



For Best Rates
REGISTER BY
SEPTEMBER
7TH

TRADEX

Lanyards Generously
Sponsored by
West Creek Farms Ltd.

Seminar Coffee
Sponsors:
Ball Seed
Brandt Tractor Ltd.
Creative Embroidery
Reef Industries Inc.

FREE
PARKING

SHOW HOURS September 26 & 27: 10:00 am – 5:00 pm

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

REGISTRATION
Online: CanWestHortExpo.com
By Fax: 604.574.7773
By Mail: #102, 19289 Langley Bypass, Surrey, BC V3S 6K1
Contact: Alishba Bilal: 604.575.3500; Ext 108 marketing@bclna.com

RATES Early Bird: BCLNA Members \$15; Non-Members: \$20
After September 7: \$25; Admission valid for both days of the show

SHUTTLE SERVICE Complimentary round-trip service offered between
Tradex and CanWest designated hotels on show days.

SPECIAL HOTEL RATE Main Hotel Room Block:
Sandman Abbotsford Airport Hotel | \$99/night
3010 Mt. Lehman Rd, Abbotsford, BC V4X 2L4
Reservations: 604.859.7263; Group Booking: 29639
Room Block Deadline: August 24, 2018
Check the CanWest website for alternative hotels

SPECIAL TRAVEL RATES
WestJet: 10% discount on flights to YVR and YXX. Book online at
westjet.com. Promo Code: WEE02, Coupon Code: H52QW7J

Amtrak: 10% discount on reservations made to Vancouver.
Call 1-800-872-7245 to reserve. Convention Fare Code: X85H-999

General Sessions | day 1 Wednesday
September 26

The educational program is brought to you by the BC Landscape & Nursery Association. Free Trade Show badge is included with the purchase of any session. Rates increase after September 7.

1 Day and 2 Day All Access Passes
1 Day Pass: Pick any 3 general sessions for just \$120 (Non-Members: \$150)
2 Day Pass: Pick any 6 general sessions for \$185 (Non-Members: \$225)

Single Session Rates
BCLNA Members: \$65; Non-Members: \$75

Concurrent General Sessions: 8:30 - 10:00

Growing Leaders

JACKI HART, Consulting By Hart, ON
Discover important leadership concepts to help move you forward and grow your team. Learn why past promotions you made produced disappointing results. Experiment with a Leadership Assessment Tool to create a current-reality leadership scorecard for your business team.

Fusion Gardening®

SEAN JAMES, Sean James Consulting & Design, ON
Encouraged by many municipalities, Fusion Gardening® blends rainwater handling with xeriscaping and folds in plantings to enhance biodiversity. Sean will address the backbone of each of these disciplines and discuss how to do each artfully.

People, Plants & Buying Habits

BILL CALKINS, Ball Horticultural Company, OH
"Who are our shoppers and what are they buying?" Bill will present data to explain how the industry relates to different groups of shoppers today. He will look at how garden centres are evolving, share display ideas that work and present three macro trends to which all growers and retailers should pay attention.

How to Fertilize for Profit and the Environment in Containerized Plant Production

DR. YUBIN ZHENG, University of Guelph, ON
Fertilization is one of the most important horticultural management practices. Dr. Zheng will cover fertilizer selection, methods of application, how to decide fertilizer rates, timing of application, how to use fertilization in scheduling and more.

Concurrent General Sessions: 11:00 - 12:30

Plants for Now and the Future

SEAN HOGAN, Cistus Design + Cistus Design Nursery, OR
This session will introduce Sean's research on plant performance in the Portland area and provide information on new, climate-appropriate plants offering a greatly increased palette for the entire Pacific Coast.

Creating Captivating Gardens

KAREN CHAPMAN, Le jardinnet, WA
Clients dream of creating the gardens they see on Pinterest, glossy magazines or Houzz. Learn how to re-create these dreams by understanding the key elements that make these gardens so captivating. Karen will offer a plethora of ideas for injecting a little magic into the landscape.

