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GREEN INDUSTRY
SHOW & CONFERENCE

November 16 & 17, 2017
BMO Centre, Calgary, AB

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Join Us!

The Green Industry Show and Conference is back in Calgary for 2017! Our amazing team of staff and volunteers have put together a conference programme aimed to inform and inspire everyone from designers to arborists, owners to students, growers to contractors. Our conference sessions are timely and responsive to industry issues - focusing on a variety of topics with 32 one-hour sessions over the two days.

We have three full-day pre-conference workshops on November 15, designed for more in-depth technical level professional development. One for Greenhouse growers, one for Landscape contractors/estimators and one for those interested in winter container design.

Please **join us** this November to make new connections, build your business, and share in the success of our industry in Alberta and beyond.

Connect with us!

Use the hashtag **#2017GISC** when tweeting about our event.

Follow Landscape Alberta on social media to stay in the know about what is happening at the Green Industry Show and Conference.

Twitter: @landscapeab

Facebook: @landscapealberta

Instagram: @landscapealberta

Dates and Times

November 15 - 17, 2017

BMO Centre at Stampede Park

Pre-show Workshops (Nov 15)
 Wednesday: 9:00 am - 4:00 pm

Conference (Nov 16-17)
 Thursday: 8:00 am – 12:25 pm
 Friday: 8:00 am – 12:25 pm

Trade Show (Nov 16-17)
 Thursday: 10:30 am – 4:30 pm
 Friday: 10:30 am – 3:30 pm

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Wednesday, November 15

Time	Workshop/Event
8:00 am	Registration and Coffee
9:00 am - 4:00 pm	Dynascape Workshop, BMO Centre, Calgary
9:00 am - 12:00 pm	Winter Container Design, BMO Centre, Calgary
10:00 am - 4:15 pm	AGGA Day of Discovery 2.0, BMO Centre, Calgary
6:00 pm - 10:30 pm	Landscape Alberta Nursery Producers Annual Auction Sheraton Suites Eau Claire, 255 Barclay Parade SW, Calgary

Thursday, November 16

Time	Workshop/Event			
7:00 - 8:00 am	Registration and Coffee			
8:00- 9:00 am	Integrating 3D to Close Sales <i>Joe Salemi</i>	Great New Annuals and Perennials <i>Allan Armitage</i>	10 Proven Ways to Drive Traffic to your Store <i>Barbara Crowhurst</i>	Landscape Pest Show and Tell  <i>Dr. Ken Fry</i> 
9:05- 10:05 am	12 Most Common Reasons Landscape Contractors are Not More Profitable <i>Monroe Porter</i>	Options in Water Treatment Quality <i>Dr. Ann Huber</i>	Strategies for Maintaining and Improving Quality in Home Lawns <i>Katie Dobson</i> 	Greenhouse Pest Show and Tell <i>Dr. Ken Fry</i> 
10:05 - 10:20 am	BREAK			
10:20 -11:20 am	What Happens When 14 Arborists Appraise the Same 10 Trees?  <i>James Komen</i>	People Not Plants are the Problem <i>Dr. Mohyuddin Mirza</i> 	Increase Retail Sales: 10 Must Do Steps <i>Barbara Crowhurst</i>	Understandable Number Crunching, Cash Flow and Financial Analysis <i>Monroe Porter</i>
10:30 am - 4:30 pm	Green Industry Show- Hall C			
11:25 am -12:25 pm	Ornamental Grasses in the 21st Century <i>John Friel</i>	Delegate It! <i>Jackie Hart</i>	The Business of Biophilia <i>Kim Wickwire and Gord Koch</i>	EAB: Biology Impacts and a Biological Control Program  <i>Krista Ryall</i> 
1:00 - 5:00 pm	Landscape Industry Certified Written Exams			
4:30- 5:30 pm	Eagle Lake Professional Landscape Supply Happy Hour (pg 21)			
4:30 - 6:00 pm	Landscape Alberta Nursery Producers Group Meeting			
5:00 - 5:30 pm	AGGA Annual General Meeting			
5:30 - 10:00 pm	AGGA Garden Party			

