

# Oregon Landscape Contractors Association

2 Days of Great Education!

# 2016 NORTHWEST LANDSCAPE EXPO

December 6-7

Oregon Convention Center, Hall E — Portland, Oregon



*Design*  
*Build*  
*Sustain*  
*Supply*  
*Maintain*



**Presented by**



**Portland Chapter  
Expo Kick Off Party**  
December 6, 2016

**Landscape & Lawn  
Pesticide Training**  
December 6, 2016

**Northwest  
Landscape Expo**  
December 7, 2016



Register today at  
[oregonlandscape.org](http://oregonlandscape.org)

# The Tradeshow for NW Landscape Professionals and Industry Suppliers

The Northwest Landscape Expo is a trade only event brought to the Landscape Industry to showcase the latest in new products, services, technologies and education that keeps you at the forefront of the industry.

## Education

The Northwest Landscape Expo offers a variety of educational opportunities to the entire landscape team.

## Tradeshow - Featuring the Latest Products and Services!

The event has exhibits of the newest products, equipment, machinery and services, outdoor power, business coaching, bulbs, soil technologies, turf, Professional Landscape Designs, nursery, gardens, insurance and more.

## Landscape & Lawn Pesticide Training

Come and learn from the Industry Leaders of Plant Protection Products. Learn about new Chemistries, Advanced Application Techniques, Labor Saving Products to reduce call backs, and many more topics. Continuing education credits will be available for Washington and Oregon Pesticide Applicator Credits, along with NALP and LCB Credits.

## Pesticide Training Sponsored by



## Events at a Glance

### TUESDAY, DECEMBER 6TH

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- ◆ **Landscape & Lawn Pesticide Training**  
*Sponsored by Simplot*
- ◆ **Expo Kick Off Party at McMenamins Kennedy School**  
*Sponsored by the OLCA Portland Chapter*

### WEDNESDAY, DECEMBER 7TH

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- ◆ **Northwest Landscape Expo and Free Education Sessions**
- ◆ **Northwest Landscape Expo and Fee Based Seminars**

## Thank you to our Platinum Sponsors



# December 6, 2016 2016 Landscape & Lawn Pesticide Training SCHEDULE-AT-A-GLANCE\*

Time	Event
7:30-8:30 AM	Tenacity and Turf
8:30-9:30 AM	Weed Identification
9:30-9:45 AM	Coffee Break Sponsored by Simplot Partners
9:45-10:35 AM	Spray Solution Conditioning
10:35-11:35 AM	Integrated Pest management for Diseases in Winter Annuals
11:35 AM-12:10 PM	Box Lunch Sponsored by Simplot Partners
12:10-1:00 PM	State and Federal Laws and Regulation Updates Relating to Pesticides & Pesticide Use
1:00-1:50 PM	Correct Identification of Weeds and How to Best Control Them
1:50-2:50 PM	Post and Pre-Emergent strategies to Control Troublesome Weeds in the Landscapes with New Tools to Consider
2:50-3:40 PM	Controlling Mollusk Pests
3:40-4:20 PM	Organically Certified-Moss Melt Concentrate- Product Training
4:20 PM	Conclusion of Training

