



Tradex, Fraser Valley Trade & Exhibition Centre
1190 Cornell Street, Abbotsford, BC V2T 6H5

GENERAL INFORMATION

FOR BEST RATES
REGISTER BY
AUGUST 25

Registration

Online: CanWestHortExpo.com
By Fax: 604.574.7773
By Mail: #102, 19289 Langley Bypass, Surrey, BC V3S 6K1
Contact: Karen De Jong-Ellery: 604.575.3504; Kdejong@bclna.com
Toll Free in BC: 1.800.421.7963 EXT 104

Trade Show

Early Bird Rate: BCLNA members \$12; non-members \$15
After August 25: \$20 | Admission valid for both days of the show.

Show Hours:

Wednesday, September 9: 11:00 am – 6:00 pm
Thursday, September 10: 11:00 am – 5:00 pm

Shuttle Services:

Check the CanWest website for the shuttle services to Tradex from Tsawwassen Ferry Terminal, GardenWorks (Burnaby) and CanWest designated hotels.

Special Hotel Rate:

Book your accommodation at the main hotel room block

The Best Western PLUS Regency Inn & Conference Centre

32110 Marshall Road, Abbotsford, BC V2T 1A1
\$89.99/night, includes complimentary hot breakfast
www.bwregency.bc.ca
Reservations: 1.800.771.3077 Ext #0
Group Booking: #606516

Room Block Deadline: August 7

Special Travel Rates

West Jet: 10% discount on flights to YVR and YXX. Book online at www.westjet.com. Promo Code: YVR01 Coupon Code: 2V598AQ

AmTrak: 10% discount on reservations made to Vancouver.
Call 1-800-872-7245 and refer to Convention Fare Code X74W-928.

SEMINARS & CLINICS | DAY ONE

Wednesday, September 9

SEMINAR PRICING:

Early Bird Rates: BCLNA Members: \$65
Non-Members: \$75; After August 25: \$85

Multi-Session Discount:

(4+ sessions from one company)
BCLNA Members: \$45 per person, per seminar
Non-Members: \$55; After August 25: \$65 per person, per seminar
Applies to 90 minute sessions
Students: \$30 per seminar

CONTINUING
EDUCATION
CREDITS AVAILABLE!
CANWESTHORTEXPO.COM
FOR DETAILS

POWER CLINIC PRICING:

Early Bird Rates: BCLNA Members/Students: \$150; Non-Members: \$175
After August 25: BCLNA Members/Students: \$175; Non-Members: \$200

Morning Program | Coffee Sponsored by Creative Embroidery

Merchandising that Sells

Judy Sharpton, Growing Places Marketing, Atlanta, GA
Sponsor: Valleybrook Gardens Ltd.
½ Day Power Clinic | 9:00 am – 12:00 am

Hone new merchandising skills with retail expert, Judy Sharpton. This interactive workshop introduces merchandising concepts and techniques imported from the wider retail industry. Teams will then be formed to create displays using plant material, props and POP. (Limited to 25 participants.)

Spray Application: Equipment & Techniques

Louis Damm, Dramm Corporation, Fenwick, ON

9:30 am – 11:00 am | Sponsor: CY Grower Supplies Ltd.

The application of fungicides and insecticides can be a daunting task. The chemistry applied is often blamed for poor performance results when in fact the application technique could be the cause. Learn the benefits and limitations of the different types of application equipment, calibration, dilution rates, and spray techniques.

Soil Management to Conserve Water

Mario Lanthier, Crop Health Advising & Research, Kelowna, BC
9:30 am – 11:00 am

In this technical session, you will learn about glomalin, soil aggregation and mycorrhizal fungi while discussing practices you can implement immediately to conserve water.

The Buzz on Bees

Dr. Elizabeth Elle, Simon Fraser University, Burnaby, BC
9:30 am – 11:00 am

Learn about the diversity of pollinators in BC, and why managed and wild pollinators are in trouble. Specific suggestions of what to plant will be made, both for gardens and for habitat restorations.

Afternoon Program | Coffee Sponsored by Border Concepts Inc. & Greenhouse Canada

How to Successfully Prune Any Shrub

Bess Bronstein, Consulting Arborist, Kingston, WA
½ Day Power Clinic | 1:00 pm – 4:00 pm

Basic pruning techniques for various shrub types will be reviewed, including reduction pruning, coppicing, shearing and topiary. Common pruning mistakes and corrective pruning methods will also be demonstrated.

Recognizing and Treating BC's Top Plant Disease & Insect Issues

Dr. Drew Zwart, Plant Pathology and Physiology, Bartlett Tree Research Laboratories San Rafael, CA
1:00 pm – 2:30 pm

Learn about the most common disease and insect issues affecting landscape plants in BC and western Canada. Several practical aspects involved in plant health care will be covered including how to recognize, diagnose and manage these common problems.

