



February 22-23, 2010: Fairway Inn, Sussex
216 Roachville Road, Exit 193, Hwy 1, Sussex, NB

ACES is a two-day workshop for all green industry commodities - sessions will cover topics that are of interest to owners and managers. Break out sessions will be offered on Wednesday specifically for garden centre/nursery members and for landscape members.



TUESDAY FEBRUARY 22nd

- 8:30am Registration
- 9:00am Welcome from Landscape New Brunswick
- 9:10am Keynote Session (All Commodities) - **Paul Kearley**: "Putting The "See" in Communications"
- 10:15am Coffee Break
- 10:30am (All Commodities) - **Mel Norton**: "Hiring and Firing...Your Assumptions Might be Wrong"
- 11:15am (All Commodities) - **Panel Discussion** on "Safety, Liability and Due Diligence"
- 12:00pm Lunch
- 1:00pm (All Commodities) - **Jeff Morton**: "Perennials in the Landscape"
- 2:30pm Coffee Break
- 2:45pm (All Commodities) - **Clinton Pinks**: "Getting Back to Basics"
- 5:00pm Reception

**Registration
Deadline: Friday
February 18, 2011**

WEDNESDAY FEBRUARY 23rd

- 8:30am Registration
- 9:00am Welcome from Landscape New Brunswick
- 9:10am Keynote Session (All Commodities) - **Paul Kearley**: "The Little Known Secret"
- 10:15am Coffee Break
- 10:30am **Choose one** - (Landscape) - **Bill Hardy**: "Using Technology to Improve your Landscape Business"
(Retail/Nursery) - **Jeff Morton**: "Grasses and Ground Covers"
- 12:00pm Lunch
- 1:00pm **Choose one** - (Landscape) - **Clinton Pinks & Mark Evans**: "The Relationship Between the Architect and the Landscaper"
(Retail/Nursery) - **Bill Hardy**: "Technology to Improve your Retail/Nursery Business"
- 1:00pm Coffee Break
- 2:30pm (All Commodities) - **Fred Hann**: "The Future of the Green Industry: Hold on to your hats, it's going to be quite a ride"
- 2:45pm ACES - over

Funding provided by:
Growing Cultivons
Forward l'avenir

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

Thanks to our current sponsors:

Gold Sponsor:



Silver Sponsors:



Coffee Break Sponsors:



For more information call the LNB office at:
1-866-PLANTNB or email lnb@nbnet.nb.ca

2011 ACES: Seminar Descriptions

Paul Kearley: “Putting The “See” in Communications”

Ask any business what their number one barrier to success would be, and 8 out of 10 will say communications. It's a broad brush, but actually it comes down to two things: sending and receiving of messages. In this workshop we'll explore the 7 ways to listen more effectively, 5 keys to be better understood and how to knock down the communication barriers. This workshop is a must for any business person looking to connect with clients or coworkers.

Mel Norton: “Hiring and Firing...Your Assumptions Might be Wrong”

There are many legal issues and implications to consider when you hire, fire and retire employees. It is always wise to take a proactive approach in all of your business affairs, so this is an opportunity to hear from labour lawyer Mel Norton, about the right way to deal with these issues before your back is against the wall. Following this will be a panel discussion with Mel and representatives of the landscape, growers and garden centre commodity groups. We guaranteed you will feel enlightened and informed after this session.

Jeff Morton: “Perennials in the Landscape”

Perennials function in the landscape as the base layer ground cover from prostrate to the ground up to 2 meters in height. This talk will focus on the selection of perennials that are being used across North America to provide shock and awe to the uninitiated.

Clinton Pinks: “Getting Back to Basics”

Drawing on 15 years of consulting experience working in both Alaska and Nova Scotia, Clinton will present a series of projects highlighting the changing role of the landscape architect. This seminar aims to highlight the value of revisiting the basic landscape ecological principles in design. Topics for discussion will include wetland conservation, tools and technologies, and solutions to address the disconnect between policy and practice.

