

CONGRESS CONFERENCE 2012

Tools for the trade

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TRIM your costs

SHARPEN your skills

BUILD your professional edge



Attend the Conference at Congress 2012



Canada's 39th International
Horticultural Lawn and Garden
Trade Show and Conference

January 10 - 12, 2012

Toronto Congress Centre

locongress.com



INCLUDES EARLY EXHIBITOR LIST



Canada's International Horticultural Lawn and Garden Trade Show and Conference January 10 – 12, 2012

AN INITIATIVE OF
landscapeontario.com
 Green for Life!



DATES AND TIMES CONFERENCE



Monday, January 9 (see pages 4 and 5 for times)

Tuesday, January 10 to Thursday, January 12

**9:00 a.m. and 10:45 a.m morning sessions,
12:15 lunch sessions, 2:00 p.m. info sessions**

TRADE SHOW

Tuesday, January 10, 2012 9:00 a.m. – 5:00 p.m.

Wednesday, January 11, 2012 9:00 a.m. – 5:00 p.m.

Thursday, January 12, 2012 9:00 a.m. – 4:00 p.m.

SPONSORS

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REGISTRATION INFORMATION

Register online at locongress.com or use the form in the **centrefold**. You will save money if you **pre-register by December 16, 2011**. All conference passes include admission to the trade show. Badges will be mailed to those registered by December 16.

DISCOUNT ELIGIBILITY

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

EARLY BIRD DEADLINE POLICY

No extensions to the deadline of December 16, 2011 will be granted. Registration fees after this date and on-site are more expensive.

Refund Policy: No refunds will be issued unless Congress 2012 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.

TRADE SHOW FACT LIST

- Congress is three shows in one – spread over eight acres
- See over 600 vendors from around the globe
- Exchange ideas with over 11,000 industry professionals
- Participate in hundreds of product demonstrations
- Get business advice from industry experts
- Discover new equipment, plants and products



NEW PRODUCTS SHOWCASE

Industry is driven by innovation. Discover what's new for 2012, and vote for the People's Choice Award!



FEATURE GARDENS

See what the future holds. Visit the gardens, designed and constructed by students from Bendale Business and Technical Institute, Fanshawe, Humber, Niagara and St. Clair Colleges and the Ridgetown Campus of the University of Guelph.



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SCHEDULE AT A GLANCE

Registration opens onsite, 7:30 a.m., Toronto Congress Centre

Trade show open, Tuesday and Wednesday 9:00 a.m. to 5:00 p.m., Thursday 9:00 a.m. - 4:00 p.m.

MONDAY, JANUARY 9TH PRE-TRADE SHOW EVENTS

CLP Study Group

8:00 a.m. to 3:00 p.m.
Registration opens 7:00 a.m.,
Toronto Congress Centre
(Ticketed Event) *page 7*

IPM Symposium

7:30 a.m. to 4:45 p.m.
Registration opens 7:00 a.m.,
Toronto Congress Centre
(Ticketed Event) *page 8*

9:00 - 10:30 a.m.

9:00 a.m. - 12:00 p.m.

10:45 a.m. - 12:15 p.m.

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

Landscape Designer Conference

8:00 a.m. to 5:00 p.m.
 Registration opens 7:30 a.m., Doubletree
 Held at Doubletree by Hilton Hotel Toronto Airport
 (Ticketed Event) *page 10*

OPA's 56th Annual Conference

7:00 a.m. to 3:00 p.m.
 Registration opens 6:30 a.m., Mississauga Room
 Held at Doubletree by Hilton Hotel Toronto Airport
 (Ticketed Event) *page 12*

12:15 p.m. LUNCH EVENTS	2:00 - 3:00 p.m. SPECIAL SESSIONS	SPECIAL EVENTS
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<p>Life Lessons at Lunch: Human Resources (Lunch included with conference registration) <i>page 15</i></p>	<p>The Prosperity Journey (FREE with trade show registration) <i>page 15</i></p>	<p>Landscape Ontario Legacy Celebration 11:00 a.m. – 3:00 p.m. <i>page 16</i></p> <p>Awards of Excellence and President's Reception 4:45 p.m. Reception 5:15 p.m. Ceremony Plaza Ballroom, Doubletree Hotel by Hilton Toronto Airport (Ticketed Event) <i>page 16</i></p>
<p>Town Hall: Ask The Experts (Lunch included with conference registration) <i>page 19</i></p>	<p>Human Resources for the Future: Making the Specialist High Skills Major Program Work for You! (FREE with trade show registration) <i>page 19</i></p> <p>Landscape Industry Executive Program - Taking the LIEP to Business Excellence. (FREE with trade show registration) <i>page 19</i></p>	<p>Landscape Ontario Annual General Meeting 7:30 a.m. to 9:00 a.m. International Ballroom, Doubletree by Hilton Toronto Airport,. (Open to all members) <i>page 22</i></p> <p>Tailgate Party 5:00 p.m. to Midnight International Ballroom, Doubletree Hotel by Hilton Toronto Hotel (Free with trade show registration) <i>page 22</i></p> <p>Irrigation Conference and Luncheon 12:00 p.m. to 4:00 p.m., (Ticketed Event) <i>page 23</i></p>
<p>Life Lessons at Lunch: Sales and Marketing (Lunch included with conference registration) <i>page 26</i></p>	<p>On the Job Training Primer Session (FREE with trade show registration) <i>page 26</i></p>	<p>Green Roofs For Healthy Cities Workshops Workshop 1: 1:30 p.m. to 4:30 p.m. Advanced Green Roof Maintenance (Ticketed Event) <i>page 27</i></p> <p>Workshop 2: 1:30 p.m. to 4:30 p.m. Green Walls 101: Systems Overview and Design (Ticketed Event) <i>page 27</i></p> <p>Workshop 3: 1:30 p.m. to 4:30 p.m. Green Infrastructure (Ticketed Event) <i>page 27</i></p>

CONFERENCE 2012 OVERVIEW

Landscape Ontario invites you to engage in learning from green industry professionals and prominent industry experts. Get ahead of your competition by learning how to balance work and life – while making your business grow and prosper.

The 2012 Conference has been re-formatted to give attendees the most value for their dollar. Sessions run in the morning and include lunch; networking at its best. All sessions qualify for Landscape Industry Certified Continuing Education Credits (CECs). Please visit www.canadanursery.com for details.

Our IPM Symposium qualifies attendees for 8 CECs from the IPM Council of Canada. Please check your program's re-certification criteria for information to determine if Congress Conference sessions and special symposiums and events qualify.

All Landscape Ontario professional development programs emphasize the Prosperity Partnership, five pillars of business excellence that will help you achieve your personal and professional goals, as you build a profitable business. The Prosperity Pillars are: Sales Success, Financial Health, Developing Customers for Life, Professional Operations and Leadership Excellence.



Conference sessions held at the Toronto Congress Centre are in the meeting rooms in the south end of the building.

CONFERENCE MAP:





CLP Study Group

Certified Landscape Professional: Human Resources and Leadership Modules

TORONTO CONGRESS CENTRE FULL-DAY SEMINAR, LUNCH INCLUDED

Led by well-known instructor Paul Doornbos CLT CLP, attendees at this study group will be focusing on a better understanding of the Human Resources and Leadership Modules of the CLP.

Human Resource Management

- How to recruit, hire and maintain employees
- Issues of compensation, training, and employee safety
- Details on the hiring process

Leadership & Corporate Citizenship

- Ideas on how managers are effective leaders and communicators
- Managing change within a company
- Business structures
- Conflict resolution methods

7:30 – 8:00 a.m.

8:00 – 12:00 noon

12:00 – 12:30 p.m.

12:30 – 3:00 p.m.

3:00 – 7:00 p.m.

Registration

Human Resources Study Group

Lunch

Leadership Study Group

Opportunity to write any of the CLP Module Examinations

Participants must purchase the study manual at least 30 days in advance. For more information on purchasing the CLP Manuals, CLP Exams or earning your CLP designation, visit www.clp.canadanursery.com or contact Julia Ricottone at the CNLA, (888) 446-3499. See registration form for fees.

Optional Examination

All candidates are welcome to write the CLP examination, whether or not they have participated in the Study Group that day. Examination fee must be paid in advance. Attendance at the study group is not mandatory to write the exam.



About the instructor

Paul Doornbos, CHT, CLP has spent most of his life in the horticulture industry and brings experience in wholesale production, retail sales and landscape installation to the CLP modules he teaches. Passionate about the industry and its continued development, Paul is an active volunteer at Landscape Ontario as a board member, committee chair and past chapter president. He owns and operates Thornbusch Landscaping Company in Lansdowne, Ont.

All registrants for this program are automatically registered for the Congress trade show. The Congress Conference is a separate fee.

Exams available:

Finance – 90 minutes /70 questions

Human Resources – 45 minutes /55 questions

Marketing – 30 minutes /55 questions

Leadership & Citizenship – 30 minutes /45 questions

Strategic & Business Planning – 30 minutes /30 questions

Technical (Exterior, Interior, etc) – 30 minutes /25 questions

Risk, Law, & Contracts – 15 minutes /20 questions



IPM Symposium 2012

Managing Turf, Trees and Expectations

JANUARY 9, 2012, TORONTO CONGRESS CENTRE, COHEN BALLROOM

Landscape Ontario's IPM Symposium has been a uniquely respected event since 1965. Times have changed, and the program has been revamped to be more relevant than ever. The event will take place only in Toronto for 2012, in conjunction with Congress, Canada's leading green industry trade show. The speaker program is especially exciting this year. Attendance at this event qualifies attendees for 8 CEC's from the IPM Council of Canada.

7:30 a.m. **Registration**

7:55 a.m. **Welcome Address**

8:00 – 9:30 a.m. **Turfgrass Culture**

Dr. Parwinder Grewal, Ohio State University

Dr. Grewal's presentation will focus on integrated approach to turfgrass culture with emphasis on soil and plant health, species selection, endophytes, mowing, IPM and biological pest control. The audience will learn the science behind cultural practices for turf, and at the end of the session will agree that IPM saves money, biological pest controls work and sound cultural practices reduce chemical inputs.



9:30 – 9:45 a.m. **BREAK**

9:45 – 10:30 a.m. **MOE Update Title**

Crystal Lafrance, Ministry of the Environment

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



10:30 – 11:45 a.m. **Plant Diagnostics**

Jim Chatfield, Ohio State University

Most green industry professionals must diagnose plant problems; diagnostics relates to growing, selling and maintaining plants, as well as good customer communication and expectations. The first rule of diagnosing a problem is that nothing is a sure-fire solution and the diagnostics process is a lifelong learning experience for this industry. This session will give you a better understanding of diagnostics, good horticulture and best practices. Jim's extensive experience as a horticulture educator, plant pathologist, horticulturist, plant pest survey coordinator and plant disease clinic diagnostician will give you a well-rounded perspective.



11:45 a.m. – 12:30 p.m. **Lunch with Sponsors** (included with registration)

12:30 - 2:00 p.m. **Living Dirt**

William Bryant Logan, Urban Arborists

This talk brings to light what is often forgotten – even by those of us who work in it – as a mere substrate or something to be referred to an unexamined specification. What is dirt? How does it work? How are soils born, how do they live and die? How can we learn enough about them to make them our allies when we grow plants in cities?