Garden Centre Design That Delivers In-Store & Online

Judy Sharpton, Growing Places Marketing, Atlanta, GA
1:00 pm – 2:30 pm

Certain design techniques, from street-side signage to efficient cash wraps make it more pleasant and efficient to shop your store. Judy will describe the top five design elements and how they can be used on-line to encourage the customer to shop your store.

Hand Watering Techniques & Tools

Louis Damm, Dramm Corporation, Fenwick, ON

1:00 pm – 2:30 pm | Sponsor: CY Grower Supplies Ltd.

Improve your hand watering techniques for the greenhouse and nursery. Learn how to measure the amount of water a plant should receive, relative to variety and plant size. Louis will also discuss the differences between the various water breakers and nozzles.

SEMINARS & CLINICS | DAY TWO

Thursday, September 10

Morning Program | Coffee Sponsored by Creative Embroidery

FREE TRADE SHOW
BADGE INCLUDED
WITH ANY SESSION

Natural Playgrounds - Making it Work!

Adam Bienenstock, Natural Playgrounds, Dundas, ON
½ Day Power Clinic | 8:00 am – 12:00 pm

This clinic will focus on what a natural playground is, why it is important, the most relevant data and research, and some of the best examples of natural playgrounds from around the world. Adam will focus on the 'quick and dirty' ways to naturalize playgrounds without the need to spend thousands of dollars for a brand new one. From choosing materials, to how to configure them and speak to your inspector to make them compliant, you will learn how to make natural play a viable option for any playground.

Shine a Light on Your Landscape:

An Introduction to Low Voltage LED Lighting

Paul Gosselin, NightScenes Landscape Lighting Professionals, Kingsland, TX
½ Day Power Clinic | 9:00 am – 12:00 pm

This clinic will outline what you need to know to do lighting well. Paul will delve into the tools, creative installation techniques, and the design concepts that properly illuminate the landscape for beauty and safety.

Nutrient Deficiencies & Fertilization of Landscape Plants

Mario Lanthier, Crop Health Advising & Research, Kelowna, BC
½ Day Power Clinic | 9:00 am – 12:00 pm

Examine symptoms of nutrient deficiencies that are common on plants growing along BC's Coast and Interior including ornamentals, conifers and fruit trees while learning the methods to correct these problems.

Merchandising that Sells (Encore Presentation)

Judy Sharpton, Growing Places Marketing, Atlanta, GA
½ Day Power Clinic | 9:00 am – 12:00 pm

Hone new merchandising skills with retail expert, Judy Sharpton. This interactive workshop introduces merchandising concepts and techniques imported from the wider retail industry. Teams will then be formed to create displays using plant material, props and POP. (Limited to 25 participants.)



Connect with industry at BC's biggest horticulture event of the year!
Aisle Markers Sponsored by



Planting & After Care of Trees & Shrubs

Bess Bronstein, Consulting ISA Certified Arborist, Kingston, WA
9:30 am – 11:00 am

Successful tree establishment depends on proper tree planting and after care. Join Bess as she discusses the process of ensuring a healthy establishment of a newly planted tree.

Afternoon Program | Coffee Sponsored by Border Concepts Inc. & Skagit Gardens

Sustainable Landscape Maintenance Practices

Owen Dell, Owen Dell & Associates Landscape Architecture, Corvallis, OR
½ Day Power Clinic | 1:00 pm – 4:00 pm

Landscape maintenance is changing. Clients are demanding more sustainable ways of caring for their properties. This comprehensive workshop will bring you up to speed with the knowledge you need to stay competitive in an evolving environment.

Product Placement that Encourages Add-On Sales

Judy Sharpton, Growing Places Marketing, Atlanta, GA
1:00 pm – 2:30 pm

Customer count may not be rising but product placement and rotation can encourage repeat customer visits and higher average sale. Learn how placing the right product for the right time of year in the right place can increase your bottom line.

Proven Plants for Year Round Delight

Dan Heims, Terra Nova Nurseries, Canby, OR
1:00 pm – 2:30 pm

Tap into Dan's 40-plus years of plant knowledge to find out which plants fill multiple seasons with foliage, colour, long bloom times, fragrance and decorative character. Discover proven plants that give more over more seasons.

September 9 & 10, 2015 | Tradex, Abbotsford

canwest Horticulture Expo

WESTERN CANADA'S PREMIER
HORTICULTURE TRADE SHOW

NEW
LOCATION
TRADEX
ABBOTSFORD
B.C.

SHOW HOURS:
WED. SEPT 9: 11:00 AM – 6:00 PM
THURS. SEPT 10: 11:00 AM – 5:00 PM



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THE BC LANDSCAPE &
NURSERY ASSOCIATION

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Register Online

Register by August 25 for Best Rates

SHOW HIGHLIGHTS

■ ■ NEW! Greenhouse Zone

Showcasing the latest structures and technology for greenhouse growers.

