

# CONGRESS GUIDE '20



**10 ACRE**  
**TRADE SHOW**  
& CONFERENCE



**LIVE**  
**EVENTS**



EDUCATION **NETWORK**

**3 DAYS**  
**ONE AWESOME SHOW!**

**JANUARY 7-9TH**  
FEATURING  
**GARDEN EXPO AND FENCECRAFT**



**LOCONGRESS.COM**

CANADA'S PREMIER GREEN INDUSTRY TRADE SHOW & CONFERENCE



# CONGRESS 2020

Congress thanks our partners for their generous support.

## PRESENTING PARTNERS



## SUPPORTING PARTNERS



## CONTRIBUTING PARTNERS



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# CONGRESS 2020

## How will you grow?

Welcome to Congress Trade Show and Conference, where business owners and staff can learn, grow and connect. This is Canada's largest conference for green professionals, delivering value in technical expertise, business management and personnel topics.



You will find all the innovative expertise, ideas, products, peers and professional development to make your profits soar. Much more than a marketplace, Congress hosts a rich Conference that imparts a wealth of knowledge to enhance your business aptitude.

And don't forget the special events throughout, like the Awards of Excellence Ceremony or the new Congress After Dark party. Can't commit to a multi-day conference? Check out our twice-daily LIVE show floor demos.

Everything, from the vendors on the trade show floor to the Awards of Excellence ceremony, is designed to connect you to products and people, in an environment geared to your personal and professional success.

Association members receive preferred pricing. Remember to register by December 13, when prices go up for all.

Be sure to bookmark [LOcongress.com](http://LOcongress.com), where you can see detailed biographies of our great session presenters. The site also shows up-to-date listings of Congress exhibitors, to help plan your show days better.

See you at Congress!

**Terry Childs**

Congress Committee Chair



# SCHEDULE AT A GLANCE

Most events are at the Toronto Congress Centre (TCC), unless otherwise noted. Registration form is in the centre of the booklet as a pullout. Fees apply to conference sessions, pre-trade show events and some special events listed below. See registration form for pricing.

## MONDAY, JANUARY 6 ALL DAY PROGRAMS

### FEATURE EVENT

#### IPM Symposium

7:30 a.m. to 4:00 pm

Cohen Ballroom

### FEATURE EVENT

#### Peer to Peer Workshop

8:30 a.m. to 3:00 pm

New York Room (Delta Hotel)

### FEATURE EVENT

#### Landscape Designer Conference

8:30 a.m. to 5:15 pm

International Ballroom (Delta Hotel)

## TUESDAY, JANUARY 7 MORNING PROGRAM

**Registration Open HALL D. Regular admission. HALL E. Exhibitor and Student Registration.**

8:00 a.m. to 5:00 p.m.

### Congress Trade Show

9:00 a.m. to 5:00 p.m., Toronto Congress Centre

### A Guide to Restoring the Little Things That Run the World

9:30 a.m. to 10:30 a.m., Pinsent Room

### The Ins and Outs of Managing 4 Generations in the Workplace

9:30 a.m. to 10:30 a.m., Berton Room

### OWNERS ONLY - Make the Most of Your Valuable Time

9:30 a.m. to 10:30 a.m., Waxman Room

### Integrated Pest Management of Trees, Shrubs and Lawns: A Holistic Approach

10:45 a.m. to 11:45 a.m., Pinsent Room

### Art of Scaling: Building a Company Without Working Impossible Hours

10:45 a.m. to 11:45 a.m., Berton Room

### Recommended Repertoire of Respectable Plants

10:45 a.m. to 11:45 a.m., Waxman Room

## WEDNESDAY, JANUARY 8 MORNING PROGRAM

### MEMBERS ONLY: Landscape Ontario Annual General Meeting

7:00 a.m. to 9:00 a.m., International Ballroom (Delta Hotel)

**Registration Open HALL D. Regular admission. HALL E. Exhibitor and Student Registration.**

8:00 a.m. to 5:00 p.m.

### Congress Trade Show

9:00 a.m. to 5:00 p.m., Toronto Congress Centre

### Stormwater Management: The Role of the Landscape and Horticulture Profession

9:30 a.m. to 10:30 a.m., Pinsent Room

### OWNERS ONLY: It's Time! How to Retire Effectively From Your Landscape Business

9:30 a.m. to 10:30 a.m., Waxman Room

### Digital Marketing

9:30 a.m. to 10:30 a.m., Berton Room

### Landscape Contractors: The New Eco Warriors

10:45 a.m. to 11:45 a.m., Pinsent Room

### Take Control of your Future: Create a Game Plan For Your Career

10:45 a.m. to 11:45 a.m., Waxman Room

### Practical Social Media Strategies

10:45 a.m. to 11:45 a.m., Berton Room

## THURSDAY, JANUARY 9 MORNING PROGRAM

**Registration Open HALL D. Regular admission. HALL E. Exhibitor and Student Registration.**

8:00 a.m. to 4:00 p.m.

### Congress Trade Show

9:00 a.m. to 4:00 p.m., Toronto Congress Centre

### Demystifying Soil Specifications: A Practical Guide to Soil

9:30 a.m. to 10:30 a.m., Waxman Room

# ALL 3 DAYS FREE WITH YOUR PASS at CONGRESS '20

## SHOW FLOOR FEATURES

10:30 a.m. and 2:30 p.m.  
11:00 a.m. and 2:00 p.m.  
11:30 a.m. and 1:30 p.m.  
9:00 a.m. to 5:00 p.m.\*  
9:00 a.m. to 5:00 p.m.\*  
9:00 a.m. to 5:00 p.m.\*  
9:00 a.m. to 5:00 p.m.\*  
11:00 a.m. to 5:00 p.m.\*

**Hardscape LIVE!** Hall F  
**Drive LIVE!** Hall G  
**Green LIVE!** Hall C  
**New Product Showcase** Hall C  
**Canada Blooms Campus** Hall F  
**Recruit LIVE!** Hall F  
**Patio Lounge** Hall F  
**Ale Trail** Toronto Congress Centre



\*9:00 am to 4:00 pm on last day of show

## TUESDAY, JANUARY 7 AFTERNOON PROGRAM

### KEYNOTE LUNCHEON: Why Collaboration Beats Competition

11:45 a.m. to 1:15 p.m., Cohen Ballroom

### Marketing Systems for Attracting Homeowners

1:30 p.m. to 2:30 p.m., Berton Room

### OWNERS ONLY: Six Steps to Creating a Comprehensive Business Plan

1:30 p.m. to 2:30 p.m., Waxman Room

### What's Bugging Your Trees?

1:30 p.m. to 2:30 p.m., Pinsent Room

### Integrating Water Features into the Landscape

2:45 p.m. to 3:45 p.m., Pinsent Room

### Business Thinking

2:45 p.m. to 3:45 p.m., Waxman Room

### 21st Century Leadership: How to Cultivate Leadership in Today's Workplace

2:45 p.m. to 3:45 p.m., Berton Room

### AWARDS OF EXCELLENCE CEREMONY

5:00 p.m. to 8:30 p.m., Plaza Ballroom (Delta Hotel)



## WEDNESDAY, JANUARY 8 AFTERNOON PROGRAM

### KEYNOTE LUNCHEON: Relentless Adaptation: How Great Companies are Really Innovating to Win

11:45 a.m. to 1:15 p.m., Cohen Ballroom

### Speed Networking

1:15 p.m. to 2:15 p.m., Sutherland Room

### The Art of Ruthless Execution

1:30 p.m. to 2:30 p.m., Waxman Room

### Be Outside The Box

1:30 p.m. to 2:30 p.m., Berton Room

### Tips for Award-Winning Maintenance and Annuals Planting Design

1:30 p.m. to 2:30 p.m., Pinsent Room

### OWNERS ONLY: Insurance and Liability

2:45 p.m. to 3:45 p.m., Waxman Room

### Working with Difficult Clients

2:45 p.m. to 3:45 p.m., Berton Room

### Biophilia: The Roots of Landscape Design

2:45 p.m. to 3:45 p.m., Pinsent Room

### Congress 'After Dark'

8:00 p.m. to 11:59 p.m., Plaza Ballroom (Delta Hotel)

## THURSDAY, JANUARY 9 MORNING PROGRAM

### Understanding the 2019 Ontario Landscape Tree Planting Guide

9:30 a.m. to 10:30 a.m., Pinsent Room

### Reverse Engineered Interviews: The Secret of Hiring Great People

9:30 a.m. to 12:30 p.m., Berton Room

### Snapdragon's Den

10:45 a.m. to 12:15 p.m., Sutherland Room

### Nifty Natives

10:45 a.m. to 11:45 a.m., Pinsent Room



Conference presented in partnership with: Business software for the landscape industry

# WHAT'S INCLUDED **IN YOUR** TRADE SHOW PASS



**10 ACRES**  
OF PRODUCTS  
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**NEW**  
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**METHODS TO**  
**MINIMIZE RISK**  
& TRAVEL SAFELY

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 **HindSite**  
SOFTWARE

HINDSITE SOFTWARE LLC  
BOOTH 2561

MONDAY JANUARY 6, 2020  
**PRE-SHOW EVENTS**

A full-day event, with lunch and closing reception  
7:30 a.m. - 4:00 p.m.  
Toronto Congress Centre, Cohen Ballroom



7:30 - 8:00 a.m.  
REGISTRATION AND REFRESHMENTS

8:00 - 9:30 a.m.  
**OPTIMIZING TURFGRASS  
ROOT ZONE FERTILITY**  
MAX SCHLOSSBERG Ph.D.,  
Penn State University



Max Schlossberg

This presentation outlines optimal soil pH ranges for turfgrasses; the edaphic factors that influence soil pH and cation exchange capacity; and methods for assessing soil acidity, alkalinity, salinity, and/or sodicity. Attendees will learn to appraise the influence of current cultural inputs (irrigation water quality, topdressing mineralogy, N fertilizers) and justify appropriate modifications. Soil sampling and laboratory test selection as strategies for deducing soil chemical and/or physical limitations of turfgrass systems will be compared, as well as results from recent field evaluations of soil amendments, liming agents, and acidulents. Learn how to examine labels to identify acid or alkalinity forming components of amendments, select amendments, and formulate safe rates and frequencies of application to improve turfgrass root zone chemistry.