Weed 101: Understanding the Market & Profiting from It

TOM ULANOWSKI, Canna Farms, BC
Garden centres have the opportunity to capitalize on selling products associated with cannabis cultivation in the near future. Are you ready to take it on? Join Tom as he provides a solid overview of the market and what garden centres need to know to profit from it.

Pest Management Update

SUZANNE WAINWRIGHT-EVANS, Buglady Consulting, PA
The cutting edge of biological control is evolving quickly. New research is released almost daily and keeping up with the most recent developments can be a challenge. Learn about the latest research available on biological control, pests, and pesticides.

Concurrent General Sessions: 1:30 - 3:00

Onboarding: Today's Employee Retention Solution

JACKI HART, Consulting By Hart, ON
Our industry's employee market requires that we onboard our recruits and future leaders properly and completely. In this session, Jacki brings you cutting edge trends and relevant industry knowledge to get you up to speed on today's best practices.

Working with Nature

SEAN JAMES, Sean James Consulting & Design, ON
In this session, Sean will deliver a commonsense approach to avoid using pesticides in the garden. Learn how to let nature do the work by encouraging soil health, biodiversity, and proper plant care.

Proven Winners®: Great Performers for the Landscape & for Retailers to Sell

JESSICA DEGRAAF, Proven Winners, MI
GARY NEINHUIS, Spring Meadow, MI
This session will feature the top new Proven Winners® annuals, perennials and ColorChoice® flowering shrubs for 2019 while discussing the latest merchandising techniques to maximize impact and help your garden centre sell more!

Science Based Production of High Quality and Yield Cannabis

DR. YUBIN ZHENG, University of Guelph, ON
Based on Dr. Zheng's own research and results from other parts of the world, this session will discuss how to use modern science and technologies for producing high quality, high yield cannabis under controlled environment. Highlights include an overview of the current good practices in cannabis production, root zone environment management, lighting requirement, CO2 management and more.

General Sessions | day 2 Thursday
September 27

Concurrent General Sessions: 8:30 - 10:00

Beyond Organic Matter: Unlocking the Power in Soil Microbial Life

BOB REEVES, Root Rescue Environmental Products, ON
This presentation will provide a practical guide to understanding the dynamics and importance of plant/microbe interactions in soil. It will also provide a detailed look at how landscape professionals can implement a holistic approach to growing, installing, and caring for landscape plants.

Garden Up! Vertical Gardening for Small and Large Spaces

SUSAN MORRISON, Creative Exteriors Landscape Design, CA
Vertical gardening techniques can be used to turn ordinary fences into focal points and disguise eyesores. Susan will share her expertise and images while providing an overview of the systems available for adding a touch of living art to any garden plan.

Putting the POSH into Garden Centres

DAN HEIMS, Terra Nova Nurseries Ltd., OR
Prepare yourselves for some mind-blowing images of the poshest garden centres in the world. Learn how the top nurseries keep customers shopping, entertained and coming back for more.

Insect Identification: Learn to Identify the Most Common Greenhouse Pests

SUZANNE WAINWRIGHT-EVANS, Buglady Consulting, PA
Insect identification is the backbone of any pest management program: it is knowing exactly what the pest is and not guessing. This is especially critical when using biological control agents. View detailed images and learn how to identify the key aphids, thrips, mites and other pests.

Concurrent General Sessions: 11:00 - 12:30

Woody Plants for our Climate

SEAN HOGAN, Cistus Design + Cistus Design Nursery, OR
Sean will introduce an ever increasing palette of plants aimed at the Pacific Northwest climate which affords us amazing, and often surprising options. This session will include favourites from Sean's nursery trials as well as collections he has discovered from far and wide.