■ ■ NEW! Food Trucks!

Food trucks will be on site offering a delicious array of options to satisfy your palette.

Outdoor Equipment Demo Zone

Get ready to *'Rip it and Kick it'* at the outdoor equipment demo zone at Tradex. From mowers and blowers to skid steers and excavators, both small and large equipment are ready to be tested in this professionally designed space featuring visibility, lift and suspension tests. Sign up on site for the Rodeo Challenge.



NEW!

■ ■ Job Board | Sponsored by

Post a job notice or check out the great opportunities on the bulletin board located near the show lounge.



6th Annual Container Competition

A visual spectacle of beautiful designs, judged by industry professionals. Winners announced at the Tailgate Party on opening day.



Interested in competing?

Contact Karen De Jong for details, kdejong@bclna.com.

SHOW THEME:
**BACKYARD
BARBEQUE**



OPENING DAY TAILGATE PARTY



Gold Sponsor

Wednesday, September 9 | Backyard Bar + Lounge | 6:00 pm

Kick back and relax with Finning (Canada) and enjoy cold beers, ciders and sliders. Winners of the Best in Show Booth Awards, Container Competition and Grower of the Year Award will be announced.



■ ■ NEW PRODUCT SHOWCASE

New! Vote for your favourite new product while checking out the latest products to hit the BC marketplace.

■ ■ Attendee Prize Draw

Win \$1,000 Cash

Receive one ballot for every order you place at the show. Ballots will be available from exhibitors. Drop Box located at the show entrance.

Draw will take place at 4:30 pm on Thursday, September 10.

■ ■ Plant ID Contest

Win \$250 Cash!

Test your Plant ID knowledge at the Certification Zone with a chance to win \$250. The contest will be set up just like an actual 'Plan ID' station as administered by the CNLA's Landscape Industry Certified program. Your completed contest form will be your ticket into the draw. One draw will be made at the end of each day of the show.

Official Media Partner:



LANDSCAPE DESIGNERS SYMPOSIUM

Tuesday, September 8 | 9:00 am – 4:30 pm

Early Bird Rates: BCLNA Members: \$250; Non-Members: \$300;
After August 25: BCLNA Members/Students: \$275; Non-Members: \$325
Price includes lunch and trade show badge.

■ ■ Landscaping Ideas That Work

Julie Moir Messervy, Julie Moir Messervy Design Studio, Saxtons River, VT

Award-winning landscape designer, Julie Moir Messervy will inspire you with a host of visual ideas, design tips, before and after images, and case studies. From luxurious spaces to those that were built with sweat equity on a shoestring, you'll come away with more knowledge about how to create comfortable living spaces for your next project.

■ ■ Contemporary Planting Design in Landscape Architecture

Richard Hartlage, Land Morphology, Seattle, WA

Planting design is an integral part of any successful garden. You will learn the value that excellent planting design adds to a well composed landscape. Award-winning designer, Richard Hartlage will explore a number of planting styles and their required maintenance.

■ ■ The Use of Stone in Design and in the Garden

John Devore, Devore's Land & Water Gardens Inc., Hamilton, OH

The use of natural stone can add timeless beauty to any landscape. Learn from master stone artisan, John Devore, about the different types and functional uses of stone and the manner in which stone can be used to create different aesthetic effects.

Naturalized Retaining Walls & Edge Effects

John Devore, President, Devore's Land & Water Gardens Inc., Hamilton, OH

For a garden that looks like it was there before anyone got there, the retaining walls need to look like they were there first. Trained by master stone artists from around the world, and now a master artisan himself, John Devore will conduct this hands-on workshop utilizing uncut stone, boulders and soil to emulate natural outcroppings, grade changes and naturalized edges for water features. All participants will get their hands dirty. You'll be choosing and placing rocks, evaluating the effects, making adjustments, and developing a new skill in stone construction.

URBAN FORESTERS SYMPOSIUM

Wednesday, September 9 | 9:00 am – 2:30 pm

Early Bird Rates: BCLNA Members: \$175; Non-Members: \$200;
After August 25: BCLNA Members/Students: \$200; Non-Members: \$225
Price includes lunch and trade show badge.

■ ■ Water, Drought, Heat & Trees

Dr. Kim Coder, Professor of Tree Biology & Health Care, Warnell School of Forestry & Natural Resources, University of Georgia, Athens, GA

How much water does a tree need? How much water does a tree use? Tree managers and health care providers should know on a daily, weekly, and seasonal basis the quantity and quality of water trees need and use. Of all the abiotic stress and strain problems for trees, water is at the root of most. Water availability and soil/root limitations are the key stressors for trees in greenscapes. The complex relationship between water, its lack, and associated heat loading will be reviewed.