9:30 - 9:45 a.m.  
NETWORKING BREAK

9:45 - 10:45 a.m.  
**ENHANCED EFFICIENCY FERTILIZERS:  
CONSISTENT, EFFICIENT NUTRITION  
AS AN IPM TOOL**  
ERIC MILTNER Ph.D. CCA 4R NMS,  
Koch Turf & Ornamental



Eric Miltner

Efficient, consistent nutrition key to managing healthy turf, and a cornerstone of an integrated pest management approach. Enhanced efficiency fertilizers include products that provide efficient N delivery, and greatly reduce the risk of nutrient loss to the environment.

Some technologies target specific avenues of loss, such as ammonia volatilization, while others deliver efficiency through metered nutrient delivery. These products can be put together into fertilization programs that promote healthy, pest tolerant turf, protect natural resources, save labour and money, and help comply with emerging nutrient legislation.

10:45 - 11:45 a.m.  
**NEW AND EMERGING PRODUCTS  
FOR IPM MANAGEMENT**  
REINIE DRYGALA BBA MBA,  
Intelligro

MIKE ROSS  
Plant Products

JOHN LIBS  
Phylom BioProducts Corporation

STEVE LOVEDAY  
Target Specialty Products



Reinie Drygala



John Libs



Mike Ross



Steve Loveday

With the cosmetic pesticide ban, turf and landscape pest management practices have changed radically. Approved products must conform to strict regulatory guidelines, with greater emphasis on integrated approaches to achieve desired levels of pest, weed or disease suppression — i.e. Integrated Pest Management (IPM). In general, products should be applied preventatively, often more than once, and in ways that do not compromise their efficacy. As new products come to market, practitioners must have information that allows them to apply the materials effectively and efficiently. This presentation introduces attendees to new and emerging products, provides information on their modes of action, efficacy and safe use, and illustrates how they can best be utilized in IPM strategies.

## REGISTRATION FEE

- \$125 for Members and Non-Members until December 13
- \$165 for Members and Non-Members after December 13

The key to turf IPM (Integrated Pest Management) is cultural practices that optimize growth of grasses and minimize conditions favorable to pest insects, weeds or pathogens. Landscape Ontario's IPM Symposium has been a uniquely respected event since 1965. Attendees earn six CECs from the IPM Council of Canada



11:45 a.m. - 1:00 p.m.

### LUNCH AND SUPPLIER SHOWCASE

1:00 - 1:30 p.m.

#### MECP UPDATE

**SCOTT OLAN** B.Sc. (Agri)

Ministry of the Environment Conservation and Parks



Scott Olan

Understand the dos and don'ts for pesticide use in Ontario: helping ensure you and your applicators stay in compliance. In this session, Scott will provide the audience with an overview of inspection and compliance findings by the Ministry of the Environment, Conservation and Parks, including recent case studies of non-compliant use. The

relevant sections/requirements under the Ontario Pesticide Act and Ontario Regulation 63/09 will be highlighted.

1:30 - 2:30 p.m.

#### HOW HEALTHY SOILS SUPPORT PLANT HEALTH

**BOB REEVES**

Earth Alive Clean Technologies



Bob Reeves

Soil health is a term being talked about more and more by landscape professionals — and by the companies that provide products to the landscape construction and maintenance industry. This is an exciting new idea built on our growing understanding of the ancient relationship between plants

and their soil environment; we will dig deep into this idea. The presentation will present answers to:

- What exactly is soil health?
- What's going on in the hidden world below grade?
- What are microbes and other organisms doing down there, and who are they?
- What powers this system?

- How does a healthy soil environment keep plants fed and healthy?
- How do we improve soil health? What do we need to change about what we do?
- Why grow plants with 'biology' instead of 'chemistry'?
- How does a soil health-based program improve the health of your company?

Bob's presentations always conclude with a lively Q & A session.

2:30 - 2:45 p.m.

### NETWORKING BREAK

2:45 - 3:45 p.m.

#### PESTS AND DISEASES OF TURF: MONITORING AND MANAGEMENT TOOLS

**KATERINA JORDAN** Ph.D.

University of Guelph



Katerina Jordan

This talk will discuss the insect pests and diseases that can occur in turf stands found in landscaped environments. Specifics on the biology and epidemiology of the pests will be presented, as well as some newer tools for monitoring. Management options, based on recent research at the University of

Guelph and other institutions in North America, will be presented.

3:45 - 4:00 p.m.

### PRIZE DRAW

Presenting Sponsor

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MONDAY JANUARY 6, 2020  
**PRE-SHOW EVENTS**

A full-day event, with lunch and closing reception  
8:30 a.m. - 5:15 p.m.  
Delta Hotels Toronto Airport, International Ballroom

# Designers Conference

Admission to Congress 2020 Trade Show and Congress 'After Dark' is included with registration.  
The Congress Conference and other special events are a separate fee.

8:30 - 9:00 a.m.  
REGISTRATION AND REFRESHMENTS

9:00 - 9:15 a.m.  
**DESIGNERS AGM**

**JEN CUDDIE**  
Chair, Landscape Design Sector Group  
Join your sector peers and learn what the Landscape Ontario Designer Group is doing on your behalf, and help shape future initiatives and projects.

9:15 - 10:15 a.m.  
**PLANT CHOICE  
FOR LANDSCAPE DESIGN**  
**JENNIFER BALSDON** Ph.D.  
North-South Environmental Inc.

**JON L. PETER** NPD OAC  
Royal Botanical Gardens

**BRENT VANDERKRUK**  
NVK Holdings Inc.



Jennifer Balsdon



Jon L. Peter



Brent Vanderkrum

Choosing plants to incorporate in landscape design can be daunting. After all, there are so many to choose from! Which types will best suit your client's home, style and environmental conditions? Hear from our panel of plant experts, who will discuss what's new and hot in plant material for the upcoming year, plus available inventory and native plants. Panelists will also review underused plants. If you are looking for inspiration or new ideas to energize your landscape designs, this is the session you don't want to miss!

10:15 - 10:30 a.m.  
NETWORKING BREAK

10:30 - 11:30 a.m.  
**TOP THREE BUSINESS TIPS  
YOU DIDN'T LEARN IN DESIGN SCHOOL**  
**SABRINA GOETTTLER**  
The Site Collective



Sabrina Goettler

Through her own experiences, Sabrina shares what she had to learn along the way to find success, deal with stress and take control of her path as a designer and businesswoman.

11:30 a.m. - 12:30 p.m.  
**WHAT INSPIRES YOUR CREATIVITY?**  
Moderator: **JEN CUDDIE**  
Chair, Landscape Design Sector Group

**PAUL BRYDGES** CLD APALA ASLA CSLA OALA  
FLP, Brydges Landscape Architecture Inc.

**LEXI DEARBORN** CLD  
Dearborn Designs and Associates

**RON KOUDYS** BLA MED OALA CSLA ASLA  
RLA(MICHIGAN) CLD  
Ron Koudys Landscape Architects Inc.

**MIKE PENNINGTON**  
Paver King Enterprises

**WELWYN WONG**, BLA  
Welwyn Wong Landscape Design



Paul Brydges



Lexi Dearborn

## REGISTRATION FEE

- \$145 for Members and \$195 for Non-Members until December 13
- \$195 for Members and \$275 for Non-Members after December 13



An initiative of the  
Landscape Ontario  
Designer Sector Group

The 2020 Designers Conference is presented  
with recognition of the OALA. Sessions  
qualify for OALA Continuing Education Credits.



Ron Koudys



Mike Pennington



Welwyn Wong

Creativity is defined as the use of the imagination or original ideas, especially in the production of an artistic work. Creative inspiration is different for everyone; sometimes creativity doesn't come easy. Panelists have each been invited to share an eight-minute 'TED Talk' style presentation on what motivates and inspires them to be creative, and their creative process. A panel discussion with questions from the audience will follow the brief presentations.

12:30 - 1:15 p.m.

LUNCH - Included with registration

1:15 to 2:15 p.m.

### ROUNDTABLE NETWORKING

Attendees will move around the room, meet new people and discuss hot topics, providing a more personal and interactive setting for exploring key issues pertaining to landscape designers. Some topics include:

- Collaboration
- Design software
- Client management issues
- Project management issues
- Rates
- Pests and wildlife in gardens
- Landscape lighting design

2:15 to 2:30 p.m.

NETWORKING BREAK

2:30 to 3:45 p.m.

### RESTORING NATURE'S RELATIONSHIP

DOUG W. TALLAMY Ph.D.

University of Delaware

Department of Entomology and Wildlife Ecology

Specialized relationships between animals and plants are the norm in nature rather than the exception. They provide our birds with insects



Doug Tallamy

and berries, that disperse our bloodroot seeds, that pollinate our goldenrod, and so on. Plants that evolved in concert with local animals provide for their needs better than plants that evolved elsewhere. Tallamy will explain why this is so, why specialized food relationships determine the stability and complexity of the

local food webs that support animal diversity, why our yards and gardens are essential parts of the ecosystems that sustain us, and how we can use our landscapes to connect the isolated habitat fragments around us. It is time to create landscapes that enhance local ecosystems rather than degrade them.

