

What's New...

HortEast will feature a New Product Showcase to provide delegates with an opportunity to preview new and unique products for the upcoming year. The HortEast committee will also be hosting a Silent Auction on the show floor, with funds raised being donated to a green industry project in Atlantic Canada.

Enjoy Pre-Show Events such as the Garden Centre Tour, the Landscape Workshop sponsored by Green Diamond Equipment Ltd., and an Early Bird Reception for Exhibitors, Sponsors and Delegates. As well, during the show there will be a VIP reception hosted by the Atlantic Region Certification Committee and the annual Kitchen Party for everyone to attend, hosted by HortEast.

Hotel Accommodations

Please quote "HortEast" to reserve under the HortEast block with the above rates. Please add applicable taxes to rates.

Crowne Plaza - Moncton www.crowneplaza.com/moncton
1005 Main Street, Moncton NB
\$134.00 (Room with One or Two Queen Beds),
\$144.00 (One Bed Executive), \$154.00 (King Executive)

Colonial Inn - Moncton www.colonialdowntown.ca
42 Highfield Street, Moncton NB
\$84.00 Single Room (One Queen Bed),
\$92.00 Single Suites (One Queen Bed and *most*
come with pull out couch), \$92.00 Double Room (Two Double Beds)

Delta Beausejour - Moncton
www.deltahotels.com/hotels/hotels.php?hotelId=27
750 Main Street, Moncton NB
\$149.99 (Delta Room, King Size Bed)

Conference and Trade Show information

For additional information on HortEast, including registration, contact Rebecca Wetselaar, Show Coordinator at 866.383.4711, email rebecca@canadanursery.com or fax 866.833.8603 or 905.875.1840 www.horteast.ns.ca

2009 HortEast Exhibitors (as of September 1, 2009)

All Stone Landscape & Masonry Products Ltd.	General Seed Company	Myers Lawn and Garden
Atlantic Association of Landscape Designers	Green Diamond Equipment Ltd.	Nova Tree
Atlantic CAT	Green Village Home & Garden	Octa Greenhouse Sales
Atlantic Region Certification Committee	Halifax Seed	Pacific Rim Brackets Ltd.
BTN Atlantic	HortProtect Insurance	Pro-Power Canada
Burpee Canada	IrriPlus Inc.	Rosedale Tree Farm
Canadian Nursery Landscape Association (CNLA)	ISA Atlantic	Sester Farms
Cardwell Compost Products	Jiffy Products NB Ltd.	Shaw Brick Nurseries
Communities in Bloom/Collectivite en Fleurs	Jolly Farmer	Sheridan Nurseries
Connon Nurseries	Kubota Canada Ltd.	STIHL Ltd.
Cramer Nursery Inc.	Landscape	Sun Nurseries and Aquascapes Canada
Derco Horticulture Inc.	New Brunswick Landscape	Turf Revolution
Downham Nurseries	Newfoundland and Labrador	Valley Fertilizer & Fertilec
Dutchman Industries	Labrador	Vanhof and Blokker Ltd.
ECHO Power Equipment Ltd.	Landscape Nova Scotia	Van Noort Bulbs
Envirem Technologies Inc	Marks Work Wearhouse	Vermeer Canada Inc.
	McKenzie Seeds	Willowbrook Nurseries
	Mori Nurseries Ltd.	

Learn from Cutting Edge Speakers

HortEast has scheduled a variety of speakers for the show that offer great value for this year's program. Opportunities will be available to earn credits for certification renewal (CHT, CLD, and CLP), as well as continuing education units (CEU) with the International Society of Arborists.

Jim Paluch



Jim Paluch makes you feel like you have just had a brainstorming session with an old friend. With an energizing and down-to-earth delivery, Jim is able to captivate every audience regardless of its makeup and send individuals away with knowledge to implement for immediate results in their business and personal lives.

Frank Kershaw

Frank Kershaw received his Master's of Science from the University of Toronto and a diploma of Horticulture from the University of Guelph. Prior to his recent retirement, he worked thirty plus years in the parks, horticulture, and environment fields as a director with the Municipality of Metropolitan Toronto and the City of Toronto.