■ ■ Recognizing and Treating BC's Top Plant Disease & Insect Issues

Dr. Drew Zwart, Plant Pathology and Physiology, Bartlett Tree Research Laboratories San Rafael, CA

Learn about the most common disease and insect issues affecting landscape plants in BC and western Canada. Several practical aspects involved in plant health care will be covered including how to recognize, diagnose and manage these problems.

Wednesday, September 9 | 8:00 am – 3:00 pm

Early Bird Rates: BCLNA Members/Students: \$300; Non-Members: \$350
After August 25: BCLNA Members/Students: \$325; Non-Members: \$375
Price includes lunch and trade show badge.



Photo Courtesy of Devore's Land & Water Gardens Inc.

SPEAKERS



■ ■ Adam Bienenstock CEO NATURAL PLAYGROUNDS, DUNDAS, ON



■ ■ Bess Bronstein CONSULTING ISA CERTIFIED ARBORIST, KINGSTON, WA



■ ■ Dr. Kim Coder PROFESSOR OF TREE BIOLOGY & HEALTH CARE, WARNELL SCHOOL OF FORESTRY & NATURAL RESOURCES, UNIVERSITY OF GEORGIA, ATHENS, GA



■ ■ Louis Damm CANADA BUSINESS MANAGER, DRAMM CORPORATION, FENWICK, ON



■ ■ Owen Dell PRINCIPAL OWEN DELL & ASSOCIATES LANDSCAPE ARCHITECTURE, CORVALLIS, OR



■ ■ John Devore PRESIDENT, DEVORE'S LAND & WATER GARDENS INC., HAMILTON, OH



■ ■ Dr. Elizabeth Elle PROFESSOR AND CHAIR OF BIOLOGICAL SCIENCES, SIMON FRASER UNIVERSITY, BURNABY, BC



■ ■ Paul Gosselin PRESIDENT AND CHIEF DESIGNER, NIGHTSCENES LANDSCAPE LIGHTING PROFESSIONALS, KINGSLAND, TX



■ ■ Richard Hartlage PRINCIPAL & CEO, LAND MORPHOLOGY, SEATTLE, WA



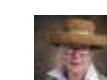
■ ■ Dan Heims OWNER, TERRA NOVA NURSERIES INC., CANBY, OR



■ ■ Mario Lanthier OWNER, CROP HEALTH ADVISING & RESEARCH, KELOWNA, BC



■ ■ Julie Moir Messervy PRINCIPAL, JULIE MOIR MESSERVY DESIGN STUDIO, SAXTONS RIVER, VT



■ ■ Judy Sharpton OWNER, GROWING PLACES MARKETING, ATLANTA, GA



■ ■ Dr. Drew Zwart PLANT PATHOLOGY AND PHYSIOLOGY, BARTLETT TREE RESEARCH LABORATORIES, SAN RAFAEL, CA

CANWEST AT A GLANCE

Tuesday, September 8

9:00 am Landscape Designers Symposium

Wednesday, September 9

8:00 am Naturalized Retaining Walls & Edge Effects

9:00 am Urban Foresters Symposium

9:00 am Merchandising That Sells

9:30 am Spray Application: Equipment & Techniques

9:30 am The Buzz on Bees

9:30 am Soil Management to Conserve Water

11:00 am Trade Show & Equipment Demo Zone Opens

11:00 am Backyard Bar & Lounge Opens

11:00 am New Product Showcase Opens

11:00 am Plant ID Contest Opens

12:00 pm Equipment Rodeo Challenge Opens

1:00 pm Recognizing & Treating BC's Top Plant

Disease & Insect Issues

1:00 pm How to Successfully Prune Any Shrub

1:00 pm Garden Centre Design That Delivers In-Store & Online

1:00 pm Hand Watering Techniques & Tools

6:00 pm Plant ID Contest Draw

6:00 pm Tailgate Party! Best in Show Booth Awards

& Container Competition Awards

Thursday, September 10

8:00 am Natural Playgrounds - Making it Work!

9:00 am Shine A Light on Your Landscape

9:00 am Nutrient Deficiencies & Fertilization of Landscape Plants

9:00 am Merchandising that Sells

9:30 am Planting & After Care of Trees & Shrubs

11:00 am Trade Show & Equipment Demo Zone Opens

11:00 am Backyard Bar & Lounge Opens

11:00 am New Product Showcase Opens

11:00 am Plant ID Contest Opens

12:00 pm Equipment Rodeo Challenge Opens

1:00 pm Sustainable Landscape Maintenance Practices

1:00 pm Product Placement that Encourages Add-On Sales

1:00 pm Proven Plants for Year 'Round Delight

4:30 pm Attendee Prize Draw / Plant ID Contest Draw

5:00 pm Show Closes

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