Paul Kearley: “The Little Known Secret”

Dale Carnegie called Enthusiasm “The little known secret to success.” and Napoleon Hill, author of Think and Grow Rich said that it was a necessary element to achieving any kind of business or personal success. The workshop entitled, “The Little Known Secret” will be focused on understanding, generating and building enthusiasm both in ourselves and in others. We'll look at the 4 instant ways to generate enthusiasm, how to motivate and how to stop procrastinating and get into action.

Bill Hardy: “Using Technology to Improve your Landscape Business”

You're an expert in your trade. You know landscaping inside and out. However, what about the other business elements? Record keeping, marketing, customer service. Is your office primarily in your truck? How do you market yourself to potential customers? How do you communicate with current customers? Bill Hardy will introduce you to technological advances that can benefit your business now and in the future. Join him for a whirlwind tour of the New Media world. Learn about mobile software solutions that other industries already use, and check out the latest in Web 2.0 tools to make the process easier. During this tour, Bill will point out how you can integrate some or all of these new technologies into your business' marketing and communication strategy and ease the burden of having that mobile office. He will provide real examples of their effective use, walk you through a few how-to's, and show you how to ensure a strong return on your technological investment. ‘I don't have time and I don't know how to do it' is not an excuse. Learn how to use technology to make your business more profitable and just plain make your life easier.

Jeff Morton: “Grasses and Ground Covers”

Grasses and ground covers excel at producing low maintenance water wise landscapes. They support the landscape features with strong functional values that are often overlooked by many horticulturists. This talk focuses on the interaction of these plants with the landscape and their value to modern landscapes and sustainable sites.

Clinton Pinks and Mark Evans: “The Relationship Between the Architect and the Landscaper”

Clinton Pinks, and Mark Evans, from CBCL Limited will present a 30-minute slide show on the relationship between the architect and the landscape contractor in project design and construction. This presentation will focus on the roles and responsibilities of both the design and the installation professions from project design through to construction. The presentation will be of interest to those in the landscape and horticultural trades industries wanting to learn more about project construction management.

2011 ACES: Seminar Descriptions

Bill Hardy: “Technology to Improve your Retail/Nursery Business”

You're an expert in your market. You probably know very well what today's 30-55 year old customers want. But do you know what tomorrow's customers need? Can you speak their language? Bill Hardy will introduce you to technological advances that can benefit your business now and in the future. Join him for a whirlwind tour of the New Media world. Learn about social networking solutions that other industries already use, and check out the latest in Web 2.0 tools to make the process easier. During this tour, Bill will point out how you can integrate some or all of these new technologies into your business' marketing and communication strategy. He will provide real examples of their effective use, walk you through a few how-to's, and show you how to ensure a strong return on your technological investment. 'I don't have time and I don't know how to do it' is not an excuse. If you want a strong business five or ten years from now, you need to learn how to speak the language of your future customers and understand how they inform themselves and shop.

Fred Hann: “The Future of the Green Industry: Hold on to your hats, it's going to be quite a ride”

The green industry is in an ideal position to be leaders as we face a roller-coaster ride of environmental, social and economic changes in the coming decade. But the industry as we know it today is largely unprepared to adapt to those changes, let alone lead. How businesses respond to these forces will define the future winners in a changing world with rapidly evolving consumer expectations. In this presentation Fred will explore and highlight options to maximize our potential for success.

2011 ACES: Speaker Biographies

Mark Evans

Mr. Evans is a senior engineer with a Bachelor of Science honours degree in Agricultural Engineering from Cranfield University, UK. He has over 18 years experience in municipal and rural engineering including experience in active transportation multi-use trails and sidewalks including soil stabilisation and retaining structures, storm water systems, wastewater collection systems; potable water supplies and distribution; and irrigation systems, including large municipal systems and small scale 'rural/remote' systems. Mark has worked alongside Clinton on numerous design projects, providing engineering services in support of the design process. Mr. Evans' experience includes technical design, construction services, including site inspection supervision, contract administration, and project management.