Gary Johnson



Gary Johnson has been Professor of Urban and Community Forestry at the University of Minnesota since 1992. He has more than 20 years experience in the nursery and landscape professions, was superintendent of grounds at Illinois Wesleyan University and has been an International Society of Arboriculture Certified Arborist since 1988.

Paul Zammit

A graduate of the University of Guelph, Paul is the current Director of Horticulture at the Toronto Botanical Garden. Formerly, he was employed at Plant World, a large retail garden centre where he was the perennial department manager for almost two decades. He is a regular speaker at garden clubs and horticultural trade shows both in Canada and the United States.



Mark Bradley

Mark Bradley's company The Beach Gardener has rapidly grown to one of Canada's largest and most prestigious landscape construction firms. His quest for excellence is demonstrated both in the field and in the boardroom. His presentations and mentoring services are sought out across Ontario.



Erwin Meier-Honniger

Past President of the International Garden Centre Association, and owner of a successful Garden Centre in Switzerland founded in 1894. Erwins' family business combines a Garden Centre as core business, a Nursery producing exclusively for this garden centre and a landscape department.



Peggy Gates-Hammond

Peggy Gates-Hammond brings more than two decades of experience in financial and professional services, provides comprehensive financial management and wealth planning strategies for clients, their families and their businesses throughout Halifax and Nova Scotia.



Learn a little and
it will take you far

November 23-25, 2009
Moncton Coliseum Complex



HortEast
Conference
& TRADESHOW
2009

www.horteast.ns.ca

Sponsored by



Atlantic Canada's premier horticulture
trade show and conference

Welcome To HortEast '09... November 23-25, 2009, Moncton Coliseum Complex

Visit www.horteast.ns.ca for full seminar and event descriptions

Schedule at a glance...

All events will take place at the Moncton Coliseum or our main hotel, the Crowne Plaza unless noted otherwise. Locations and rooms are noted beside each event.



Monday November 23rd, 2009



9:00am – 4:00pm **Garden Centre Tour** (Meet at Moncton Coliseum)

Visit Green Village Home & Garden, MacArthurs Nurseries Inc., tour and lunch at Molson Brewery, tour the new compost facilities operated by the Greater Moncton Sewerage Commission, and visit an impressive Aquascape Pond.

8:30am – 11:30am **ISA Exam** (Moncton Coliseum - Rooms A, B & C) Visit www.isaatlantic.org for more information.



9:30am – 11:00am **IPM Exam** (Executive Room, Crowne Plaza Hotel) For more information contact Ken Browne at atlisnb2003@yahoo.com

11:00am – 1:00pm **CLD Portfolio Workshop** (Executive Room, Crowne Plaza Hotel)

To register, contact Julia Ricottone at julia@canadanursery.com or by phone at 1-888-446-3499 ext. 8615.

1:00pm – 5:00pm **Certification Testing** (Executive Room, Crowne Plaza Hotel) Exam opportunities for CHT (written only), CLD, and CLP. For more information please contact Julia Ricottone at julia@canadanursery.com or by phone at 1-888-446-3499 ext. 8615.

1:00pm – 7:00pm **Landscape Workshop** (Moncton Coliseum - Rooms A, B & C) Two workshops: separate seminar for staff/foreman and one for managers, then a joint workshop to conclude.

5:00pm – 7:00 pm **"Working Smarter" with Jim Paluch** (held in conjunction with the "Landscape Contractors and Managers Workshop")

8:00pm – 10:00pm **Early Bird Reception** (Westmorland Room 1st Floor, Crowne Plaza Hotel)

Early Bird Reception for Exhibitors, Sponsors and Delegates. A cash bar will be available and light appetizers will be served. No registration necessary – just come out and have a good time!

