

SNLA Conference and AGM

Thursday March 15 and Friday March 16, 2012

Saskatoon Inn: 2002 Airport Drive, Saskatoon



Agenda: Thursday March 15th - Ballroom C

10:00am-10:30am Registration and Coffee
10:30am-11:30pm Karen Tanino - **"A Brief History through Time - a recap of past projects and current activities"**

This talk will provide the main highlights and conclusions of the various past projects performed in conjunction with the SNLA which span the range from perennial crop production and overwintering to trees, from slow release fertilizers to media mixes. It will also give an update of the Growing Forward project on reducing greenhouse energy costs and provide current research results in the area of tree dormancy and global climate change.

11:30am-12:30pm Owen Vanstone - **"New Plants and Trends for the Prairies"**

This presentation will highlight the new developments in trees, shrubs and perennials for ornamental and fruiting purposes along with industry trends for the upcoming season. It will provide an accurate look at functional and dependable materials to be used in the landscape.

12:30pm-1:30pm Lunch
1:30pm-2:30pm Bill Stensson - **"Strategic Planning and Succession Planning for the Green Industry"**
2:30pm-3:00pm Coffee Break and Annual General Meeting Registration
3:00pm-5:00pm **Annual General Meeting**

Agenda: Friday March 16th - Saskatoon Room

8:00am-8:30am Registration and Coffee
8:30am-4:30pm Mike Lysecki - **"Build a Better Landscape Business"** (includes lunch)

"The workshop that turns great landscape contractors into great landscape business owners". Get out of your truck and into the boardroom for the best day you've ever spent on your business. Actual landscape contractors from some of the industry's best landscape companies lead this hands-on workshop to help your company build the systems it needs to create a more predictable, more profitable future. You're going to leave this workshop with:

- *An operating budget built with your numbers, for your company*
- *A pricing system that calculates how you need to price your work to cover your company's costs and profit*
- *An efficiency rating that shows you what your sales should be, and how much you're actually spending on waste and inefficiency*
- *Estimating methods that improve field productivity and profit*

What's Required: A laptop computer with wireless network card (free internet access will be provided)

Registration is limited to 25 companies - don't miss out on your one chance this winter to change the way you can manage your business... permanently.

Workshop Delivered by:



Register today! See page three for registration form

For more information - Phone: 1-888-446-3499 ext. 8650

Email: christine@canadanursery.com / Website: www.SNLA.ca

SNLA Conference and AGM

Thursday March 15 and Friday March 16, 2012

Saskatoon Inn: 2002 Airport Drive, Saskatoon

Speaker Biographies:



Mike Lysecki - Whitby, ON

TBG Landscape (The Beach Gardener) and Landscape Management Network

Mike built his experience as Director of Operations for TBG Landscape (The Beach Gardener), a multi-million dollar landscape and snow + ice company as they developed internal systems, processes and training that would reduce mistakes, increase productivity and align staff around a common vision of success.

Mike now serves as director of the Landscape Management Network, an online collection of all the systems built for TBG, now available to all landscape and snow and ice contractors.



Dr. Karen Tanino - Saskatoon, SK

University of Saskatchewan

Dr. Karen Tanino holds a full time tenured faculty appointment as a Full Professor and former Acting Associate Dean (Academic) in the College of Agriculture and Bioresources at the University of Saskatchewan (U of S). She held a 0.5 Extension appointment from 1989-2002. Tanino chairs the Northern Agriculture Thematic Network of the University of the Arctic (a consortium of over 121 institutions circumpolar). She is also lead of Priority A (Reducing Greenhouse Energy Costs), a national ornamental cluster under the Growing Forward program of Agriculture and Agri-food Canada. She has been studying/working in the field of plant abiotic stress for 30 years. She specializes in plant abiotic stress physiology and the interactions of plants with the environment. She has published over 140 research contributions including 4 books.