Friday, November 17

Time	Workshop/Event			
7:00- 8:00 am	Registration and Coffee			
8:00- 9:00 am	Good Housekeeping for Better Estimating and Job Tracking <i>Joe Salemi</i>	Networking Savvy <i>Fern Richardson</i>	Crystal Ball: Garden Trends for the Upcoming Year <i>Sean James</i>	Beyond Organic Matter: Unlocking the Power in Soil  <i>Bob Reeves</i> 
9:05- 10:05 am	Protecting your Business from the Uncertainty of Weather <i>Shave Belvin</i>	Developing a Sales Driven Organization and Selling at a Premium <i>Don Crothers</i>	Invasive Plants and the Horticulture Industry <i>Andrea Eastham</i> 	Leading and Challenging Employees Without Being a Jerk <i>Monroe Porter</i>
10:05 - 10:20 am	BREAK			
10:20-11:20 am	Bringing Back the Nearly Dead: Renovating an Existing Landscape <i>Sean James</i>	Riding the Wave of Change <i>Fern Richardson</i>	Trimble SketchUp Pro and Landscape Design Workflow <i>Gord Koch</i>	Tales from the Garden <i>Allan Armitage</i>
10:30 am- 3:30 pm	Green Industry Show- Hall C			
11:25 am -12:25 pm	What to do With a Downpour: Ornamental Ways to Handle Rainwater <i>Sean James</i>	Energy Efficiency in Greenhouses <i>Panel</i>	Alberta's New Employment and Labour Relations Legislation <i>TBA</i>	Get Me Outta Here! An Introduction to Exit Strategies <i>Jacki Hart</i>
1:00- 3:00 pm	Landscape Alberta Sod Growers Meeting			

Earn Credits (CEUs)



All conference sessions qualify for educational points for renewing Landscape Industry Certified designations.



Look for this symbol. It denotes one or more credits available at a particular session for Alberta Environment's pesticide applicator license renewal.



This symbol denotes credits are available for ISA Continuing Education Units.

Thank you to our conference sponsors!



Pre-show Workshops

Winter Container Design

Wednesday, November 15 | 9:00 am – 12:00 pm

Kim Wickwire and Ben Fulkerth

Kim and Ben will lead you through the process of planning, preparing and creating outdoor seasonal containers that can be incorporated into your residential or commercial business offerings. They will bring new and interesting concepts that can improve mechanics and aesthetics of finished work that will stand up to prairie winter conditions. If you're interested in adding this type of service to your business, this workshop is perfect. Fee includes materials for building your own winter container, as well as many ideas and tips for how to implement this in your business.

Please come prepared to plan and build your own container. You must **bring your own tools** (*pruning shears, wire cutters and a knife, work apron*). As this is a working session, be sure to wear comfortable shoes! *Space is limited to 15 participants.*

Sales Bootcamp for Landscape Professionals

Wednesday, November 15 | 9:00 am – 4:00 pm

Joe Salemi

An intensive workshop where we'll look at building an effective sales process, determining what it takes to grow your revenue. We'll look at proven sales systems as they relate to professional landscape companies and unpack how they might work for you. Exploring how targeting with the right marketing mix will positively impact your sales for the season. Taking a deep dive into understanding hunters (sales people) and huggers (account managers) go a long way to increasing your annual revenues.

**Includes lunch

DynaSCAPE
Design & Business Management Software
for Landscape Professionals

AGGA Day of Discovery 2.0: Speed Knowledge Sessions for Your Greenhouse

Wednesday, November 15 | 10:00 am – 4:15 pm

10:05 - 10:30 am	How to Maintain a Living Wall - TBA
10:35 - 11:00 am	Your Business in the Press - TBA
11:05 - 11:30 am	Can you go 100% Pesticide Free? - TBA
11:35 - 12:00 pm	Your Digital Strategy - TBA
1:05 - 1:30 pm	Greenhouse Products to Watch for in 2018 - <i>Connie Bradt</i>
1:35 - 2:00 pm	Pricing your product (Let's talk breakeven and more!) - TBA
2:15 - 2:40 pm	Personal Development Session - <i>Dustin Morton</i>
2:45 - 3:10 pm	Vertical Gardening in Greenhouses - TBA
3:15 - 3:40 pm	Experiences with Vertical Gardening - TBA
3:45 - 4:10 pm	Basket/Planter Design for the Holiday Season - TBA