2:00 – 3:00 p.m. **OMAFRA Update**

Pam Charbonneau, OMAFRA

This session will report research results that were obtained in the 2011 field season with the product Fiesta™. The trials looked at the effectiveness of Fiesta™ as a post-emergence control for crabgrass, prostrate knotweed, chickweed and creeping charlie. In addition, a trial that combined Fiesta™ and Organo-sol™ to see if there was an increase in the spectrum of weeds controlled will be reported.



3:00 – 3:15 p.m.

BREAK

3:15 – 4:45 p.m.

KEYNOTE PRESENTATION

The Art of Customer Service: Influence With Ease

Jeff Mowatt, J.C. Mowatt Seminars



Some people claim taking customer service to the next level is a complex process. Jeff Mowatt disagrees. That's why he calls his approach, Influence with Ease. Jeff reveals easy-to-apply tips, tools and phrases that generate significant results, including stronger customer loyalty, increased customer spending and recharged team spirit. Participants learn to:

- Enhance people's perception of you by 12%, by using a two-word phrase more often
- Use the most important shift in buying trends to boost your business
- Position your ideas, products, and services so that people select higher-value options
- Prevent customers from defecting just to save a few dollars
- Meet and exceed the seven top customer expectations
- Limit your customers' buying choices, and increase purchases seven-fold
- Boost communication skills, both at work and in your personal life
- Recharge your spirit and brighten your interactions with others

Whether you or your team members deal with external customers or internal co-workers, you'll discover valuable strategies that generate immediate results.

4:45 p.m.

Networking reception with colleagues and sponsors

Including a door prize draw. Must be present to win door prize.

NEW! IPM PERSON OF THE YEAR AWARD

This award recognizes leadership in providing hope, looking to the future and contributing to the healthy growth of the industries represented in the IPM symposium. This individual will be nominated by their peers, and the recipient determined by the IPM Symposium Committee. The IPM Award recognizes a distinguished educator, representative of a company, municipality or supplier, who by his or her achievements in the turf and/or tree industry, has contributed uniquely to enhancing or promoting the future of our industry for mutual and beneficial gain. Please see loawards.com and click on "Special Awards" for more details.

SYMPOSIUM SPONSOR:



RECEPTION SPONSOR:



KEYNOTE SPONSOR:



TABLETOP SPONSORS: **Agrium Advanced Technologies, G.C. Duke Equipment, Koppert Canada, Plant Products, Turf Revolution**

REGISTRATION FEES:

Registration fees are \$95 for members and non-members until December 16. After December 16, the fee is \$110 for both members and non-members. Admission to Congress 2012 trade show exhibits is included in registration prices. Online registration is available at www.locongress.com.

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

Landscape Designer Conference

DOUBLETREE BY HILTON TORONTO AIRPORT, INTERNATIONAL BALLROOM

An initiative of the Landscape Ontario Designer Sector Group.

A full day event – lunch and reception included with registration.

8:00 a.m. **Registration, International Ballroom Foyer**

8:45 – 9:00 a.m. **Opening Remarks, Tony Lombardi BA, CLD,CLP**

9:00 – 10:15 a.m. **Evolve or Die – The Future of Online Communications**

Presented by Kyle Lacy, Mindframe, Indianapolis, Indiana

Kyle will discuss the changing world of communication and customer interaction because of websites like Facebook and technology like Mobile. You will be able to walk out of the room and implement strategies to more effectively reach customers using online marketing and content.

10:15– 10:30 a.m. **BREAK**

10:30 a.m. – 12:00 p.m. **Strategies That Win Clients and Increase Profits**

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

With 30 years of experience, Koudys will share some insights for building a successful design firm, and how to attract high quality clients with high profit potential. You will learn that not every client is the one that you want, how to establish the potential for profit and how to shape your firm to suit your personality.

12:00– 1:00 p.m. **Lunch (included with registration)**

1:00– 2:30 p.m. **'Details, Details, DETAILS!'**

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

Seferian Design Group, Burlington, Ontario

Panellists:

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

Landscape Architects, London, Ontario

Tony Lombardi, BA, CLD, CLP, Dr Landscape, Toronto, Ontario

Christine Gracey, OALA, CSLA, DA Gracey and Associates, Vaughan, Ontario

If you like details, you must be a landscape designer! This panel will cover details and take your questions – construction details, permits and regulations, red tape, seasonality, client quirks – highlight the different approaches. Our panellists represent diverse geographical areas, and design commercial projects and residential jobs, both small and large. Their insight and experience could prove valuable to your operations. Discover what these seasoned industry leaders have learned and gain a better understanding of navigating through business as a landscape designer.

2:30– 2:45 p.m. **BREAK**



2:45 – 3:30 p.m.

Designing with Trees in Mind

Presented by Phillip Van Wassenaer, Urban Forest Innovations, Mississauga, Ontario

With space at a premium in urban areas, trees are still all-too-often an afterthought in the landscape design process, whether in new builds or site redevelopment. Detail cross-sections and landscape renderings are full of large-canopied shade trees, but rare is the design that shows adequate room for root development or specifies a high-quality, suitable growing environment for trees. With an ever-growing volume of research about the requirements of trees in urban spaces, designs which do not account for future tree growth and for existing trees on sites that are no longer good enough. Phillip presents the constraints associated with designing with trees in mind. The presenter will outline strategies for keeping mature trees on-site and for integrating good growing sites and successful, long-lived plantings into landscape designs. Throughout the lecture, there is ample opportunity for the exchange of ideas, discussion of positive and negative experiences, and development of effective strategies.



3:45 – 4:45 p.m.

Seductive Tropical and Winter-hardy Succulents for the Garden and Containers

Presented by Paul Zammit, Toronto Botanical Garden, Toronto, Ontario

The presentation will explore the expanding world of succulents, both tender and winter-hardy. Choice selections in each group will be described in detail, with examples of how to best grow and utilize them in the landscape. Expand your knowledge base of this vast group of plants and stimulate your desire to design with them.



4:45 p.m.

Closing Remarks and Conference Reception

PLATINUM SPONSOR:



GOLD SPONSOR:



SILVER SPONSORS:



BRONZE SPONSOR:



REGISTRATION FEES:

Ticket prices up to December 16 are \$135 for members and \$185 for non-members. After December 16, prices are \$185 and \$265 respectively.

More information and online registration is available at www.locongress.com. Individually priced. See registration form for fees. All registrants for this program are automatically registered for the Congress trade show. The Congress Conference is a separate fee.



Ontario Parks Association's 56th Annual Parks Educational Forum

Turning Grey to Green, 75 Years of *Protecting Tomorrow Today*



DOUBLETREE BY HILTON HOTEL, MISSISSAUGA ROOM

7:00 - 8:00 a.m. **Parks, Politics and Pancakes Networking Breakfast**

8:00 - 8:50 a.m. **Welcome, OPA General Members' Meeting and Door Prize Draw**

9:00 - 10:00 a.m. **Session 1 Branding for Dollars! Branding Yourself and Our Industry**
Chris Ziemski, Community Operations Services Manager, City of Cambridge

- You know what you do and what you need to do. Do others?
- You know what it takes to do your work. Do others?
- Who are the others?
- You are proud of what you do. Do you show it?
- You know you need to show it. But how do you do it?
- Learn what can be done!



As Parks professionals we are all struggling with budgetary restraints, deteriorating facilities and the inability to get funds for our green infrastructure. What can we do as an industry to improve how others see and understand us? Who do we need to reach out to? Chris will discuss and enlighten you as to the world of options you have and how to go about waking the world to what you and your parks are truly all about. You will leave with a smile and a greater vision for your profession.

10:00 - 10:45 a.m. **Break with Exhibitors**

10:45 - 11:45 a.m. **Session 2 Turning Grey to Green: Why Plants Matter**
Carlo Balistrieri, Head of Horticulture, Royal Botanical Gardens

Parks and gardens are critical to the well-being of urban people. Accustomed to daily life in the midst of concrete, asphalt, steel, glass and stone, people look to living green infrastructure for rest and rejuvenation. Providing it is our job, and it is occasionally helpful to stand back and recall why it is so important. This session is a must for those looking for new ideas on how to take horticulture beyond our traditional standards.



12:00 - 1:30 p.m. **OPA Past Presidents' Luncheon and OPA Awards**

1:45 - 2:45 p.m. **Keynote - How Chicago Went Green and Learned on the Way**
Brendan Daley, LEED AP, CPRP, Director of Green Initiatives, City of Chicago

Chicago, a world-class city, is known as a leader in environmental programs, initiatives and education. Brendan will share with us how the Chicago Park District is ensuring the implementation of its core values of Living Green Infrastructure, and how the city as a whole is becoming more sustainable. Come and learn what has been done in Chicago, how it can be applied in your municipality and how going green can impact your budget positively. Whether your interest is policy, operations, design or management of green infrastructure, this session will provide something for you to use in your community. Brendan will be joined by his peers from the GTA for a lively and frank discussion on where we are with our environmental leadership, here at home and across the border.



2:45 - 3:00 p.m. **Wrap-up and Door Prize Draws**

Individually priced. See registration form on page 20-21 for fees. All registrants for this program are automatically registered for the Congress trade show. The Congress Conference is a separate fee.

TUESDAY CONFERENCES

9:00 a.m. to 12:00 p.m.

**OWNERS ONLY WORKSHOP:
Leading a Customer Focused Team**

Imagine leading a team whose service is so outstanding it becomes your brand. Customers hear about you, are drawn to you, and refuse to leave you because your team is the industry-service icon. This won't require that you make a huge investment of time and resources. Learn how to:

- Move your organization's customer service culture to the next level
- Adapt to shifting customer needs and expectations
- Empower employees to make better decisions, without taking valuable supervisor time
- Boost productivity and morale by tapping into the #1 employee motivator (hint: it isn't money or recognition)
- Eliminate most of the people problems that divert energy from the real task of satisfying customers

Leading a Service Oriented Team gets to the core of customer service – the organization's underlying service and sales culture. Unlike other approaches that merely focus on surface behaviours, this seminar addresses the root cause. As Jeff puts it, "If you try to enhance service and sales behaviours without looking at culture, you are just painting over rust; the underlying problems eventually reoccur."



Jeff Mowatt
JC Mowatt Seminars,
Calgary, Alberta

9:00 to 10:30 a.m.

Using Social Media to Enhance Your Business

This presentation will be a detailed breakdown of how social media and digital marketing enhances customer communication and increases revenue. What are the top five benefits of using social media, plus examples? How do you create advocates for your brand? Kyle will provide detailed examples on how to be successful using

social media and digital technology. You will be able to walk away and implement three strategies to successfully build a social media plan for your business.

Kyle Lacy
MindFrame
Indianapolis, Indiana

9:00 to 10:30 a.m.

**Why Trees Matter: The Many Benefits
of Trees For You and Your Customers**

Discussion on the well-researched economic value of the environmental services trees provide to our communities, your business and your customers – including energy



savings, air quality and carbon benefit. This session puts the information you need at your fingertips, to help you sell to your customers by explaining how our leafy friends pay us back.

Jim Chatfield
University of Ohio
Wooster, Ohio

9:00 to 10:30 a.m.

The Way of Decay



This talk looks specifically at the contribution of decay processes to the renewal of soils. Which decay organisms are at work in the soil? How can we make them our friends? What do we know about the success of recent efforts to work with them, like mycorrhizal inoculation and compost tea? How can

we best make sure our soils benefit? Session also covers the decay of rock and generation of clay.

William Bryant Logan
Urban Arborists
Brooklyn, New York

10:45 a.m. to 12:15 p.m.