Planting Design Patterns Based on Observing Wild Plant Communities

EGAN DAVIS, UBC, BC
Take a virtual tour around the world with Egan to see how the plants you work with grow in the wild. Learn to distinguish the natural patterns that plants grow in and the factors that influence these forms. Discover how these observations can be put into practice – embracing natural systems and reducing the need for high maintenance care.

The Importance of Food in the Garden Centre

JIM MONROE, Hort Couture Plants, WV
Today's families want control over their food sources and garden centres can give them the resources to grow healthy food right in their backyard. Learn how to use upscale farm markets to drive traffic to your garden centre in slower months, growing in the greenhouses for winter cash flow and how the local food movement has made Jim's garden centre a bigger part of the local economy.

Trends: What Aren't You Paying Attention To?

ELLEN WELLS, Green Profit Magazine / Ball Publishing, MA
Growers and garden retailers do well when they pay attention to what is happening in the lives of consumers. Sure, it's helpful to know that pale pink is out but what about larger trends such as media, technology, health and social interactions? Ellen will explain how these trends could impact what and how you sell.

Concurrent General Sessions: 1:30 - 3:00

Cannabis, The Workplace and Your Company Policy

WENDY BENNET, AgSafe, BC
MICHAEL TRUONG, Sorenson Smith Legal Counsel, BC
This presentation will discuss some of the current and pending changes to marijuana regulation in Canada. It will address the primary issues that employers need to consider when dealing with marijuana use once it has been legalized and the impact it could have on your workplace.

The Less is More Garden: Big Ideas for Small Yards

SUSAN MORRISON, Creative Exteriors Landscape Design, CA
This session will address the realities small-to-average sized backyards present. You'll learn a novel technique for ensuring an effective design program, strategies to make small gardens feel larger and ideas for high-performing, problem-solving plants.

Sexy Succulents Inside & Out

DAN HEIMS, Terra Nova Nurseries Ltd., OR
Explore the fascinating world of succulents! Learn how to grow succulents successfully in both temperate and desert climates while learning how to classify, care and propagate these plants. View some outrageous container plantings from around the world and magnificent specimens in the wild.

Multi-Functional Landscapes

MARK VAN DER ZALM, VDX & Associates, BC
With the multitude of threats to natural systems, it is critical that landscape professionals consider how each designed landscape can function as part of an ecological system and contribute value to the larger environmental context. This session will focus on various engineering techniques to integrate storm water management practices with soft landscapes.



Western Canada's
Premiere Horticulture
Trade Show

Photo Courtesy of Valleybrook Gardens Ltd.



CANWESTHORTEXPO.COM
FACEBOOK.COM/CANWESTSHOW
TWITTER.COM/CANWESTHORTSHOW
INSTAGRAM.COM/CANWESTHORTEXPO



show highlights

New Product Showcase

View the latest products to hit the BC marketplace. People's Choice Awards - Vote for your favourite new plant and product.

Greenhouse Zone | Sponsored by Goodwin's Greenhouse

Look for the big greenhouse featured in Hall A showcasing the latest technology and products.

9th Annual Container Competition

Sponsored by Ceramica Pottery

Contestants design beautiful containers to match the show theme; the contest is judged by industry professionals. Winners announced at the Finning Tailgate Party on Day 1. People's Choice announced at the Day 2 Tailgate Party.

Inline Nurseries (2010) Inc. Plant ID Contest

Test your plant knowledge at the Certification Zone with a chance to win \$250. One winner announced each day.

Attendee Prize Draw | Sponsored by Creative Embroidery

Win \$500 Cash!

Drop a ballot in the box located at the BCLNA Booth. \$500 cash given away each day at the Tailgate Party.

Find the Gnome

Have some fun and look for three hidden gnomes that will be placed somewhere on the show floor each day. Win the prize attached!



Key Note Speaker | Ciscoe Morris | Free Event

Thursday September 27, 3:15 pm – 4:00 pm
Join Ciscoe as he reminisces about his life in gardens and what he has learned from gardening in the Pacific Northwest. This session is complimentary with your trade show badge.



