



2012 ACES

“All Commodity Education Sessions”

March 22-23, 2012: Comfort Inn Airport
106 Airport Rd., St. John's NL A1A 4J3

ACES is a new two-day workshop for all green industry commodities - sessions will cover topics that are of interest to owners, managers and staff. Break out sessions will be offered on Friday for specific commodity groups. The event will also include an Awards Banquet dinner on Thursday evening, and our Annual General Meeting on Friday evening. *Join us at our new event!*

Thank you to our event sponsors:



THURSDAY MARCH 22nd * All Seminars will take place in Salon A, and breaks/awards in Salon B

- 9:00am Registration
- 9:30am Welcome from Landscape Newfoundland and Labrador
- 9:45am Keynote Session (All Commodities) - **Paul White**: “Fishing for Leadership: Lessons on the Fly”
- 11:00am Coffee Break
- 11:15am (All Commodities) - **Lorne Pike**: “Effective Marketing through your Website and Social Media”
- 12:30pm Lunch
- 1:30pm (All Commodities) - **Lorne Pike**: “Effective Marketing through your Website and Social Media” (cont'd)
- 2:45pm Coffee Break
- 3:00pm (All Commodities) - **Bill Stensson** “Succession Planning and Strategic Planning for the Green Industry”
- 4:15pm (All Commodities) - **Liz Kloze** “People, Programs and Potential”
- 5:30pm Reception
- 6:30pm Dinner and Awards Ceremony

FRIDAY MARCH 23rd * Turf program in Salon A, Retail/Nursery/Landscape in Executive Room

- 9:00am Registration
- 9:30am **Choose one** - (Turf) - **Katerina Jordan**: “Working Without Pesticides: Using IPM to Survive Legislation”
(Retail/Nursery/Landscape) - **Bill Stensson**: “New Plants”
- 11:00am Joint Coffee Break
- 11:15am **Choose one** - (Retail/Nursery/Landscape) - **Liz Kloze**: “Going to Pot: Container Gardening”
(Turf) - **Katerina Jordan**: “Alternative Weed Management: A Summary of Three Years of Data from the University of Guelph”
- 12:30pm Joint Lunch
- 1:30pm **Choose one** - (Retail/Nursery/Landscape) - **Todd Boland** - “Ball FloraPlant Trialing at MUNBG”
(Turf) - **Tim Tripp**: “New Products for lawn care”
- 2:45pm Joint Coffee Break
- 3:00pm **Choose one** - (Retail/Nursery/Landscape) - **Steven Carew** - “Adding Value to Hardscape Installations”
(Turf) - **Karen Gosse**: “Safety and Landscaping”
- 4:15pm Roundtable Discussion
- 4:30pm LNL Annual General Meeting - Salon A

Continuing Education Credits
Available! See page 4 for details!

Registration Deadline: Friday March 16, 2012

See pages two to four for seminar descriptions and speaker biographies, page five for registration options, and page six for sponsorship opportunities!

2012 ACES: Seminar Descriptions

Paul White: “Fishing for Leadership: Lessons on the Fly!”

In his Signature Keynote Presentation, Inspirational Speaker Paul Michael White will enlighten, entertain and educate your audience on Leadership Nitty-Gritty. Leadership is really about people - your people ...and YOU! Keynote Topics Include:

- The real ship you are leading is a ship called YOURSELF!
- Learning to present effectively!
- Leadership wisdom in a world of accelerated change!
- Fishy situations (in the professional world of work)
- Getting “hooked” on you!
- Leaders lead best by leading themselves first, “Know Thyself!”
- Experience is the BEST teacher!
- The 4 P’s of Solid Leadership!
- Leaders are born but can be made!

Life is “on the fly” as we are all strapped for time. Let Paul “drop by” and share life changing ideas about Real Life Leadership in action. A gifted storyteller with a dynamic communication style, he will show you how to make the necessary life changes for Leadership Success.

Lorne Pike: “Effective Marketing through your Website and Social Media”

Most companies today have a Website of some sort, and most people in Newfoundland and Labrador have a Facebook page, Twitter account, LinkedIn profile, or some other social media presence. Yet very few can point to any significant profit that they have made from their online presence. This two-part seminar will focus on the keys to effectively marketing your business through a Website and social media. You will come away with specific ideas that virtually any company can use to start making their online activities more profitable.

Liz Klose: “Growing Green with Horticulture - people, programs and potential”

The green spaces of parks and landscapes provide a wealth of health and environmental benefits and are a source of inspiration for the community and homeowners. Revealing the true value of green will be the focus. CNLA programs and alliances, programs to educate employees and to nurture greater awareness by the public will be featured.

Liz Klose: “Going to Pot”

A colourful trip through the seasons, showcasing inspirational spring, summer, fall and winter containers. Featuring design concepts and plant combinations for pots of all sorts, this presentation is guaranteed to spark your imagination. Using the new ideas from the featured themes will have you “urning” rave reviews from your neighbours, clients and visitors!