Bill Hardy

Bill Hardy, CLP, has a long history in the green industry having worked for floriculture and nursery operations, leading garden retailers, and most recently as the General Manager of Northwest Landscape & Stone Supply. While most of his free time is consumed with hort association volunteer work focussed on education, environment, and labour issues, he is an avid techie, who closely follows the newest and most interesting advances in technology and the New Media world, and dreams up horticulturally-relevant applications for them. Bill comments, "I may not know how to build it... but I know what's possible. Becoming aware and utilizing these tools is one way we can ensure our industry captures the interest of future consumers."



Fred Hann

Frederick Hann founded Frederick Hann Associates Ltd. in 1983. A graduate of the University of Guelph with a Masters degree in Landscape Architecture he runs a successful and busy design consultancy undertaking landscape planning and design for public and private clients along the eastern edge of North America. He is a member of the Canadian Nursery Landscape Association and the Canadian Society of landscape Architects. Fred's passion is helping homeowners create beautiful outdoor personal spaces of meaning and sanctuary. His passion is put to work in his new venture, Garden Connections, a Web 2.0 business that serves the needs of the owners of independent garden centers and landscape service providers to help their customers transform their properties into beautiful and sustainable gardens. He oversees a talented team at Garden Connections and Yardspeak.com with specialties in garden design, horticulture, software and database design and management, social media marketing, and customer relationship management. He is particularly interested in integration of information systems, design and commerce. Frederick gives talks on the creative processes in residential environments related to the design, construction and maintenance of sustainable gardens to meet our needs and those of future generations.

2011 ACES: Speaker Biographies



Paul Kearley

A master trainer with Dale Carnegie Training for 22 years, Paul has extensive experience in training and coaching participants at all stages of business to achieve higher levels of communications, courage, leadership and sales abilities. His enthusiastic and person centered coaching style encourages and supports people to achieve higher levels of success. Paul is a certified trainer in The Dale Carnegie Leadership Training for Managers, High Impact Presentations Program, The Dale Carnegie Course, The Sales Advantage Program. In the Maritimes Paul has developed and led projects with companies such as: Irving Paper, Sobeys, Brunswick Mining and Maritime Life Assurance. A student of human potential, Paul has recently completed an E-Book entitled, "Must Thinking: An easy four step guide for creating the results you want." A short guide on getting out of procrastination and into action.



Jeff Morton

Jeffery G. Morton is a highly knowledgeable and competent researcher and lecturer to the Horticulture Industry. His strength is in technical knowledge of horticulture, turf, plant protection, IPM and environmental issues. He has pioneered native plant introduction research in Nova Scotia. While teaching horticulture at Kemptville and Ridgeway Agricultural Colleges in Southern Ontario Jeff developed a large degree of knowledge in ornamentals and turf research, and production practices. Jeff is a past president of Landscape Nova Scotia Horticultural Trades Association. He holds a Bachelor of Science in Agriculture (Environmental Horticulture/ Turf) and a Masters in Science (Plant Pathology), from the University of Guelph. Jeff is currently the Landscape Nova Scotia representative to the Canadian Nursery Landscape Association. Jeff and his brother Gary own M2 Horticulture a wholesale nursery to provide specialized native plants, perennials and trees grown in Atlantic Canada. Jeff is currently employed by the NSAC in Truro, Nova Scotia to manage the landscape of the University.



Mel Norton

Mel was admitted to the New Brunswick Bar in 2000 and has practiced law with Lawson Creamer since that time. His practice is focused on labour and employment as well as debtor/creditor law and construction litigation. Mel have been involved in the Canadian Bar Association as a past Chair of the Young Lawyers as well as an executive member of the Labour and Employment Group. Presently he sits on the CBA's Lawyers Assistance Program committee. Mel been is actively involved in Saint John with the Business Community Anti-Poverty Initiative (BCAPI). He has also sat on the board of the Saint John Theatre Company. Presently, Mel is involved with the Fundy Food Festival, Uptown Saint John's Paramount committee and the Church of St. Andrew and St. David's Abbey St. Andrew's housing development. Mel a Reserve Legal Officer for the Canadian Forces and periodically and instructs the Labour Law course at the Business Faculty of UNB Saint John.