Indulge in Excellence



Enjoy this pictorial tour through some of the most impressive Award-winning projects in the province. See the trends and creative solutions your peers are using. This session will provide inspiration and ideas for your future projects, as well as tips for improvement, all from a Landscape Ontario Awards of Excellence judge.

Alistair Johnston
Strybos, Barron and King Landscape Architects
Toronto, Ontario

10:45 a.m. to 12:15 p.m.

How to Prepare a Government Bid: Doing Business with the Municipal and Ontario Governments



If you are a contractor or supervisor looking to compete for provincial or municipal projects, this session is a must-attend. It will give insights on how to do business with the Municipal and Ontario governments, and will provide an overview of the competitive procurement

process for goods and services. The goal is to illustrate how businesses of all sizes and types can be successful vendors. The speakers will give a brief review of process, policy, effective proposal writing and marketing to government clients. An overview of the City of Toronto's online call document system will also be highlighted.

Session Sponsored by Ontario Parks Association

Kevin Fox, Ontario Shared Services, Toronto, Ontario
Nick Falcone, City of Toronto, Toronto, Ontario



10:45 a.m. to 12:15 p.m.

The 5Ds of Successful Sales

Attendees will learn how to Develop a Program, Determine Priorities, Discuss Budget and Design the Dream. This seminar teaches a simple, practical and logical approach to landscape design/build that can be used



the next day – guaranteed. Learn to design the dream (not just what customers tell you they want), discuss the budget (tools and techniques to get the number every time) and determine the priorities (what will be the first phase of work).

Jody Shilan
New Jersey Landscape Contractors Association
New Jersey, New York

10:45 a.m. to 12:15 p.m.

Is Your Business Safe? Find Out!

The horticulture industry faces many challenges in regards to safety compliance and ensuring that our workplace safety programs remain up-to-date, as regulations and employer expectations are developed and revised. Attend this session to learn about the latest issues, and what you must do to ensure your business is operating safely in 2012. Our panel comprised of representatives from the Ministry of Transportation (MTO), Ministry of Labour (MOL), Ministry of the Environment (MOE), Workplace Safety and Insurance Board (WSIB), Workplace Safety Prevention Services (WSPS, formerly



Moderated by **Gerald Boot, CLP**
Boot's Landscaping and Maintenance Ltd.
 Richmond Hill, Ontario

Farm Safety) and the Ontario Regional Common Ground Alliance (ORCGA Call Before You Dig) will also take your questions. A Landscape Ontario member will also participate to share the advantages of Safety Groups in the journey towards compliance.

12:15 to 1:15 pm

Life Lessons at Lunch: Human Resources

Our industry leaders will host interactive discussions over lunch on a variety of Human Resources issues. We all have the same HR problems and issues, so let's share some solutions. Each of the experts brings years of experience to the lunch table. Have a burning question? Bring it! Discussions will take place in conference rooms, each with a Room Moderator and several Discussion Leaders.

Lunch will be provided.



2:00 to 3:00 p.m.

SPECIAL SESSION: The Prosperity Journey



At this thought-provoking seminar, Jacki Hart will show you how to check the pulse of your business and career direction, using the Prosperity Partnership pillars of Sales Success, Financial Health, Developing Customers for Life, Professional Operations and Leadership Excellence.

Attendees will learn:

- Reasons why businesses and careers get stuck in comfort zones.
- How to make sustainable changes in business, employee management, and communication.
- How to create a balanced team in your company.

Admission to this session is complimentary with trade show registration.

Jacki Hart, CLP
Consulting By Hart
 Bracebridge, Ontario



TUESDAY SPECIAL EVENTS

LEGACY ROOM

11:00 a.m. to 3:00 p.m.

The Ontario Horticultural Trades Foundation of Landscape Ontario is hosting the Legacy Room on Tuesday, January 10, from 11:00 a.m. to 3:00 p.m. at the Toronto Congress Centre. Drop in and network with other members of Landscape Ontario, including the pioneers, while enjoying light refreshments. Open invitation to all members of Landscape Ontario.



For more information contact Kathleen:
kpugliese@landscapeontario.com or
1-800-265-5656 ext.309



AWARDS OF EXCELLENCE CEREMONY AND PRESIDENT'S RECEPTION

4:45 p.m. President's Reception

5:15 p.m. Awards Ceremony

Plaza Ballroom, Doubletree Hotel by Hilton Toronto Airport

Tickets are \$55 per person and can be purchased online and at the door



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

WEDNESDAY CONFERENCES

9:00 a.m. to 12:00 noon

**OWNERS ONLY WORKSHOP:
How to Succeed and Prosper
as a Landscape Contractor**



Monroe Porter
Proof Management Consultants
Richmond, Virginia

This program covers business structure, financial strategies, pitfalls and key contractor business skills. Attendees will learn how to structure their business for maximum profitability, including how to develop the most efficient business structure, how to identify and develop profit strategies and how to lead your company more effectively.

9:00 a.m. to 10:30 a.m.

The Kitchen Table Presentation



Jody Shilan
New Jersey Landscape Contractors Association
New Jersey, New York

You have met with the clients, designed the plan and created the proposal. Now you are ready to make your big presentation and close the sale. Avoid the biggest mistakes and use the simple solutions, including how to properly structure a proposal plus the right (and wrong) ways to present a landscape plan. This session is guaranteed to improve your closing ratio.

9:00 a.m. to 10:30 a.m.

Small Words, Big Problems: How to Spot Common Problems Before They Happen



Mark Bradley
Landscape Management Network
Whitby, Ontario

Drawn from years of field experience, this seminar will cover some of the sentences you need to listen for – from both crews and customers – that tell you something is about to go wrong. This session information will lead to improved field productivity and job planning, and fewer errors and cost over-runs.

9:00 a.m. to 10:30 a.m.

**Weather Tools for Maintenance Operations:
Low Tech to High Tech**



Robert Boggs
The Weather Network
Oakville, Ontario

The Weather Network is a great source for technical weather information during inclement weather. Robert will highlight Road Weather Information Systems (RWIS), Maintenance Decision Support Systems (MDSS), and icon forecasts vs. specialized road maintenance forecasts. Attendees will also learn more about chemical management strategies as well as why pavement forecasts, NOT air temperature forecasts should be used. This session is a must-attend for snow removal contractors.

9:00 a.m. to 10:30 a.m.

Seeing Red: Rules, Regulations and Red Tape

Permits, neighbours and due diligence – from the contractor's perspective. Learn from these seasoned industry leaders' experiences, and gain a better understanding of the process for navigating through red tape.

MODERATOR

Peter Guinane, Oriole Landscaping, Toronto, Ontario

PANELISTS

Sabrina Goettler, Oriole Landscaping, Toronto, Ontario

Mark Kimmerty, Allweather Landscape Co. Ltd., Toronto, Ontario

Richard Rogers, RJ Rogers Landscaping, Ottawa, Ontario



10:45 a.m. to 12:15 p.m.

Extraordinary Design Details



Beth Edney, CLD
 Designs By The Yard
 Etobicoke, Ontario

This presentation shows a photo collage of inspiring design ideas to take your landscape designs to the next level. Designers and contractors will get great design ideas that they can apply to their own work, including paving details, innovative fences and screens and artistic elements.

10:45 a.m. to 12:15 p.m.

Recruiting Programs that Work: How to Attract and Get the Right People on Board



Bill Arman
 The Harvest Group
 Calabasas, California

Attracting the right people for your organization is the number-one core competency that all organizations must be very, very good at. This will make the difference between your organization being average or best in class. Attendees will leave with a framework for building an effective recruiting program.

10:45 a.m. to 12:15 p.m.

What You Don't Know Can Hurt You: Understanding YOUR Rights and Obligations Under the Construction Lien Act

The Construction Lien Act controls the flow of money on virtually every construction project in Ontario, regardless of size. If you pay or receive monies for construction work in Ontario, the Act imposes both rights and obligations. It provides suppliers of work, services and materials with rights of recovery, including the claim for lien and the construction trust remedy which, among other things, often allows suppliers to pursue individuals behind a company that owes them money. On the other hand, the Construction Lien Act imposes obligations in relation to the construction lien holdback and the construction trust which, if not met and taken seriously, can result in serious consequences. Construction industry pros, be they finan-



Rob Kennaley
 McLaughlin & Associates
 Toronto, Ontario

ciers, owners, consultants, contractors, subcontractors or suppliers, should understand these rights and obligations, to assist them in dispute resolution and to avoid the pitfalls associated with a breach of the Act's provisions. Time will also be set aside for questions and discussion about the issues raised.

10:45 a.m. to 12:15 p.m.

Trials and Tribulations: A Look at New Plant Introductions



The University of Guelph Trial Gardens grows more than 1,200 sq. m. of beds and containers, featuring sun and shade plants, annuals and perennials, vegetables, ornamentals and cutflowers. Its satellite location at Landscape Ontario in Milton trialed over 300 cultivars this season. Results produced favourites in all areas, such as vegetables for small urban spaces and All-America Selections, plus several twists on the old favourites, many new colours and lots of new crosses. But what worked ... and what didn't? Join Rodger as he gives you his view of what's new.

Rodger Tszchanz
 University of Guelph
 Guelph, Ontario

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

**Town Hall:
Ask The Experts**

Nothing compares to a good teacher and the voice of experience – our panelists offer knowledge gained from the school of hard knocks! They will share several of their most valued business lessons, and a few life lessons as well. You will be treated to candid accounts of mistakes, and the important lessons that resulted. Discussions will take place in conference rooms, each with a Room Moderator and several Discussion Leaders.

Lunch will be provided.

MODERATORS

Room A – Michael Pascoe, Fanshawe College, London, Ontario

Room B – Sally Harvey, Landscape Ontario, Milton, Ontario



2:00 p.m. to 3:00 p.m.

SPECIAL SESSION

Human Resources for the Future: Making the Specialist High Skills Major Program Work For You!

Make sense of the SHSM Horticulture and Landscaping program from the ministry, employer, teacher and graduate perspectives. If you don't know what SHSM is, you need to attend this session! SHSM (Specialist High Skills Major) is a ministry-approved specialized program that allows students to focus their learning on a specific economic sector, while meeting the requirements to graduate from secondary school. The Horticulture and Landscaping program is designed to help prepare students for a career in the green industry. This session is aimed at employers, educators and students.



Admission included with trade show registration.

MODERATOR

Sally Harvey,
Landscape Ontario Horticultural Trades Association
Milton, Ontario

2:00 p.m. to 3:00 p.m.

SPECIAL SESSION

Landscape Industry Executive Program – Taking the LIEP to Business Excellence

Are you an executive, manager, or owner-operator striving for business excellence? Do you spend too much time putting out “fires running your business” to have time to plan long term goals such as strategic business and succession planning? Do you have difficulties hiring and retaining good people? Does your business need systems to increase profitability, organization and communication? Learn how this new capstone professional development program will benefit you and your business. LIEP is scheduled to commence November 2012, with registrations due March 2012.

Admission included with trade show registration.

Larry Martin, Ph.D.
George Morris Centre
Guelph, Ontario

Liz Klose, CLP
Canadian Nursery Landscape Association
Milton, Ontario





CONGRESS 2012

FEATURING



Register online! locongress.com

MONDAY, JANUARY 9

Pre trade show events are additional purchases, please see adjacent registration form.

CONGRESS CONFERENCE SESSIONS
PLEASE SELECT FROM THE FOLLOWING:

TUESDAY, JANUARY 10

9:00 - 10:30 a.m.

- Using Social Media to Enhance Your Business
- Why Trees Matter
- The Way of Decay

9:00 a.m. - 12:00 p.m.

