



CanWest is under the green roof at the Vancouver Convention Centre, West 1055 Canada Place, Vancouver, BC

## GENERAL INFORMATION

FOR BEST RATES  
REGISTER BY  
SEPTEMBER 12

### Registration

Online: CanWestHortShow.com  
By Fax: 604.574.7773  
By Mail: #102, 5783 – 176A Street Surrey, BC V3S 6S6  
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 September 12: \$20 | Admission valid for both days of the show.  
Show Hours: 11:00 am – 6:00 pm

### Special Hotel Rate:

Book your accommodation at the main hotel room block

**Pan Pacific Hotel** | Connected to the Vancouver Convention Centre  
300 - 999 Canada Place, Vancouver, BC V6C 3B5  
Deluxe Room - \$199; Deluxe Harbourview - \$219  
Reserve: 604.662.3223; Toll-Free: 1.800.663.1515 (Canada)  
1.800.937.1515 (USA); www.panpacific.com/vancouver  
Ask for the CanWest Hort Show Room Block – CANW0914  
**Room Block Deadline: August 29**

**CanWest has secured special rates at four other hotels.**  
**Please refer to CanWestHortShow.com for complete details.**

### Special Travel Rates

**West Jet:** West Jet has offered a 10% discount on flights to Vancouver. Call 1-888-493-7853 and quote CC7454.  
(Not available for online bookings.)

**AmTrack:** Am Track has offered a 10% discount on reservations made to Vancouver. Call 1-800-872-7245 and refer to Convention Fare Code X68S-905.

## SEMINARS & CLINICS | DAY ONE

Wednesday, October 1

### SEMINAR PRICING:

**Early Bird Rates:** BCLNA Members: \$65  
Non-Members: \$75; After September 12: \$85

**Multi-Session Discount:** (4+ sessions from one company)  
BCLNA Members: \$45 per person, per seminar  
Non-Members: \$55; After September 12: \$65 per person, per seminar  
Students: \$30 per seminar

### POWER CLINIC PRICING:

**Early Bird Rates:** BCLNA Members/Students: \$150\*; Non-Members: \$175\*  
After September 12: BCLNA Members/Students: \$175\*; Non-Members: \$200\*  
\*Add \$25 to Retail Power Clinic 'Survive, Thrive, or Die'

**BONUS:** Free trade show badge with your seminar or clinic registration.

Morning Program

### European Garden Centre Trends

Chris Beytes, Editor, Grower Talks/Green Profit/Acres Online,  
West Chicago, Illinois  
**9:30 am – 11:00 am**

Join Chris as he takes you on a photo tour of the best he's seen in architecture, merchandising, signage and other retailing essentials in garden centres throughout Europe.

### Designing The Structure and Space of the Winter Garden

John Devore, President, DeVore's Land and Water Gardens,  
Hamilton, Ohio  
**9:30 am – 11:00 am**

This presentation focuses primarily on the development of space in the garden. John will address the tools, both physical and intuitive that we have for developing 'outdoor rooms', while also addressing focal points and viewpoints for the winter months.

### Bring Back the Pollinators

Eric Mader, Assistant Pollinator Program Director, The Xerces Society for Invertebrate Conservation, Portland, Oregon  
**9:30 am – 11:00 am**

Pollinators are the unsung champions of the plant propagation world. This talk provides an exploration into the ecology of these overlooked and undervalued allies, and practical approaches to enhancing their populations on farms, vineyards, orchards, natural areas and urban gardens.

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Afternoon Program  
Coffee Sponsored in part by Kato's Nursery (2007) Ltd.  
and Skagit Gardens

### Survive, Thrive or Die! Which One is Your Business Doing?

Corey Bordine, MonkeyBar Management, Chicago, Illinois  
**½ Day Power Clinic | 1:00 pm – 4:00 pm**

As a former garden centre owner at one of North America's top garden centres and a national sales manager for Coke prior to that, Corey will take you on a thought provoking, super charged clinic, providing you with high impact ways to positively enhance your business to thrive.

### Using Compost to Suppress Plant Diseases

Mario Lanthier, CropHealth Advising & Research, Kelowna, BC  
**½ Day Power Clinic | 1:00 pm – 4:30 pm**

Learn the critical steps in the preparation of compost using locally available ingredients. Mario will present a mix of technical knowledge and practical information with take-a-way recipes you can implement immediately.

### Caught You Looking!

Dr. Bridget Behe, Ph.D., Professor, Department of Horticulture,  
Michigan State University, East Lansing, MI  
**1:00 pm – 2:30 pm**

Learn what catches consumers' eyes! Studies conducted over the past three years using high-tech eye-tracking hardware reveals information that will help retailers build more compelling and profitable displays.