Clinton Pinks

Mr. Pinks is a registered landscape architect with fifteen years of professional experience in environmental site planning and design, having worked on numerous large and complex architectural and engineering projects in both Alaska and Nova Scotia. Clinton holds a Master's degree in Landscape Architecture from the University of Manitoba, a Bachelor of Design in Environmental Planning from the Nova Scotia College of Art and Design, and a Bachelor of Science in Agricultural Plant Protection from the Nova Scotia Agricultural College. With a strong background in both ecological and landscape ecological principles in site design, Mr. Pinks is often demonstrating how landscape systems should be considered in site design.

Hotel Room Block - Fairway Inn, Sussex 216 Roachville Road, Exit 193, Hwy 1, Sussex, NB

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

- \$77.00 plus tax per night (one person, one bed)
- \$90.00 plus tax per night (two people, two beds)

*These rates include a plated hot breakfast!

Call (506) 433-3470 or 1-800-565-2260 to make reservations.

**For more information call the LNB office at:
1-866-PLANTNB or email lnb@nbnet.nb.ca**

2011 ACES

Registration Form

February 22-23, 2010: Fairway Inn, Sussex



One form per person - please print.

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

Please indicate if you are a member of Landscape New Brunswick, Landscape Nova Scotia, Landscape PEI, or Landscape Newfoundland and Labrador: Member Non-Member

Registration Options:

Please note that registrations include coffee breaks, lunches, and reception (if you are attending on Tuesday)

	Member	Non-Member
<input type="checkbox"/> Two Days Full Conference - 1st Delegate	\$125.00	\$175.00
<input type="checkbox"/> Two Days Full Conference - Additional Delegates	\$75.00	\$100.00
<input type="checkbox"/> Tuesday Only - 1st Delegate	\$75.00	\$100.00
<input type="checkbox"/> Tuesday Only - Additional Delegates	\$50.00	\$75.00
<input type="checkbox"/> Wednesday Only - 1st Delegate	\$75.00	\$100.00
<input type="checkbox"/> Wednesday Only - Additional Delegates	\$50.00	\$75.00
<input type="checkbox"/> Student (per day)	\$30.00	\$30.00

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

Payment Information: (HST# 84310-1551)

Visa/Mastercard #: _____ Expiry: _____
 Name of the Cardholder (please print): _____
 Signature of Cardholder: _____

Cheque Cash

*Make cheques payable to: Landscape New Brunswick

Registration Deadline: Friday February 18th, 2011

To register, please fax to: 1-866-595-5467

or email to: lnb@nbnet.nb.ca

or mail to: LNB office, P.O. Box 742 Saint John, NB E2L 4B3

**For more information call the LNB office at:
 1-866-PLANTNB or email lnb@nbnet.nb.ca**

2011 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 New Brunswick and across Atlantic Canada!



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 OUT!

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

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

- Choose one of three area's to sponsor (first come first serve): Tuesday lunch, Wednesday lunch, Tuesday reception
- Opportunity to display literature at the registration table
- Logo included on the LNB website
- Logo included on event signage
- Verbal thank you to your company at the event

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

- Logo included on the LNB website
- Logo included on event signage
- Verbal thank you to your company at the event

Speaker Sponsorships are available! Inquire with the LNB office for more information!

Sponsorship Confirmation

I would like to confirm my company as a sponsor of ACES 2011

Category: _____ Amount: _____

Payment Information: (HST# 84310-1551)

Visa/Mastercard #: _____ Expiry: _____

Name of the Cardholder (please print): _____

Signature of Cardholder: _____

Cheque Cash

*Make cheques payable to: Landscape New Brunswick

To confirm your sponsorship, please fax to: 1-866-595-5467

or email to: lnb@nbnet.nb.ca

or mail to: LNB office, P.O. Box 742 Saint John, NB E2L 4B3

Thank you for your support!