- Leading a Customer Focused Team

10:45 a.m. - 12:15 p.m.

- Indulge in Excellence
- How to Prepare a Government Bid
- The 5Ds of Successful Sales
- Is Your Business Safe? Find out!

12:15 p.m.

- Life Lessons at Lunch: Human Resources

2:00 - 3:00 p.m.

- The Prosperity Journey
(FREE with trade show registration)

WEDNESDAY, JANUARY 11

9:00 - 10:30 a.m.

- The Kitchen Table Presentation
- Small Words, Big Problems
- Weather Tools for Maintenance Operations
- Seeing Red: Rules, Regulations and Red Tape

9:00 a.m. - 12:00 p.m.

- How to Succeed and Prosper as a Landscape Contractor

10:45 a.m. - 12:15 p.m.

- Extraordinary Design Details
- Recruiting Programs That Work
- What You Don't Know Can Hurt You
- Trials and Tribulations

12:15 p.m.

- Town Hall: Ask The Experts

2:00 - 3:00 p.m.

- Human Resources for the Future
(FREE with trade show registration)
- Landscape Industry Executive Program
(FREE with trade show registration)

THURSDAY, JANUARY 12

9:00 - 10:30 a.m.

- How to Get the Job at Your Price
- Dream BIG
- Green Roofs and Walls

9:00 a.m. - 12:00 p.m.

COMPANY NAME: _____

FIRST NAME: _____ LAST NAME: _____

INDUSTRY DESIGNATION(S) (i.e. CLP, OALA): _____

ADDRESS: _____

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

BUSINESS PHONE: _____ BUSINESS FAX: _____

EMAIL: _____ MOBILE: _____

I agree to allow show management to send event updates to my mobile phone.

We are members of: LO CFIA OPA OALA CNLA

Please send me information about: Landscape Ontario Canadian Fence Industry Association Ontario Parks Association
 Green Trade Expo Canada Blooms 2012 EXPO 2012 Congress 2013

REGISTRATION INFORMATION: Register online at locongress.com or use this form. YOU WILL SAVE MONEY if you pre-register by December 16, 2011. All conference passes include admission to the trade show. Badges will be held for pick-up for registrations received after December 16th — otherwise your pass will be available for pick-up at the registration desk.

EARLY BIRD DEADLINE POLICY: No extensions to the deadline of December 16, 2011 will be granted. Registration fees after this date and on-site are more expensive.

	Please check (✓) choices and total your costs	
	UNTIL DEC. 16	AFTER DEC. 16
IPM Symposium	Member or Non-member.....\$90\$110
Landscape Designer Conference	Member.....\$135\$185
	Non-member.....\$185\$265
CLP Study Group	Member.....\$115\$200
	Non-member.....\$140\$220
OPA Conference	Member.....\$165\$235
	Non-member.....\$195\$270
Luncheon & Keynote Only.....\$55

TUESDAY, JANUARY 10

Awards of Excellence Ceremony\$55 0
WEDNESDAY, JANUARY 11	
Irrigation Conference	Member or non-member.....\$55 0
Tailgate Party XVIFREE with delegate badge
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: ➔	
FULL CONFERENCE PASS (TUES 10 TO THURS 12)	Member.....\$225 0\$295 0 Non-member.....\$295 0\$370 0 Every 5th employee from the SAME company receives a FREE full conference pass
GROUP DISCOUNT	Member.....\$125 0\$165 0 Non-member.....\$165 0\$205 0 Every 5th employee from the SAME company receives a FREE one-day conference pass
One-day Conference Pass	Member.....\$15 0\$25 0 Non-member.....\$20 0\$30 0
GROUP DISCOUNT	Member.....\$15 0\$25 0 Non-member.....\$20 0\$30 0
Trade Show Only Pass	Member.....\$15 0\$25 0 Non-member.....\$20 0\$30 0
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 prior to December 16, 2011. If you have a trade show pass and would also like to attend a conference session, the above prices apply.	
BADGES: The first mailing of badges will be in early December.	
TOTAL	\$ _____
NOTE: HST is included in all prices. (HST Reg. No. R119005049)	

PAYMENT OPTIONS: All fees are non-refundable. Payment must accompany registration form(s).
 Refund Policy: No refunds will be issued unless Congress 2012 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) _____

MAIL: Landscape Ontario Congress
 c/o CONEXSYS
 7050B Bramalea Rd, Ste 34
 Mississauga, ON L5S 1S9 Canada
REGISTER ONLINE: www.locongress.com
FAX BACK:
 1(800)628-8838 or (905)405-9870

AN INITIATIVE OF
landscape ontario.com
 HORTICULTURAL TRADES ASSOCIATION


- Do What, Where? The Ultimate Business Management Calendar
- The 10 Best Practices that All Businesses Need to Know
- 10:45 a.m. - 12:15 p.m.**
 - Is Your Business Safe? Find Out!
 - What Does the Future Hold for Our Industry?
 - Interpreting Local Area and Road Weather Forecast Products
- 12:15 p.m.**
 - Life Lessons at Lunch: Sales and Marketing
- 2:00 - 3:00 p.m.**
 - On-the-Job Training Primer Session (FREE with trade show registration)

TELL US ABOUT YOURSELF (MANDATORY):

Your primary job function: (Check one only)

- ___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: _____

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/distributor
- ___8) Grounds management
- ___9) Irrigation supplies/service
- ___10) Landscape architect/designer/design-build contractor
- ___11) Landscape contractor - interior and exterior
- ___12) Lawn care and grounds management
- ___13) Media - editor/publisher
- ___14) Retail garden centre
- ___15) School board/institution/association
- ___16) Non-exhibiting dealer, distributor, MFR, MFR rep and supplier allied to the trades
- ___17) Snow & ice contractor
- ___18) Wholesale nursery grower/distributor
- ___19) Other: _____

WEDNESDAY SPECIAL EVENTS

LANDSCAPE ONTARIO ANNUAL GENERAL MEETING

Join your fellow members for breakfast!

You are cordially invited to attend the AGM and review activities from the previous year, elect a new executive and discuss plans for the upcoming year.

7:30 a.m. to 9:00 a.m.

Held in the International Ballroom at the Doubletree by Hilton Toronto Airport, 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 Landscape Ontario members.

Please RSVP to Kathleen Pugliese, (800) 265-5656 ext. 309 or *kpugliese@landscapeontario.com* by **January 5, 2012.**



TAILGATE PARTY XVI

5:00 p.m. to Midnight

Check out three of the hottest emerging musical artists!

International Ballroom, Doubletree by Hilton Toronto Airport Hotel

A networking event for all Congress 2012 Trade Show Delegates. Dinner will be provided as well as some GREAT entertainment.

All that is required is your trade show badge for admission.

SPONSORS



BROOKE NICHOLLS



BIANCA BERNARDI



MILES EVANS

Irrigation Conference and Luncheon 2012

The Good, the Bad, the Ugly ... and the Future of Texas Irrigation Licensing

JANUARY 11, 2012, 12 NOON – 4:00 P.M., TORONTO CONGRESS CENTRE

Hosted by the Landscape Ontario Irrigation Sector Group

Presented by Todd Magatagan, CAIS, CGIA, CIC, CID, CLIA, CLWM, Around the Grounds, Woodlands, Texas. Join your peers at this very candid look at licensing from a seasoned expert. The oldest irrigation licensing program in the United States is in Texas, with over 39 years of successes, failures and mistakes. He will discuss whether licensing is a good idea, how to avoid mistakes, how to develop a better irrigation license and what the irrigation industry might look like in coming years.

Todd Magatagan has more than 30 years of experience in the green industry, including lawn care, institutional, land development, and golf course, and over 20 years of hands-on irrigation experience. He has owned Around The Grounds, a pond, irrigation and landscape management and consulting firm, for more than 10 years. He has been a Texas Licensed Irrigator for 17 years and spent 20 years as owner of ATM Property Management, an estate, property and landscape management company. His industry affiliations include:

- The Irrigation Association (IA) on Board of directors, Government Affairs Committee, Chair of the Ambassador Group, Region 4 Director and Texas Ambassador
- Texas Turf Irrigation Association (TTIA), Legislative Chairman
- East Texas Irrigation Association (ETIA), TTIA representative, E.T. Research Project Chairman and E.T. Weather Station Chairman
- Member of Texas Turfgrass Association (TTA) Texas Nursery and Landscape Association (TNLA), Houston Gulf Coast Irrigation Association (HGICIA), Texas Cooperative Extension Master Gardener



12:00 Noon	Registration and Networking Lunch
1:00 – 1:15 p.m.	Welcome and Industry Update
1:15 – 2:30 p.m.	Irrigation Licensing, Todd Magatagan
2:30 – 2:45 p.m.	Dessert Break
2:45 – 3:45 p.m.	Irrigation Licensing, Todd Magatagan
3:45 – 4:00 p.m.	Open Forum Q& A: Todd and the LO Irrigation Sector Group will take your questions

SPONSORED BY



REGISTRATION FEES:

Registration fees are \$55 for members and non-members until December 16. After December 16, the fee is \$75 for both members and non-members.

Admission to Congress 2012 trade show exhibits is included in registration prices. The Congress Conference is a separate fee. Online registration is available at www.locongress.com.

THURSDAY CONFERENCES

9:00 a.m. to 12:00 p.m.

OWNERS ONLY WORKSHOP

Do What, When?

The Ultimate Business Management Calendar for Landscape Contractors

When you own a landscape company, you're a businessperson first and a landscaper second – but it often doesn't seem that way. The tasks that need our time the most rarely scream the loudest, and we end up stuck,



focused on daily problems and operations instead of focusing on the big picture. In this seminar, Mark Bradley, president of TBG Landscapes and the Landscape Management Network, breaks down a simple business management calendar for landscape contractors, and details the tasks which will provide the best return on investment of your precious time. Attendees

will take away a month-by-month management calendar for owners of landscape businesses, systems critical for success and growth in the landscape industry and ideas and frameworks to ensure you spend more time planning and less time fixing. Learn how to achieve improved time management and improved business growth and development.

Mark Bradley
Landscape Management Network
Whitby, Ontario

9:00 a.m. to 12:00 pm

OWNERS ONLY WORKSHOP

The 10 Best Practices that All Businesses Need to Know



This session will review the top ten best practices that all best in class organizations use. These best practices will help build your organization with sound, fundamental, simple-to-implement processes that will accelerate your journey to success. Attendees will not only learn how to recruit, retain and grow the right employees, but how to attract and retain the right customer. Deliver your services consistently and profitably, and discover how the most successful companies do it.

Bill Arman
The Harvest Group
Calabasas, California

9:00 to 10:30 a.m.

How to Get the Job At Your Price

This session emphasizes professional sales and marketing strategies that you can put to immediate use to avoid the price-shopping rat race. Learn how to:

- Improve sales efficiency and closing ratios
- Listen, connect and solve customer problems
- Deal with common sales objectives
- Qualify customers and manage sales cost



Monroe Porter
Proof Management Consultants
Richmond, Virginia

9:00 a.m. to 10:30 a.m.

Dream BIG

This session will be a pictorial overview of the efforts to design and build several large scale landscape construction projects, and how considering the 'Big Picture' can improve your bottom line. Take a close-up look at natural-looking projects in largely rural settings that were successfully created due to an approach to design that considers the 'here and now' and the long term. Learn the importance and benefits of helping your clients to 'Dream Big', and tips on how to develop a larger scale project.

