

# Garden Centre Symposium

**October 16, 2006**

**Toronto Congress Centre, Toronto**

A world-class learning opportunity  
for garden centre owners and managers



## Two Great Reasons to Attend

- Learn new “tricks of the trade” and
- Visit Garden Expo/Florist Expo/National Hardware Show on October 17-18.

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Presented by the Landscape Ontario (LO) Garden Centre  
Commodity Group and the Canadian Nursery  
Landscape Association (CNLA)

 **Landscape Ontario**  
HORTICULTURAL TRADES ASSOCIATION  
Taking horticulture to the next level

  
**Canadian Nursery  
Landscape Association**  
Association Canadienne des  
Pépinéristes et des Paysagistes

# Garden Centre Symposium Agenda

**Monday, October 16, 2006**

**8:30–9:00 Registration**

**9:00–9:05 Welcome - Bob McCannell, Chair,**  
*LO Garden Centre Commodity Group*

**9:05–10:40**

## **Staffing the Garden Centre — Learn from the Pros**

*Karl Stensson, Sheridan Nurseries,  
Georgetown (Moderator)*

*John Darin, English Gardens, Detroit*

*Erwin Meier-Honneger, President  
IGCA, Switzerland*

*John Zaplatynsky, GardenWorks, Burnaby*

A panel from top international garden centres will share their approach to solving this important challenge of finding and keeping the right people, particularly in times of labour shortages.

Where to advertise? How to screen for success?  
Recruiting for positive attitudes? How to interview?  
What about orientation, training and retention?  
What about a consistent evaluation process?

**10:40- 11:00 Refreshment Break**

**11:00–11:45**

## **Attracting Visitors to Your Garden Centre**

*Deborah Sirman, Greenland Garden Centre,  
Edmonton*

In a competitive retail climate it is essential to provide a variety of reasons for your customers to visit and re-visit your garden centre. This session will discuss successful techniques and approaches that work from an award-winning garden centre.

**11:45–12:30**

## **The Consumer Experience — Looking at Your Operation from Your Customers' Point of View**

*Deborah Sirman, Greenland Garden Centre,  
Edmonton*

Deborah will focus on the crucial in-store experience and how to structure and enhance it for the benefit of your customers from arrival to departure. As the winner of the CGTA Canadian Retailer of the Year Award, Deborah knows how to put customers into the buying mood.

**12:30–1:30 Lunch (Included)**

Take the opportunity to chat with your colleagues and swap ideas.

**1:30-2:00**

## **World-Wide Trends**

*Erwin Meier-Honneger, President, International  
Garden Centre Association, Switzerland*

“What’s New” continues to be a powerful sales driver for consumers. Making the right choices to satisfy this demand can be harrowing. Erwin will share ideas and trends from around the world.

**2:00-3:30**

## **Selling the Garden Dream**

*Gloria Beck, Parkland Garden Centre, Red Deer  
John Zaplatynsky, Gardenworks, Burnaby*

Profitable garden centre operators realize that they are selling more than plants and garden products. They are selling lifestyle and the “garden living” experience. Our speakers, recognized award-winning industry leaders, will share their successful ideas in selling the garden dream.

**3:30-3:45 Refreshment Break**

**3:45-4:15**

## **Keeping Your Customers — Loyalty Programs that Work**

*Tim Schauer, Director of Marketing,  
Waterloo Gardens, Exton*

Waterloo Gardens in Pennsylvania has over 110,000 customers enrolled in its loyalty program. Learn how to set up a loyalty program and what works and what doesn't.

**4:15–5:00**

## **Keeping Your Customers through Technology**

*Bill Hardy, CLP, Controller and Systems Analyst,  
Northwest Landscape & Stone Supply  
and Huckleberry Stone Supply, Squamish*

This session will give an overview of how technology can be used to improve your customer communications and sales. Maximizing the use of websites, databases, on-line newsletters, and e-mail will be discussed.

