINABILITY OFFICER, AQUASCAPE INC, IL
Educator, writer and master builder of custom-designed ponds, large lakes and commercial water features.



Dr. Michael Brownbridge

RESEARCH DIRECTOR, VINELAND RESEARCH AND INNOVATION CENTRE
A self-described Jack of all trades, has been on the frontlines of biocontrol battles with insect pests around the world.



Greg Campeau

PRESIDENT, CAMPEAU LEARNING & DEVELOPMENT, BC
Educator of timeless sales and leadership principles with a client list that includes NHL Coaches Association, KPMG, and Telus.



Mary Charleson

PRESIDENT & FOUNDER, CHARLESON COMMUNICATIONS, BC
Communications strategist, educator, and published author of effective marketing methods.



Jim Chatfield

ASSOCIATE PROFESSOR & EXTENSION SPECIALIST, OSU, OH
Educator, author, researcher and distinguished speaker in plant diagnostics, selection, and ornamental plant pathology.



Beth Edney

OWNER, DESIGNS BY THE YARD, ON
Award-winning certified landscape designer, educator and writer.



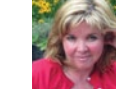
Dr. Roger Funk

CHIEF TECHNICAL OFFICER, THE DAVEY TREE EXPERT COMPANY, OH
Internationally recognized leading authority on tree, lawn, and landscape care.



John Greenlee

FOUNDER, GREENLEE NURSERY, CA
Specialist of grass ecology, author, advisor, lecturer and celebrity garden designer.



Senga Lindsay

OWNER, SENGA LANDSCAPE ARCHITECTURE, BC
Landscape architect, and consultant with a philosophy of creating architecture-enriching design landscapes.



Jonathan Matteson

DIRECTOR OF MARKETING, KELLOGG GARDEN PRODUCTS, CA
15+ years lawn and garden industry veteran, and expert consultant for retail.

Attendee Prize

Win a piece of the Wild West!

You'll look finer than frog's hair in his 'n' hers western boots. Drop your ballot in the box located at the CanWest entrance; one lucky cowpoke will win the draw at the end of the show.



September 28-29, 2011

canwest

WESTERN CANADA'S PREMIER
LANDSCAPE AND NURSERY TRADE SHOW

Under the Green Roof at the Vancouver Convention Centre, British Columbia

Pre-Show Clinics

September 27

Trade Show + Seminars

September 28 - 29

Show Hours

11:30 am - 6:00 pm

New! Equipment Demo Day

September 30 - Tradex, Abbotsford

Industry + Garden Tours

October 1



CanWestHortShow.com



Show Highlights

New + Sustainable Product Showcase

SPONSORED BY
Unveiling hot new products and sustainable solutions for your customers, clients, and businesses!

Show Theme: Wild West

CanWest exhibitors are sharper than a cactus in a cowpoke's pants. Check out their witty interpretations of this year's theme as they vie for CanWest's Best in Show.

Happy Hour on Opening Day

5:00 pm on the show floor.

Container Competition

SPONSORED BY
Don't corral your creativity—contain it! Take part in CanWest's Container Competition: Contact Karen De Jong at 604.574.7772 ext 104.



Bookstore

Open at 10:00 am

Job Board

Post a job notice or check out the opportunities on the bulletin board at the Show entrance.

New! BCLNA Annual General Meeting

Rise and shine! The BCLNA AGM will take place at CanWest on September 28 starting with a light breakfast at 7:00 am followed by the meeting at 7:30 am. Pre-registration required. CanWestHortShow.com

New! BCLNA Awards Party

Celebrate opening night on September 28 and join members of the BC Landscape & Nursery Association for an evening of fun while honoring the best in the industry. Enjoy amazing 360-degree panoramic views of the city and harbour on the 19th floor at the Renaissance Vancouver Hotel Harbourside. Happy Hour begins at 6:00 with formalities at 7:30 pm. Can't make the dinner? Join us at 9:30 pm when the doors open to everyone! Pre-registration required for awards dinner.



New! CanWest Equipment Demo Day

Tradex Convention & Exhibition Centre, Abbotsford
September 30 | 11:00 am - 6:00 pm
***Admission free with purchase of CanWest show badge.**

Get ready to rip it and kick it at CanWest's Equipment Demo Day! We're showcasing the latest outdoor power equipment for landscapers, growers and garden retailers. From backhoes to blowers, trimmers to trenchers, you can dig, drive, hoist and handle any number of garden toys at Tradex's massive outdoor field.