PANELISTS

Christine Gracey, OALA
DA Gracey & Associates, Vaughan, Ontario

Randy Tumber, APLD, CLD, CHT
Tumber & Associates
Orangeville, Ontario



9:00 to 10:30 a.m.

Green Roofs and Walls



This session will review the different types of green roof and green wall systems, including a basic review of construction with an emphasis on design principles. Steven will discuss proper methods, tools and techniques. Maintenance and potential problems will also be highlighted.

Steven Peck
Green Roofs For Healthy Cities
Toronto, Ontario

10:45 a.m. to 12:15 p.m.

Conservation Arboriculture

Urban forests provide a wide range of benefits to city residents, which increase exponentially when trees grow larger, with more leaf area. Therefore, maintaining large-stature and old trees in the urban landscape should be a priority. However, as trees age, risk increases, and balancing these risks and benefits can often the advanced risk assessment and abatement methods. Philip van Wassenauer will examine aspects of tree morphology, aging processes, survival strategies, co-evolution and micro-ecology associated with aging trees, and veteran tree management techniques. The presentation begins with a comprehensive overview of the chronological, ontogenetic and physiological aspects of tree aging. It will also examine the relationship between aging trees and floral, faunal and fungal habitat. Subsequently, a review of veteran and heritage trees from around the world



is presented to demonstrate how such old trees are safely maintained on the landscape. The remainder of the presentation discusses risks

related to aging trees, and examines current and innovative technologies for assessing risks of veteran urban trees non-invasively.

Philip van Wassenauer, B.Sc, MFC
Urban Forest Innovations Inc.
Mississauga, Ontario

10:45 a.m. to 12:15 p.m.

What Does The Future Hold For Our Industry?



Future trends will shape demand for landscape services. How can we prepare for long term success? Learn about key trends and upcoming business opportunities.

Ron Koudys, BLA, MEd, OALA, CSLA, ASLA, RLI (MI), CLD
Ron Koudys Landscape Architects
London, Ontario

10:45 a.m. to 12:15 p.m.

Is Your Business Safe? Find Out!



The horticulture industry faces many challenges in regards to safety compliance and ensuring that our workplace safety programs remain up-to-date, as regulations and employer expectations are developed and revised. Attend this session to

learn about the latest issues, and what you must do to ensure your business is operating safely. Our panel comprised of representatives from the Ministry of Transportation (MTO) , Ministry of Labour (MOL), Ministry of the Environment (MOE), Workplace Safety and Insurance Board (WSIB), Workplace Safety Prevention Services (WSPS, formerly Farm Safety) and the Ontario Regional Common Ground Alliance (ORCGA Call Before You Dig) will also take your questions. Landscape Ontario will also participate to share the advantages of Safety Groups in the journey towards compliance.

MODERATOR

Moderated by **Gerald Boot, CLP**
Boot's Landscaping and Maintenance Ltd.
 Richmond Hill, Ontario

10:45 a.m. to 12:15 p.m.

Interpreting Local Area and Road Weather Forecast Products



Approximately a dozen case studies from a variety of regions across Ontario will be distributed to attendees to be discussed in groups. Case studies will be taken up to not only clarify the expected forecast conditions but also

to inspire discussion over possible winter maintenance surface treatment strategies.

Patrick Cool
The Weather Network
 Oakville, Ontario

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

Life Lessons at Lunch: Sales and Marketing

Our industry leaders will host interactive discussions over lunch on a variety of sales and marketing issues. We all have the same HR problems, so let's share some solutions. Each of the panel experts brings years of experience to the lunch table. Have a burning question? Bring it! Discussions will take place in conference rooms, each with a Room Moderator and several Discussion Leaders.

Lunch will be provided.



2:00 to 3:00 p.m.

On-the-Job Training Primer Session

On-the-Job: that is where most of the learning in our industry happens every day, working side-by-side with a more experienced or knowledgeable person. There is no doubting the skills of the trainer, but how many people have ever had training on how to train? Just because you are able to do something very well, does not mean you are able to teach others. Otherwise, Wayne Gretzky would be the greatest coach of all time. This one-hour session will introduce a simple yet amazingly effective method of training.



Admission to this session is complimentary with trade show registration.

Joel Beatson CLP
Canadian Nursery Landscape Association
 Milton, Ontario

Green Roofs For Healthy Cities Workshops

Registration is \$200 for members of Landscape Ontario and CNLA, and \$225 for non-members. Your workshop fee includes a comprehensive resource manual. Three workshops to choose from.

REGISTRATION IS COMPLETED THROUGH www.greenroofs.org.

Workshop option 1: 1:30 to 4:30 p.m.

ADVANCED GREEN ROOF MAINTENANCE

This is a half-day course created to assist designers, landscape contractors, building owners, facility managers, roofing consultants, roofing contractors, and Green Roof Professionals (GRPs) with an important but often-overlooked aspect of green roofs: maintenance. This course examines design considerations; best practices for planning, budgeting, and implementing maintenance procedures; and approaches for rehabilitating green roofs that have been neglected. Learn how to develop maintenance plans, contracts, and inspection reports that work in concert with warranty requirements. Includes a 100-page manual with detailed case studies.

The following learning objectives have been developed for this course:

- Understanding the impact design decisions have on green roof maintenance requirements.
- Gaining an understanding of the major reasons to invest in a maintenance program.
- Understanding common maintenance challenges and how to address them.
- Learning how to budget and develop a maintenance plan.
- Learning how to diagnose problems on a green roof.

This course qualifies for 3.5 GRP Continuing Education Units.

or

Workshop option 2: 1:30 to 4:30 p.m.

GREEN WALLS 101: SYSTEMS OVERVIEW AND DESIGN

This updated version of our Green Walls 101: Introduction to Systems and Design course discusses design and construction best practices for green facades and living walls, as well as the latest research findings on the environmental benefits of these technologies.

- Determine major functions and components of green walls
- Describe characteristics and assess advantages of different green wall systems
- Understand market drivers encouraging green wall implementation in North America
- Understand how to design green walls for maximum benefits and LEED points

or

Workshop option 3: 1:30 to 4:30 p.m.

GREEN INFRASTRUCTURE: POLICIES, PERFORMANCE AND PROJECTS

This half-day course provides attendees with a review of various vegetative technologies in urban areas (i.e. green walls, green roofs, urban forests, rain gardens), presents the latest research on their benefits, and showcases a variety of leading-edge policy and program developments in cities such as Chicago, Seattle, New York and Toronto that support the greening of our cities. Ideal for policy makers and other advocates of urban greenery. Developed by the Green Infrastructure Foundation.

Go to www.greenroofs.org to register.

BILL ARMAN

Bill Arman started a 30-year career with the Valley Crest Companies, today a \$1-billion landscape business known throughout the U.S. During his stay at VCC, he spent two years as VP of Human Resources, serving as primary architect of its national training program, performance management system and recruiting for this 10,000-employee company. In 2007 he co-founded The Harvest Group; “Head Harvester” Arman now consults throughout the western U.S., Canada and South Africa.

CARLO BALISTRIERI

Balistrieri joined the Royal Botanical Gardens following a stint as executive director of the Gardens at Turtle Point in Tuxedo Park, N.Y. These extensive gardens included rock gardens; a hardy cactus and succulent bed; many perennial, woodland and display gardens, including a 1,000-specimen hellebore walk; an alpine lawn; a cutting garden; a tree and woody plant collection; specialized perennial plant collections and an extensive under-lights collection of orchids, tropicals and indoor display plants.

JOEL BEATSON, CLP, CAE

Joel Beatson works for the Canadian Nursery Landscape Association primarily in the areas of professional development, certification and human resource. Beatson is a Landscape Industry Certified Manager, Certified Association Executive and a Master Trainer in the OJT method.

ROBERT BOGGS

Robert Boggs is Manager of Commercial Services for Pelmorex/The Weather Network. He specialized in project management, training, and climatological studies. He began his career in the Canadian Climate Centre of Environment Canada under the well known climatologist David Phillips.

GERALD BOOT, CLP

Gerald is president and founder of Boot's Landscaping and Maintenance Ltd. Gerald, an LO Honorary Life Member, has been on the Landscape Ontario 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 the CNLA Insurance Chair as well as chair of the risk-management committee. Gerald has previously represented LO on the Canada Blooms Board, serving three of those years as chair.

MARK BRADLEY

Mark Bradley is the founder and president of The Beach Gardener, a design-build-maintenance and snow and ice company in Toronto. He is well known for the management skills that helped him grow his business from a start-up to an industry leader in 13 years. Recently, Bradley founded the Landscape Management Network, a collection of tools, systems and education born out of his business, and now available online.

PATRICK COOL

Since graduating from York University with an honours degree in Atmospheric Science and a Certificate in Meteorology, Patrick has called the Weather Network his home away from home for the past 7 years. He began there as a forecaster for the eastern Canadian domain before moving onto national meteorological briefer to the on-camera staff. Here he also acted as an on-camera expert for live programming during active weather events. Since then, Patrick's gregarious personality has lead him to excel as a teacher to fulfill in-house, client side as well as community focused training.

PAM CHARBONNEAU

Pam is currently the Ministry of Agriculture, Food and Rural Affairs Turfgrass Specialist. She has been in this position for 20 years. She received a Bachelor of Science degree in Horticulture in 1980 and a Master of Science degree in 1985 in Plant Breeding, both from the University of Guelph. She works with golf course superintendents, sports turf managers, lawn care professionals and sod farmers to provide technical information and advice on turf management, and is a frequent contributor of technical articles to various Canadian turf trade magazines and publishes information on turf for the web. Recently, her research interests have been directed at finding viable pesticide alternatives that can be used on turf since Ontario's "Cosmetic Pesticides Ban Act" was passed. She has also been very active with the IPM Council of Canada working on the Golf IPM Accreditation program. If you ask Pam what her passion is – it is turf bugs.

JIM CHATFIELD

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.

BRENDAN DALEY, LEED AP, CPRP

Daley is the Director of Green Initiatives for the Chicago Park District. In this role, he is responsible for ensuring that the core value of “green” is implemented across the district. He advises all policy recommendations for implementing and managing the district’s environmental programs, initiatives and education. Daley is a LEED-accredited professional with the U.S. Green Building Council and a Certified Park and Recreation Professional through the National Recreation and Parks Association.

BETH EDNEY, CLD

Beth Edney has close to a quarter century of experience in landscape design. Beth has built several award-winning gardens at Canada Blooms, and received Awards of Excellence for her residential designs. She runs an exclusive Toronto design firm, Designs By The Yard, as well as an online design service called Teamscape, in partnership with Frank Ferragine. An active member of Landscape Ontario, she serves as chair of the Expo and the Congress show committee. She teaches at the Niagara Parks Commission School of Horticulture, Humber College and to her peers in the industry.

NICOLAS FALCONE

Nicolas Falcone is the Coordinator, Corporate Purchasing Policy and Quality Assurance with the Purchasing and Materials Management Division of the City of Toronto. He is a Certified Professional Purchaser (CPP) and a Certified Purchasing Manager (CPM). He has extensive public purchasing and supply chain management experience, gained from working in various capacities in both municipal and education sectors, as well as private sector procurement experience.

KEVIN FOX

Kevin is a Senior Procurement Consultant with the Ministry of Government Services, Ontario Shared Services, Supply Chain Management Division delivering the “How to Do Business with the Ontario Government” outreach program. He has had extensive procurement experience with Provincial, Federal and Municipal government organizations throughout his corporate career.

