

# horteast 2011 — registration

Please print. One form per person.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Please indicate your commodity group(s):  
\_\_\_\_\_

Please indicate if you are a member of Landscape NB, PEI, NS or NL:  
 Member  Non-Member

### PRE-SHOW WORKSHOPS:

	MEMBER	NON-MEMBER
<b>MONDAY NOVEMBER 21, 2011</b>		
<input type="checkbox"/> One Workshop (half day)	\$75.00	\$100.00
<input type="checkbox"/> Two Workshops (full day, includes lunch)	\$100.00	\$120.00

Please select the workshop(s) you will attend:

Morning:  Randy Tumber  Paul Zammit  Glen Sampson  
 Afternoon:  Randy Tumber  Brian Minter  Glen Sampson

### TRADE SHOW AND CONFERENCE:

	MEMBER	NON-MEMBER
<b>TUESDAY NOVEMBER 22 &amp; WEDNESDAY NOVEMBER 23, 2011</b>		
<input type="checkbox"/> 2-day trade show & conference - first delegate	\$150.00	\$200.00
<input type="checkbox"/> 2-day trade show & conference - add'l delegates	\$80.00	\$100.00
<input type="checkbox"/> 1-day trade show & conference - first delegate	\$80.00	\$100.00
Check one <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday		
<input type="checkbox"/> 1-day trade show & conference - add'l delegates	\$72.00	\$100.00
Check one <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday		
<input type="checkbox"/> Student trade show & conference (per day)	\$20.00	\$20.00
Check one/both <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday		
<input type="checkbox"/> Trade Show only (2 days)	\$10.00	\$10.00

Payment Information (HST# 12144 4129): Total: \$ \_\_\_\_\_

Card #: \_\_\_\_\_ Plus 13% HST: \$ \_\_\_\_\_

Expiry: \_\_\_\_\_ GRAND TOTAL: \$ \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

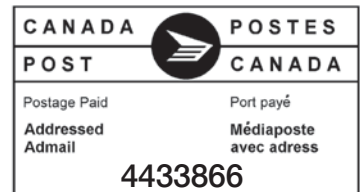
Make cheques payable to:  
 The Canadian Nursery Landscape Association  
 Mail, fax, or email to:  
**HortEast** c/o CNLA  
 7856 Fifth Line South,  
 Milton ON L9T 2X8  
 Fax: 1-905-875-1840 or 1-866-833-8603  
 Email: rebecca@canadanursery.com  
 Registration must include payment.



## HortEast Conference & TRADESHOW 2011

## tradeshow • seminars • workshops — the event to attend!

<b>MORI NURSERIES</b>	<b>SHAW BRICK</b>	<b>PERMACON</b>	<b>Atlantic CAT</b>	<b>SHAW BRICK</b>	<b>Sheridan Nurseries</b>	<b>LMN</b>	<b>landscape management options</b>	<b>ENVIREM ORGANICS INC.</b>	<b>NOVA TREE</b>
Gold Sponsors		Silver Sponsors		Speaker Sponsors					
Funded by <b>Canada</b> <b>Brunswick CANADA</b>		<b>CHASE Paymentech</b>	<b>Hort Protect</b> For All Your Insurance Needs		<b>ENVIREM ORGANICS INC.</b>		<b>GREENHOUSE</b>		
Registration Sponsor		Coffee Break Sponsors		Media Sponsors					