Two demo zones feature real-life worksites where you can put big equipment and turf tackle to the test. Your favourite suppliers, manufacturers and distributors will be on hand to point out the latest bells and whistles, so you can compare big-ticket purchases side-by-side.

Get your gear on, and have some fun! Wear sturdy boots or steel-toed footwear, and dress for the elements, because we'll be tearing up the track rain or shine.



Dig, drive, hoist and handle any number of garden toys.

Cover image: Echinacea 'Tomato Soup'
Photo courtesy of Terra Nova Nurseries,
www.terravanurseries.com
PRINTED IN CANADA

Post Show Featured Event

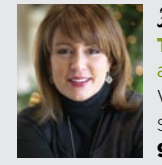


Pre-Show Clinics

Tuesday, September 27

***Continuing Education Credits Available!**
See CanWestHortShow.com for details

Bonus: Free trade show badge with your clinic registration!



Full Day Clinic
The Business of Landscape Design: Planting, Growing and Reaping the Rewards of Good Business Practices
With Kimberley Seldon, Kimberley Seldon Design Group
SPONSORED BY
9:00 am - 4:30 pm

Cross-train and gain an edge over your competition! Kimberley Seldon is an internationally recognized interior design expert, with unbeatable skill in running successful full-service design businesses. This full-day intensive course is designed for small operations that are big on creativity. Kimberley explains:

- What you should be charging, over what your competition charges,
- How to eliminate cash flow problems forever,
- Detailed strategies for managing clients and their projects, and
- How to increase your fees without disruption.

Pre-registration: BCLNA Members \$249; Non-Members \$299;
At the Door: \$349. Price includes lunch.

New! Half Day Clinics

Select from four powerful half-day clinics.
Pre-registration: BCLNA Members \$125 per clinic; Non-Members \$150 per clinic; At the Door: \$175 per clinic.



Morning Clinic
It Ain't Your Grand-Dad's Diazanon
With Mario Lanthier, Crop Health Advising, BC
SPONSORED BY
9:00 am - 12:00 pm

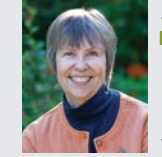
Can we produce healthy lawns without conventional pesticides? Join this half-day discussion of practices used by top-tier turf managers. This clinic is for lawn care companies and garden centre personnel who need to know the cultural practices that deliver the best results—without pesticides. What grass should you over-seed? When ought you fertilize, and how much compost should you apply? Mario will also review new reduced-risk herbicides available for weed control. Bring your current lawn care schedule to the session and make instant changes to improve results and customer care!



Morning Clinic
Branding from the Inside Out
With Isabelle Mercier Turcotte, LeapZone Strategies, BC
SPONSORED BY
9:00 am - 12:00 pm

Cultivate success and create a thriving enterprise. Isabelle's no b.s. approach will show you how to take your business to the next level. By the end, you'll have defined your message, become clearer on what you stand for, and will have learned to live it out loud. Isabelle will be focusing on the internal facet of your business (its personality) and on the external facet of your business (its behavior), so you can get to:

- The "core truth" of what makes your business the only one like it out there!
- What branding is not, and more importantly what it really is;
- A simple brand success formula that raises everyone's bar;
- The external factors that create your business behavior;
- BONUS: The smart way to attract attention to your business.



Afternoon Clinic
Edible Landscaping
With Rosalind Creasy, CA
SPONSORED BY
1:30 pm - 4:30 pm

Progressive landscapers! Learn how to create an organically grown edible garden with help from Rosalind Creasy's a mouth-watering slide presentation. A pioneer in the field of edible landscaping, Rosalind will recommend alluring edible plants for home gardens, provide an overview of the wide variety of edible landscapes, and share principles of landscape design exclusively for edibles. Local growers will also take part unveiling the latest varieties and cultivars available to the BC market. This clinic is guaranteed to inspire your next edible landscape... and your dinner table!



Afternoon Clinic
Keeping Up With The Click
With Isabelle Mercier Turcotte, LeapZone Strategies, BC
SPONSORED BY
1:30 pm - 4:30 pm

How do you create a flourishing business without burning out? How do you keep up with and succeed with the rapid technology advances of today? LeapZone Strategies' Isabelle Turcotte will show you the principles on ending the craziness, and using technology to simplify and restore

Clinic Experts

Kimberley Seldon: Host of HGTV series Design for Living with Kimberley Seldon, Kimberley is an internationally recognized Interior Design Expert, author, media personality and successful small business owner of 20 years.