SABRINA GOETTLER

Sabrina is the Senior Designer and Project Manager for Oriole Landscaping Ltd., in Toronto, Ontario. A graduate in Horticulture and Landscape Design from University of Guelph and Ryerson University, Sabrina creates unique spaces that come alive with plantings. An avid supporter of the green industry, Sabrina sits on the Toronto Chapter Board of Directors for Landscape Ontario, offering her time organizing events for both members and the general public.

CHRISTINE GRACEY, OALA

Christine Gracey is landscape architect with D.A. Gracey and Associates, an award-winning landscape design/build company. Involved in a large number of high-end estate and residential landscape design projects, she is responsible for plant material design and layout, client contact, project administration and site photography. Her 27 years of experience have taught her skills including quantity surveying and estimating, conceptual design and the construction design, drawing and tendering process, municipal park and open space planning, project coordination and project management.

DR. PARWINDER GREWAL, PH.D.

Dr. Grewal is a Distinguished Research Scholar and Professor at the Ohio State University, where he directs the Center for Urban Environment and Economic Development and leads the Urban Landscape Ecology Program. He is widely recognized for his research on ecological approaches to urban landscape design, planning and management. He is particularly well known for his research on turfgrass endophytes, mowing, IPM, soil food webs, and biological control.

PETER GUINANE

Peter Guinane is CEO for Oriole Landscaping in Toronto, Ont. He founded Oriole with a partner 25 years ago, working diligently to create an award-winning firm offering design, construction and project management with the mission to make every client a “raving fan.” Oriole’s success over the years, speaks to the life this mission has embodied. Guinane has supported the green industry through involvement in Canada Blooms and Landscape Ontario.

JACKI HART, CLP

Jacki 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 recently launched her new Clarity for the Boss program.

SALLY HARVEY, CLP, CLT

Sally Harvey leads the professional development team at Landscape Ontario, and also handles responsibilities for safety and workforce development. She has extensive green industry education and experience; her company Green Design of Ingersoll, Ont., specializes in landscape construction and maintenance, as well as interior plantscaping. Harvey has served on Landscape Ontario’s executive committee.

ALISTAIR JOHNSTON

Johnston is a Senior Landscape Technologist, ISA Certified Arborist and partner with Strybos Barron King Landscape Architecture. A graduate of the Humber Landscape Horticulture program, he has over 20 years of experience in the landscape construction and arboriculture. Johnston is a former instructor in the Humber Landscape Technician Program and continues to work closely with students. He is active within Landscape Ontario as a member of the Awards of Excellence judging panel, a presenter at awards ceremonies and speaker at conferences.

ROBERT KENNALEY

Robert Kennaley is a former landscape contractor and an honorary member of Landscape Ontario. He now practices construction law with McLaughlin & 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.

LIZ KLOSE, CLP

Liz Klose has been with the Landscape Canada Committee of CNLA since 2008, networking with related associations and advancing priorities, such as professional development, to further enhance the landscape sector and benefits to its members. Liz is the former Superintendent of the Niagara Parks Commission School of Horticulture, involved in post-secondary landscape horticulture education for 17 years. In 2006, she received the Ontario College Horticulture Educator of the Year Award by Landscape Ontario.

MARK KIMMERLY, BA, DIPLA

Mark is the senior landscape designer with Allweather Landscape Co. Ltd., a landscape design / build firm located in Toronto. He has been creating award winning gardens with Allweather for the past 15 years. As well as a diploma in landscape Architecture from Ryerson University, Mark holds a BA degree in Urban and Environments Studies from Brock University.

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 it 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, Loblaws and Agriculture Canada. He is a founding member of Landscape Ontario’s Landscape Designer Sector Group.

KYLE LACY

Lacy has quickly built a reputation for an excellent in-depth understanding of the application of social and digital media for both small businesses and large corporations. He wrote *Twitter Marketing for Dummies* (Wiley, 2009 and 2011) and *Branding Yourself* (Pearson, 2010). His blog KyleLacy.com was featured on the AdAge 150. He has presented at the ANLA Conference in Louisville and the Independent Garden Center Conference in Chicago.

CRYSTAL LAFRANCE

Crystal holds an Honours Bachelor of Science degree in Biology from the University of Western Ontario and has worked with the Ministry of the Environment as a Regional Pesticides Specialist out of the London office for the past 7 years. Crystal has worked with a variety of committees, groups and agencies providing expert advice on Ontario's pesticides legislation. Crystal has helped develop and implement a variety of Ministry programs including many outreach and education initiatives.

BILL LOGAN

William Bryant Logan is an award-winning natural history writer and environmental columnist. He wrote a column for the *New York Times*, helped launch *Garden Design* magazine and has contributed to many others. His book on gardening tools won the Best Book of the Year award from the Garden Writers Association of America. In 1992, Logan founded Urban Arborists to care for trees in New York City. Three years later, *Dirt: The Ecstatic Skin of the Earth*, was published.

ANTHONY LOMBARDI, BA, CLD, CLP

Tony Lombardi is the owner/principal of Dr. Landscape, an upscale, quality and service-oriented design/build and garden management company, based in Toronto. He is a graduate of the University of Toronto, and chair of the Landscape Ontario Landscape Designer Sector Group. Lombardi also served as project manager for the 2010 and 2011 Landscape Ontario feature garden at Canada Blooms. He happily contributes his share of "passion" with Landscape Ontario, his company and the community.

LARRY MARTIN, Ph.D.

Larry Martin is a former Professor and Department Chair at the University of Guelph and has been with the George Morris Centre since its inception. He is the principal instructor in the Centre's Executive Development, and Commodity Risk Management programs, and has extensive experience in competitiveness and trade issues, strategic visioning, planning and mentoring managers. He is or has been a director of five Canadian corporations, as well as a number of private and public advisory boards. In 2011, Larry received a national award by the Canadian Farm Business Management Council for his contributions to farm management in Canada.

JEFF MOWATT, B. COMM, CSP

Author, service authority, and award-winning speaker Jeff Mowatt wrote the best-selling books, *Becoming a Service Icon in 90 Minutes a Month* and *Influence with Ease*. He heads his own training company and has written and produced four audio training albums. His *Influence with Ease* column has been syndicated in over 200 business publications. Mowatt has exercised influence himself as a 20-year customer service strategist, black belt martial artist and business owner. Get ready to laugh and learn with Jeff Mowatt as he shares subtle ways to *Influence with Ease*.

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 6 with a home built greenhouse. Michael has travelled and worked throughout the world spending many years in South-East Asia. 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 MSc with distinction in Plant Conservation. Michael is an award-winning professor, receiving the Fanshawe College Distinguished Teaching Award. He has twice won the award of the Landscape Ontario Past Presidents Award for his contribution to the horticulture industry. He was also awarded the prestigious Leadership in Faculty Teaching Award from the Province of Ontario for his ingenuity in teaching methods. He is currently a professor and academic program coordinator for the Horticulture Programs at Fanshawe College, London, Ontario, as well as the director of gardens at Fanshawe College.

STEVEN PECK

Steven Peck is the founder and president of Green Roofs for Healthy Cities (GRHC), a membership-based industry association developing the green (vegetative) roof and wall industry in North America. GRHC's mission is to increase the awareness of the economic, social, and environmental benefits of green roofs and green walls, and other forms of living architecture, through education, advocacy, professional development and celebrations of excellence.

MONROE PORTER

Columnist, speaker and consultant. Monroe Porter is renowned for his innovative and practical solutions to the problems that businesses face. His entertaining and insightful convention presentations have earned him an international reputation as a top convention speaker, while his problem-solving skills have made him an in-demand consultant for businesses hoping to improve their operations or open new opportunities for growth and marketing. He runs a network for landscape contractors, writes a column in PRO magazine, and will be a featured speaker at the International Lawn, Garden and Power Equipment Expo this fall.

RICHARD ROGERS

After travelling for several years, Richard Rogers enrolled in the horticulture program at Algonquin College, graduating in 1975. He then worked for a landscape architect in Toronto for three seasons. In 1982 he started R.J. Rogers Landscaping in Ottawa. For the past 29 years he has enjoyed collaborating with both homeowners and many of the best designers and architects in the city, to build landscapes that connect with nature.

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 Limited, this solidified his construction knowledge and business savvy. In 1992 Haig established Seferian Design Group Limited striving to attain new levels of innovative design. His goal has been to provide workable and imaginative solutions to the process of site development. Solutions that are functional, aesthetically pleasing and sustainable. Seferian Design Group has a long list of achievements including but are not limited to 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 Professor at Landscape Ontario's School of Horticulture.

JODY SHILAN

Shilan is president of the New Jersey Landscape Contractors Association and a green industry veteran, with over 30 years of experience. Shilan is a former design/build contractor and award-winning landscape designer, who has developed unique sales systems, operating procedures and installation techniques for every aspect of the landscape design/build process. The processes are based on hands-on experience, years of trial and error, educational and sales seminars, and from working with successful design/build companies. His work has been featured in Landscape Management, Lawn and Landscape, PLANET News, Hardscape magazine and other green industry publications.

RODGER TSCHANZ

Rodger Tschanz has worked in the field of horticulture at the University of Guelph since graduating in 1989. For the last 11 years, he has supervised the university's Ornamental Trial Garden program. Since its humble beginnings, the program has expanded its trial grounds to include sites at the Landscape Ontario office in Milton and the Royal Botanical Gardens. Breeders from all over the world send new annual, perennial and vegetable cultivars to be evaluated in the Guelph trial program. Tschanz also works in partnership with OMAFRA floriculture specialist Wayne Brown on greenhouse production performance evaluation at Vineland Research Station.

RANDY TUMBER, APLD, CLD, CHT

Randy has been in the landscape design/build and water feature industry for over 35 years. Tumber & Associates are widely known for their excellence in specializing in the design and installation of mature, native landscapes. Randy Tumbers' attention to detail and uncompromising standards in construction and professionalism has been featured in many magazines and has led to speaking engagements and consultations for project design and management internationally. His extensive portfolio now includes projects from around the world. His work has also been acknowledged by awards from many industries throughout the years. In fact, Tumber has received over 100 awards in recent years. These consist of an unprecedented collection of more than one AQUA Choice Award per year by one firm for the last 3 years (only 11 awarded annually). These further include in 2008 2 Masters of Design awards in one year (not accomplished by any other firm to date) and another in 2011 and inclusion in the first annual Society of Watershape Designers' Awards of Distinction' program selection of only 3 awards. Most recently (2010), they received the 'Dunington Grubb' - the highest overall award for Ontario for the second time and the Canadian National Landscape award for 2011.

PHILIP VAN WASSENAER

Philip van Wassenauer is the principal consulting arborist and founder of Urban Forest Innovations and Urban Forest Innovative Solutions. With over 15 years experience as a practicing arborist, he has been an ISA Certified Arborist since 1996, and a member of the prestigious American Society of Consulting Arborists since 1999. His strong combination of education and experience allow him to bring a unique and successful approach to his arboricultural and urban forestry projects. Through his professional and volunteer efforts Philip has worked locally, nationally and internationally on assignments concerning urban forestry and the preservation of significant trees.

PAUL ZAMMIT

Paul Zammit, a graduate of the University of Guelph, is the Nancy Eaton Director of Horticulture at the Toronto Botanical Garden. Formerly, he was perennial department manager at Plant World for almost two decades. He is a regular speaker at garden clubs and horticultural trade shows across the continent. He has appeared both on television and in print. His home garden has been featured in Canadian Living, Gardening Life, Canadian Gardening and Gardening How-To. Zammit received the Perennial Plant Association Young Professionals award.