3:45 to 5:15 p.m.

### CLOSING RECEPTION

Enjoy refreshments with colleagues and event partners

Presenting Partner



Design & Business Management Software  
for Landscape Professionals

Supporting Partners



# Peer<sup>TO</sup>Peer WORKSHOP



## STEPPING UP YOUR LEADERSHIP GAME: GROWING LEADERS FOR YOUR BUSINESS

Speaker: **JACKI HART** CLM  
Consulting By Hart



**Jacki Hart**

**“Leadership is an action, not a position.”**

— Donald McGannon

For success, every business needs great leaders. Every business owner needs to know how to spot and support a growing team of leaders in his business — people engaged in both the growth of their careers and the company’s future prosperity.

During this leader-to-leader roundtable, we will dive into your leadership values, who you need to become, and how to nurture the leaders in your business to step up their game with confidence. Takeaways include a self-assessment tool and a Leadership Gap Analysis Roadmap, to get you well on your way to developing your Company Leadership 2.0.

The Landscape Ontario Peer-to-Peer Network is a growing group of business owners and their key managers. Connected by member-based social media groups, they support and help one another with real-time issues and answers. The Network is open to EVERY Landscape Ontario business owner. Join us at this session and sign up!

### REGISTRATION FEE

- \$187.50 for members
- \$314 for non-members

Admission to Congress 2020 Trade Show and Congress ‘After Dark’ is included with registration. The Congress Conference and other special events are a separate fee.



# BUILD A *BETTER* LANDSCAPE BUSINESS

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# HARDSCAPE **LIVE**

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**North wall of Hall F**

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 **HARDSCAPE COMMITTEE**

Featuring **FRANK BOURQUE**, CCPI, ARPT  
Business consultant, speaker, coach, ICPI  
and NCMA instructor

**TUESDAY 10:30 a.m.**

### **Proper Takeoffs, VR Designs and Layouts**

All about proper job planning, selling more hardscape and on-site installation efficiencies. See what's new and worth knowing when it comes to hardscape tools. Frank will demo easier takeoffs, showing the best technology for designs, visualization and job layouts.

**TUESDAY 2:30 p.m.**

### **How To Significantly Increase Paver and Slab Installation Efficiency**

In this session, we explore dense-graded bases and open-graded base installation, and the new tools you can use to dramatically increase your base installation, screeding, paver and slab installation efficiency.

**WEDNESDAY 10:30 a.m.**

### **New Technology for Retaining Wall and Raised Patio Installations**

In this session, we take a look at the most efficient methods and tools to help you build different types of retaining walls, including segmental, big block and tandem walls.

**WEDNESDAY 2:30 p.m.**

### **Integrating Water Features, Rainwater Harvesting Systems and Permeable Pavements**

We will discuss features and highlights of permeable interlocking concrete pavement (PICP) systems. Learn ways to save on installation costs, materials and time.

**THURSDAY 10:30 a.m.**

### **Outdoor Kitchens and Technology for Rapid Installations**

See several ways to significantly reduce build time on outdoor kitchens, plus new technology to help you install more efficiently and profitably.

**THURSDAY 2:30 p.m.**

### **Hardscapes and System Automation:**

#### **Outdoor Sound, Lighting and Fire Features**

Discover how to make every backyard complete with sound, lighting and fire feature automation systems. Learn how to make it easy for clients to operate and control all the features from a phone or tablet.



**3 days**   **2 demos**   **1 event not**   **FREE** with  
each day   to be missed!   your badge!



Green LIVE, located in Hall C, is a FREE educational area open to all, focusing on promoting proper tree selection, planting, care and maintenance strategies and services.

It features information sessions and demos from leading industry experts.

Learn more about this important product category and what industry professionals can offer consumers when contracting for landscape services. Sessions are eligible for ISA CEUs.



Nick Winkelmolen

**TUESDAY 11:30 a.m.**  
**SELECTING QUALITY**  
**NURSERY STOCK**

Demo by  
**NICK WINKELMOLEN**,  
Winkelmolen Nursery



Darby McGrath

**WEDNESDAY 11:30 a.m.**  
**SITE CONDITIONS AND**  
**SOIL PREPARATION**  
**FOR TREE PLANTING**

Demo by **DARBY McGRATH**,  
Ph.D.,  
Vineland Research and  
Innovation Centre



Paul deGroot

**TUESDAY 1:30 p.m.**  
**HANDLING AND**  
**TRANSPORTING**  
**NURSERY STOCK**

Demo by **PAUL DEGROOT**  
and **REBECCA PARKER**,  
NVK Holdings Inc.



Glen Lumis

**WEDNESDAY 1:30 p.m.**  
**TREE PLANTING AND**  
**ROCKET SCIENCE**

Demo by **GLEN LUMIS**, Ph.D.,  
University of Guelph



Rebecca Parker



Ian Bruce

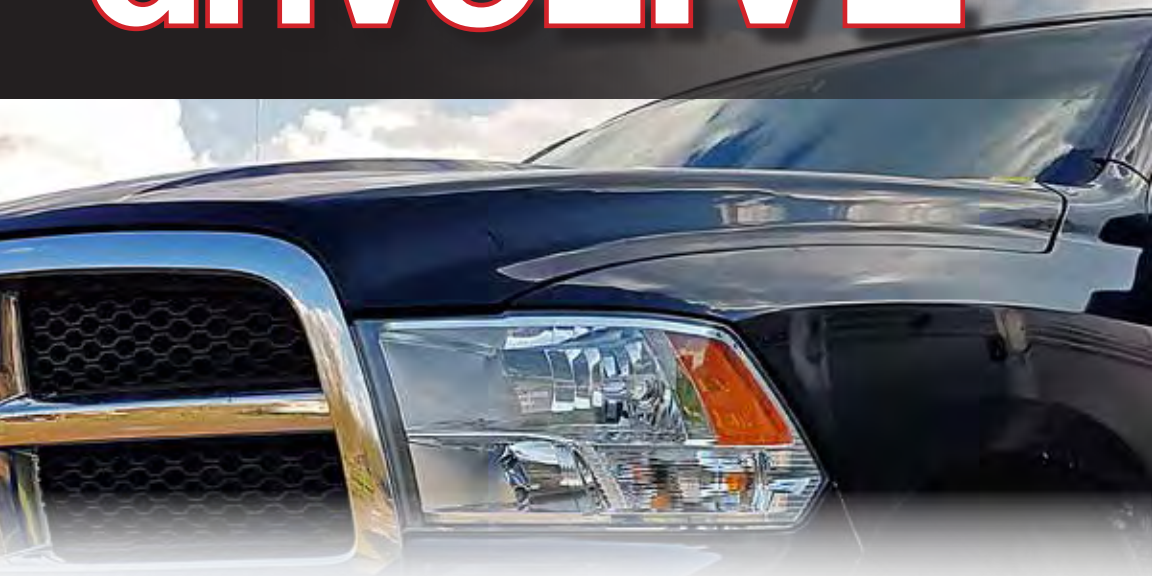
**THURSDAY**  
**11:30 a.m. and 1:30 p.m.**  
**The Ontario Tree Planting**  
**Guide**

Demo by **IAN BRUCE**, NPD, ISA  
Certified Arborist,  
Bruce Tree Expert Company Ltd.

Brought to you by:



# driveLIVE



## HAVE TRUCK, MUST TRAVEL, SAFELY!

Landscape Professionals rely on their vehicles and trailers to transport employees and equipment safely to job sites.

The Province of Ontario also takes road safety seriously and employs various methods to ensure we all abide by the 'Rules of the Road' to minimize risk and prevent accidents.

The Safe Vehicle Refresher Demo will see OPP and Toronto Police officers take a hands-on approach with how to apply the Daily Vehicle Inspection Rules, pre-trip inspection reports and itemize defects in compliance with Ontario regulations.

Learn how to conduct a proper circle inspection, the proper forms to use, the difference between minor and major defects and how safe operation helps avoid hefty tickets and fines.



## LIVE DEMOS!

**JANUARY 7, 8, and 9**

**TWICE DAILY**  
**11:00 A.M. AND 2:00 P.M.**

**FREE ON SHOW FLOOR**  
**HALL G**



# CANADA BLOOMS CAMPUS STUDENT GARDENS

Check out what they're learning in school these days by visiting the Canada Blooms College Campus.

**Student Feature Gardens:**  
**January 7 - 9:00 a.m. - 5:00 p.m.**  
**January 8 - 9:00 a.m. - 5:00 p.m.**  
**January 9 - 9:00 a.m. - 4:00 p.m.**

Youth are vital to our profession and the backbone of its future growth. Now more than ever, we need to seed our future by developing the next generation of young horticultural leaders who are prepared to step up and enter our shoes.

The Canada Blooms Student Campus showcases the vast array of skills of our future

leaders and is testimony to the strong work ethic, vast knowledge base, and hands-on training learned in our institutions of higher education.

Visit the Canada Blooms Student Campus gardens to see for yourself the passion, talent and ability top employers are searching for.



A portrait of Graham Sherman, a man with short reddish-brown hair and a friendly smile. He is wearing a black jacket over a black t-shirt with a red graphic. The background is dark and out of focus.

## **WHY COLLABORATION BEATS COMPETITION**

12:15 to 1:15 p.m.