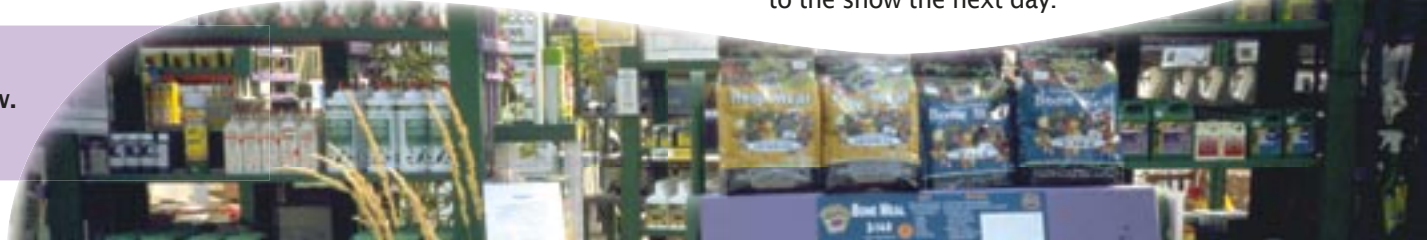
**5:00–6:00 Networking Reception**

Take this opportunity to meet and greet your colleagues. The informal atmosphere of the “meeting after the meeting” can lead to making new friends and an exciting exchange of ideas.

**6:00-7:00 Sneak Peek: Explore Garden Expo/  
Florist Expo Before the Show Opens**

A private viewing of the show floor. Tour Canada's top garden centre retail buying show before the show officially opens – when the sales floor is quiet. Take the opportunity to see what's new and map out your strategy for your visit to the show the next day.

All registrants are automatically registered for  
Garden Expo/Florist Expo/National Hardware Show.  
Visit [www.gardenexpo.ca](http://www.gardenexpo.ca) for more information.



# **Garden Centre Symposium Registration Form**

All registrants are automatically registered for Garden Expo/Florist Expo/National Hardware show. Visit [www.gardenexpo.ca](http://www.gardenexpo.ca) for more information.

PLEASE PRINT CLEARLY. THIS FORM MAY BE COPIED. E-MAIL REMINDER WILL BE SENT

Attendee 1

Attendee 2

Company

Address

City

Province

Postal code

Phone

Fax

E-mail

Are you a Landscape Ontario or CNLA Member:  Yes  No

## Please tell us about yourself Your primary area of business:

Check one only

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> 1a Landscape contractor                                       | <input type="checkbox"/> 6a Landscape architects and designers            | <input type="checkbox"/> 8e Retail garden centres                                      |
| <input type="checkbox"/> 1b Lawn care companies  | <input type="checkbox"/> 6b Golf course designers                         | <input type="checkbox"/> 9 Consultant: Turf, Irrigation, Landscape, Lighting           |
| <input type="checkbox"/> 2 Golf course personnel                                       | <input type="checkbox"/> 7 Grounds management, commercial and residential | <input type="checkbox"/> 10 Arborists and tree moving supply companies                 |
| <input type="checkbox"/> 3a Schools and school boards                                  | <input type="checkbox"/> 8a Wholesale nursery grower/distributor          | <input type="checkbox"/> 11 Turf and lawn care, manufacturers and distributors         |
| <input type="checkbox"/> 3b Gov't: Municipalities and parks depts.                     | <input type="checkbox"/> 8b Greenhouse grower/distributor                 | <input type="checkbox"/> 12 Irrigation, supplies and services                          |
| <input type="checkbox"/> 4 Private parks, campground and other recreational facilities | <input type="checkbox"/> 8c Sod and sand, grower/distributor              | <input type="checkbox"/> 13 Seed, fertilizer, chemical manufacturers and distributors  |
| <input type="checkbox"/> 5 Cemeteries and personnel                                    | <input type="checkbox"/> 8d Seed and bulb distributor                     | <input type="checkbox"/> 14 Others allied to the trade, incl. schools and associations |

## Registration Fees

Register and pay by October 4, 2006: \$145 for LO/CNLA members, \$195 for non-members

On-site registration: \$175 for LO and CNLA members, \$225 non-members

## Payment Registration forms must be accompanied with payment. Do not send cash. Sorry, no refunds.

Prices include applicable taxes. GST No. R119005049

VISA  MasterCard  Cheque (Payable to Landscape Ontario)

Card Number

\_\_\_\_\_  
Cardholder Signature

/  
Expiry Date      Name on Card

Total \$ \_\_\_\_\_

Credit card orders **Fax 1-800-628-8838 or call 1-800-661-5319**

For cheque orders **Mail** Garden Centre Symposium, PO Box 283, Malton CSC, Mississauga ON L4T 3B6