CHRIS ZIEMSKI

Ziemski has spent 23 in the Cambridge, Ont. Parks Department. Cambridge, like many municipalities, has seen aggressive development and growth over the last 20 years, and has been debt-free status for nearly a decade. As the Parks Department leadhand, Ziemski toiled to provide necessary services under strong fiscal restraint. Chris is as much of a kid as the ones who use the parks he maintains – so don't be surprised to see him playing. Ziemski's work motto: Life is not about what it brings you, but rather what you bring to your life! His personal motto is, Life is short, but so am I!

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
A M A PLASTICS LTD	1417	BENDALE BUSINESS AND TECHNICAL INSTITUTE.....	84	CARMIX CANADA.....	1607
A&R GEOSYNTHETICS INC.....	314	BEST WAY STONE LTD.....	670	CAST LIGHTING LLC.....	1132
ACO SYSTEMS LTD	335	BIG BEAR TOOLS INC.....	247	CENTRAL IRRIGATION SUPPLY OF CANADA INC.....	1106
ACTI-SOL INC.....	G136	BLUE SKY NURSERY LTD.....	1217	CHEROKEE MFG	1316
ADVANCED EQUIPMENT SALES/ TREBRO.....	1465	BOBBEX INC.....	1406	CHRYSLER CANADA INC.....	39
AGRIUM ADVANCED TECHNOLOGIES.....	533	BOBCAT COMPANY	99	CLOTURES DIRECTES INC.....	F9
ALL TREAT FARMS LTD	460	BOSMAN HOME FRONT INC.....	129	COMMANDER INDUSTRIES.....	250
ALLIANCE AGRI-TURF INC.....	1118	BOT AGGREGATES LIMITED.....	436	CONNECT EQUIPMENT	11
AL-MAR VINYL PRODUCTS	F26	BOUNDARY FENCE + RAILING SYSTEMS INC.....	F32	CONNON NURSERIES/ AVK NURSERY HOLDINGS	2101
ALPINE PLANT FOODS CORPORATION	1727	BRADSTONE / STONEROX.....	1121	CONNON NURSERIES/ CBV HOLDINGS LTD.....	560
ALTURNAMATS, INC.....	133	BRAUN NURSERY LTD	1235	CONNON NURSERIES/ NVK HOLDINGS INC.....	1456
AMERISTAR FENCE PRODUCTS....	F10	BRICKSTOP CORP	537	CREDIT VALLEY CONSERVATION..	E25
APPRENTICESARCH.COM-H.I.E.C..E1		BRITESPAN BUILDING SYSTEMS..	655	CUB CADET.....	632
AQUA INNOVATION.....	1870	BROOKDALE TREELAND NURSERIES LTD.....	453	CURV-RITE INC.....	S9
ARBORVALLEY URBAN FORESTRY	1250	BROWN'S CONCRETE.....	364	DAKOTA TREE TRANSPLANTER....	667
ARCTIC EQUIPMENT MFG CORP..	642	BROWN'S FUELS.....	1102	DA-LEE PROFESSIONAL DUST & ICE MANAGEMENT SOLUTION	146
ARIENS CO.....	172A	C PINE ASSOCIATES INC.....	1124	DAY & CAMPBELL LIMITED.....	2109
ARMTEC/BROOKLIN	1512	CALCO SOILS	340	DCS APPLIANCES BY FISHER & PAYKEL APPLIANCES CANADA INC.....	1513
ASB GREENWORLD LTD.....	1317	CALHOUN SUPER STRUCTURE....	449	DECK MASTERS OF CANADA.....	412
ASSOCIATION OF ONTARIO ROAD SUPERVISORS.....	E14	CAN AM PRECAST PRODUCTS LTD.....	1343	DEER FENCE CANADA INC.....	G183
ATLAS BLOCK CO LIMITED	538	CANADA BLOOMS	70	DEL EQUIPMENT LTD	102, 202
ATLAS POLAR COMPANY LTD.....	1737	CANADA GREEN FARM.....	365	DELAWARE PUMP AND PARTS LTD.....	165
ATLAS ROLLING ENTRY SYSTEMS....	F28	CANADA POWER TECHNOLOGY - CPT	548	DEVTRA INC	820
ATPONDS - DIV OF A&T INDUSTRIES INC	1206	CANADALE NURSERIES LTD.....	1212	DFK EQUIPMENT SALES INC.....	872
AVALANCHE/LEDEX INDUSTRIES..	508	CANADIAN FENCE INDUSTRY ASSOCIATION (CFIA).....	F30	DIAMOND SYSTEMS INC.....	1660
BAG-O-SAND INC.....	1560	CANADIAN NURSERY LANDSCAPE ASSOCIATION.....	41A	DOMAX CONSTRUCTION EQUIPMENT.....	367
BAKKER (J.C.) & SONS LTD.....	1542	CANADIAN RECYCLED GLASS.....	2106	DRIVE PRODUCTS.....	744
BALSAM PROMOTIONS.....	82	CANADIAN RESTORATIONS GTA INC	151	DUKE (GC) EQUIPMENT LTD.....	1447, 1543, 1546, 1642
BANAS STONES INC.....	750	CANADIAN SALT COMPANY LTD (THE)	169	DUTCHMASTER NURSERIES LTD.....	1566
BANNERMAN LTD.....	109	CANADIAN SCALE COMPANY LIMITED	74	DYNASCAPE SOFTWARE.....	1218
BARKMAN CONCRETE LTD.....	1634	CANNOR NURSERIES LTD.....	1516		
BARRACUDA INC.....	1243				
BATTLEFIELD EQUIPMENT RENTALS	766				
BEC EQUIPMENT.....	163				

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
EASTERN FARM MACHINERY LTD.....	382	FSI LANDSCAPE SUPPLY.....	1725	HYDRO-RAIN	243
EASY PRO POND PRODUCTS	141	FUTURE ROADS SOLUTIONS.....	G125	INCRETE SYSTEMS; DIV OF EUCLID CHEMICAL.....	339
EASY-FLO	G145	FYFE (ALLAN) EQUIPMENT LTD	361	INFRASTRUCTURES	48
ECHO BEAR CAT	45	G & B PORTABLE FABRIC BUILDINGS	157	IN-LITE DESIGN CORPORATION.....	1625
ECHO POWER EQUIPMENT (CANADA)	712	G R DISTRIBUTORS INC.....	553	INNOVATIVE SURFACE SOLUTIONS	G163
ECO WOOD PRODUCTS LTD.....	543	G&L GROUP OF COMPANIES	1567	IRON EAGLE INDUSTRIES INC.....	F19
ED'S CONCRETE PRODUCTS LTD.....	1136	GARDENLINK INC.....	464	ISUZU COMMERCIAL TRUCK CANADA.....	1
ELIET USA INC.....	408	GEHL CO.....	11A	J LIPANI AND SON SOD FARM LTD	1302
ELOQUIP LTD	1272, 1366	GENERAL MOTORS OF CANADA.....	23	JAMBETTE PLAYGROUND EQUIPMENT	G122
ENGAGE AGRO.....	1352	GENERAL SEED COMPANY.....	1204	JB&D COMPANY LTD	1266
ENVIROBOND PRODUCTS CORP.....	1113	GLOBAL ARCH INC	418	JC ROCK LTD.....	347
ENVIRONMENTAL FACTOR INC / EFI	G141	GRAVELY, AN ARIENS CO BRAND ..	172	JDJ TRAILER MANUFACTURERS INC.....	772
ENVIRONS WHOLESALE NURSERY	1526	GREAT NORTH OUTDOOR PRODUCTS.....	552	JOHN DEERE LANDSCAPES LTD....	132
EQUIPMENT JOURNAL	333	GREEN INFRASTRUCTURE ONTARIO COALITION	G160A	JOHN DEERE LTD	728A, 728B
ESF EQUIPEMENTS INC.....	79	GREEN ROOFS FOR HEALTHY CITIES.....	G160	JPL VEHICLE LEASING SERVICES.....	1116
EVERPLAY INSTALLATION INC.....	432	GREENHORIZONS GROUP OF FARMS LTD (THE)	1260	KAGE INNOVATION LLC	1502
E-Z-GO.....	1447A	GREENVILLE - A PART OF WRIAN MARKETING.....	1129	KAM'S GROWERS SUPPLY	1337
EZ-GRASS, INC.....	1252	GRO4 ORGANICS INC.....	1150	KATO'S NURSERY (2007) LTD.....	1224
FAIRFIELD TREE NURSERIES INC.....	1142	GRO-BARK (ONTARIO) LTD.....	328	KAWARTHA ROCK QUARRY INC..	1145
FAIRGREEN SOD FARMS LTD.....	1431	GROWER'S CHOICE.....	577	KEN BEGG NURSERY SALES INC.	1133
FANSHAWE COLLEGE	3, E5	G-TRAX WEAR PARTS INC.....	173	KESMAC BROUWER TURF EQUIPMENT.....	561
FEDERATED INSURANCE.....	F42	HANES GEO COMPONENTS	860	KING PACKAGED MATERIALS CO..	635
FENCAST INDUSTRIES LTD.....	F11	HANSON HARDSCAPE PRODUCTS.....	648	KIOTI TRACTOR - DIV OF DAEDONG USA, INC.....	1750
FENCE ARMOR	F22	HARKNESS EQUIPMENT LTD.....	2018	KLEINBURG NURSERY.....	1327
FERRIS INDUSTRIES INC.....	518	HARPER TRUCK CENTRES INC....	1724	KOBES NURSERIES INC	1313
FIBRAMULCH	30	HILLTOP STONE & SUPPLY	1251	KOPPERT CANADA LTD	1423
FIRST CONCRETE LTD	468	HISTREE.NET	G162	KRAUS (V) NURSERIES LTD.....	1556
FORTRESS IRON RAILINGS.....	F14	HORST WELDING / AMI ATTACHMENTS	S7	KROWN RUST C ONTROL SYSTEMS	854
FORTRESS IRON FENCE SYSTEMS	F2	HORTICULTURAL MARKETING INC.....	1158, 1159	KUBOTA CANADA LTD.....	686
FOX HOLLOW FARMS	1324	HUNTER INDUSTRIES INC.....	434	L&R SHELTERS INC.....	1230
FRENSCH (C) LTD	1139	HUSQVARNA CANADA CORPORATE	1652		
FS PARTNERS, A DIV OF GROWMARK, INC.....	1203	HUTCHESON SAND & MIXES.....	G168		

