

Landscape Ontario, Mid-Atlantic Short Course and Two Spots For Gifts

Event highlights from Hortcalendar.com

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highlights

COMING UP THIS WEEK:

One Week 'Til Christmas
Landscape Ontario
Mid-Atlantic Short Course
Toronto Gift Fair
Winter Las Vegas Market
World Ag Expo

One Week 'Til Christmas

Only one more week until Christmas—are you ready? I hope all of you have been good this year and will be getting something nice from Santa. And why not treat yourself with a trip to one of these fun and educational shows. Come on, you deserve it!

Landscape Ontario Congress Trade Show and Conference

1/8/2019 - 1/10/2019

Toronto Congress Centre—Toronto, Ontario

Those in the landscape business will find a variety of events geared toward them, such as conference sessions, keynote luncheons and “Owners-Only” workshops. Talks and discussions will help you focus and improve your business with topics such as:

Log Cabin or Taj Mahal: Are You Really Listening?
Bobbie Schwartz, Bobbie's Green Thumb

Landscape designers, landscape architects and landscape contractors should know that working with new clients

is not as easy as it might appear. All too often, the installed design that clients get is not what they wanted. Why? Because the person they met with didn't really listen. Bobbie will outline her approach during the initial meeting with the client, plus the ensuing discussions about goals, budget, the importance of soil amendment as it relates to successful planting and phasing of the installation.

Engaging a Multi-Generation Workforce (Owners-Only Workshop)

In many horticulture operations, there are several generations working together. If this sounds like your workplace, then you know the challenges that exist in a multi-generational workforce. This workshop aims to reach past the challenges and explore strategies and techniques that can be used to intentionally create optimal working environments that are supportive of a multi-generational workforce. This workshop has been custom designed for the landscape industry to bring a fresh perspective to a very familiar topic.

For more information, visit www.locongress.com.

Mid-Atlantic Horticulture Short Course

1/15/2019 - 1/17/2019

Founders Inn and Spa—Virginia Beach, Virginia

They had me at “spa,” but there's much more to this event than getting pampered (although be sure to fit that in, too). The MAHSC is a nationally-recognized annual training event for professionals in the green industries and produced by the Virginia Horticultural Foundation. There's something to learn for all levels of horticultural staff, with opportunities to get and maintain industry certifications. MAHSC provides education and CEUs for professionals in arboriculture, horticulture, landscape design, landscape architecture, nutrient management, landscape maintenance and pesticide application.

They offer a variety of talks and workshops, for the newbies all the way up to the experts, including:

Moss Gardens: Annie Martin, Mountain Moss

Embracing the year-round green appeal and environmental advantages of moss offers new options for traditional landscaping and innovative new approaches to “greening” urban environments. Learn the benefits of eco-friendly mosses and how to incorporate these hardy native plants in landscape designs—moss lawns, serene zen retreats, living walls, green roofs, moss and stone patios, and more.

Relationship Selling: Mark Maslow, President, Southern Landscape Group

Mark will detail the importance of the buyer-seller relationship and how a strong foundation with clients improves the health of your business.

Botany I: Andrea Davis, VCE City of Virginia Beach

Learn plant physiology, with a focus on understanding the link between function, plant health and vigor. Great for new employees and those new to the industry.

Has Technology Saved Horticulture?: Dan Heims, President, Terra Nova Nurseries

From the advent of the irrigation pipe to LEDs that illuminate crops on their way to Mars, technology has been holding hands with horticulture for centuries. Come explore this world with Dan as he shares his views on the topics of tissue culture, mechanization and the movement of horticulture into the twenty-first century.

For more information and to register, visit www.mahsc.org.

Toronto Gift Fair

1/27/2019 - 1/31/2019

The International Centre—Toronto Congress Centre, Toronto, Ontario

If your business sells gifts, you'll want to check out Canada's largest gift trade show. With more than 500,000 products, it attracts more than 24,000 qualified retail buyers annually (great news for both exhibitors and attendees). There are themed feature areas, as well as great deals and free seminars. Hundreds of thousands of products are on display, from international name brands to unique, local and handmade goods. Retailers also benefit from an exclusive program designed to help save time and money on shipping to their customers. Here you can handle the products you've sourced online, build business relationships with new and existing suppliers, and attend seminars and one-on-one consultations with industry experts to increase your professional knowledge.

Seminars will help you craft beautiful events, décor and businesses, including topics such as:

Retail Solutions, Karen Kritzer

As a small business owner and freelance visual merchandiser, Karen Kritzer relates to the everyday challenges that retailers face. She has more than 12 years of experience with top name brands and small independent retailers.

TRIPS East Presentation, Cory Christopher

Cory Christopher is the driving force behind his namesake studio and its well-earned reputation for stunning events and décor. He is always excited to share smart design tips that encourage everyone to craft a more beautiful life.

Designing Women

A panel discussion with industry masters Liz Wharnsby, Barb Koturbash and Yvonne Noble, moderated by Andrew Pike

Learn all the insider secrets from three of the design and visual merchandising industry's key players. Their credentials include international tradeshow exhibitions, displays, HGTV design shows and retail interiors for clients with a wide range of products. This panel discussion will inspire you to improve your own retail space with tips on how to maximize your square footage and merchandise in creative ways while keeping your budget in mind.