 **Alberta
Greenhouse
Growers
Association**

**Includes lunch 12:00 - 1:00 pm

Sessions subject to change

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Conference Sessions

Thursday, November 16

8:00 – 9:00 am

Integrating 3D to Close Sales

Joe Salemi

We're going to explore the 3D options available to professional landscape businesses and unpack just how easy it is to get started and get proficient in the quickest possible way. Looking at the best 3D software solutions on the market, identifying industry trends, and getting a sense of what the future looks like for landscape design. This session is for you if you're already working with 3D in your sales presentations or if you're considering offering 3D. You'll level up any way you look at it.

Great New Annuals and Perennials

Allan Armitage

Allan often gets a firsthand look at what is new from plant breeders. He will talk about the new plants he's seen over the last five years; some of which may not even be on grower's benches yet. Join Allan for a discussion on the latest in annuals and perennials coming to your greenhouses, garden centres and landscapes soon.

10 Proven Ways to Drive Traffic to your Store

Barbara Crowhurst

Foot traffic is one of the most important considerations when it comes to running a brick-and-mortar store. More

traffic means more opportunities for sales and customer engagement, which in turn leads to higher revenues. Even if you think you're getting enough store visitors, you can always improve. Let Barbara take you through a review of your business practices and show you how you can increase visits by both existing and potential customers.

Landscape Pest Show and Tell

Dr. Ken Fry



The session will explore the most common pests and beneficial arthropods inhabiting the landscape via images and under the microscope (projected on the big screen for all to see). Topics will include how to identify them, assess the damage, and address the risk. Dr. Fry will also examine how to encourage and exploit the beneficial arthropods in the landscape. An assortment of digital aids (apps, websites) will be demonstrated to assist you in your management of the landscape. Participants are encouraged to bring samples in for identification and diagnosis.

9:05 – 10:05 am

12 Most Common Reasons Landscape Contractors are Not More Profitable

Monroe Porter

Is your business prepared for the changes facing the contracting

industry? Topics covered include how to avoid plunder, determining your best business structure, dealing with enabled employees, cutting costs and marketing in a more competitive market. Learn how to avoid the traps many contractors fall into and what you need to do to increase your bottom line.

Options in Water Quality Treatment

Dr. Ann Huber

Greenhouse and nursery operators need cost-effective flexible options to manage a variety of process waters that may discharge to natural watercourses and contribute to environmental issues. With water security becoming an increasingly higher priority, farmers wish instead to recirculate and reuse water generated through their operation but need to minimize the risk of spreading pathogens to their production area. This session will guide you through the process of deciding what and how much water needs to be managed, what best management practices should be implemented, and which water treatment systems make sense for your farm.

Strategies for Maintaining and Improving Quality in Home Lawns

Katie Dobson



Home lawns represent a dynamic community of plants that must thrive under varying microclimates around a home. Research focused on cultural practices to improve overall turfgrass quality while minimizing weed encroachment will be reviewed. Attendees will have a greater understanding of fertility, irrigation, cultivation, and overseeding practices that improve urban lawn health.

Greenhouse Pest Show and Tell

Dr. Ken Fry



We will examine the most common arthropod pests in greenhouse vegetable and ornamental crops via images and under the microscope (projected on the big screen for all to see live). We will also examine common biological control agents and discuss optimal release methods and strategies. Participants are encouraged to bring samples in for identification and diagnosis.

10:20 – 11:20 am

What Happens when 14 Arborists Appraise the Same 10 Trees?

James Komen



In a study published in *Arboriculture & Urban Forestry*, 14 certified arborists independently appraised the same 10 trees, and the results of their appraisals were analyzed. The attributes that had the highest variance among appraisers were the Trunk Area and the Condition Rating. The study also identified four key elements of error involved in the appraisal process: personal value error, personal observation error, measurement error, and systematic error.

Each of these elements of error will be discussed, accompanied by recommendations for reducing error. The intention of this session is to open a dialogue among the arborist community about the best practices for applying existing appraisal techniques.