Cohen Ballroom

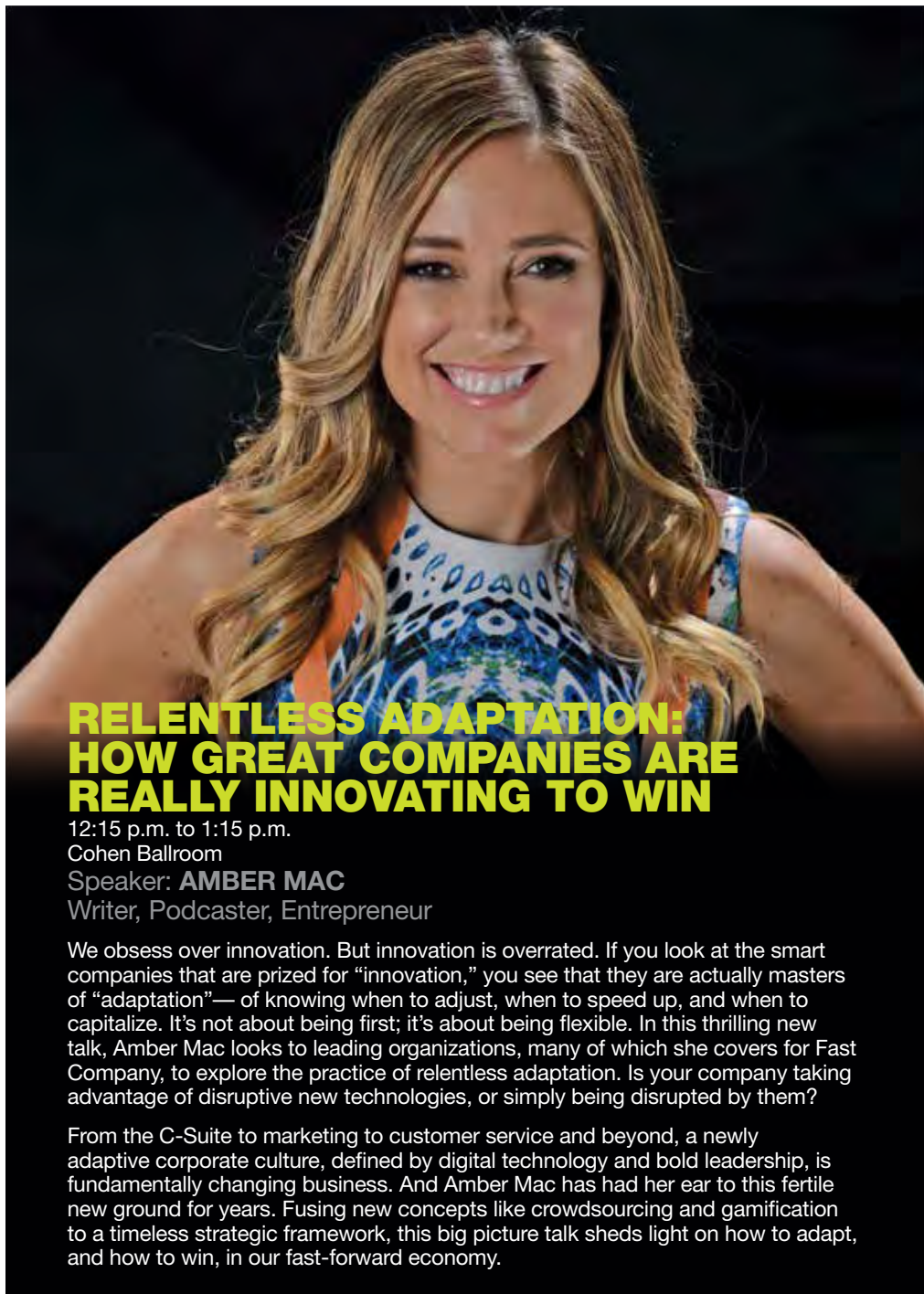
Speaker: **GRAHAM SHERMAN**

Co-Owner, Tool Shed Brewing Company

Since Graham Sherman and his business partner opened Tool Shed Brewing Company four years ago, they knew they wanted to do business differently. They didn't want to just sell their beer, they wanted to elevate the craft beer industry in Alberta.

Four years later, not only do they have a 15,000 square foot headquarters in Calgary, sell their products in more than 1,000 locations across Canada, and compete with giants like Labatt and Molson, they've also helped create a budding, competitive AND collaborative environment for craft beer to thrive in Alberta.

In this high-energy presentation, Sherman shares why adopting a collaborative approach with your competitors can actually be a healthier way to do business, leading to exponential growth and a loyal customer base.



## **RELENTLESS ADAPTATION: HOW GREAT COMPANIES ARE REALLY INNOVATING TO WIN**

12:15 p.m. to 1:15 p.m.

Cohen Ballroom

Speaker: **AMBER MAC**

Writer, Podcaster, Entrepreneur

We obsess over innovation. But innovation is overrated. If you look at the smart companies that are prized for “innovation,” you see that they are actually masters of “adaptation”—of knowing when to adjust, when to speed up, and when to capitalize. It’s not about being first; it’s about being flexible. In this thrilling new talk, Amber Mac looks to leading organizations, many of which she covers for Fast Company, to explore the practice of relentless adaptation. Is your company taking advantage of disruptive new technologies, or simply being disrupted by them?

From the C-Suite to marketing to customer service and beyond, a newly adaptive corporate culture, defined by digital technology and bold leadership, is fundamentally changing business. And Amber Mac has had her ear to this fertile new ground for years. Fusing new concepts like crowdsourcing and gamification to a timeless strategic framework, this big picture talk sheds light on how to adapt, and how to win, in our fast-forward economy.



# CONGRESS 2020

## JANUARY 7-9TH

FEATURING **GARDEN EXPO AND FENCECRAFT**  
CANADA'S PREMIER GREEN INDUSTRY TRADE SHOW AND CONFERENCE  
TORONTO CONGRESS CENTRE, TORONTO, ONTARIO

### ✓ mandatory information

✓ COMPANY NAME: \_\_\_\_\_

✓ FIRST NAME: \_\_\_\_\_

✓ LAST NAME: \_\_\_\_\_

✓ ADDRESS: \_\_\_\_\_

✓ CITY: \_\_\_\_\_

✓ PROV. / STATE: \_\_\_\_\_

✓ POSTAL/ZIP: \_\_\_\_\_

✓ BUSINESS PHONE: \_\_\_\_\_

SOCIAL MEDIA HANDLE: @ \_\_\_\_\_

✓ EMAIL: \_\_\_\_\_

✓ EMERGENCY CONTACT NAME: \_\_\_\_\_

✓ EMERGENCY CONTACT PHONE: \_\_\_\_\_

### TELL US ABOUT YOURSELF:

#### ✓ YOUR PRIMARY AREA OF BUSINESS: (check one only)

- 1 ☐ Arborist/tree moving contractor
- 2 ☐ Consultant
- 3 ☐ Equipment dealer – rental and service
- 4 ☐ Federal, provincial, municipal, private parks and cemeteries
- 5 ☐ Fence contractor and others allied to fence trades
- 6 ☐ Golf course designer/maintenance/superintendent
- 7 ☐ Greenhouse grower
- 8 ☐ Grounds management
- 9 ☐ Horticulturist
- 10 ☐ Irrigation contractor

This is my first Congress ☐ Yes ☐ No

I agree to allow Landscape Ontario to communicate with me for Congress event information and registration purposes. I may withdraw my consent at any time by contacting: [Communication@LandscapeOntario.com](mailto:Communication@LandscapeOntario.com) and/ or Landscape Ontario, 7856 Fifth Line South, Milton, Ontario, L9T 2X8.

☐ Yes ☐ No

Please send me information about: ☐ Landscape Ontario Membership ☐ Canadian Fence Industry Membership ☐ Landscape Ontario Shows and Events ☐ Canada Blooms Flower & Garden Festival 2020

11 ☐ Landscape designer/architect

12 ☐ Landscape contractor – exterior

13 ☐ Landscape contractor – interior

14 ☐ Lawn care

15 ☐ Media – editor/publisher

16 ☐ Retail garden centre

17 ☐ Supplier to the trade – dealer, distributor, MFR, MFR rep

18 ☐ Non-exhibiting supplier to the trade

19 ☐ dealer, distributor, MFR, MFR rep

20 ☐ Snow & ice contractor

21 ☐ Wholesale nursery grower/distributor

22 ☐ Other \_\_\_\_\_

### ✓ PRIMARY JOB RESPONSIBILITY

- 1 ☐ Owner/Partner/General Manager
- 2 ☐ Foreman/Supervisor
- 3 ☐ Government Official
- 4 ☐ Field Technician
- 5 ☐ Office/Administration
- 6 ☐ Purchasing
- 7 ☐ Sales/Marketing
- 8 ☐ Educator/Student
- 9 ☐ Other: \_\_\_\_\_

Member of: ☐ LO ☐ CFIA ☐ OPA ☐ OALA ☐ CNLA

MEMBER PRICING: Canadian Fence Industry Association (CFIA), Canadian Nursery Landscape Association (CNLA), Landscape Ontario Horticultural Trades Association (LO), Ontario Association of Landscape Architects (OALA), Ontario Parks Association (OPA) members

☐ Tick this box to receive (or renew) your FREE subscription to *Landscape Trades* magazine, Canada's premier horticultural trade publication.

☐ Tick this box to receive (or renew) your FREE subscription to *Landscape Ontario E-news*.