Todd Boland - “Ball FloraPlant Trialing at MUNBG”

MUNBG has been trialing new plant releases from Ball FloraPlant for the past 3 years. This presentation will provide an overview of the varieties we have grown noting the winners and the losers.

Karen Gosse - “Safety and Landscaping”

This presentation will touch on Heat Stress, Lifting, Young Workers and effective safety talks with some do’s and don’ts and helpful hints.

Dr. Katerina Jordan - “Working Without Pesticides: Using IPM to Survive Legislation”

This talk will discuss the fundamentals of integrated pest management as they relate to lawn and sports field management with an emphasis on developing a successful program in the absence of conventional pesticide use. The primary pests encountered on lawns and athletic fields will also be covered, including life cycles, proper monitoring techniques and cultural and alternative management.

Dr. Katerina Jordan - “Alternative Weed Management: A Summary of Three Years of Data from the University of Guelph”

This talk will summarize a large-scale project initiated to look at alternative weed control in response to Ontario’s cosmetic pesticide ban. Data from three different studies that focused on overseeding, alternative product use and cultural practices will be presented and discussed.

Steven Carew: “Adding Value to Hardscape Installations”

Steven Carew will discuss new design trends utilizing new hardscape products available for 2012, as well as maximizing the added value of using traditional products in new ways

Bill Stensson: “New Plants”

Description coming soon.

Bill Stensson: “Succession Planning and Strategic Planning for the Green Industry”

Description coming soon.

2012 ACES: Speaker Biographies



Paul White

Sharing simple, yet powerful, ideas is what Paul Michael White does best. He is an Author, Mental Health Consultant and Inspirational Speaker who presents regularly on the topics of Work-Life Balance and Life Leadership Success.

Paul is a proud member of the Canadian Association of Professional Speakers and a dedicated member of the Newfoundland and Labrador Association of Professional Speakers. He published Newfoundland and Labrador's FIRST Self-Help Book: "Fishing for Reality: Catching helpful ideas that WILL make a difference for you" in October 2008. Please visit paulwhite.ca for more information.

With a Masters Degree in Counselling Psychology, Paul enjoys the challenge of helping people help themselves because "at the end of the day it is all self-help"! Visit <http://www.paulwhite.ca/PaulWhiteInfo.pdf> for more information.



Lorne Pike

Lorne Pike is a marketing consultant helping his clients make the most of social media, blogging, SEO, and effective Website design. He has written and helped implement marketing and social media strategies that allowed his clients to access new markets across North America and Europe. Lorne has generated impressive search engine optimization (SEO) results for his clients, taking companies up more than 700 places on Google, to top listings for targeted keywords in local and international markets. He has also frequently traveled throughout the United States and Canada on behalf of his clients, to represent them in key marketing and sales opportunities in new markets.

With a personal network totaling more than 25,000 on Twitter, LinkedIn, Facebook, and other social media platforms, Lorne is one of Canada's leading online presences. He is also either currently or recently a member of the Newfoundland and Labrador Association of Technology Industries (NATI), Oceans Advance, the New Jersey Technology Council, the Technology Association of Georgia, the Silicon Valley chapter of the American Marketing Association, the National Defense Industry Association of the United States, and the National Center for Simulation, to name just a few. He has guest lectured for college and university business programs, and is also a member of the Advisory Panel of Executives at the University of Pennsylvania's Wharton School of Business. Visit <http://www.lornepike.com> for more information.

Bill Stensson

Bill Stensson CEO, Sheridan Nurseries (www.sheridannurseries.com) & President, Canadian Nursery Landscape Association (www.canadanursery.com).



Liz Klose

Liz Klose, BSc (Agr), CLP, is the Landscape Priorities Manager with the Landscape Canada Committee of the Canadian Nursery Landscape Association. Networking with provincial and related associations, her role involves working with various committees and stakeholders, addressing priorities to further enhance the landscape sector.

Liz is the former Superintendent of the Niagara Parks Commission School of Horticulture, where she began as an Instructor/Curator in 1991. Her teaching experience included: plant identification, soils, plant health care, plant propagation, fruit and vegetable culture; and practical skills as Instructor/Curator of the Herb, Vegetable, Perennial, Ornamental Grass and Rose Gardens. Liz was appointed Superintendent in 2002 and held the position until she joined the CNLA in 2008.

A Certified Landscape Professional (CLP), Liz also co-authored two gardening books: *Roses for Ontario*, and *The Best Garden Plants for Ontario*, and is a frequent contributor to print media.

Recognized for her years of dedication to the green industry and horticultural education, Liz received the 2006 Ontario College Horticulture Educator of the Year Award by Landscape Ontario, is an Ontario Parks Association Foundation Honour Roll Award recipient and a member of the Perennial Plant Association.

2012 ACES: Speaker Biographies



Katerina Jordan

Katerina Jordan is an assistant professor of turfgrass science at the University of Guelph. Her areas of research encompass best management practices for healthy, sustainable turf with an emphasis in integrated pest management. She teaches at the diploma, undergraduate and graduate levels and her primary service to industry is to oversee the turfgrass disease diagnostic laboratory housed at the Guelph Turfgrass Institute.



