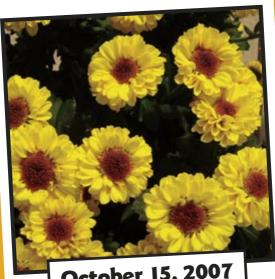
# 2007 Garden Centre Symposium



October 15, 2007
Toronto Congress Centre
650 Dixon Road, Toronto

Presented by Landscape Ontario's Garden Centre Commodity Group and the Canadian Nursery Landscape Association





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# 2007 Garden Centre Symposium Agenda

Monday, October 15, 2007, Toronto Congress Centre, Waxman Room, 650 Dixon Road, Toronto

8:15-9:00 Registration

9:00-9:05 Welcome - Perry Grobe, Chair, LO Garden Centre Symposium

9:05-10:30

### Colour Matters

We are all in the colour business. Whether it is plants, pottery, the walls of the store or garden centre or possibly staff uniforms, colour makes a huge impact and generates sales in retail. Learn the tricks of the trade, the latest in colour trends and how to make sure that it all happens.

- Terri Coldreck. Color Results

10:30- 10:45 Refreshment Break

### 10:45-Noon

### Stretching the Dollar to Make Dynamic Displays

Great displays make everyday product look extraordinary and great props make displays dynamic. Combine the two and you have a spectacular garden centre. Learn the time saving tips and tricks of the trade and how to make good displays for practically nothing from professional merchandiser Leslie Groves as she shares her secrets to successful retailing.

- Leslie Groves, Interior Elements

All registrants are automatically registered for Garden Expo/Florist Expo/National Hardware Show, October 16-17, 2007 Visit www.gardenexpo.ca for more details

Presented by:





Noon-1:30

**Lunch** (included for Symposium registrants)

### **Awards of Excellence Presentations** for Garden Centres and Growers

1:30-3:00

### **Successful Buying Strategies**

Learn how strategic planning, budgets, and commitment in your buying can add dollars to your bottom line and fewer gray hairs on top! Before you can achieve great merchandising, you need to have clear objectives for the product lines you carry and a solid plan for managing your inventory.

- Terri Coldreck, Color Results

3:00-3:15 **Refreshment Break** 

3:15-3:45

### **Hidden Gems for Garden Centres**

"Hidden gems" are inexpensive or free sales tools or ideas that can drive customers to your operation or increase the average dollar purchase per customer. Something as simple as a book signing or sheets with planting instructions for customers can lead to a big difference in the bottom line.

- Denis Flanagan, Landscape Ontario

3:45-5:00

### Hortus Mustus - The Plants You Gotta' Get!

Jim Nau, a leading North American expert on annuals and perennials, will show which new annuals, perennials, grasses and tropicals are worth noting and which ones you might want to wait and see.

- Jim Nau, Ball Horticultural Company

See over for registration form

5:00 - 6:00

### **Joint Networking Reception**

A social gathering for Symposium attendees and members attending the LO Interiorscape Conference, (Sutherland Room),



6:00 - 7:00

### Sneak Peek of Garden Expo/Floral Expo

A sneak preview tour of Canada's top garden centre and floral buying show before the show officially opens. Open only to Garden Centre and Interiorscape Conference attendees.

### **Sponsors**

Brookdale Treeland Nurseries Ltd.

Canadale Nurseries Ltd.

Canadian Nursery Landscape Association

Fafard et Frères Ltd.

Langendoen Nurseries Inc.

Manchester Products

Miracle-Gro

Mori Nurseries

Scotts Canada

Willowbrook Nurseries Inc.

Valleybrook Gardens (Ontario) Ltd.

### Partner in Education

Sheridan Preferred Partners

## **2007 Garden Centre Symposium Registration Form**

All registrants are automatically registered for Garden Expo/Florist Expo/National Hardware Show, October 16-17, 2007. Visit **www.gardenexpo.ca** for more information.



PLEASE PRINT CLEARLY. THIS FORM MAY BE COPIED. E-MAIL REMINDER WILL BE SENT

| Attendee 1   | Attendee 2   |  |             |
|--|--|--|-------------|
| Company  |  |  |             |
| Address  | City   | Province   | Postal code |
| Phone  | Fax  | E-mail   |             |
| Are you a Landscape Ontario o  | r CNLA Member: OYes ONo  |  |             |
| Your primary area of I   | OUSINESS: Check one only   |  |             |
| OGift store or boutique OGreenhouse grower/operator OHardware department, mass merchandiser or discount store OInterior design | O Landscape contractor/design/<br>architect O Media O Other allied to the trade, including<br>wholesalers, manufacturers' agents,<br>importers and exporters | O Other:O Retail florist O Retail garden centre O Supplier to the trade O Wholesale nursery grower/distributor |             |
| Before October 5, 2007:  | ace is limited. Register early. E-mail   |  |             |
| Before October 5, 2007:         LO/CNLA members        x\$145 = \$           Non-members        x\$195 = \$                    |  |  |             |
| After October 5, 2007:   | LO/CNLA members Non-members  | x \$145 = \$<br>_x \$225 = \$  |             |
| Payment  | Total Payable = \$   |  |             |
| Registration forms must be accompanie  | ed with payment. Prices include applicable to<br>table. Prices include applicable taxes. GST   |  | sh.         |
| OVISA OMasterCard OCheque (Payab   | ole to Landscape Ontario)  |  |             |
| Card Number  | Cardholder Signa   | ature  |             |
| Expiry Date Name on Card   |  |  |             |

Credit card orders Fax 1-800-628-8838 or call 1-800-661-5319

For cheque orders Mail Garden Centre Symposium, PO Box 283, Malton CSC, Mississauga ON L4T 3B6