Isabelle Mercier Turcotte: Isabelle's 20+ years of experience in branding and business growth has helped small and big businesses throughout North America establish success.

Rosalind Creasy: Rosalind started her career in landscape design in the 1970s. Aside from touring globally and sharing her knowledge, she is an award-winning photographer, best-selling author, and consultant to growers and seed companies.

Mario Lanthier: Mario has worked in the horticulture industry since 1980, and for the past 20 years in the field of Integrated Pest Management. His enthusiastic seminars are sought-after by experts across Canada.

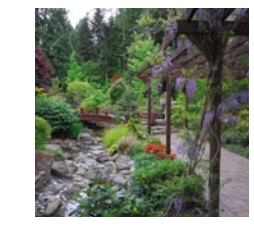


Tours Friday, September 30

Pre-registration: BCLNA Members \$100; Non-Members \$125;
At the Door: \$150.

Country Estates Landscape Tour

With Ruth Olde, Blasig Landscape Design & Construction
SPONSORED BY
Departing VCC: / Returning VCC:



Uncover rarely-seen private outdoor havens of the Fraser Valley. You will gain access to spacious estate acreages and quaint country gardens for a privileged glimpse at exquisitely crafted—yet highly functional—outdoor living, entertaining, and retreat spaces.

Retail Therapy Garden Centre Tour

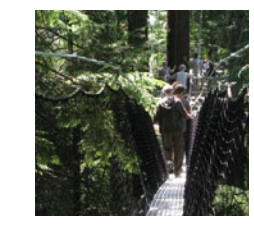
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Departing VCC: 7:30 am / Returning VCC: 5:00 pm
SPONSORED BY
Departing VCC: / Returning VCC:



It's retail therapy at Vancouver's boutique garden shops, hosted by noted expert, *NAME*. This living workshop guarantees lively discussions both on and off the bus. Browse a variety of retail settings and seek behind the scenes information from Maple Leaf Garden Centre, Garden Works (North Vancouver), West Van Florist, The Avant Gardener, and others.

Delta Digs Botanic Tour

With John Folkerts, Linnaea Nurseries Ltd.
SPONSORED BY
Departing VCC: / Returning VCC:



Nurseryfolk and phytophiles of all description will revel in this botanical tour! A stop at UBC Botanical Garden will immerse you in the biodiversity of a Pacific Coastal Rainforest by way of the 308 metre Greenheart Canopy Walk, and introduce you to an outstanding collection of plants (aspects of which are available for commercial propagation). You'll find yourself at Phoenix Perennials and

Specialty Plants Ltd.—a botanist's dream—where more than 4000 truly remarkable garden plants are cultivated, and then East Richmond Nurseries Inc., where a vision to grow specialty deciduous trees and



Accommodations

When making reservations, request the CanWest Room Block. Book your accommodations immediately to ensure availability!

Renaissance Vancouver Hotel Harbourside (200 steps from VCC)
\$199 Cityside Guestroom
800.905.8582 / renaissancevancouver.com
Room Block Deadline: August 26

Days Inn (two blocks from VCC)
\$159 Deluxe Queen; \$165 2-Doubles; \$185 Triple; \$205 Quad
877.681.4335 / daysinnvancouver.com
Room block deadline: August 26
Quote #CG9015 when reserving.

Lonsdale Quay Hotel (minutes by Seabus to VCC)
\$119 Single/Double; \$149 Junior Suite; \$169 Executive Suite
800.836.6111 / lonsdalequayhotel.com
Room Block Deadline: August 26

Rosedale on Robson Suite Hotel (10 min. walk to VCC)
\$149 one bedroom suite
800.661.8870 / rosedaleonrobson.com
Room Block Deadline: August 26

Sandman Hotel Downtown Vancouver (15 min. walk to VCC)
\$99 Deluxe Queen; \$119 2-Doubles
800.726.3626 / sandmanhotels.com
Room Block Deadline: August 26
Quote #570833 when reserving.

Coast Coal Harbour Hotel
\$169 Comfort Room; \$199 Superior Room; \$229 Premium Room
604.697.0202 / coastcoalharbour.com
Room Block Deadline: August 28

Plan your stay in Vancouver:
TourismVancouver.com or HelloBC.com

Plan Now for Next Year!
CANWEST 2012
TRADE SHOW: SEPTEMBER 19 - 22, 2012
DEMO DAY + TOURS: SEPTEMBER 21, 2012



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