Todd Boland

Todd is the research horticulturalist at the Memorial University of Newfoundland Botanical Garden. He is involved in a variety of research projects at the Garden from invasive alien plant species, care of our ex situ rare Newfoundland plant populations to breeding and selection of new hardy plant varieties. Todd is also a prolific writer and international lecturer on plant-related topics. He is the current editor of the botanical garden's newsletter, The Twinflower. He is a regular featured writer in Home and Garden (a publication of Downhome) and author of "Trees and Shrubs of Newfoundland and Labrador"



Steven Carew

Steven Carew is a co-owner, manager, and director of Carew Services Limited. He has over 12 years experience in the industry, most of which was spent working on residential landscape construction sites. Steven now focuses on the retail sector of the industry, providing natural stone and concrete landscape construction products to residential owners and landscape contractors.

Karen Gosse

Karen Gosse has worked with the Workplace Health and Safety Compensation Commission for the past 33 years. Since then, she has held responsibility in several key areas in Compensation Services and Corporate Governance and Planning working as a claims adjudicator, case manager and internal review specialist. For the past 11 years, she has worked in Prevention Services as a health and safety advisor where currently, she is primarily responsible for the fishing and agriculture sectors.

Karen is a graduate of the College of the North Atlantic and has a certificate in occupational health and safety. She has also completed training in modern safety management and auditing through DNV and Consulting Skills from Canadian Society of Safety Engineering.

Continuing Education Credits

Pesticide Applicators: the following sessions qualify for Continuing Education Credits

- Changes to Legislation – 0.5 Legislation
- Working without pesticides - 1 Pest Management
- Alternative Weed management – 1 Pest Management
- New Products for Lawn Care – 0.5 Label, 0.5 Pest Management

Plant Health Atlantic: 5.5 credits for attending all sessions on March 23rd.

Landscape Industry Certified recertification: Each hour of seminars you attend will get you one CEU credit.



Hotel Room Block - Comfort Inn Airport (106 Airport Rd., St. John's)

Landscape NL has blocked off a number of guest rooms at an exceptional price during ACES:

- \$114.99 plus tax per night
- Must quote "Landscape NL" to get the preferred rate

Call direct toll free 1-866-612-5600 or email gsr@comfortinnstjohn.com to confirm your reservation today!



2012 ACES

“All Commodity Education Sessions”

Registration Form

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

Additional Names: _____

Please indicate if you are a member of Landscape Newfoundland and Labrador:

Member Non-Member

Registration Options:

Please note that registrations include coffee breaks and lunches. Awards dinner is extra.

	Member	Non-Member
<input type="checkbox"/> Two Day Conference x _____ people	\$150.00	\$175.00
<input type="checkbox"/> Thursday Only Conference x _____ people	\$100.00	\$125.00
<input type="checkbox"/> Friday Only Conference x _____ people	\$100.00	\$125.00
<input type="checkbox"/> Awards Dinner x _____ people	\$50.00	\$75.00

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

Payment Information (HST # 879654770RT0001)

Visa/Mastercard #: _____ Expiry: _____

Signature of Cardholder: _____

Print Name of Cardholder: _____

* Send cheque to: Landscape Newfoundland and Labrador - P.O. Box 8062, St. John's, NL A1B 3M9

Registration Deadline: Friday March 16th, 2012

To register, please fax to: 1-866-833-8603

or email to: rebecca@canadanursery.com

or mail to: Landscape NL, P.O. Box 8062, St. John's, NL A1B 3M9

2012 ACES: Sponsorship Opportunities

Make your company front and centre at ACES - the All Commodity Education Sessions - your best opportunity to reach horticulture industry decision makers in Newfoundland and Labrador!

Choose from a variety of sponsorship levels depending on your budget and level of exposure you would like to achieve:

Gold Event Sponsor - \$500.00 plus HST (one available sold!)

- Company showcased as the events exclusive main sponsor
- Opportunity to address the delegates at the opening of ACES (Thursday morning)
- Opportunity to display literature at the registration table
- Logo included on the LNL website
- Logo included on event signage
- Verbal thank you to your company at the event
- Logo included in the March LNL newsletter

Silver Event Sponsor - \$400.00 plus HST (three available)

- Choose one of three area's to sponsor (first come first serve): Thursday lunch, Friday lunch, Thursday dinner
- Opportunity to display literature at the registration table
- Logo included on the LNL website
- Logo included on event signage
- Verbal thank you to your company at the event
- Logo included in the March LNL newsletter

Bronze Coffee Break Sponsor - \$250.00 plus HST (unlimited)

- Logo included on the LNL website
- Logo included on event signage
- Verbal thank you to your company at the event
- Logo included in the March LNL newsletter

Sponsorship Confirmation

I would like to confirm my company as a sponsor of ACES 2012

Category: _____ Amount: _____

Payment Information (HST # 879654770RT0001)

Visa/Mastercard #: _____ Expiry: _____

Signature of Cardholder: _____

Print Name of Cardholder: _____

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