People Not Plants are the Problem - Diagnosing Plant Problems is the Key to Profitability

Dr. Moyhuddin Mirza



Have we forgotten to manage greenhouse crops or is it information

Thursday, November 16

overload? What does it take to grow over 70 kg of tomatoes/sq. m or 200 cucumbers/sq. m or 500 different types of bedding plants without throwing away a single basket? Dr. Mirza will review the 2017 season and provide information on how to match plant needs with your needs for high profitability. Making proper diagnosis and taking corrective measures at the right time is the key to profitability.

Increase Retail Sales: 10 Must-Do Steps *Barbara Crowhurst*

Retailers are not only looking to keep the sales they currently experience, but looking for ways to continue to grow sales. Barbara will take you through a review of your own business practices for maintaining and increasing sales. You will pick up many tips on what you need to do better - much better! Key topics covered include:

- How to initiate add-on sales
- How using a Pick of the Week increases sales
- Why retailers need an effective promotional calendar
- Margins retailers need to review monthly
- Make the customer experience culture a strong element
- Why sales targets are important

Understandable Number Crunching, Cash Flow and Financial Analysis *Monroe Porter*

Many contractors do not like bookkeeping and number crunching, so many fail to understand how easy "knowing the numbers" can be if record keeping, budgeting and cost processes are simplified. This program explores misunderstandings about cash flow, overhead and cost recovery. Participants will explore how diversifi-

cation can cloud the true profit picture and how to unravel that mystery. Understand why many contractors consistently lose money on 20-30% of their work and how to identify and eliminate those losses. Contractors don't have to be bookkeepers, but they do need to know where the company has been and where it is going each month.

11:25 am – 12:25 pm

Ornamental Grasses in the 21st Century *John Friel*

No longer a niche product, ornamental grasses have become an expected and respected part of good garden design. Increased interest has spurred new breeding, and vice-versa. Well over 100 ornamental grasses are now protected by patents and/or trademarks in the US alone. John will discuss current trends, reliable sellers, and exciting introductions.

Delegate It! *Jackie Hart*

Join us in this one hour interactive workshop targeting business owners and their staff. In this fast paced session, learn why successful delegating of projects and tasks is so difficult. Join in the discussion on the art of holding each other accountable at work, in a positive, effective way! Leave this session armed with your own exclusive toolbox to create a clear outline of who can make what decisions without you... or not, and when.

The Business of Biophilia

Gord Koch and Kim Wickwire

The term biophilia is used in different

communities from sustainable design to horticulture. This word was brought to use by biologist and environmental theorist Edward O. Wilson in the 1980s and translates to mean “love of life”. Biophilia is another way of saying that nature knows best. With the growing movement in areas such as biophilic design and therapy, there is an opportunity to promote what has been long known to the horticulture industry into this emerging sector. The presentation provides an overview of the economics of biophilia and the relationship to the horticulture industry.

Emerald Ash Borer: Biology, Impacts and Development of a Biological Control Program

Krista Ryall



The emerald ash borer (EAB) is a devastating invasive beetle which has killed tens of millions of ash trees across North America. Learn about the latest research in using parasitoids to combat this invasive pest.

Thank You to our Sponsors!



REGISTRATION FORM

Please use a separate form for each person registering. Photocopy for additional forms.

1

First Name _____ Last Name _____
 Company _____
 Mailing Address _____
 City/Town _____ Prov. _____ Postal Code _____
 Phone _____ Fax _____
 Email _____

Member rates apply to those who are members of Landscape Alberta, AGGA, ISA, AALA or ARPA. Please check if you are a member of: ___ Landscape Alberta ___ AGGA ___ ISA ___ AALA ___ ARPA