Finning Tailgate Parties

Enjoy Appetizers and Live Blues Music at the Finning Lounge.

Day 1 | Wednesday, September 26, 5:00 pm – 7:00 pm
Featuring Kenny 'Blues Boss' Wayne Trio
2006 Juno Award Winner and Multi-Maple Blues Award Winner.

Day 2 | Thursday, September 27
3:00 pm – 5:00 pm Featuring Karla Sax
International artist playing live sax over soundtracks.



HortEducation.ca Job Board

Post a job notice or check out the great opportunities on the HortEducation.ca Job Board. Send your notice in advance to Michelle Linford (mlinford@bclna.com).

Green Careers Student Youth Tour

Thursday, September 27, 2018 (Time TBD)
Discuss potential jobs, network with industry professionals and meet your next employer. Tour ends with a mini-career fair and complimentary beverage at the HortEducation.ca Job Board.

Are you bringing your students to the Expo? Connect with Yvonne at yehrenholz@bclna.com for details on how your students can get the most out of their experience at the show.

OFFICIAL MEDIA PARTNERS

GREENHOUSE
CANADA

grow
opportunity

Landscape
Trades

landscape designers symposium

Tuesday September 25 | Pre-Show Event | 9:00 am - 4:00 pm
Early Bird Rates: BCLNA Members/Students: \$250; Non-Members: \$300
After September 7: BCLNA Members/Students: \$275; Non-Members: \$325
Price includes lunch and trade show badge.

Symposium Plus Pass! Add an All Access Pass to your Symposium registration and save! See website for details.

How to Make Money in Landscape Design

RON KOUDY, Ron Koudy's Landscape Architects Inc., ON

As many as 65% of landscape companies are not active after 10 years. Ron will share some of the strategies he has used over 40 years of managing a successful landscape design business to help your company thrive in this competitive industry.

Keeping it Green: Keeping it Beautiful

SEAN JAMES, Sean James Consulting & Design, ON

Beauty should be the starting point for your sustainable palette, permaculture, native plantings, rainwater handling, etc. If we don't make these initiatives beautiful, folks won't buy in. This is an in-depth talk on design principles, plants, and 'green' gardening techniques.

Foliage and Focal Points

KAREN CHAPMAN, Le jardinnet, WA

Learn how to use structures, containers, water features and artistic sculptural elements as focal points. Master how to frame and enhance these elements with interesting foliage to create a cohesive series of eye-catching scenes.

Future Trends in Landscape

RON KOUDY, Ron Koudy's Landscape Architects Inc., ON

Making good business decisions is more about strategic thinking than luck. Today's trends will have an impact on your success in the future. Discover how you can use this information to reach new markets.



RON KOUDY



KAREN CHAPMAN



SEAN JAMES

Best of

the fraser valley tour

Rooted in Passion & Expertise

Tuesday, September 25 | 9:30 am - 5:30 pm
Early Bird Registration: BCLNA Members \$150; Non-Members: \$175
After September 7: BCLNA Members \$175; Non-Members: \$200
Price includes lunch and refreshments.
Bus departs from and returns to Tradex.

- Visit the sophisticated facilities of Devry Greenhouses and Nursery, where they grow spring bedding plants, fall mums, winter poinsettias and year-round ornamentals.
- Learn about the fine art of making craft beer and sample a flight at Foamers' Folly Brewery.
- Stop at Hopcott Meats where you'll enjoy a delicious lunch and learn how this family farm evolved into a foodie destination.
- Meet the Davison sisters at Golden Ears Cheese Crafters who, using the milk from their family's century-old dairy farm, produce amazing artisan cheeses.
- Marvel at Thyme on 43rd, a magnificent Japanese garden where you will get a feeling that time stands still and a sense that this is truly a place where body and nature harmonize.