## tradeshow • seminars • workshops — the event to attend!



## HortEast Conference & TRADESHOW 2011

**FREE VIP PASS**  
 Bring this to registration  
 for free admission  
 to trade show only



Atlantic Canada's  
 Premier Horticulture  
 Trade Show & Conference

November 21-23, 2011  
 Moncton Coliseum Complex, NB  
**www.horteast.ns.ca**

## MONDAY NOVEMBER 21, 2011

8:00 – 11:00am	Plant Health Atlantic Board Meeting CPH - Charlotte Room
11:00 – 12:30pm	IPM Exam CPH - Charlotte Room
1:30 – 4:30pm	ISA Exam CPH - Charlotte Room
9:00 – 12:00pm	Landscape Design Workshop: "Beyond the visual: thoughtful project design" led by Randy Tumber MCC - Workshop Room A 
9:00 – 12:00pm	Retail Garden Centre/Greenhouse Grower Workshop: "Planning and planting for all seasons of interest" led by Paul Zammit MCC - Workshop Room B 
9:00 – 12:00pm	Landscape Maintenance Workshop: "Toxicology, agronomy and mineral vs. organic soil" led by Glen Sampson MCC - Workshop Room C 
1:00 – 4:00pm	Landscape Construction Workshop: "Building naturalistic landscapes & water features that will impact your clients lives" led by Randy Tumber MCC - Workshop Room A 
1:00 – 4:00pm	Retail Garden Centre/Greenhouse Grower Workshop: "The changing relevancy of our industry to today's demographics" led by Brian Minter MCC - Workshop Room B 
1:00 – 4:00pm	Landscape Maintenance Workshop: "Maintaining turf without the use of pesticides-issues and challenges" and "New products available for pest control" led by Glen Sampson MCC - Workshop Room C
5:00 – 9:00pm	Certification testing CPH - Charlotte Room
8:00 – 10:00pm	Early Bird Reception CPH - Acadian Room Sponsored by: 



## TUESDAY NOVEMBER 22, 2011

8:00 – 9:00am	HortEast registration
9:00 – 10:00am	Daniel Tremblay: "Maximizing the value of every minute in your day - improved time management" MCC - Main Level Speaker Room
10:00 – 4:00pm	<b>Trade Show open</b>
10:00 – 10:30am	Opening reception MCC - Main Level Speaker Room
10:30 – 4:00pm	Hands-on demonstrations MCC - Demo Area
11:00 – 12:00pm	Paul Zammit: "Plants that like hot: both tender treasures and hardy garden perennials" MCC - Main Level Speaker Room 
	Randy Tumber: "Water features: design & construction fundamentals" MCC - Upper Level Speaker Room 
2:00 – 3:00pm	Brian Minter: "Food gardening - where it's going and its huge potential" MCC - Main Level Speaker Room 
	Rod Fry: "Sustainable Environmental Practices for landscape, construction, horticulture and agriculture" MCC - Upper Level Speaker Room 
4:00 – 5:00pm	Brian Minter: "Value adding to everything we do to increase our bottom line" MCC - Main Level Speaker Room 
	Randy Tumber: "What it takes to win a National Award" MCC - Upper Level Speaker Room 
7:00 – 10:00pm	Kitchen Party The Old Cosmo - 700 Main Street, Moncton Sponsored by: 

### FOR MORE INFORMATION, CONTACT

Rebecca Dautre, Show Coordinator: 1-866-383-4711 or email [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com). Cancellation notice is required in writing. Substitution is allowed anytime with prior notice. Register at: [www.horteast.ns.ca](http://www.horteast.ns.ca)

## WEDNESDAY NOVEMBER 23, 2011

8:00 – 9:00am	HortEast Registration
9:00 – 10:00am	Daniel Tremblay: "Improved communications for increased profitability" MCC - Main Level Speaker Room
9:00 – 10:00am	Mike Lysecki: "The intrapreneur advantage - developing employees who think and work like entrepreneurs" MCC - Upper Level Speaker Room 
10:00 – 4:00pm	<b>Trade Show open</b>
10:30 – 4:00pm	Hands-on demonstrations MCC - Demo Area
11:00 – 12:00pm	Stan Kochanoff: "New air spade tree transplanting technology" MCC - Main Level Speaker Room
	Bill Hardy: "Is my phone smarter than your phone" MCC - Upper Level Speaker Room 
2:00 – 3:00pm	Daniel Tremblay: "Strategic planning for the green industry" MCC - Main Level Speaker Room
2:00 – 4:00pm	Bill Hardy: "New media strategies for the green industry" MCC - Upper Level Speaker Room 
4:00 – 5:30pm	Mike Lysecki: "Less waste, more profit" MCC - Upper Level Speaker Room 

### CONTINUING EDUCATION AND RECERTIFICATION CREDITS (CEU)

- Landscape Industry Certified recertification: 1 CEU credit per hour of seminar attended. Visit [www.landscapeindustry.org](http://www.landscapeindustry.org).
- ISA Continuing Education Units (CEU): 1 CEU credit for Rod Fry's workshop, Stan Kochanoff's workshop, 1 CEU credit for Strategic Planning for the Green Industry - Daniel Tremblay. Visit [www.isaatlantic.org](http://www.isaatlantic.org).
- Plant Health Atlantic Continuing Education Credits (CEC): 6 CEU credits for Glen Sampson's two workshops, 1 CEU credit for Rod Fry's workshop. Visit [www.planthealthatlantic.com](http://www.planthealthatlantic.com).