For more information, visit www.cangift.org.

Winter Las Vegas Market

1/27/2019 - 1/31/2019

World Market Center Las Vegas Market— Las Vegas, Nevada

I know that when you think Las Vegas, you probably don't think "winter," but they've got the spot for all sorts of gift shopping at the Winter Las Vegas Market. More than 4,000 gift and home brands will be on display, allowing one-stop-sourcing for your business. More than 5.4 million sq. ft. of showroom space will offer tons of inspiration and display ideas.

When you are not walking the show, you can check out some programs and talks like these:

Desert Flippers Live

HGTV fans will surely recognize Eric and Lindsey Bennett, also known as HGTV's Desert Flippers, who have been transforming outdated Palm Springs, California, properties for more than a decade. Originally from the Midwest, the couple moved across the country in 2006 to pursue their dream of building a real estate empire. They have built their business together in just 10 short years, selling real estate, originating loans, acquiring rental property and flipping more than 100 homes. Eric and Lindsey want to share their success by educating and inspiring others to get in the game of real estate investing and renovation.

Pantone Presents: Color of the Year 2019

Join Tom Mirabile, Pantone Color Institute Trend Team Contributor, as he reveals the key color trends for 2019—where they are coming from, why they are happening and where they are headed in the future, plus get an inside glimpse into the selection of Pantone's 2019 Color of the Year: PANTONE 16-1546 Living Coral.

How to Set Client Expectations and Keep Them, and You, Happy

Anyone in the customer service biz knows how important it is to manage expectations with customers. Join interior design and business expert Gail Doby, ASID, CVO and Co-Founder of Gail Doby Coaching and Consulting, as she provides smart steps that will help you set boundaries, manage your clients' expectations and keep them, and you, happy. Gail will share how designers can establish expectations from the outset, how to talk about difficult subjects such as fees and budgets, how to keep clients happy during the stressful periods of the project, how to address unhappy clients and much more. All important skills that will keep your customers satisfied and coming back to your business again and again.

For more information and to register, visit www.lasvegasmarket.com.

World Ag Expo

2/12/2019 - 2/14/2019

International Agri-Center—Tulare, California

Where better to go in February than California? World Ag Expo is the world's largest annual agricultural exposition, where more than 1,500 exhibitors display the latest in farm equipment, communications and technology on 2.6 million sq. ft. of exhibit space. Free seminars focus on a variety of topics important to all types of agribusiness professionals. For those interested in vineyards and citrus orchards, there are several day trips offered:

Kings River & Fresno State Vineyards and Wineries

On this tour, attendees will visit Kings River and Fresno State Vineyards and Wineries. Kings River Winery sits on 40 acres and has 12 different varietals of wine grapes. While at Kings River Winery, visitors will tour wine production areas, the vineyard and cellar.

After visiting Kings River Winery, visitors will stop at Fresno State Vineyard and Winery. This tour will give insight on the Enology program offered by Fresno State University. The student winemakers have achieved continuous recognition for producing quality wines by winning numerous medals. Visitors will tour the Barrel Room, Tanks and Enology Labs.

Lake Kaweah/Terminus Dam and J&S Orchards

On this tour, attendees will visit Lake Kaweah/Terminus Dam and J&S Orchards. Lake Kaweah/Terminus Dam is located in Three Rivers, California, and controls multiple local water districts. This tour will explain how snowmelt runoff is stored and how it is released throughout the year based on agriculture demand.

After visiting Lake Kaweah/Terminus Dam, visitors will stop at J&S Orchards to explore several different types of orchards including persimmons, pomegranates, pluots and five varieties of oranges.

Citrus Tour: University of California Lindcove Research and Extension Center, McKellar Family Farms and Monrovia Nursery

This tour will visit three locations: University of California Lindcove Research and Extension Center, McKellar Family Farms and Monrovia Nursery. The UC LREC has more than 100 acres of citrus in the heart of the San Joaquin Valley. At LREC, researchers conduct studies on citrus varieties, horticultural techniques and pest management. The UC LREC portion of the tour will include a display and tasting of citrus varieties. Lunch is provided at McKellar Family Farms, where visitors will tour the citrus orchards, view equipment and get a better understanding of the process from tree to table. After lunch, visitors will stop at Visalia-area Monrovia Nursery's 1,000 acres of 40 varieties of citrus trees. By the end of the tour, visitors will have an understanding of how much care and forethought goes into producing top-quality fruit, in addition to the research conducted to improve growing conditions.

For more information, visit www.worldagexpo.com.

Hope you enjoyed this edition of *HortCalendar Highlights*! Questions, comments, or have an event you'd like me to feature? Drop me a line at awestbrook@ballpublishing.com

A handwritten signature in black ink that reads "Allison". The script is cursive and fluid, with a small flourish at the end.

Allison Westbrook

This e-mail received by 35,068 readers!

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