2

	Early Bird Rates (until Oct. 26)		After Oct. 26 & Onsite	
	Member	Non Member	Member	Non Member
Full Conference Pass	<input type="radio"/> \$275.00	<input type="radio"/> \$375.00	<input type="radio"/> \$325.00	<input type="radio"/> \$425.00
Student*	<input type="radio"/> \$150.00		<input type="radio"/> \$225.00	
Thursday Only Pass	<input type="radio"/> \$165.00	<input type="radio"/> \$190.00	<input type="radio"/> \$200.00	<input type="radio"/> \$225.00
Friday Only Pass	<input type="radio"/> \$165.00	<input type="radio"/> \$190.00	<input type="radio"/> \$200.00	<input type="radio"/> \$225.00
Pre-Show Workshops				
DynaSCAPE**	<input type="radio"/> \$200.00	<input type="radio"/> \$300.00	<input type="radio"/> \$250.00	<input type="radio"/> \$350.00
Winter Container	<input type="radio"/> \$200.00	<input type="radio"/> \$350.00	<input type="radio"/> \$300.00	<input type="radio"/> \$400.00
AGGA**	<input type="radio"/> \$150.00	<input type="radio"/> \$185.00	<input type="radio"/> \$180.00	<input type="radio"/> \$215.00
Trade Show Pass	Pre-Registration		Onsite	
	<input type="radio"/> Free	<input type="radio"/> \$10.00	<input type="radio"/> \$20.00	<input type="radio"/> \$20.00
Additional Events				
AGGA Garden Party	<input type="radio"/> \$15.00	<input type="radio"/> \$15.00		
			Subtotal \$	\$
			GST 5%	\$

How to Register 3 options available:

1. Full Conference Pass:
Includes access to all sessions on Thursday, November 16 and Friday, November 17.

2. One Day Pass: A one-day pass that gives you access to all sessions on either Thursday, November 16 or Friday, November 17.

3. Pre-show workshops: A one-day pass to one of the pre-show, workshops on Wednesday, November 15..

All conference registrations include entry to the Trade Show.

2 ways to register:

1. Online
Visit www.greenindustryshow.com and hit the "Register Now" button. Select the conference pass of your choice and complete the registration form.

2. Email/Fax/Mail

*Must show student ID onsite. **Includes lunch.

TOTAL \$

Complete one registration form per person and return with payment to:

admin@landscape-alberta.com
Fax: 780-444-2152
Mail: 18051 107 Avenue NW,
Edmonton, AB T5S 1K3

Member Rate

Members of the following associations are entitled to member pricing: Landscape Alberta, Alberta Greenhouse Growers Association (AGGA), International Society of Arboriculture (ISA), Alberta Association of Landscape Architects (AALA) and Alberta Recreation and Parks Association (ARPA).

Early Bird prices are applicable only to registrations received prior to 4:00 pm Thursday, October 26, 2017; after this date, standard pricing applies.

Pre-registration accepted until 4:00 pm Monday, November 13; registration after this date must be onsite.

Inquiries
Phone: 1-800-378-3198
(press 0)
Fax: 780-444-2152

3 Please make your session selections below.

Thursday, November 16

- Integrating 3D to Close Sales
- Great New Annuals and Perennials
- 10 Proven Ways to Drive Traffic to your Store
- Landscape Pest Show and Tell
- 12 Most Reasons Contractors are Not Profitable
- EAB: Biology, Impacts and Biological Control
- Strategies for Maintaining and Improving Lawns
- Greenhouse Pest Show and Tell
- What Happens when Arborists Appraise 10 Trees?
- People Not Plants are the Problem
- Increase Retail Sales in 10 Must-Do Steps
- Understandable Number Crunching
- Ornamental Grasses in the 21st Century
- Delegate It!
- The Business of Biophilia
- Options in Water Quality Treatment

Friday, November 17

- Good Housekeeping for Better Estimating
- Networking Savvy
- Crystal Ball: Garden Trends
- Beyond Organic Matter
- Protecting your Business from the Weather
- Developing a Sales Driven Organization
- Invasive Plants and the Horticulture Industry
- Leading Employees without Being a Jerk
- Bringing Back the Nearly Dead
- Riding the Wave of Change
- Trimble SketchUp Pro
- Tales from the Garden
- What to do With a Downpour
- Energy Efficiency in Greenhouses (Panel)
- Alberta's New Employment and Labour Relations
- Get Me Outta Here! An Intro to Exit Strategies

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Refund policy: Registration cancellations made thirty (30) days prior to the event will be fully refunded. If less than thirty (30) days prior to the event, cancellations will be accepted until Thursday, November 2, 2017 and registration fees, less a 25% administration fee, will be refunded. Any registrations cancelled after Thursday, November 2, 2017 will not be refunded for any reason. If the event is cancelled by the Association, a full refund will be granted. A copy of our refund policy is available on request.



