

What's new for 2010!

Save the date for HortEast 2010 – with so many great opportunities for networking, education, and meeting with industry suppliers, you can't afford not to be there! An incredible line up of speakers and workshops, appealing to all members of the horticulture industry across Atlantic Canada, are confirmed. Our industry tour will take you to some of Nova Scotia's finest sites, including the new Halifax Seaport Farmers Market and the Green Roof and Living Walls at NSCC. The trade show will feature 120 booths with exhibitors from across Canada and the US, and our new Passport Program will allow you to visit select exhibitors, have your passport stamped, and be entered to win a great prize drawn on the last day of the show. Connect with exhibitors and attendees at our new Happy Hour on the trade show floor and join us to celebrate a successful 2010 year at the close of the show! **2010 is the year to be at HortEast!**

Hotel accommodations

All rates plus applicable taxes. Quote HortEast to receive the special rate.

■ **Main Hotel: Westin Nova Scotian Hotel**

1181 Hollis Street, Halifax NS B3H 2P6

www.thewestinnovascotian.com

\$145.00 (one queen bed or two double beds)

■ **Alternate Hotel: Waverley Inn**

1266 Barington Street, Halifax NS B3J 1Y5

www.waverleyinn.com

\$99.00 (traditional), \$109.00 (standard), \$129.00 (standard twin)

■ **Alternate Hotel: Four Points by Sheraton Halifax**

1486 Hollis Street, Halifax NS B3J 3X1

www.fourpoints.com/halifax

\$120.00 (one king or two queen beds)

2010 horteast exhibitors (as of September 1, 2010)

AALD
ARCC
Atlantic CAT
A.V.K. Nursery Holdings Inc.
Ball Horticultural Company
Burpee Canada
CNLA
Derco Horticulture Inc.
Dominique Savio Nursery
Downham Nurseries
Dutchmaster Nurseries Ltd.
Envirem Organics Inc.
General Seed Company
Glengarry Products Inc.
Great North Outdoor Living Products
Greenstar Plant Products
Halifax Seed
ISA - Atlantic Chapter
Jolly Farmer
JRT Nurseries Inc.
Kubota Canada Ltd.
- Markham Ontario

Landscape New Brunswick
Landscape Newfoundland & Labrador
Landscape Nova Scotia
Mori Nurseries
Nova Tree
Oaks Concrete Products
OCTA Greenhouse Sales Ltd.
Ontario Seed Company Ltd.
OSC Seeds
Pacific Rim Brackets Ltd.
Phytocultures Ltd.
Pro-Power Canada Inc.
Scotian Gold Cooperative Ltd.
Sester Farms
Shaw Brick
Sheridan Nurseries
STIHL Ltd.
The Investment Guild/HortProtect
Vanden Bussche Irrigation
Vanhof and Blokker Ltd.
Van Noort Bulbs
Verbinens Nursery Ltd.
Willowbrook Nurseries

for more information

Contact Rebecca Wetselaar, Show Coordinator at 866.383.4711, email rebecca@canadanursery.com or fax 866.833.8603 or 1-905-875-1840



■ **Robert Bowers, P.Eng.**, is the Director of Engineering for the Interlocking Concrete Pavement Institute (ICPI) and has approximately 20 years of experience in the hardscapes industry. He is responsible for programs that are directly related to the installation of interlocking concrete pavers, including the Contractor Education and Certification courses, and the development and delivery of technical installation materials.



■ **Tim Brennan** is fascinated by processes, and has spent the better part of his career studying people, organizations and the hiring process. He started HiringSmart Canada, with the goal of helping North American businesses improve recruitment results by providing the tools and advice to develop their own more successful hiring and employee retention processes. His unique case-based seminars use real life examples to entertain and educate participants in a practical and memorable way.



■ **Jerry Gorchels** started in the industry as a greenhouse manager, and has managed many different aspects of the industry including greenhouse production, retail, landscape and nursery. He was the greenhouse manager for PanAmerican Seed research and development station in northern Illinois, then becoming a technical product representative for the Ball Horticultural Co. He now travels North America promoting PanAmerican Seed and Ball FloraPlant genetics for the Ball Horticultural Co.



■ **Dr. Eric Lyons** is an Associate Professor in the Department of Plant Agriculture at the University of Guelph and specializes in nutrient management, stress physiology and plant competition in golf course, athletic field, and landscape turf. In addition, Dr. Lyons oversees extensive testing of new emerging products for turfgrass managers and shares a byline in excess of 50 scientific, extension and trade articles on turfgrass science and management.