**BRIAN MINTER** is the President of Minter Gardens - his career includes radio and television gardening host, author and international speaker on gardening, tourism and business trends. Brian's seminars and workshop are sponsored by Mori Nurseries Ltd and Brian Spragg

**RANDY TUMBER** specializes in the design and installation of mature, native landscapes. Randy Tumber's seminars and workshops are sponsored by Shaw Brick



**PAUL ZAMMIT**, Director of Horticulture at the Toronto Botanical Garden, is a regular speaker at garden clubs and horticultural trade shows. Paul Zammit's seminars are sponsored by Sheridan Nurseries.



**GLEN SAMPSON** is a professor at the Nova Scotia Agricultural College of weeds science, pest management and plant pathology.



**DANIEL TREMBLAY** is a seasoned entrepreneur focused on the motivation of self and coaching any team to success.



**BILL HARDY** has worked for floriculture and nursery operations and leading garden retailers and suppliers. Bill Hardy's seminars are sponsored by Nova Tree



**ROD FRY** is the Director of Technical and Business Development with Envirem Organics Inc., developing and launching new compost products. Rod Fry's seminars are sponsored by Envirem Organics Inc.



**STAN KOCHANOFF** is a Licensed Professional Planner, Registered Consultant and ISA Certified Arborist with Environova Planning Group Inc. based in Falmouth, Nova Scotia.



**MIKE LYSECKI** is Director of the Landscape Management Network, an online collection of internal systems, processes and staff training. Mike Lysecki's seminars are sponsored by Landscape Management Network

### 2011 HORTEAST EXHIBITORS (as of September 1, 2011)

- |  |   |
|--|---|
| Alpha Chemical Limited                       | Halifax Seed Co. Inc.                         |
| Amazingly Green                              | HortProtect (Investment Guild & Marsh Canada) |
| Value Products ULC                           | Irri Plus                                     |
| Apprenticeship & Occupational Certification  | Jolly Farmer Products                         |
| Atlantic Association of Landscape Designers  | Kubota Canada Ltd.                            |
| Atlantic CAT                                 | Landscape Management Network                  |
| Ball Horticultural Company                   | Landscape New Brunswick                       |
| Blomidon Nurseries Ltd.                      | Landscape Newfoundland and Labrador           |
| Blue Sky Nursery                             | Landscape Nova Scotia                         |
| Bobbex Inc.                                  | Lounsbury Automotive                          |
| CNLA/Atlantic Region Certification Committee | Maritime Pavers & Stone                       |
| Communities in Bloom                         | Mori Nurseries Ltd.                           |
| Connon Nurseries - A.V.K.                    | North Shore Imports                           |
| Corn Hill Nursery                            | Nova Tree                                     |
| Derco Horticulture Inc.                      | Octa Greenhouse Sales Ltd.                    |
| Downham Nurseries Inc.                       | Pépinère Abbotsford                           |
| Dummen USA                                   | Pro-Power Canada Inc.                         |
| Dutchmaster Nurseries Ltd.                   | Sester Farms                                  |
| East Coast International Trucks Inc.         | Shaw Brick                                    |
| Envirem Organics Inc.                        | Sheridan Nurseries                            |
| General Seed Company                         | STIHL Ltd.                                    |
| Glenns - Grubs & Superlite Boots             | Strongco Equipment                            |
| Great North                                  | Van Noort Bulbs                               |
| Outdoor Living Products                      | Vanhof and Blokker Ltd.                       |
| Greenstar Plant Products                     | Verbinnen's Nursery Ltd.                      |
|  | Willowbrook Nurseries Inc.                    |
|  | Winkelmolen Nursery Ltd                       |

### 2011 HOTEL ACCOMMODATIONS

- Crowne Plaza Moncton - 100 Main Street, Moncton NB E1C 1G9  
[www.crowneplaza.com/moncton](http://www.crowneplaza.com/moncton)
- \$139.00 per night (Standard Room) plus applicable taxes
- Colonial Inns - 42 Highfield Street, Moncton NB  
[www.colonialdowntown.ca/](http://www.colonialdowntown.ca/)
- \$90.00 per night (Double Room) plus applicable taxes.

Remember to quote HortEast when making your reservation to ensure the preferred guestroom rate. Rooms will be released on October 20, 2011 — don't wait, book today!