Owen Vanstone - Portage La Prairie, MB

Vanstone Nurseries

Owen Vanstone is the Sales and Marketing Manager of Vanstone Nurseries, a 50 acre growing operation located in central Canada. The company produces a wide range of hardy perennials, shrubs and roses for sale to the retail garden centre trade in a large region covering several provinces. Besides his commitments to the family business, Owen has also been an extension horticulture instructor at a couple regional colleges and he serves in an advisory capacity at both of these institutions as well. Owen is also very involved in industry association activities. He serves as a board member for Landscape Manitoba and the Canadian Nursery Landscape Association, now serving as the chair of Growers' Canada. He is often involved in meetings with government officials as a representative of horticulture both locally and nationally.

Bill Stensson - Georgetown, ON

Sheridan Nurseries

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

Register today! See page three for registration form

For more information - Phone: 1-888-446-3499 ext. 8650

Email: christine@canadanursery.com / Website: www.SNLA.ca

Registration Information

Company Name: _____

Registrant's Name: _____

Address: _____ City: _____ Postal: _____

Phone: _____ Fax: _____ Email: _____

Are you a member of SNLA: Yes No

Registration Deadline: March 9, 2012

Payment Information

Pricing:

SNLA Member Prices

- Entire Two Day Event - \$100.00
* Includes all seminars and lunches
- One Day Only - \$60.00 (check one: Thursday Friday)
* Includes lunch on selected day
- Annual General Meeting Only - no charge

Potential Member Prices

- Entire Two Day Event - \$125.00
* Includes all seminars and lunches
- One Day Only - \$75.00 (check one: Thursday Friday)
* Includes lunch on selected day

Amount: _____

GST (5%): _____

Total: _____

GST# 10759 5530RT0001

Payment Details:

Cheque-Enclosed (make cheques payable to Landscape Alberta Nursery Trades Association)
#200 - 10331 - 178 Street NW Edmonton, AB T5S 1R5

Visa/MC

Credit Card #: _____ Exp: _____

Name On Card (please print clearly): _____

Signature: _____

See page four for more information on sponsorship.

Fax form to 1-866-833-8603 or 905-875-1840 | Mail form to 7856 Fifth Line South, Milton ON L9T 2X8
For more information contact us by phone at 1-888-446-3499 x8650 or email at christine@canadanursery.com

Sponsorship Opportunities

Gold Sponsor - \$500.00 each (3 available)

- Recognized on signage at the event as a gold sponsor
- Opportunity to set up a table display at the event
- Opportunity to briefly address the delegates before a seminar
- Opportunity to provide handouts to delegates at registration table, and display materials at the event (i.e. banners, products, etc.)
- Verbal recognition at the event
- Company logo on handout for all delegates
- Recognition in the SNLA newsletter (logo included)
- Recognition on the SNLA website (logo included)
- One event ticket included with sponsorship (two day seminar and AGM)

Silver Sponsor - \$350.00 each (3 available)

- Recognized on signage at the event as the silver sponsor
- Opportunity to provide handouts to delegates at registration table
- Verbal recognition at the event
- Company logo on handout for all delegates
- Recognition in the SNLA newsletter (logo included)
- Recognition on the SNLA website (logo included)

Bronze Sponsor - \$150.00 each (multiple available)

- Recognized on signage at the event as the bronze sponsor
- Verbal recognition at the event
- Company logo on handout for all delegates
- Recognition in the SNLA newsletter (logo included)
- Recognition on the SNLA website (logo included)

I would like to confirm my company as a sponsor:

Gold Silver Bronze *add 5% GST to all sponsorships, GST# 10759 5530RT0001

Cheque-Enclosed (make cheques payable to Landscape Alberta Nursery Trades Association)
#200 - 10331 - 178 Street NW Edmonton, AB T5S 1R5

Visa/MC Please Invoice

Credit Card #: _____ Exp: _____

Name On Card (please print clearly): _____

Signature: _____

Company Name: _____

Contact: _____

Phone: _____ Fax: _____ Email: _____

Fax form to 1-866-833-8603 or 905-875-1840 | Mail form to 7856 Fifth Line South, Milton ON L9T 2X8
For more information contact us by phone at 1-888-446-3499 x8650 or email at christine@canadanursery.com