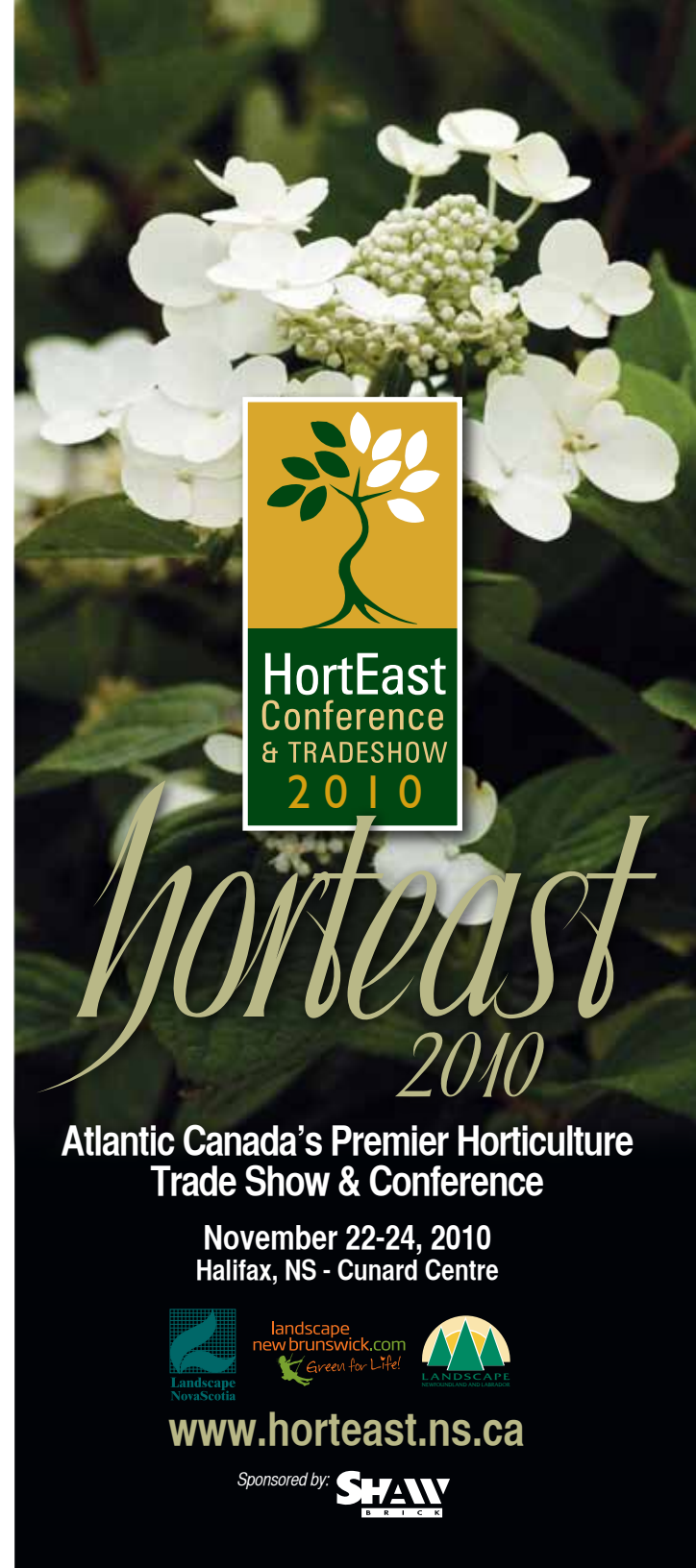
■ **Liz Klose, BSc (Agr), CLP**, is the Landscape Priorities Manager with the Landscape Canada Committee of the Canadian Nursery Landscape Association, who works with various committees and stakeholders, addressing priorities to further enhance the landscape sector. Liz is the former Superintendent of the Niagara Parks Commission School of Horticulture, whose teaching experience included plant identification, soils, plant health care, plant propagation, fruit and vegetable culture, she has co-authored two gardening books *Roses for Ontario*, and *The Best Garden Plants for Ontario*, and is a frequent contributor to print media.



■ **Jeff McMann, NPD, ISA, CLT**, has been in the green industry for nearly 30 years. A graduate of the Niagara Parks School of Horticulture, he is also an ISA certified arborist and is the Supervisor of Forestry for the Town of Markham. Having worked extensively in the construction and maintenance sectors of landscaping has allowed Jeff to expand his experiences in the industry. He has had his award winning gardens, turf work and articles featured in magazines, books and newspapers.