Conference Sessions

Friday, November 17

8:00 – 9:00 am

Good Housekeeping for Better Estimating and Job Tracking

Joe Salemi

Keeping your house in order means different things to different people, but what if it meant that your estimates were more accurate and tracking your costs on jobs became more streamlined? We will look at some effective ways to make sure your material lists, pricing, budgets, etc. are up-to-date on an ongoing basis to make the estimation process easier on everyone. We'll explore case studies of how some of the most successful landscape companies track their crews progress day to day and how they reconcile costs for big and small jobs.

Networking Savvy

Fern Richardson

Being able to present yourself with confidence in business and social situations is a necessary and valuable skill. In addition to your training and expertise, workplace success depends on the ability to get along with others and present yourself to your best advantage. Strong networking practices reflect favourably on you and your business.

Crystal Ball: Garden Trends for the Upcoming Year

Sean James

In this session, Sean will look at some timely gardening trends for the upcoming season including: edible landscaping, gardening for bees, drought-tolerant landscaping and using less "hardscaping"; and techniques for holding and infiltrating rainwater for large areas of impermeable surfaces.

Beyond Organic Matter – Unlocking the Power in Soil Microbial Life

Bob Reeves



Bob has spent the last decade unravelling the mystery of how plants in undisturbed natural settings perform so much better than the same plants in an urban landscape. Bob will demonstrate why even a non-scientist needs to know about the current findings in soil science. This presentation will provide a practical guide to understanding the dynamics and importance of plant/microbe interactions in soil – information that anyone who makes their living in the landscape trades cannot afford to ignore. The session will conclude with a detailed look at how landscape professionals can implement a more holistic approach to growing, installing, and caring for landscape plants.

Protecting your Business from the Uncertainty of Weather

Shane Belvin

The volatility of the past several winters has complicated the already difficult task of budgeting during the winter months. For per service or per inch snow contracts, the impacts can directly affect your bottom line. For fixed price contracts, it can stress your margins in high snow years and damage client relationships in years with less snow. The uncertainty of weather ensures that the only thing definite about your seasonal finances is that it will be unpredictable. You can analyze forecasts, you can read a Farmers' Almanac, use last year's expenditures as a placeholder, or just throw a dart at a board. Tools exist that can mitigate this seasonal risk. This allows both owners and removal service providers to better manage their costs, revenue, and capital structure. These financial tools utilize weather options, or derivatives.

Developing a Sales Driven Organization and Selling at a Premium

Don Crothers

Most markets are competitive and many prospects will push us for a lower price. Even within competitive markets, some sales professionals consistently achieve higher prices than others for their product or service. What differentiates those people that command a superior price? Winning at a premium is within our control - even in competitive markets where the competition is discounting. Join Don to learn about the skill set and the mindset to sell and win at a premium.

Invasive Plants and the Ornamental Horticulture Industry – Code of Conduct and Best Management Practices

Andrea Eastham



The ornamental horticulture industry has been identified as a key pathway for alien invasive plant introduction. Plant species have been introduced into Canada for centuries for use as crops, ornamentals, reclamation and shelterbelts. A small portion escape cultivation and are now having negative impacts on industries, the economy, and the environment. Approximately 80% of the invasive plants currently being managed across Canada came from the ornamental horticulture industry and our gardens. Best management practices such as standard plant labelling, compliance with legislation and regulations, invasive plant disposal, phasing out known invasive ornamentals, etc. will be discussed. Working together, we can make the link between ecology and the ornamental industry.

Leading and Challenging Employees without Being a Jerk

Monroe Porter

This program is designed to help you be a better leader and communicate more assertively while avoiding workplace conflict. Attendees will learn how to increase productivity without being an overbearing boss. Understand how leadership can make a difference and how to get employees to rise to the occasion. Managing in today's workplace demands clear goals and the ability to deal with all types of personalities. This program will explore basic methods for employee motivation, pay, training and development. Attendees will learn how personalities, work ethic and communication styles impact productivity.