**ALL REGISTRATION OPTIONS INCLUDE: • TRADE SHOW EXHIBIT HALLS ON TUES. WED. & THURS.  
• ADMISSION TO CONGRESS 'AFTER DARK' • LIVE SHOW FLOOR DEMOS**

Please check (✓) choices and total your costs

UNTIL DECEMBER 13

AFTER DECEMBER 13

<b>TRADE SHOW ONLY PASS</b>	Member .....	<input type="checkbox"/> \$15	<input type="checkbox"/> \$30
	Non-member .....	<input type="checkbox"/> \$30	<input type="checkbox"/> \$40
<b>FULL CONFERENCE PASS (TUES. 8, WED. 9, THURS. 10)</b>	Member .....	<input type="checkbox"/> \$250	<input type="checkbox"/> \$325
	Non-member .....	<input type="checkbox"/> \$375	<input type="checkbox"/> \$460
<b>ONE-DAY CONFERENCE PASS</b>	Member .....	<input type="checkbox"/> \$100	<input type="checkbox"/> \$200
	Non-member .....	<input type="checkbox"/> \$300	

**SPECIAL EVENTS**

**MONDAY, JANUARY 6 (admission to CONGRESS 2020 trade show and Congress 'After Dark' is included with registration)**

<b>IPM Symposium</b>	Member or Non-member .....	<input type="checkbox"/> \$125	<input type="checkbox"/> \$165
<b>Landscape Designer Conference</b>	Member .....	<input type="checkbox"/> \$145	<input type="checkbox"/> \$195
	Non-member .....	<input type="checkbox"/> \$195	<input type="checkbox"/> \$275
<b>Peer to Peer Workshop</b>	Members only .....	<input type="checkbox"/> \$187.50	<input type="checkbox"/> \$314

**TUESDAY, JANUARY 7**

<b>Awards of Excellence Ceremony</b>	Individual ticket .....	<input type="checkbox"/> \$70	<input type="checkbox"/> \$80
	Table of 8 .....	<input type="checkbox"/> \$500	<input type="checkbox"/> \$600

**WEDNESDAY, JANUARY 8**

<b>Congress 'After Dark'</b>	FREE with trade show badge.....	<input type="checkbox"/>	
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**TOTAL**

..... \$

NOTE: HST is included in all of prices. (HST Reg. No. R119005049)

**PAYMENT OPTIONS:** All fees are non-refundable. Payment must accompany registration form(s).  
Refund Policy: No refunds will be issued unless Congress 2020 is cancelled by Show Management.

☐ AMEX ☐ MasterCard ☐ VISA

**MAIL: Landscape Ontario Congress c/o CONEXSYS**

7050B Bramalea Rd. Ste 34, Mississauga, ON L5S 1S9 Canada

**REGISTER ONLINE: LOcongress.com**

**FAX BACK: 1(800)628-8838 or (905)405-9870**

**CONFERENCE GROUP DISCOUNT**  
Group discounts available for purchase of the full conference pass and the one-day conference pass. Every 5th employee from the same company receives a \*FREE full conference pass or a \*FREE one-day conference pass. **EMPLOYEES MUST BE REGISTERED AT THE SAME TIME TO BE ELIGIBLE.**

\*Please note this discount is applicable for Conference Pass purchases only, and does NOT apply to trade show admission or special/ticketed events.

**REGISTRATION INFORMATION:**

Register online at **LOcongress.com** or use this form. **YOU WILL SAVE MONEY** if you pre-register by December 13, 2019.

All conference passes include admission to the trade show. Badges will be held for pick-up for registrations received after December 13th — otherwise your pass will be available for pick-up at the registration desk.

**EARLY BIRD DEADLINE POLICY:** No extensions after December 13, 2019 will be granted. Fees after this date are more expensive.

Credit card number

Expiry Date

Cardholder Name

**CONGRESS TRADE SHOW PASSES:** Passes are for entry to the trade show only and have no commercial value. Registrations must be mailed, faxed or entered online at **LOcongress.com** or brought to the registration desk on-site. If you have a trade show pass and would also like to attend a conference session, the above prices apply. **BADGES:** Badges will be mailed for those registered by December 13 and picked up at the show for those registered after December 13.

Signature (required)

**LOCONGRESS.COM**

# TUESDAY JANUARY 7, 2020

## EVENTS & SESSIONS

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### INS AND OUTS OF MANAGING FOUR GENERATIONS IN THE WORKPLACE

**JEFF BUTLER**

JButler International  
9:30 to 10:30 a.m.  
Berton Room



**Jeff Butler**

Modern day workplace has four generations working under one roof. Baby Boomers, Generation Xers, Millennials and soon Generation Z all work together to accomplish common organizational goals. But with differences in each of these generation's

viewpoints, upbringings, culture, ideas, beliefs and experiences, it is likely to see some tiffs or clashes within the organization. This makes managing four different generations in the workplace an extremely difficult task to accomplish, though not impossible. With right guidance, support and advice, the task of managing these four generations under one roof is achievable. That support may come in various forms, one of which is this program.

In this program about managing four different generations in the workplace, best-selling author Jeff Butler, backed by a decade of psychological research, shares insights about motivations, differences, and communication styles of these four generations. You will learn how organizations across various industries are thriving with a multigenerational workforce. And how yours can too. Through this program you'll find specific actionable strategies to manage your cross-generational challenges and turn your multigenerational workforce into a competitive advantage.

- Discover potential points of generational conflict and tactics to handle them
- Learn how to strengthen cross-generational communication
- Obtain specific strategies to leverage multi-generational opportunities

### A GUIDE TO RESTORING THE LITTLE THINGS THAT RUN THE WORLD

**DOUG W. TALLAMY, Ph.D.**

University of Delaware Department of  
Entomology and Wildlife Ecology  
9:30 to 10:30 a.m.  
Pinsent Room



**Doug Tallamy**

Insect populations have declined 45 per cent globally since 1974. The most alarming part is that we don't seem to care, despite the fact that a world without insects is a world without humans! So how do we build beautiful landscapes that support the

pollinators, herbivores, detritivores, predators and parasitoids that run the ecosystems we depend on? Tallamy will remind us of the essential roles insects play, and describe the simple changes we must make in our landscapes and our attitudes to keep insects on the ground, in the air and yes, on our plants.



# TUESDAY JANUARY 7, 2020

## EVENTS & SESSIONS

### OWNERS ONLY **MAKE THE MOST OF YOUR VALUABLE TIME**

**PAULA VITAL**, BCL LLB,  
Live the Present, Mindful Leadership  
and Health  
9:30 to 10:30 a.m.  
Waxman Room



**Paula Vital**

"I don't have enough time." Is it true? Can we control our time, rather than being a slave to our To-Do List? How do we ensure that despite busy days, our lives reflect our deepest values? Topics will include strategies for taking charge of your day (and your

life), working from a place of meaning and purpose, creating space for what is most important, and increasing your efficiency and effectiveness in everything you do (from e-mails to meetings to difficult conversations). The seminar will explore empowering language and communication when it comes to time, uncovering what we are actually doing with our day as opposed to what we'd like to do, struggles and obstacles keeping you from living with ease, and a pathway to get you there. Participants will leave more clear about what is most important, with tools and strategies to start making choices that reflect these values, infuse everyday tasks with intention, and build a beautiful life for themselves and those around them.



### **ART OF SCALING: BUILDING A COMPANY WITHOUT WORKING IMPOSSIBLE HOURS**

**MARK BRADLEY**  
LMN  
10:45 to 11:45 a.m.  
Berton Room



**Mark Bradley**

Are you a micromanager who can't let go? A bootstrapper who feels you don't need outside financial assistance. A workaholic who puts in impossible hours with few tangible results? You can't do it all yourself. The sooner you realize it,

the sooner you'll be on your way to building a better business.

In this session, LMN CEO Mark Bradley will show you how to overcome these all-too-common challenges and get down to establishing and executing on the vision for your company.

Learn how to:

- Build a business, not a job: Reduce your company's reliance on you.
- Master the trifecta: Systems, Teams and Internal Controls.
- Understand why customers really do business with you.
- Prioritize quarterly strategic planning.
- Spot the difference between an opportunity and a distraction.
- Remove predictable obstacles in key areas of your business.
- Work smarter, not harder: When to Delegate and Disappear.

It's possible to grow a profitable business without sacrificing your sanity. Leave this session with the confidence and guidance to let go and start scaling.

# TUESDAY JANUARY 7, 2020

## EVENTS & SESSIONS

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### INTEGRATED PEST MANAGEMENT OF TREES, SHRUBS AND LAWNS: A HOLISTIC APPROACH

**MAX SCHLOSSBERG** Ph.D.,  
Penn State University  
10:45 to 11:45 a.m.  
Pinsent Room



Economically- and ecologically-optimal pest control, accomplished through coordinated use of multiple tactics that maintain pest damage below injury thresholds while minimizing hazard to non-target organisms, is the modern definition

of Integrated Pest Management (IPM). The IPM approach, developed under OMAF's guidance 50 years ago, has evolved beyond a one plant, one pest, one control framework to embody a multi-faceted integration of scientific disciplines. This presentation will review categories and examples of control methods, and identify practical applications related to residential and commercial landscape management. Additional aspects will include identifying indicator weeds and nutrient deficiency symptoms in grasses and ornamentals. Recent technological advances, such as predictive models and field-friendly instruments, and their roles in facilitating effective scheduling of cultural practice, will also be discussed. Results from field evaluations of stabilized urea (both foliar and granular application), certified-organic, sustainably-organic, and polymer-coated granular fertilizer treatments will be presented.

### RECOMMENDED REPERTOIRE OF RESPECTABLE PLANTS

**JON L. PETER** NPD OAC  
Royal Botanical Gardens  
10:45 to 11:45 a.m.  
Waxman Room



**Jon L. Peter**

A brief summary of respectable plants grown and appreciated at the Royal Botanical Gardens. From the world of woody plants to the heaps of herbaceous plants, Jon will give insight into some new and old plant varieties that are proven to

succeed in Ontario landscapes, and will highlight plants which could be useful in a variety of conditions.