■ **Sue Sirrs, CSLA, ASLA, LEED, AP**, is a principal with the Landscape Architecture firm Outside! Planning and Design Studio. She has an undergraduate degree in Environment and Resource Studies from the University of Waterloo and a Masters Degree in Landscape Architecture from the University of Guelph. Sue is a member of the Canadian and American Society of Landscape Architects and the Canada Green Building Council. She is engaged in research on living walls and green roofs for clients in Atlantic Canada and has a keen interest in blending sustainable landscape practices and green building design.



horteast 2010

Atlantic Canada's Premier Horticulture Trade Show & Conference

November 22-24, 2010
Halifax, NS - Cunard Centre



www.horteast.ns.ca



HortEast 2010 schedule at a glance



registration form



HortEast provides delegates with access to experts and events all geared towards enriching your industry knowledge and business skills. The 2010 program will appeal to both company owners and their staff, and to all members of the environmental horticulture industry.

Opportunities will be available to earn credits for certification renewal (CLT, CLD, and CLP), as well as continuing education units (CEU) with the International Society of Arborists and Plant Health Atlantic.

All events will take place at the Cunard Centre or our main hotel, the Westin Nova Scotian Hotel, unless noted otherwise. **Free shuttle bus between the Cunard Centre and the Westin Nova Scotian hotel!**

Monday November 22nd, 2010

9:00am – 3:30pm Industry Tour
Meet at the Westin Nova Scotian Hotel

Visit the new Seaport Farmers Market, NSCC Green Roof and Living Walls, the historical Halifax Seed Company, Pier 21 and lunch and a tour at Keith's Brewery.



8:00am – 11:00am ISA Exam
Westin Nova Scotian Hotel – Fundy Room

Visit www.isaatlantic.org for more information.

8:30am – 10:00am Plant Health Atlantic Executive Board Meeting
Westin Nova Scotian Hotel – Commonwealth B

10:30am – 12:00pm IPM Exam
Westin Nova Scotian Hotel – Commonwealth B

Contact Ken Browne at atlisnb2003@yahoo.com to register.

11:00am – 1:00pm CLD Portfolio Workshop
Westin Nova Scotian Hotel – Fundy Room



Contact Julia Ricottone at julia@canadanursery.com or by phone at 1-888-446-3499 ext. 8615 to register.

1:00pm – 5:00pm Certification testing
Westin Nova Scotian Hotel – Fundy Room

Exam opportunities for CLT (written only), CLD, and CLP. Contact Julia Ricottone at julia@canadanursery.com or by phone at 1-888-446-3499 ext. 8615 to register.

1:00pm – 7:00pm Landscape Construction Workshop
Westin Nova Scotian Hotel – Atlantic Ballroom
Featuring **Rob Bowers** with ICPI.
Visit www.horteast.ns.ca for full workshop outline.

1:00pm – 7:00pm Landscape Maintenance Workshop
Westin Nova Scotian Hotel – Commonwealth B
Featuring **Jeff McMann** and **Dr. Eric Lyons**
Visit www.horteast.ns.ca for full workshop outline.

8:00pm – 10:00pm Early Bird Reception
Westin Nova Scotian Hotel – Harbour Suites

Join us at our HortEast Early Bird Reception for Exhibitors, Sponsors and Delegates. A cash bar will be available and light appetizers will be served.

Tuesday November 23rd, 2010

8:00am – 9:00am HortEast Registration

9:00am – 10:00am It is Up To You - Revisiting The Hiring Process – Keynote Seminar - Tim Brennan
Speaker Room A – Cunard Centre



10:00am – 4:00pm Trade Show Opens – Cunard Centre

11:00am – 12:00pm Proven Performance Plant Partners – Liz Klose, Speaker Room A – Cunard Centre
Phenology - Jeff McMann, Speaker Room B – Cunard Centre



12:00pm – 2:00pm Lunch – Cunard Centre

2:00pm – 3:00pm The Pattern Language of Concrete Pavers
Rob Bowers, Speaker Room A – Cunard Centre
Making decisions on new products
Eric Lyons, Speaker Room B – Cunard Centre



4:00pm – 5:00pm Going to Pot – Liz Klose, Speaker Room A – Cunard Centre
Arboriculture Tree Myths and Their Contribution to the Landscape – Jeff McMann, Speaker Room B – Cunard Centre



5:30pm – 7:00pm ARCC VIP Reception – Club Soda Nightclub
Atlantic Region Certification Committee reception.



7:00pm – 10:00pm Kitchen Party – Club Soda Nightclub
Open to all Delegates, Exhibitors, and Sponsors with a tradeshow badge, free drinks and appetizers!