Friday, November 17

10:20 – 11:20 am

Bringing Back the Nearly Dead: Renovating an Existing Landscape

Sean James

This presentation will look at dealing with landscapes afflicted with challenges. Bit by bit, we will erase those challenges and redesign the situation. Sean will discuss design principles and construction priorities, along with how to add winter interest to the landscape. Pruning techniques and the principles of hard landscaping (using stone, concrete and wood) will also be discussed. The session will conclude with a Q & A session on how to use existing material and assets when upgrading older landscapes.

Riding the Wave of Change

Fern Richardson

We live and work in a constantly changing world. How can we maintain a balanced perspective as we ride the wave of change? Understanding transition, the human side of change, can help us cope more successfully with change and result in better outcomes for you, those around you and the organization as a whole.

Trimble SketchUp Pro and Landscape Design Workflow

Gord Koch

SketchUp Make and SketchUp Pro are digital design programs that have been around since 2000, providing 3D modeling capabilities throughout many different design disciplines. The presentation provides an overview of the landscape design process, on a small scale site, to show the integration between SketchUp Pro and the companion program Layout. This session will provide information to

entry level and intermediate landscape designers in leveraging this design tool from site inventory/analysis and client presentations, to construction drawings and build simulations. Whether your comfort zone is pencil and paper, utilizing 2D design (CAD) programs, using SketchUp, or a bit of each, there is a good chance that you will leave with new ideas for your design toolbox.

Tales from the Garden - Stories your Mother Never Told You

Allan Armitage

Who is Annabelle, of the Annabelle Hydrangea? Hear stories of the people behind famous plants and stories of common names - was there really a Joe Pye? Great fun, informative and people don't have to be plant crazy to enjoy the stories. This is a session every plant lover will enjoy!

11:25 am – 12:25 pm

What to do With a Downpour: Ornamental Ways to Handle Rainwater

Sean James

Urban development has resulted in large areas of impermeable surfaces, leading to poor water quality and erosion, as well as drying of the creeks during droughts. Techniques will be discussed to aid in infiltrating rainwater into the soil while beautifying your landscapes and allowing a more unusual palette of plants to be used. Rain gardens can be a beautiful addition to any yard and allow the planting of some truly interesting plants. They also help the environment by infiltrating water to clean it and restore the water table and base-flow (the water that seeps through the

ground to our creeks). We'll cover how to design and build a rain garden including placement, construction, and plant choices.

Energy Efficiency in Greenhouses (Panel)

Panel TBA

This panel session will focus on energy efficiency in greenhouses, including new technology and the government programs that may help with the investments. With the recent Greenhouse Carbon Rebate program, it is increasingly important to look at maximizing energy efficiency to help ensure the ongoing success of the program.

Alberta's New Employment and Labour Relations Legislation

TBA

Are you ready for the changes to employment standards and labour relations introduced in Bill 17? Starting January 1, 2018 there are significant changes coming to the employment standards in Alberta. This session will focus on what you need to know as an employer. It will also highlight the changes to the Labour Relations code that make it easier for employees to

unionize. Key strategies for maintaining a healthy and happy workplace will be covered.

Get Me Outta Here! An Introduction to Exit Strategies and What Builds Value in your Business

Jackie Hart

Resources and information about exiting from business. Participants learn what their business may (or may not) be worth without them in the picture. The session stresses the importance of self-directed, self-sustaining systems in business, having qualified key players, accumulating assets, minimizing debt, securing lending options and so on.

This conference program was jointly developed by Landscape Alberta and the Alberta Greenhouse Growers Association.



**Register online at
www.greenindustryshow.com
before October 26 and save!**

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Green Industry Show & Conference

November 15-17, 2017



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Pick up a tradeshow passport, visit all participating exhibitors (listed below) and enter the draw!
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HAPPY HOUR

What: Cash Bar and Snacks

When: Thursday, November 16 4:30 - 5:30 pm

Where: Lobby outside of tradeshow hall C



Join us at our Annual Live & Silent Auction

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Wednesday, November 15, 2017

6:00 pm - 11:00 pm

Sheraton Suites Eau Claire, 255 Barclay Parade SW, Calgary

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Garden Party

Thursday November 16, 2017

BMO Centre at Stampede Park, Calgary, AB

5:30 PM - 10 PM

APPETIZERS & SOCIALIZING

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Held in conjunction with the 2017 Green Industry Show & Conference.