Tuesday November 24th, 2009

7:00am – 9:00am **Landscape New Brunswick AGM and Breakfast** (Moncton Coliseum - Rooms A, B & C)

8:00am – 9:00am **HortEast Registration**

9:00am – 10:00am **Keynote Seminar with Jim Paluch** "Everybody Wins" (Trade Show Floor Seminar Room)

10:00am – 11:00am **"Innovative Garden Design" with Frank Kershaw** (Rooms A, B, & C) **"Perennial Retailing" with Paul Zammit** (Trade Show Floor Seminar Room)

10:00am – 4:00pm **Trade Show Open** (Moncton Coliseum - Coliseum B & C)

12:00pm – 2:00pm **Lunch** (Moncton Coliseum)



2:00pm – 3:00pm **"Growing A Successful Landscape Company" with Mark Bradley** (Trade Show Floor Seminar Room) **"Small Garden Design" with Frank Kershaw** (Rooms A, B & C)

3:00pm – 4:00pm **Plant Health Atlantic Information Session** (Rooms A, B & C)

4:00pm – 5:00pm **"Technology to Improve Operations and Profitability" with Mark Bradley** (Trade Show Floor Seminar Room) **"Creative Containers, the appeal, the potential and the possibilities" with Paul Zammit** (Rooms A, B & C)

5:30pm – 7:00pm **ARCC VIP Reception** (Studio 7 Hundred) Special VIP reception only for certified individuals.

7:00pm – 10:00pm **Kitchen Party** (Studio 7 Hundred) Mingle with the all of the HortEast crowd! Cash bar and appetizers will be served. Dinner theatre also available.

Wednesday November 25th, 2009

8:00am – 9:00am **HortEast Registration**

9:00am – 10:00am **"Trends in the European garden centre industry" with Erwin Meier-Honneger** (Trade Show Floor Seminar Room) **"Entombed Roots and Brief Landscape Lives" with Gary Johnson** (Rooms A, B & C)

10:00am – 11:00am **"How to succeed with Business Succession Planning: Your guide to transitioning your business" with RBC** (Trade Show Floor Seminar Room) **"Making Dysfunctional Root Systems Functional: Stopping the Problems Before It's Too Late" with Gary Johnson** (Rooms A, B & C)

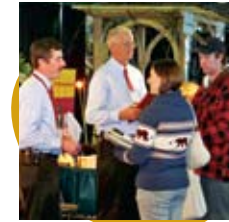
10:00am – 3:00pm **Trade Show Open** (Moncton Coliseum - Coliseum B & C)

12:00pm – 2:00pm **Lunch** (Moncton Coliseum)

3:00pm – 4:00pm **"More sex, drugs and rock & roll in the garden centre industry" with Erwin Meier-Honneger** (Rooms A, B, C)

Our Sponsors

HortEast would like to thank the following companies for their generous sponsorship at the 2009 show and conference:



Registration Form (one form per person)

Name: _____

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Please select your commodity group (check as many as apply):
 Landscape Contractor Greenhouse Wholesale Sod Grower
 Landscape Maintenance Greenhouse Retail Vegetable Grower
 Landscape Designer Nursery Wholesale Lawn Care
 Retail Florist Nursery Retail Garden Centre
 Student Trade Supplier Government

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

Industry Tour And Workshops Mon. November 23, 2009

Please select one of the following pre-show events (*Tour includes lunch, Workshops include nutrition breaks*):

	Member	Non-Member
<input type="checkbox"/> Landscape Contractors Workshop - Staff/Foreman	\$50.00	\$70.00
<input type="checkbox"/> Landscape Contractors Workshop - Owner/Manager	\$100.00	\$120.00
<input type="checkbox"/> Garden Centre Tour	\$80.00	\$100.00

Trade Show And Conference

Tues. November 24, 2009 - Wed. November 25, 2009

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

Register by September 30th and enter to win a FREE two-night stay at the Crowne Plaza Hotel!

Total: \$ _____
 Plus 13% HST: \$ _____
GRAND TOTAL: \$ _____

Payment Information

Visa/Mastercard #: _____ Expiry: _____

Signature of Cardholder: _____

*Make cheques payable to:
 The Canadian Nursery Landscape Association
 Registration Deadline: November 13, 2009
 - payment must be received with registration

Mail, fax, or email registration to **Rebecca Wetselaar**
 7856 Fifth Line South, Milton ON L9T 2X8
 Fax: 1-905-875-1840 or 1-866-833-8603 Email: rebecca@canadanursery.com

Free shuttle bus between Moncton Coliseum and the Crowne Plaza Hotel