### Japanese Garden Design Principles for Anywhere

John Devore, President, DeVore's Land and Water Gardens,  
Hamilton, Ohio  
**1:00 pm – 2:30 pm**

Learn how a Japanese influenced garden can evoke memories, thoughtfulness and quietude through the use of natural materials, close attention to scale and texture, architectural detail, carefully chosen viewpoints, and asymmetrical balance.



Photo courtesy of Ogawa Landscape Design  
www.ogawalandscape.com

## SEMINARS & CLINICS | DAY TWO

Thursday, October 2

### Morning Program

Coffee Sponsored by HortEducationBC

### YouTube Marketing

Rebecca Coleman, Marketing & Media Relations/Instructor, BCIT,  
Vancouver, BC  
**1/2 Day Power Clinic | 9:30 am – 12:30 pm**

YouTube is one of the most underutilized and underestimated marketing channels for business. This clinic will teach you about marketing on YouTube, how to develop a winning video strategy, how to film effective video, and get views.

### Fertilizer Applications for Stronger, Healthier Plants

Randall Zondag, Commercial Horticulturist and Director, Ohio State University-Extension, Lake County, Ohio  
**9:30 am – 11:00 am**

When applying fertilizers, there are several considerations which will dictate the type and amount of material to be used. Learn the application methods that will help achieve optimum results for stronger, healthier plants in the nursery and the landscape.

### How to Design, Sell and Build Outdoor Living Spaces

Jeff Rak (CLP, CLT) President, Land Creations Landscaping Inc.,  
Columbia Station, Ohio  
**9:30 am – 11:00 am**

This session is designed to take you through the steps in selling, designing and building an outdoor living space. Jeff will focus on the sales tactics and 'up-selling' of the projects and marketing ideas to help you be more successful in the hardscaping business.

### Root Growth Following Planting into Urban & Suburban Landscapes

Dr. Edward Gilman, Ph.D Professor, Environmental Horticulture Department, University of Florida, Gainesville, Florida  
**9:30 am – 11:00 am**

Join Dr. Gilman as he shares brand new methods to eliminate root defects in containers, and proven field production methods that ensure good roots to reduce transplant shock.



Photo courtesy of Cole Burrell  
www.ccolstonburrell.com

Afternoon Program

### Mulch Madness

Randall Zondag, Commercial Horticulturist and Director, Ohio State University-Extension, Lake County, Ohio  
**1:00 pm – 2:30 pm**

Do you understand the difference between mulch and compost and their impact on soils, weeds and moisture control? This session will delve into proper mulching practices that promote long term survival of plants in the landscape.

### Successful Hardscape Solutions – Tips You Need to Know

Jeff Rak (CLP, CLT) President, Land Creations Landscaping Inc.,  
Columbia Station, Ohio  
**1:00 pm – 2:30 pm**

Jeff will review installation methods, talk about new products and share his advice on specific paperwork that will help your crew run successful hardscape projects. He will also use a number of hardscape projects to discuss set up and installation techniques.

### From Lawn to Productive Mini-Farm

Curtis Stone, Owner/Operator, Green City Acres, Kelowna, BC  
**1:00 pm – 2:30 pm**

Learn the process of converting a 2000 square foot lawn to a productive mini farm using organic methods and sustainable practices. Chris will discuss the technical process of conversion, and the economics of production.

October 1 - 2, 2014

# canwest

WESTERN CANADA'S PREMIER  
**LANDSCAPE & NURSERY TRADE SHOW**

Vancouver Convention Centre, West  
British Columbia

SHOW  
HOURS  
11:00 AM  
TO 6:00 PM



BROUGHT TO YOU BY  
THE BC LANDSCAPE &  
NURSERY ASSOCIATION

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Register by September 12 for Best Rates



## SHOW HIGHLIGHTS

### ■ ■ The CanWest Main Stage

A number of speakers will be presenting timely industry information on the show floor at the CanWest Main Stage. These short, 30 minute segments are complimentary to all attendees. A complete schedule will be available on the CanWest website.

### ■ ■ NEW! Safety Zone

CanWest has teamed up with Finning (Canada) and CVSE (Commercial Vehicle Safety and Enforcement) to bring you the latest information on vehicle safety. Check out the live demo's happening throughout the show.

### Show Theme | Oktoberfest!

This year's theme will inspire CanWest exhibitors who compete to have their booth display awarded 'Best in Show'.



### ■ ■ Job Board

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

### Container Competition

Check out the hottest trends in container gardening at CanWest's 5th Annual Container Competition. Containers will be featured on the show floor. Winners will be announced at the Tailgate Party on Wednesday Oct 1.