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
LANDSCAPE MANAGEMENT NETWORK.....	373	MITSUBISHI FUSO TRUCK OF AMERICA, INC.....	17	ONTARIO PARKS ASSOCIATION.....	21
LANDSCAPE ONTARIO RESOURCE CENTRE	41	MODERN FENCE TECHNOLOGIES...F7		ONTARIO REGIONAL COMMON GROUND ALLIANCE (ORCGA).....	1214
LANDSOURCE ORGANIX LTD	547	MOLOK NORTH AMERICA LTD.....	G157	ONTARIO SEED CO LTD	1134
LANING (ROBERT H) & SONS LTD	866	MORI NURSERIES LTD	428	ONTARIO TREE SEED PLANT - MINSITRY OF NATURAL RESOURCES.....	343
LAWN LIFE.....	1346	MS GREGSON; DIV OF RAD TECHNOLOGIES INC	1255	OREGON DISTRIBUTION LTD.....	1506
LAWNSHARK USA.....	181	MTO TRUCK INSPECTION STATION.....	E15	OUTDOOR SUPPLIES AND EQUIPMENT INC.....	2004
LAYFIELD GEOSYNTHETICS & INDUSTRIAL FABRICS LTD	609	MULCHIT INC.....	1412	OUTFRONT PORTABLE SOLUTIONS - A DIV OF ALL COVER PORTABLE SYSTEMS...	528
LEMAR TREE SPADES	1248	MULLIGAN MARKETING GROUP.....	77	PALMAC TRUCK BODIES.....	7
LIGHTHOUSE SALES GROUP.....	663	MULTI SHELTER SOLUTIONS.....	1420	PEETERS (JM) NURSERIES LTD...	1353
LIGHTNING EQUIPMENT SALES INC.....	N1	MUNGER LAWNSCAPE DISTRIBUTION.....	G143	PERMACON GROUP INC.....	1532
LIMBERLOST STONE INC.....	1525	MYKE PRODUCTS.....	G135	PERMALOC CORPORATION.....	613
LIMESTONE TRAIL COMPANY LTD.....	147	NATIONAL BUILDING GROUP	1428	PESTICIDE INDUSTRY COUNCIL - PIC	E10
LINNAEA NURSERIES LTD.....	1419	NATIONAL CONCRETE ACCESSORIES.....	568	PHOENIX MEASUREMENT SOLUTIONS INC.....	153
LS TRAINING SYSTEM.....	72	NATURAL INSECT CONTROL	G158	PICKSEED CANADA INC	1520
MACCAFERRI CANADA LTD	415	NEBS PAYWEB.CA.....	312	PLANT PRODUCTS CO LTD.....	1216
MANKAR ULTRA LOW VOLUME SPRAYING SYSTEMS	1624	NEWROADS NATIONAL LEASING.....	46	PLAYCARE AND DESIGN INC.....	549
MAPLE LEAF NURSERIES LTD	1451	NEWTONBROOK BLOCK & SUPPLY CO LTD	446	PLEASURE-WAY POOLS	649
MAR-CO CLAY PRODUCTS INC.....	138	NIAGARA COLLEGE.....	E16, G182	PLS INSOLES	1303
MARTEK SUPPLY	1414	NISCO NATIONAL LEASING.....	1339	POPE (EDWARD H) LTD	232
MASONAL STONE INC	1519	NLS PRODUCTS	G121	PORTABLE WINCH CO	1228
MASSARELLI'S.....	1154	NORLEANS TECHNOLOGIES INC..	187	POTTERS ROAD NURSERY INC...	1529
MASTER HALCO CORP.....	F5	NORTHLAND QUARRY SUPPLY LTD	1632	POWER SOURCE CANADA.....	1612
MAYNE INC.....	1405	NORTON ABRASIVES O/A SAINT GOBAIN ABRASIVES CANADA INC.....	1628	PRICELESS PRODUCTS LANDSCAPE DEPOT.....	719
MEDALLION FENCE LTD.....	F31	NURSERY SOD GROWERS ASSOCIATION OF ONTARIO.....	E2	PRO FLEET CARE.....	822
MEGADOME / HARNOIS INDUSTRIES.....	1130	NUTRITE.....	2008	PRO LANDSCAPE BY DRAFIX SOFTWARE.....	417
MERV'S PATIOS & SHEWANS ORNAMENTS.....	1202	OAKS CONCRETE PRODUCTS.....	320	PRO TECH ENGINEERING INC...	1858
MILLER COMPOST THE MILLER GROUP	346	OMEGA II FENCE SYSTEMS	F16	PROFESSIONAL LAWN CARE ASSOCIATION OF ONTARIO.....	E9
MILLGROVE PERENNIALS	1432	ONTARIO FEDERATION OF ANGLERS AND HUNTERS.....	E4		
MILLROAD MANUFACTURING.....	768				
MINISTRY OF THE ENVIRONMENT.....	G161				
MISKA TRAILERS	19				

EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#	EXHIBITOR	BOOTH#
PROLINE EQUIPMENT: DIVISION OF HERITAGE OAK FARM, INC.....	1427	THE DECK STORE INC.....	137	VENTRAC BY VENTURE PRODUCTS INC.....	11B
PRO-POWER CANADA INC.....	482	THERMA GREEN INC.....	534	VERBINNEN'S NURSERY LTD.....	1318
PSOD SOLUTIONS, INC.....	1434	THRESHOLD INC.....	864	VERMEER CANADA INC.....	440
SOMERVILLE NURSERIES INC.....	1643	TIANJIN BOTEDA INTERNATIONAL TRADE CO, LTD.....	F20	VINELAND RESEARCH AND INNOVATION CENTRE.....	E12
SOMERVILLE SEEDLINGS.....	1645	TORO COMPANY (THE).....	112	VISSERS NURSERY & SOD FARM.....	1629
SPAARGAREN (WJ).....	1142A	TORO COMPANY (THE).....	116	VOTH SALES & SERVICES INC.....	884
SPECIMEN TREES WHOLESALE NURSERIES LTD.....	2104	TORONTO SALT & CHEMICALS LTD.....	1219	VRE GREENHOUSE SYSTEMS.....	360
SPEELMAN'S GARDEN CENTRE.....	569	TOTAL EQUIPMENT RENTALS.....	86	WACKER NEUSON LTD.....	49
ST CLAIR COLLEGE - LANDSCAPE HORTICULTURE PROGRAM.....	33	TRACKLESS VEHICLES LTD.....	160	WALLENSTEIN BY: EMB MFG INC.....	571
STAM NURSERIES.....	1328	TRADEWINDS INTERNATIONAL SALES CO INC.....	1321	WATER ARTS INC.....	1347
STEWART'S EQUIPMENT LTD.....	N3, N5, 101	TRECAN SNOWMELTERS.....	1618	WEATHER TECH CANADA.....	512
STIHL LIMITED.....	1825, 1826	TREE ISLAND INDUSTRIES LTD.....	F17	WEBER MT (WEBER MACHINE, INC).....	107
STONE-LINK CORP.....	608	TRENCH'N EDGE TRENCHER.....	1408	WESTERN TORONTO INTERNATIONAL TRUCK INC..	184
STONEMEN'S VALLEY INC.....	1332	TRIPLE H CONCRETE PRODUCTS LTD.....	1166	WHITEOAK FORD LINCOLN SALES LTD.....	1105, 1112
STONESAVER (KORZITE COATINGS).....	647	TRUCK CRAFT INC.....	159	WILLIAM WALLACE GARDEN FURNITURE INC.....	454
STRONGCO EQUIPMENT.....	660	TRYSTAN.....	54	WILLOWBROOK NURSERIES INC..	760
STRUCTURE STUDIOS.....	1351	TS BENEFIT SOLUTIONS.....	2011	WINKELMOLEN NURSERY LTD.....	1306
SUNNYWEI (STONE) INTERNATIONAL INC.....	1242	TSC - COUNTRY PRO SERVICES.....	1666	WOODBRIDGE EQUIPMENT PARTS INC.....	447
SWP INDUSTRIES INC.....	F18	TUFF TECH BAGS.....	G18	WRIGHT COMMERCIAL PRODUCTS.....	150
SYLVITE AGRI-SERVICES LTD.....	276	TURBO TECHNOLOGIES.....	721	ZANDER SOD CO LTD.....	1336
TALK WIRELESS INC (ORGANETRICS.COM).....	171	TURF CARE PRODUCTS CANADA.....	218		
TANDESKI ASSOCIATES INC.....	1125	TURF REVOLUTION.....	618		
TD RETAIL CARD SERVICES.....	514	TURFMAKER CORP.....	479		
TECHNISEAL.....	708	TWIN EQUIPMENT LTD.....	1732		
TECHNO METAL POST ENGINEERING.....	236	TYNE MOULDS AND MACHINERY CO LTD.....	1151		
TECHO-BLOC INC.....	1742	ULTRA ALUMINUM MFG INC.....	F35		
TEREX CORPORATE AMERICAS.....	35	UNILOCK LTD.....	1356		
TERRAFIX GEOSYNTHETICS INC.....	529	UNIVERSITY OF GUELPH.....	E21		
THAMES VALLEY BRICK & TILE/ BUILDING PRODUCTS.....	1466	UPPER CANADA STONE CO LTD.....	1361		
		URE-TECH SURFACES INC.....	611		
		UXBRIDGE NURSERIES LTD.....	1234		
		VANDEN BUSSCHE IRRIGATION.....	350, 351		

WE WELCOME STUDENTS!

Instructors from accredited educational institutions providing Specialist High Skills Major program, post-secondary, apprenticeship and horticulture/landscape-related programs are invited to pre-register students between November 1 - December 1, 2011.

NOTE: Student pricing applies to instructors accompanying students.

ALL STUDENT REGISTRATIONS ARE DONE THROUGH THE LANDSCAPE ONTARIO OFFICE.

To receive the Registration Package for your students, please contact
Rachel Cerelli
Email: rachel@landscapeontario.com
Phone (800) 265-5656, ext.326

STUDENT REGISTRATION IS FROM NOVEMBER 1 – DECEMBER 1 ONLY.
Student registrations will not be accepted after that time.



PARTNER INFORMATION



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. It is dedicated to representing high construction standards and levels of ethical business behaviour in a competitive market place.



The Ontario Parks Association is a registered charity organization that is devoted to bringing together those people who are interested in the development and protection of parks and green spaces. The OPA is committed to educate park professionals and enable them to meet or exceed industry standards while actively advocating for the protection and enhancement of parks and open spaces. Our motto "Protecting Tomorrow Today" is a commitment to civic beautification and the advancement, protection and conservation of parks, open space and the environment in the province of Ontario.

CONGRESS 2012 SHOW DATES AND HOURS

Tuesday, January 10 9:00 a.m. – 5:00 p.m.
Wednesday, January 11 9:00 a.m. – 5:00 p.m.
Thursday, January 12 9:00 a.m. – 4:00p.m.

LOCATION

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



ACCOMMODATION

Make direct reservations, by December 12, 2011, 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.



\$128 Single or Double
Doubletree by Hilton Toronto Airport
 Reservations - 416-244-1711
 655 Dixon Road, Toronto, ON M9W 1J4
 Group Code: LDF



\$110 Single or Double
Crowne Plaza Toronto Airport
 Reservations - 416-675-1234
 33 Carlson Court, Toronto, ON M9W 6H5
 Group Code: LSO



\$121 Deluxe Suite/\$141 Executive Deluxe Suite
Radisson Suite Hotel – Toronto Airport
 Reservations 416-242-7400
 640 Dixon Road, Toronto, ON M9W 1J1
 Group Code: CONG for telephone & online reservations



Note: Use due diligence if approached by housing bureau organizations. Landscape Ontario is not affiliated with any housing bureaus. The above hotels are the only properties endorsed by Landscape Ontario for your housing requirements during Congress 2012.

SAVE TIME and MONEY: EARLY BIRD REGISTRATION IS OPEN UNTIL DECEMBER 16

THREE WAYS TO REGISTER:

ONLINE: www.locongress.com

MAIL: Please mail registration form and cheques payable to Landscape Ontario Congress to:
 Congress 2012 c/o CONEXSYS, 7050B Bramalea Rd, Unit 34, Mississauga, ON L5S 1S9 or
 FAX: 905-405-9870 or 800-628-8838

Your badge will be mailed to you if your registration is received prior to **5 p.m. EST on December 16, 2011**. Otherwise, your badge will be available for pickup at the registration desk.

Since 1973



LANDSCAPE ONTARIO
HORTICULTURAL TRADES ASSOCIATION
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