### KEYNOTE LUNCHEON

11:45 a.m. to 1:15 p.m.  
**INCLUDED IN YOUR FULL CONFERENCE OR ONE-DAY PASS.**

# TUESDAY JANUARY 7, 2020

## EVENTS & SESSIONS

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### MARKETING SYSTEMS FOR ATTRACTING HOMEOWNERS

**ROB MURRAY** and **VANESSA MCQUADE**,  
Intrigue Media Solutions  
1:30 to 2:30 p.m.  
Berton Room



**Rob Murray**



**Vanessa McQuade**

Attract the right customer by setting up proven marketing systems to watch your business grow. Does this sound like you?

- \$1,000,000 in annual revenue.
- Tired of quoting jobs for tire kickers.
- Don't have the resources or plan for success.
- Website and digital presence don't represent quality and professionalism.
- Constantly working in the business, instead of working on the business.

In this workshop, the presenters will teach you proven marketing systems to create a steady inflow of the RIGHT customers, so you can work smarter, not harder.

### WHAT'S BUGGING YOUR TREES?

**JENNIFER LLEWELLYN** M.Sc.  
Certified Arborist, OMAFRA

**JOHL ANDERSON**  
Green Bird Horticultural  
1:30 to 2:30 p.m.  
Pinsent Room



**Jennifer Llewellyn**



**Johl Anderson**

Have you seen trees and shrubs on client's properties that exhibit off-colour, stunted growth or dieback? Do clients ask what could cause the decline with some of our woody landscape plants? Have you ever been asked to do a post-mortem exam for you client's trees, and felt overwhelmed by where to even start? Jen and Johl have over 50 years of combined experience in the nursery, landscape and arboriculture industries and they love to teach STRATEGIES for detecting, diagnosing and solving plant health issues. CEUs are available.

CONGRESS  
*after dark*

WEDNESDAY JANUARY 8, 2020

Join your fellow Congress delegates  
for an evening of  
entertainment and networking.

Delta Hotels Toronto Airport, Plaza Ballroom  
(upstairs), 8:00 p.m. to 12:00 a.m.

Your trade show badge is your admission ticket.  
That's right; no fee to attend!

# TUESDAY JANUARY 7, 2020

## EVENTS & SESSIONS

### OWNERS ONLY

#### SIX STEPS TO CREATING A COMPREHENSIVE BUSINESS PLAN: A REPEATABLE PROCESS

LARRY HEUVELMAN CR CGR COI

The Owner Consultant

1:30 to 2:30 p.m.

Waxman Room



Larry Heuvelman

We know we are supposed to do a business plan, but it takes a lot of work and time, and we really don't know what to put in. In six simple steps, which you can repeat every year in about two hours, we will create a business plan that means something,

is communicated to the entire company, and can even be taken to your bank.

**Landscape Ontario offers Professional Development throughout the year!**



To learn about the great seminars offered, visit [horttrades.com/seminars](http://horttrades.com/seminars)

HORTICULTURAL TRADES ASSOCIATION  
[landscapeontario.com](http://landscapeontario.com)



### 21ST CENTURY LEADERSHIP: HOW TO CULTIVATE LEADERSHIP IN TODAY'S WORKPLACE

JEFF BUTLER

JButler International

2:45 to 3:45 p.m.

Berton Room



Jeff Butler

Whether you are a Baby Boomer, Millennial or Generation Xer, the same rule applies, leaders speak with their actions, not with their words. So, it's imperative that leaders understand how to stimulate action in adverse circumstances.

Jeff dives deep into how the psychology of leadership works, debunking the biggest myths that are often preached about leadership. Mostly important, Jeff shows how anyone can develop leadership traits to create life-changing adjustments to get extraordinary results, whether that may mean getting a better following, group leadership, or inspiring others around you. For maximum impact, Jeff provides real-world, actionable tips to help attendees take immediate steps to apply his advice and his as leaders in their own careers.

- Project the right leadership image in person and online
- Discover the truth behind common leadership traits such as courage and purpose
- Avoid common mistakes of personal leadership and career advancement.

# TUESDAY JANUARY 7, 2020

## EVENTS & SESSIONS

### INTEGRATING WATER FEATURES INTO THE LANDSCAPE

**RANDY TUMBER** APLD CLD CHT FLP  
Tumber International Landscape Training  
(T.I.L.T.)  
2:45 to 3:45 p.m.  
Pinsent Room



Review design principles used to create natural, award-winning water features that have an emotional component — and see them implemented in built projects.

### BUSINESS THINKING

**GEORGE URVARI** BA  
Knowledge Tree Consulting/  
Oriole Landscaping  
2:45 to 3:45 p.m.  
Waxman Room



This presentation will demonstrate thinking strategies. Learn how to:

- Optimize business decision making with respect to growth and daily operations
- Navigate the correct decision tree so that you can reach your full potential
- Navigate risk and uncertainty
- Use patience and boldness hand-in-hand so continual improvement becomes part of the business DNA
- Use NO! to save time, money and grief
- Value TIME above all else
- Avoid trial and error
- Delegate and learn what to delegate first, so you can work on the business, rather than in it.

LANDSCAPE ONTARIO  
*Awards of Excellence*  
celebrating  
LO MEMBERS  
creating  
EMERALD CITIES

EMERALD GALA

*you're invited to the*  
**LANDSCAPE ONTARIO AWARDS CEREMONY  
AND PRESIDENT'S RECEPTION**  
TUESDAY JANUARY 9, 2020 AT 5:00 PM, PLAZA BALLROOM, DELTA HOTELS TORONTO AIRPORT  
*landscape construction, maintenance and design winners will be announced!*

HORTICULTURAL TRADES ASSOCIATION  
**landscapeontario.com**



# WEDNESDAY JANUARY 8, 2020

## EVENTS & SESSIONS

### DIGITAL MARKETING

**ZACHARY O'CONNOR**

Web Conductors  
9:30 to 10:30 a.m.  
Berton Room



**Zachary O'Connor**

The presentation will examine effective strategies any business can utilize to improve its web presence. Topics will include digital marketing mega-trends in 2020, such as the shift to mobile, and the power and cost efficiency of video

marketing. We will examine free tools to run health checks for your site's performance including speed, mobile function, usability and competitor run-downs. The presentation will dive into important topics such as programmatic advertising and hyperlocal geo-fencing, as well as Google, Facebook and Instagram ads; the powerhouses that control most of the digital marketing economy.

### STORMWATER MANAGEMENT: THE ROLE OF THE LANDSCAPE AND HORTICULTURE PROFESSION



**fusion**landscape  
PROFESSIONAL

**MICHAEL ALBANESE BES**

AVESI Stormwater and Landscape Solutions  
9:30 to 10:30 a.m.  
Pinsent Room



**Michael Albanese**

With changing climate and weather patterns, urban communities are experiencing an increased need for stormwater management and Low Impact Development (LID). This session will provide an update on current stormwater

challenges, as well as an inspiring overview of the opportunity for the landscape and horticulture profession to play a significant role in keeping our communities safe and healthy. This session will also cover why the Fusion Landscape Professional (FLP) program was developed to provide design, construction and maintenance contractors the training and resources to provide these water-efficient landscapes to clients. Strengthen your business. Enhance the environment. Create resilient communities.

## Landscape Ontario Annual General Meeting

January 8th 7:00 to 9:00 a.m.

HORTICULTURAL TRADES ASSOCIATION  
**landscapeontario.com**  
 *Green for Life!*

International Ballroom,  
Delta Hotels Toronto Airport,  
655 Dixon Road, Toronto.

Breakfast - 7:00 a.m.  
Meeting - 8:00 a.m. sharp.

Open to all Landscape Ontario members.  
Please RSVP by December 27, 2019  
to [myscha@landscapeontario.com](mailto:myscha@landscapeontario.com)

# WEDNESDAY JANUARY 8, 2020

## EVENTS & SESSIONS

### OWNERS ONLY IT'S TIME! HOW TO RETIRE EFFECTIVELY FROM YOUR LANDSCAPE BUSINESS

**MARK BRADLEY**

LMN

9:30 to 10:30 a.m.

Waxman Room



**Mark Bradley**

You don't want to work forever. Whether you sell, pass it down to your kids or have your employees take over, you need to start planning for that day, now. Learn key insights and best practices on making a successful transition from Mark Bradley, who recently exited

his multi-million dollar landscape business TBG Environmental to focus on the growth business management software company LMN.

Join Mark for a dynamic session that will help you prepare for what's next:

- Your exit strategy: Deciding on the option (and timing!) that works best for you.
- It's a Process: Working backward from D-Day.
- Ramp down: Learning to let go and back away.
- Lessons learned from experience: Mark's Dos and Don'ts.
- Beyond the last day: Planning for life after your business.

Whether you're avoiding the thought of retirement altogether or have already started the planning process, you will leave this session with the knowledge and motivation to retire on your terms.

### LANDSCAPE CONTRACTORS: THE NEW ECO WARRIORS

**LYNDA MCCARTHY** Ph.D.

Ryerson University

10:45 to 11:45 a.m.

Pinsent Room



**Lynda McCarthy**

In the face of climate change, there is a new normal in the urban environment, including extreme weather events that cause massive flooding or immense droughts. The landscape contractor will be an essential participant at the table, developing

solutions to mitigating damage to municipal ecosystems. Such solutions will be discussed, alongside integrated landscape management strategies. The need for participation from citizen scientists in these solutions will be emphasized.

SPONSORED BY:



### PRACTICAL SOCIAL MEDIA STRATEGIES

**CATHERINE LUZENA-HALL**

Practical Marketing Group

10:45 to 11:45 a.m.

Berton Room



**Catherine Luzena-Hall**

You could spend all your time on marketing your business through social media, but are you doing it smartly to get the results you need? Catherine will talk about practical strategies and best practices to maximize your reach and increase engagement

# WEDNESDAY JANUARY 8, 2020

## EVENTS & SESSIONS

with less effort. She will cover effective planning, developing impactful creative, engaging with others, measuring results, using the right tools, and tips and tricks you will love. Walk out with actionable insights to help move your business forward.