#### Want to be part of the competition?

Contact Karen De Jong - Ellery:  
604.575.3504; kdejong@bclna.com



## OPENING DAY TAILGATE PARTY



Gold Sponsor

Wednesday, October 1 | Beer Garden | 6:00 pm

Grab your lederhosen, it's time to party in the 'Bier Garten'. Join Finning (Canada) along with your colleagues and friends and celebrate Oktoberfest!

This year's party features the Best of Show Booth Awards, the Container Competition Awards, Grower of the Year Award, and exciting news about CanWest 2015. Enjoy German style appies while quenching your thirst with a cold beer.

### ■ ■ NEW PRODUCT SHOWCASE

Check out the latest products to launch in BC's marketplace at the New Product Showcase located near the show entrance.

### ■ ■ BC Landscape Awards of Excellence 2014

The 2014 Landscape Awards of Excellence winners will be honoured on Thursday, Oct 2 at 12:00 Noon at the CanWest Main Stage. Check out the photo display, meet the winners and learn more about their projects one-on-one.

### ■ ■ Attendee Prize Draw

#### Win \$1,000 Cash

Take advantage of show specials. For each order you write at the show, you will receive one entry into the \$1,000 Cash Prize Draw. Ballots will be available from exhibitors. Drop your ballots in the Draw Box located near the show entrance. The draw will take place at 5:30 pm on Thursday, October 2.

### ■ ■ NEW! Plant ID Contest

#### Win \$250 Cash!

Sponsored by Inline Nurseries (2010) Inc.

Come by and test your plant ID knowledge – with a chance to win \$250! The contest will be set up like an actual 'Plant 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.

## LANDSCAPE DESIGNERS SYMPOSIUM



Software Solutions for Landscape Professionals  
SOLE SPONSOR

Tuesday, September 30 | 9:30 am – 5:00 pm

Early Bird Rates: BCLNA Members: \$250; Non-Members: \$300;

After September 12: BCLNA Members/Students: \$300; Non-Members: \$350

Price includes lunch.

**Bonus: Free trade show badge with your symposium registration.**

Check out this first class roster of speakers and topics designed to inspire and enhance your professional development:

### ■ ■ Creating the Garden Experience

John Devore, President, Devore's Land & Water Gardens, Hamilton, Ohio

Develop your design skills using intuition and design principles to create gardens that people respond to experientially.

### ■ ■ Finishing Touches: The Power of Details in Garden Design

Cole Burrell, Principal, Native Landscape Design and Restoration, Free Union, Virginia

From paving patterns to stonework, fencing, containers and sculpture, learn how the details in both functional and artistic elements make a garden personal and magical.

### ■ ■ Designing Modern Gardens

Ive Haugeland, Principal, Shades of Green Landscape Architecture, Sausalito, California

Drawing inspiration from nature, contemporary fashion, and her Scandinavian background, Ive will look at the many influences and trends while sharing ideas and examples of her award winning modern landscape designs.

### ■ ■ Seasonal Splendour: Year Round Color in the Shade Garden

Cole Burrell, Principal, Native Landscape Design and Restoration, Free Union, Virginia

Learn how to employ plants with exceptional form and varied textures that will persist long after the ephemerals have acquiesced.



Photo courtesy of Ive Haugeland.  
www.shadesofgreenla.com

PRE-  
SHOW  
EVENT

## URBAN FORESTERS SYMPOSIUM

Wednesday, October 1 | 9:30 am – 3:30 pm

Early Bird Rates: BCLNA Members: \$150; Non-Members: \$175;

After September 12: BCLNA Members/Students: \$175; Non-Members: \$200

Price includes lunch.

**Bonus: Free trade show badge with your symposium registration.**

The Urban Foresters Symposium is back with a powerful line up of speakers and informative topics:

### ■ ■ Managing Trees & Forests in the Urban Environment

Owen Croy, Manager of Parks, City of Surrey, Surrey, BC

Learn about the challenges of managing trees and forests in the urban environment while celebrating the successes that are being achieved in communities across the Lower Mainland.

### ■ ■ Root Growth & Management in Urban Landscapes

Dr. Edward Gilman, Ph.D Professor, Environmental Horticulture Department, University of Florida, Gainesville, Florida

Dr. Gilman will discuss traditional urban landscape designs vs. designs that actually work. He will delve into the details of calculating soil space for trees, implementing preventive designs, comparing options for interfering roots, evaluating trees for failure potential, and more!

### ■ ■ Urban Trees for a New Century

Nancy Buley, Director of Communications, J. Frank Schmidt & Son Co., Boring, Oregon

Learn how leading tree breeders and growers are meeting today's need for sturdy, resilient, pest and disease tolerant trees tailored for planting in small, medium and large street side and residential planting spaces.

### ■ ■ Developing Structure in Young and Medium Aged Landscape Street Trees

Dr. Edward Gilman, Ph.D Professor, Environmental Horticulture Department, University of Florida, Gainesville, Florida

Research inspired by the ANSI standards comparing pruning methods, pruning practices, and pruning responses with the long view will be explained in light of improving structure and reducing risk.