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Tickets
\$15 each.
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Exhibitor List

- A.M.A. Plastics Ltd.
ADVANCE Nursery Co. Ltd.
Agriculture Financial Services Corporation
Alberta Agriculture and Forestry
Alberta Invasive Species Council
ArborCare Tree Service Ltd.
Atlasta Tree Nursery Inc.
Aubin Nurseries Ltd.
B8 Ventures Ltd.
Bailey Nurseries Inc.
Ball Horticultural Company
Ball Seed - Greenhouse Equipment
Biobest
Bioline AgroScience Ltd.
Blue Grass Sod Farms & Nursery
Brandt Tractor Ltd.
BrettYoung Seeds
Bron & Sons Nursery Co.
Burnaby Lake Greenhouses Ltd.
BURNCO Landscape Centres Inc.
BW GLOBAL Structures Inc.
Bylands Nurseries Ltd.
C Y Grower Supplies Ltd.
Calgary Region Utility Damage Prevention Committee
Canadian Nursery Landscape Association
Canadian Prairie Chapter, Irrigation Association
Cannor Nurseries Ltd.
Cervus Equipment – John Deere
Cervus Equipment Construction
Cervus Equipment Forklifts & Materials Handling
Cheyenne Tree Farms Ltd.
Clark Ecoscience and Sustainability Inc.
Clifty View Nursery
CLS Landscape Supply
Coaldale Nurseries
Co-genergy Corp.
Consolidated Supply
CORIX Water Products
Crescent Garden
DeCloet Greenhouse Manufacturing Ltd.
Devan Greenhouses Ltd.
DeVry Greenhouses Ltd.
DLF Pickseed Canada Inc.
Dümme Orange
Dutchman Tree Spade
DynaSCAPE Software
Eagle Lake Nurseries Ltd.
Eagle Lake Professional Landscape Supply
EarthApples Inc.
- ECCO Chips
ECHO Canada
Evergro Division - Crop Production Services (Canada) Inc.
EVL Nursery Inc.
Expocrete, an Oldcastle company
FBC-Farm Business Consultants
Finning (Canada)
Florists Supply Ltd.
Flowers Canada Growers Inc.
Foothills Nurseries Ltd.
Garden Essentials
Garden Marketing Group
Giant Western Canada/ Prairie Side Equipment Ltd.
GlobalTroxler
Greenstar Plant Products Inc.
Health Canada, PMRA
HenDen Earth Solutions, Inc.
Henri Studio by Stonecasters LLC
High Q Greenhouses
HJS Wholesale Ltd.
Holt Tree Spades Ltd.
Horta-Craft Limited
HortProtect - CNLA
Inline Nurseries (2010) Inc.
J.C. Bakker & Sons Ltd.
Jack Van Klaveren Ltd. (JVK)
Jeffries Nurseries Ltd.
Jobber
Jolly Farmer Products Inc.
Kato's Nursery (2007) Ltd.
Kehoe Equipment Ltd./Alggin
Metal Industries
Kubota Canada Ltd.
Lakeshore Tree Farms Ltd.
Landscape Alberta
Landscape Industry Certified Program - CNLA
Larchwood Nurseries
Lemar Tree Spades
LinkGreen
Linnaea Nurseries Limited
LMN
Macore Label Company
Mainland Floral Distributors Ltd.
Manderley Turf Products Inc.
McKenzie Seeds
Metal Pless Inc.
Morgan Creek Tropicals Ltd.
Mountain Bark Inc.
Nektar Data Systems Inc.
Nordic Nurseries
Oakcreek Golf & Turf L.P.
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Ontario Seed Company Limited
Pacific Rim Brackets Ltd.
Paridon Horticultural Ltd.
- Parkland Nursery & Landscape Services Ltd.
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Premier Tech Home & Garden
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Purple Springs Nursery
Redbud Supply Inc.
Regency Irrigation Ltd.
Rick's Concrete Products/ Fountain Factory
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Sea Soil™ /Foenix Forest Technology Inc.
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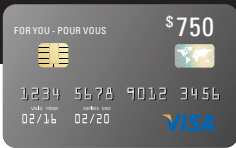
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