### THE GAME OF LIFE CONTROL YOUR FUTURE: CREATE A GAME PLAN FOR YOUR CAREER!

10:45 to 11:45 a.m.  
Waxman Room



Life is a journey and we are here to help you connect the pieces! This game of life themed session will have you walking away with a personalized game plan to help you achieve your goals and support your journey towards becoming a Landscape Horticulture Professional! We will be your guides and coaches as you:

- Learn from the struggles and successes of today's professionals
- Explore numerous education pathway and the diversity of career opportunities in the Landscape Horticulture Profession
- Learn about resources available to help you achieve your goals
- Identify your goals to create a personalized game plan that will guide you to a successful career

**Audience:** Students and Young Professionals



### KEYNOTE LUNCHEON

11:45 a.m. to 1:15 p.m.  
INCLUDED IN YOUR FULL CONFERENCE  
OR ONE-DAY PASS.

### SPEED NETWORKING

1:15 to 2:15 p.m.  
Sutherland Room

Attendees will move around the room, make new connections and discuss hot topics, providing a more personal and interactive setting for exploring key issues pertaining to horticulture and the landscape profession.

### BE OUTSIDE THE BOX DEVELOP A TOOLBOX OF TRAINING, INCENTIVE, AND RECRUITMENT STRATEGIES; UPSKILL YOUR WORKFORCE!

1:30 to 2:30 p.m.  
Berton Room



For the first time in modern history, four generations: Baby Boomers, Generation X, Millennials and now Generation Z; currently share the workforce, each with their own unique needs and demands. Employers are competing and struggling to find 'right fit' employees in today's diverse workforce. Previous tactics are not as effective as they once were. LO can help.

This session will explore the suite of services offered by our partners in the Employment Ontario Network, and connect you to training and employment subsidies, recruitment assistance, and potential financial incentives which will help to identify, attract, and hire right fit team members. Discover Landscape Ontario's workforce development initiatives that are creating a pipeline of future workers; that will provide training and upskilling to address our professions growing labor gap and support company growth.

# WEDNESDAY JANUARY 8, 2020

## EVENTS & SESSIONS

### TIPS FOR AWARD-WINNING MAINTENANCE & ANNUALS PLANTING DESIGN

**MICHAEL PASCOE** NPD ODH CLT M.Sc.  
Fanshawe College

**JEFF MCMANN** NPD ISA CHT TRAQ  
Mount Pleasant Group of Cemeteries  
1:30 to 2:30 p.m.  
Pinsent Room



**Michael Pascoe**



**Jeff McMann**

Mike and Jeff have been involved in the green industry for many years and have had the opportunity to speak together about the Awards of Excellence programs focusing on maintenance and planting annuals. This is the third part of their trilogy and you can expect some interesting insights into the judge's perspective of grounds maintenance.



### THE ART OF RUTHLESS EXECUTION

**NATHAN HELDER** B.Sc. (Agr.),  
Gelderman Landscape Services  
1:30 to 2:30 p.m.  
Waxman Room



**Nathan Helder**

How committed are you to winning? Why do good ideas fail? Why is it so hard to win? How is it that each year we create a new plan, yet there always appear to be reasons why the plan did not happen. Being successful hinges on being consistent, 100

percent of the time. Ruthless! Learn how to create the right environment, have the right focus and build the right team.

### WORKING WITH DIFFICULT CLIENTS

**ANDREW WALL**  
Sandler Training  
2:45 to 3:45 p.m.  
Berton Room



**Andrew Wall**

During your sales process you thought these people were wonderful and you wanted to work together. Then something happens and your clients turn into Mrs. and Mr. Difficult. You struggle with "How do I turn things around?" and get them back to

"wonderful." If you have lived through this nightmare, this presentation is for you. Learn effective strategies for changing perceptions and creating mutually beneficial business relationships.

# WEDNESDAY JANUARY 8, 2020

## EVENTS & SESSIONS

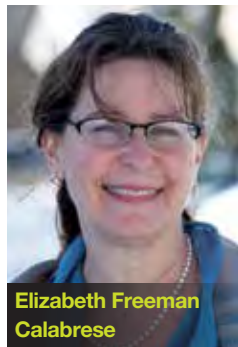
### BIOPHILIA: THE ROOTS OF LANDSCAPE DESIGN

ELIZABETH FREEMAN CALABRESE

AIA LEED AP WELL AP WELL Faculty,  
Calabrese Architects Inc.

2:45 to 3:45 p.m.

Pinsent Room



The concepts of biophilia, “love of life,” and biophilic design are growing, as they are now part of several major building certification programs intending to promote human health and well-being. We, as a species, evolved as an interconnected

part of nature, however due to industrialization and modern technologies, have become increasingly disconnected from our biocentric roots. This session will explore the implications of biophilia and biophilic design in the landscape design industry, utilizing an ecosystem or ecomimetic approach to integrating nature and natural systems and processes holistically, symbiotically and synergistically with human-created systems within the built environment.

### OWNERS ONLY INSURANCE AND LIABILITY

DAVID AMADORI, Marsh Canada

2:45 to 3:45 p.m.

Waxman Room



Marsh Canada administers the CNLA Hortprotect Insurance program available to Landscape Ontario members. David Amadori is a Vice President at Marsh Canada, a member of the Snow and Ice Committee at Landscape Ontario

and the Client Executive overseeing the CNLA program with Marsh. The presentation relates predominantly to claims and claims management, specifically focusing on slip-and-fall claims for snow removal operators.

We will discuss some of the ways this has been achieved, such as consistency in the claims continuum, and oversight on hold-harmless clauses that encourage settlements rather than defense of the contractor. We will also be sharing metrics from the program over the last eight years, to highlight the success the program has had relating to slip-and-fall defense.

## NEW PRODUCT SHOWCASE

Innovative products, equipment, plants and technologies are yours to discover at the ever-popular New Product Showcase in Hall C.



# THURSDAY JANUARY 9, 2020

## EVENTS & SESSIONS

### REVERSE-ENGINEERED INTERVIEWS: THE SECRET TO HIRING GREAT PEOPLE

**ALYSSA LIGHT**

The Profitable Innovator  
9:30 a.m. to 12:30 p.m.  
Berton Room



**Alyssa Light**

Struggling to find the right employees for your business? What if the solution could start happening in just a few hours?

Alyssa will run a morning workshop that promises to deep-dive on writing job descriptions that will attract great people, and

show where to find them. The juiciest part? Learn to conduct interviews in a way that has candidates filtering themselves — a process that can save you time and money; that lets you experience the wonder of having the right people on your team.

Please bring a current job description and/or posting. If you have never hired, or don't know where to start, this workshop is definitely for you. Just bring a job posting you find online.



### UNDERSTANDING THE 2019 ONTARIO LANDSCAPE TREE PLANTING GUIDE

**DARBY McGRATH** Ph.D.

Vineland Research and Innovation Centre

**IAN BRUCE** NPD

ISA Certified Arborist,  
Bruce Tree Expert Company

**GLEN LUMIS** Ph.D.

University of Guelph  
9:30 to 10:30 a.m.  
Pinsent Room



**Darby McGrath**



**Ian Bruce**



**Glen Lumis**

The recently released *Ontario Landscape Tree Planting Guide* is one of the most comprehensive tree planting guides ever developed for use by the landscape industry across Canada — and likely North America. The *Guide* is available to all user groups, including installers, designers, and specifiers. Join author Dr. Darby McGrath, and steering committee members and industry experts Ian Bruce and Dr. Glen Lumis, to learn more about how this document was developed as well as the rationale for its new, unique format. This talk will explore the *Guide* which is comprised of summaries of up-to-date research and a series of corresponding field sheets that refines the information into actionable items.

# THURSDAY JANUARY 9, 2020

## EVENTS & SESSIONS

### DEMYSTIFYING SOIL SPECIFICATIONS: A PRACTICAL GUIDE TO SOIL

**JOSE HAIG** B.ES, M.Sc.,  
Earthco Soil Mixtures  
9:30 to 10:30 a.m.  
Waxman Room



This session will cover:

- Understanding Soil Specifications: how to read the complex specs designed by Landscape Architects
  - Types and Uses of Soil: planting mixes vs. high drainage soil vs. rooftop blends
- What makes Ontario soils unique?
  - Practical Applications: How to meet specs created outside of Ontario using Ontario Soils
  - The Future of Soils: Natural resources, remediation projects, filling depleted aggregate pits and more

SPONSORED BY:

**G&L**



### NIFTY NATIVES

**SEAN JAMES** NPD  
Sean James Consulting and Design  
10:45 to 11:45 a.m.  
Pinsent Room



Why do we think going native means sacrificing beauty? It does not! We'll discuss various desirable ornamental natives, including some you may not even know are native. Location suitability will be dealt with, including addressing difficult soils and

situations. Sean will also discuss benefits to birds and pollinators. We may even get into the debate on natives!

### SNAPDRAGON'S DEN

10:45 a.m. to 12:15 p.m.  
Sutherland Room



The horticulture and landscape profession encounters many challenges such as automation, weather, seasonality and recruitment. We have asked horticulture students from secondary and post-secondary schools in Ontario to come up with a new product or solution to an issue facing horticulture/landscape professionals today.

They will have 10 minutes to pitch their product or solution to a panel of esteemed judges, who will then vote for top prize. All students and conference pass holders are eligible to attend this event as audience members.

# RECRUITLIVE

Looking for work?

A career change?

Education?

Or, are you an employer  
looking to find new team members?

More than a job board, Landscape Ontario's Recruit LIVE is an opportunity for employers and future employees to network, interview and hire, right on the Congress Trade Show Floor.