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## SPEAKERS



■ ■ **Dr. Bridget Behe PH.D.**, PROFESSOR, DEPARTMENT OF HORTICULTURE, MICHIGAN STATE UNIVERSITY, EAST LANSING, MI



■ ■ **Chris Beytes** EDITOR, GROWER TALKS/GREEN PROFIT/ ACRES ONLINE, WEST CHICAGO, ILLINOIS



■ ■ **Corey Bordine** MONKEYBAR MANAGEMENT, CHICAGO, ILLINOIS



■ ■ **Nancy Buley** DIRECTOR OF COMMUNICATIONS, J. FRANK SCHMIDT & SON CO., BORING, OREGON



■ ■ **Cole Burrell** PRINCIPAL, NATIVE LANDSCAPE DESIGN AND RESTORATION, FREE UNION, VIRGINIA



■ ■ **Rebecca Coleman** MARKETING & MEDIA RELATIONS/ INSTRUCTOR, BCIT, VANCOUVER, BC



■ ■ **Owen Croy** MANAGER OF PARKS, CITY OF SURREY, SURREY, BC



■ ■ **John Devore** PRESIDENT, DEVORE'S LAND AND WATER GARDENS, HAMILTON, OHIO



■ ■ **Dr. Edward Gilman PH.D.**, PROFESSOR, ENVIRONMENTAL HORTICULTURE DEPARTMENT, UNIVERSITY OF FLORIDA, GAINESVILLE, FLORIDA



■ ■ **Ive Haugeland**, ASLA PRINCIPAL, SHADES OF GREEN LANDSCAPE ARCHITECTURE, SAUSALITO, CALIFORNIA



■ ■ **Mario Lanthier** OWNER, CROPHEALTH ADVISING & RESEARCH, KELOWNA, BC



■ ■ **Eric Mader** ASSISTANT POLLINATOR PROGRAM DIRECTOR, THE XERES SOCIETY FOR INVERTEBRATE CONSERVATION, PORTLAND, OREGON



■ ■ **Jeff Rak**, CLP, CLT PRESIDENT, LAND CREATIONS LANDSCAPING INC., COLUMBIA STATION, OHIO



■ ■ **Curtis Stone** OWNER/OPERATOR, GREEN CITY ACRES, KELOWNA, BC



■ ■ **Randall Zondag** COMMERCIAL HOTICULTURIST AND DIRECTOR, OHIO STATE UNIVERSITY-EXTENSION, LAKE COUNTY, OHIO

## CANWEST AT A GLANCE

### Tuesday, September 30

9:30 am Landscape Designers Symposium

### Wednesday, October 1

8:00 am BCLNA 61st Annual General Meeting  
9:30 am Urban Foresters Symposium  
9:30 am European Garden Centre Trends  
9:30 am Designing the Structure and Space of the Winter Garden  
9:30 am Bring Back the Pollinators  
11:00 am Trade Show Opens  
11:00 am Beer Garden Opens  
11:00 am New Product Showcase Opens  
11:00 am Plant ID Contest Opens  
12:00 am CanWest Main Stage Info Sessions Begin  
12:00 pm Booth Awards Judging  
1:00 pm Power Clinic: Survive, Thrive or Die!  
1:00 pm Power Clinic: Using Compost to Suppress Plant Disease  
1:00 pm Caught You Looking!  
1:00 pm Japanese Garden Design Principles for Anywhere  
6:00 pm Plant ID Contest Winner Announced  
6:00 pm Tail Gate Party! Best of Booth & Container Competition Awards

### Thursday, October 2

9:30 am Power Clinic: YouTube Marketing  
9:30 am Fertilizer Applications for Stronger, Healthier Plants  
9:30 am How to Design, Sell and Build Outdoor Living Spaces  
9:30 am Root Growth Following Planting into Urban & Suburban Landscapes  
11:00 am Trade Show Opens  
11:00 am Beer Garden Opens  
11:00 am New Product Showcase Opens  
12:00 pm Landscape Awards of Excellence Presentation  
1:00 pm CanWest Main Stage Info Sessions Begin  
1:00 pm Mulch Madness  
1:00 pm Successful Hardscape Solutions  
1:00 pm From Lawn to Productive Mini-Farm  
5:30 pm Attendee Prize Draw / Plant ID Winner Announced

### Mark Your Calendar for CanWest 2015

**New Location! Tradex, Abbotsford | September 9 & 10**

The buzz is already building for 2015! The show is expanding to include an outdoor equipment demonstration component. FREE parking guaranteed. Interested in exhibiting? The new floor plan will be unveiled at the 2014 show. Come to the show office to secure your 2015 booth.



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