Wednesday November 24th, 2010

8:00am – 9:00am HortEast Registration

9:00am – 10:00am LEED and Sustainable Sites Initiative – Sue Sirrs, Speaker Room A – Cunard Centre
New Varieties from PanAmerican Seed Co and Ball Seed – Jerry Gorchels, Speaker Room B – Cunard Centre



10:00am – 4:00pm Trade Show Opens – Cunard Centre

11:00am – 12:00pm Living Walls & Green Roofs – Sue Sirrs, Speaker Room A – Cunard Centre
Controlling the Growth of Your Greenhouse Crops – Jerry Gorchels, Speaker Room B – Cunard Centre



12:00pm – 2:00pm Lunch – Cunard Centre

2:00pm – 3:00pm Engaging your Seasonal Workers for Increased Productivity and Retention - Tim Brennan
Speaker Room A – Cunard Centre



3:00pm – 4:00pm Happy Hour on the Trade Show Floor! (Cash Bar)
Connect with exhibitors and attendees and join us to celebrate a successful 2010 year at the close of the show! The Passport prize will be drawn during this time, so stick around to win!

our sponsors



Name: _____
Company: _____
Address: _____
City: _____
Province: _____ Postal Code: _____
Phone: _____ Fax: _____
Email: _____

Please select your commodity group (check as many as apply):

<input type="checkbox"/> Sod Grower	<input type="checkbox"/> Vegetable Grower	<input type="checkbox"/> Lawn Care
<input type="checkbox"/> Garden Centre	<input type="checkbox"/> Government	<input type="checkbox"/> Landscape Contractor
<input type="checkbox"/> Landscape Designer	<input type="checkbox"/> Landscape Maintenance	<input type="checkbox"/> Municipality
<input type="checkbox"/> Retail Florist	<input type="checkbox"/> Greenhouse Wholesale	<input type="checkbox"/> Greenhouse Retail
<input type="checkbox"/> Nursery Wholesale	<input type="checkbox"/> Nursery Retail	<input type="checkbox"/> Trade Supplier
<input type="checkbox"/> Student	<input type="checkbox"/> Other:	

Please indicate if you are a member of your provincial horticulture association:
 Member Non-Member

INDUSTRY TOUR AND WORKSHOPS: Monday November 22, 2010
Please select one of the following pre-show events
(Tour fee includes lunch, Brewery Tour and drinks, and entry into Pier 21, Workshops include nutrition breaks):

	MEMBER	NON-MEMBER
<input type="checkbox"/> Landscape Construction Workshop	\$80.00	\$100.00
<input type="checkbox"/> Landscape Maintenance Workshop	\$80.00	\$100.00
<input type="checkbox"/> Industry Tour (Halifax and Surrounding Area's)	\$100.00	\$120.00

TRADE SHOW AND CONFERENCE: Tuesday November 23 - Wednesday November 24, 2010
Please select one of the following options (includes entrance into the trade show, lunch, and educational seminars EXCEPT Trade Show Only - lunch can be purchased on site):

	MEMBER	NON-MEMBER
<input type="checkbox"/> Two-day Full Conference - First Delegate	\$150.00	\$200.00
<input type="checkbox"/> Two-day Full Conference - Additional Delegates	\$80.00	\$100.00
<input type="checkbox"/> Tuesday Only - First Delegate	\$80.00	\$100.00
<input type="checkbox"/> Tuesday Only - Additional Delegates	\$72.00	\$100.00
<input type="checkbox"/> Wednesday Only - First Delegate	\$80.00	\$100.00
<input type="checkbox"/> Wednesday Only - Additional Delegates	\$72.00	\$100.00
<input type="checkbox"/> Student (per day)	\$20.00	\$20.00
<input type="checkbox"/> Trade Show Only	\$10.00	\$10.00

Total: \$ _____
Plus 15% HST: \$ _____
GRAND TOTAL: \$ _____
Payment Information (GST# 12144 4129):
Visa/Mastercard #: _____ Expiry: _____



Name of the Cardholder (please print): _____
Signature of Cardholder: _____
*Make cheques payable to: The Canadian Nursery Landscape Association
Registration Deadline: November 12, 2010 Payment must be received with registration.
Mail, fax, or email to: HortEast c/o CNLA, 7856 Fifth Line South, Milton ON L9T 2X8
Fax: 1-905-875-1840 or 1-866-833-8603 / Email: rebecca@canadanursery.com
Cancellation Policy: Notice required in writing prior to November 12th. Substitution is allowed anytime with prior notice.

FREE VIP PASS - Trade Show Only
This Pass entitles one person one entry into 2010 HortEast Trade Show (excludes lunches, seminars, and receptions)

Company Name: _____
Please bring this free pass to the trade show registration desk for admission - no need to register in advance.