

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



Landscape Ontario
HORTICULTURAL TRADES ASSOCIATION



Canadian Nursery
Landscape Association
Association Canadienne des
Pépinieristes et des Paysagistes

REGISTER NOW!
Includes free registration
to Garden Expo/
Florist Expo

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

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

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.
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 **Landscape Ontario**
HORTICULTURAL TRADES ASSOCIATION
GARDEN CENTRE COMMODITY GROUP


Canadian Nursery
Landscape Association
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Pépiniéristes et des Paysagistes

See over for registration form

GARDEN EXPO

LANDSCAPE ONTARIO
and FLOWERS CANADA RETAIL

FLORIST EXPO

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

Attendee 2

Company

Address

City

Province

Postal code

Phone

Fax

E-mail

Your primary area of business: Check one only

- ☐ Gift store or boutique ☐ Landscape contractor/design/architect ☐ Other: _____
☐ Greenhouse grower/operator ☐ Media ☐ Retail florist
☐ Hardware department, mass merchandiser or discount store ☐ Other allied to the trade, including wholesalers, manufacturers' agents, importers and exporters ☐ Retail garden centre
☐ Interior design ☐ Supplier to the trade
☐ Wholesale nursery grower/distributor

Registration Fees: Space is limited. Register early. E-mail reminder will be sent out.

Before October 5, 2007: LO/CNLA members _____ x \$145 = \$ _____
Non-members _____ x \$195 = \$ _____

After October 5, 2007: LO/CNLA members _____ x \$145 = \$ _____
Non-members _____ x \$225 = \$ _____

Total Payable = \$

Payment

Registration forms must be accompanied with payment. Prices include applicable taxes. Do not send cash. Sorry, no refunds. Substitutes are acceptable. Prices include applicable taxes. GST No. R119005049

☐ VISA ☐ MasterCard ☐ Cheque (Payable to **Landscape Ontario**)

Card Number

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Name on Card

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

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