Workshop

bubbling rock water feature

Wednesday, September 26 + Encore Presentation Thursday September 27 | 8:00 am - 12:00 pm
Early Bird Rates: BCLNA Members/Students: \$125; Non-Members: \$150
After September 7: BCLNA Members/Students: \$150; Non-Members: \$175

Speakers:

CHUCK CATTON, Aquascape Inc., ON

GORD SZOLNYANSZKY, Aquascape Inc., BC

This workshop will equip you with the necessary tools and resources to bid and build custom water features. You will walk away with an easy-to-follow action plan that helps you introduce water features to your clients. This course begins with a two hour classroom session detailing all aspects of marketing and selling small water features followed by a two hour hands-on demonstration building a three-column, bubbling rock water feature.

CONTINUING
EDUCATION
CREDITS
AVAILABLE! GO TO:
CanWestHortExpo.com
for Details

urban foresters symposium

Sponsored by: Golden Spruce Nurseries (2009) Inc.

Wednesday, September 26 | 9:00 am - 3:00 pm
Early Bird Rates: BCLNA Members/Students: \$200; Non-Members: \$225
After September 7: BCLNA Members/Students: \$225; Non-Members: \$250
Price includes lunch and trade show badge.

Symposium Plus Pass! Add an All Access Pass to your Symposium registration and save! See website for details.

New and Under Utilized Street and Landscape Trees

JIM BARBORINAS, Urban Forestry Services, Inc., WA

Expand your plant palette. Discover new and under utilized tree cultivars available for the Pacific Northwest, which provide better form, flowers, fall colours, disease resistance and root growth than those established in the market.

Moisture Stress in the Landscape

DR. DREW ZWART, Bartlett Tree Research Laboratories, CA

This presentation will focus on plant selection for dry climates and mitigation of moisture stress for woody plants. Learn which physical features of plants are key indicators of drought tolerance along with mitigation options, including research on planting and design, and soil amendments to reduce drought stress.

Trees on Development Sites

DR. JULIAN DUNSTER, Dunster and Associates Environmental Consultants Ltd, BC

Retaining trees on development sites is now a routine requirement in many parts of BC. In this presentation, Dr. Dunster will present the key requirements for success by using examples of projects and review the process to determine what went well or what went wrong.

Professional Practice: Report Writing

DR. JULIAN DUNSTER, Dunster and Associates Environmental Consultants Ltd, BC

The ability to write reports is a critical skill that arborists need in order to get projects approved, permits granted or trees removed. Dr. Dunster will present the main elements of a report and discuss the key parts to focus on and what to avoid.



JIM BARBORINAS



DR. DREW ZWART



DR. JULIAN DUNSTER

Free
Session

truck and trailer safety

Thursday, September 27 | 8:00 am - 9:00 am

TERRY BETTS, Advantage Fleet Services Inc.

Keep you and your crew safe on the roads and avoid any serious business liability issues. This session will cover the key safety checks you need to know before towing a trailer including proper load placement, hitch set up, calculating how much weight a truck can tow, licensing requirements and more. This session is complimentary with your trade show badge; however, registration is required if you would like to attend.

Workshop

effective leadership strategies for lead hands and supervisors

Thursday September 27 | 9:30 am - 12:30 pm

Early Bird Rates: BCLNA Members/Students: \$125; Non-Members: \$150
After September 7: BCLNA Members/Students: \$150; Non-Members: \$175

KEVIN KEHOE, The Aspire Software Company, CA

In this session participants will learn about real world strategies employed by successful leaders in the green industry. The focus is on adopting tactics for effective crew management including:

- How to be the boss when you used to be their friend
- Creating accountability through goals and standards
- Planning to increase efficiency and minimize mistakes
- Delegating and follow-up
- Coaching and providing feedback to improve performance
- Motivating people
- Dealing with difficult people who won't follow the rules
- Using communication strategies to improve your style