**Employers: Promote your job opportunities to over 15,000 Congress visitors!**

Job posting requirements:

- Postings should be no larger than 8.5 x 11"
- Postings must be one page only
- Postings should include your company name/logo, contact name, telephone and fax numbers, email address, job title, work duties, qualifications, start date and rate of pay.

Please indicate the job category to be posted under:

Administrative, Design, Interior, Irrigation, Landscape Construction, Landscape Maintenance, Lighting, Management, Nursery, Retail, Sales/Marketing, Snow Removal, Turf Care.

Only one copy of the posting is guaranteed to be posted.

Please email all job postings to Kathy McLean at [kathym@landscapeontario.com](mailto:kathym@landscapeontario.com) by January 3, 2019.

**Located in Hall F by the Student Gardens**

## Patio LOUNGE

Need a break or  
somewhere to chat?  
Charge your phone  
or check your email?

Come to the patio lounge  
located behind the  
Student Gardens in Hall F.  
Lounge includes seating,  
charging stations  
and free WIFI.



# CONGRESS 2020

## CONFERENCE

- Warm-up Monday, January 6
- Tuesday to Thursday, January 7 to 9

## TRADE SHOW

Tuesday, January 7	9:00 a.m. to 5:00 p.m.
Wednesday, January 8	9:00 a.m. to 5:00 p.m.
Thursday, January 9	9:00 a.m. to 4:00 p.m.

## INDUSTRY CERTIFIED?

Please check your program's re-certification criteria for qualifying information to determine if Congress Conference sessions, Symposiums and Events qualify.

- Sessions qualify for Landscape Industry Certified CEUs. Please visit [CanadaNursery.com](http://CanadaNursery.com) for details.
- Our IPM Symposium sessions qualify attendees for IPM Council of Canada CEC's, and ISAO Education credits.
- Our Landscape Designer Conference sessions qualify for OALA Continuing Education credits.
- Our Green LIVE sessions qualify for ISAO Education credits.
- Some conference sessions qualify for ISAO educational credits.

## LOCATION

Toronto Congress Centre  
650 Dixon Rd, Toronto, ON, Canada M9W 1J1

Easy access to Pearson International Airport and major highways — free parking — all amenities including hotels, restaurants, and convenient facilities for sports, casino, entertainment, and shopping.

## REGISTRATION INFORMATION

Register at [LOcongress.com](http://LOcongress.com) or use the form in the centrefold. **SAVE TIME and MONEY, EARLY BIRD REGISTRATION PRICING ENDS DECEMBER 13.**

Early morning registration lines can be long; leave extra time to register if you are attending an early morning session.

## THREE WAYS TO REGISTER:

- **ONLINE:** [LOcongress.com](http://LOcongress.com)
- **MAIL:** Please mail registration form and cheques payable to Landscape Ontario, to: Congress 2020, CONEXSYS, 7050B Bramalea Rd, Unit 34, Mississauga, ON L5S 1S9
- **FAX:** 905-405-9870 or 800-628-8838

Your badge will be mailed to you if your registration is completed prior to 5:00 p.m. EST on December 13, 2019. Otherwise, your badge will be available for pickup at the registration desk.

## DISCOUNT ELIGIBILITY

Members of Landscape Ontario Horticultural Trades Association, Canadian Fence Industry Association, Canadian Nursery Landscape Association, Ontario Association of Landscape Architects and the Ontario Parks Association are entitled to member pricing.

## EARLY BIRD DEADLINE POLICY

No extensions to the deadline of December 13, 2019 will be granted. Registration fees after this date and on-site are more expensive.

## REFUND POLICY

No refunds will be issued. All fees are non-refundable.

## SHOW PRODUCERS

Landscape Ontario Horticultural Trades Association is one of the most vibrant associations of its kind, comprised of over 2,500 members, ten sector groups and nine local chapters. Its trade mission is to promote the horticulture industry in Ontario, and its public mission is to promote the joys and benefits of green spaces.



The Canadian Fence Industry Association is a non-profit organization representing contractors, retailers, agents, wholesalers and manufacturers of fence products and services.

# CONGRESS 2020

## WHERE TO STAY

### ACCOMMODATION

Make direct reservations with your preferred hotel. Quote the booking code to receive special rates.

#### HOST HOTEL



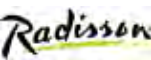
#### Delta Hotel Toronto Airport

655 Dixon Road,  
Toronto, ON M9W 1J4  
Reservations: 416-244-1711  
or 1-800-668-3656  
Special: \$150 Single or Double  
Booking Code: LAN  
Expires: Dec. 18, 2019



#### Crowne Plaza Toronto Airport

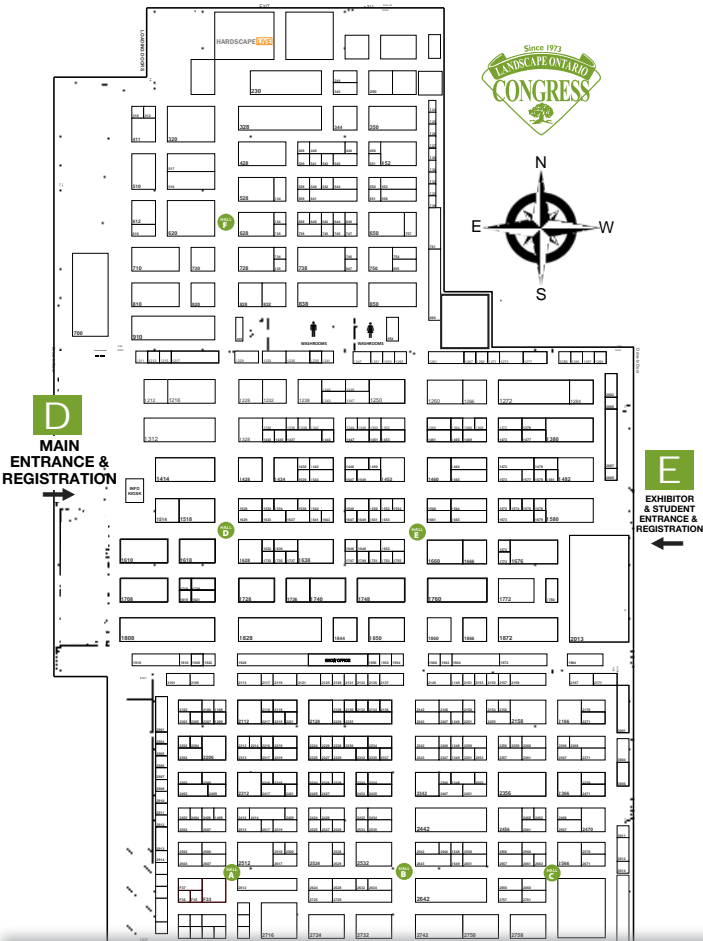
33 Carlson Court,  
Toronto, ON M9W 6H5  
Reservations: 416-675-1234  
or 1-877-859-5899  
Special: \$134 Single or Double  
Booking Code: LDS  
name: Landscape Ontario  
Expires: Dec. 16, 2019



#### Radisson Suite Hotel Toronto Airport

640 Dixon Road,  
Toronto, ON M9W 1J1  
Reservations: 416-242-7400  
or 1-800-333-3333  
Special: \$141 Superior Suite  
Booking Code: LANDSCAPE  
ONTARIO CONGRESS 2020  
Expires: Dec. 10, 2019

GO TO [LOCONGRESS.COM](http://LOCONGRESS.COM) TO PLAN YOUR VISIT!



CONFERENCE ROOMS





# *we welcome* **STUDENTS**

**Instructors from an accredited educational institution – Specialist High Skills Major (S.H.S.M.), green industry, post-secondary, apprenticeship and horticulture/ landscape related programs – are invited to register students until December 13, 2019.**

**Note: Student pricing applies to instructors accompanying a group.**

**Student Information Package can be accessed at [LOcongress.com](http://LOcongress.com), under Students!**

# CONGRESS 2019

## FAQs & CONTACT INFO

- Explore three shows in one, spread over 10 acres
- Test hundreds of innovative products
- Discover products from more than 600 vendors
- Learn from industry experts
- Engage with 15,000+ industry professionals
- IPM Symposium
- Landscape Designer Conference
- Hardscape LIVE! demonstration stage
- Peer to Peer Workshop
- Congress 'After Dark'
- Luncheon Keynotes
- Owners-Only Workshops
- New Products Showcase
- Green LIVE! education stage
- Landscape Ontario AGM
- Awards of Excellence Ceremony
- Drive LIVE! education feature
- Recruit LIVE! job board
- Patio Lounge

### YOUR CONGRESS 2020 TEAM

Let us make your Congress experience a great one!  
For assistance contact one  
of our team at 1(800) 265-5656

#### SHOW MANAGER:

Heather MacRae  
Ext. 323, Heather@landscapeontario.com

#### EXHIBIT SALES:

Darryl Bond  
Ext. 366, Darryl@landscapeontario.com

#### CUSTOMER CARE:

Keri MacIvor  
Ext. 354, keri@landscapeontario.com

#### CONFERENCE & EVENT COORDINATOR:

Amy Buchanan  
Ext. 329, Amy@landscapeontario.com

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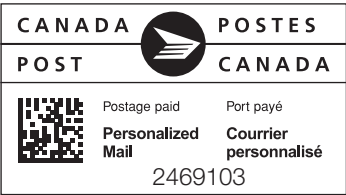


Landscape Ontario



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Landscape Ontario  
Horticultural Trades Association  
7856 Fifth Line South, Milton, ON  
L9T 2X8



Behind every great  
Green Professional is  
**CONGRESS**

Join us  
**January 12,13,14, 2021!**  
**LOCONGRESS.COM**