# December 7, 2016 2016 Northwest Landscape Expo SCHEDULE-AT-A-GLANCE\*

Time	Event
7:00 am – 3:00 pm	Landscape Expo Registration Open
7:00 am – 3:00 pm	Visit Expo Tradeshow
8:00 – 9:00 am	Fee-Based Seminars
	A1) COACHING: Get the Best Job Performance
	A2) Helping Businesses Hire and Manage Their People
8:00 – 9:00 am	Expo Free Sessions
	A Garden for all Seasons
	Careers in Landscaping
	City of Portland Water Conservation & Rebates
	Central Control - An Opportunity to Build Business Profitability
	Pruning to Establish the Design – Spanish Track
9:00 – 9:45 am	Visit Expo Tradeshow (Prize Announcements)
9:45 – 10:45 am	Fee-Based Seminars
	B1) COACHING: Get the Best Job Performance - Spanish
	B2) Start Clean Finish Clean
9:45 – 10:45 am	Expo Free Sessions
	Contractor/Designer Relationships - the Good, the Bad and the Ugly
	Oregon Landscape Guidelines: the How-To Resource for Your Library!
	Rules of the Road for Landscape Drivers
	The Search for Lower Input Lawn
	Safety & the Supervisor – Spanish Track
10:45 am – 12:00 noon	Keynote Presentation: Chinese Garden Restoration
12:00 – 1:00 pm	Lunch & Visit Expo Trade Show (Prize Announcements)
1:00 – 2:00 pm	Fee-Based Seminars
	C1) Introduction to Account Management
	C2) Less Chaos More Cash
1:00 – 2:00 pm	Expo Free Sessions
	Lessons from the Trenches – Stormwater Case Studies
	Recent Trends in Hardscaping
	Integrated Pest Management for Environmental Performance
	Translating Practical Math Problems – Spanish Track
2:00 – 3:00 pm	Fee-Based Seminars
	D1) Extra Mile Service
	D2) Automatic Fish: How to Get a Steady Stream of Customers on the Net
2:00 – 3:00 pm	Expo Free Sessions
	The Latest in Organic Landscaping
	Pruning Small Trees and Shrubs for Health, Beauty and Profit
	To Drain or Not to Drain? And How Do We Do It?
	EFFI Issues in The Pacific Northwest
	Basic Principles of Irrigation – Spanish Track
2:00 – 3:00 pm	Expo Free Sessions
3:00 – 4:00 pm	Visit Expo Trade Show and Exhibitor Prize Announcements

# Landscape & Lawn Pesticide Training

Tuesday, December 6, 2016

Oregon Convention Center, Hall E | Portland, Oregon

**This Training is Fee Based Presentations Noted as Pesticide Seminar  
are for December 6th Registration Only**

7:30-8:30 AM

## Tenacity and Turf Establishment

Randy Rider | Syngenta Corporation

Utilizing the unique properties of Tenacity Herbicide as a tool in turf establishment and renovation from seed to sod. Discuss the use of Headway G Fungicide for winter turf disease issues.

8:30-9:30 AM

## Weed Identification

Elyssa Trejo-Dow | AgroSciences LLC

(Weed Identification), lifecycles, why certain weeds grow where they do, How to keep weeds out without pesticides. (Weed control in beds), Snapshot: safety PPE, label specifics, timing, rate ranges. (Weed control in Turf) Defendor: safety, PPE, label specifics, timing, rate range.

9:30-9:45 AM

## Coffee Break *Sponsored by Simplot Partners*

9:45-10:35 AM

## Spray Solution Conditioning

Jon Atkins | Simplot Partners

discussion will cover the potential issues associated with pesticide/fertilizer spray solutions and the various types of spray adjuvants that address the causes and help improve performance. Scope of discussion will include the impact of water PH, surface tension, droplet placement, spray drift and other issues associated with spray solution performance. Discussion will also cover the characteristics of spray adjuvant components/products and the contribution provided in solving spray solution performance issues.

10:35-11:35 AM

## Integrated Pest Management for Diseases in Winter Annuals.

Jen Browning | BASF Corporation

Review of common diseases in Winter Annuals. Environmental and cultural influences on disease development, working with preventative programs and rotational options for disease suppression/control.

11:35 AM-12:10 PM

## Box Lunch *Sponsored by Simplot Partners*

8-9 Pesticide Applicators-Recertification Credits anticipated for Washington and Oregon. You must have your license number to register for State Credits.

12:10-1:00 PM

## State and Federal Laws and Regulation Updates Relating to Pesticides and Pesticide Use

Mike Odenthal | Compliance/Enforcement Lead- Oregon Department of Agriculture

Discussion will cover State and Federal laws and regulation updates relating to pesticides and pesticide use.

1:00-1:50 PM

## Correct Identification of Weeds and How to Best Control Them

Mike Sorenson | PBI Gordon Corporation

What are your best control methods for weeds, cultural, mechanical or chemically. Discuss rates and timing. Discussion will cover uses of Speedzone, T-Zone, Q-4 and Attrimec Growth Regulator.

1:50-2:50 PM

## Post and Pre-Emergent strategies to control troublesome weeds in the landscapes with new tools to consider

Justin Horlacher | NuFarm Americas, Inc.

2:50-3:40 PM

## Controlling Mollusk Pests

Jon Atkins | Simplot Partners

Discussion will cover snails and slugs and how their presence in large numbers can adversely affect landscape and ornamentals plantings. We will review methods for control of mollusk pests and will introduce and discuss DESPOT Snail and Slug Bait, a new Simplot Partners Iron-based bait, as a tool to help control snail and slug populations in areas where children, pets and wildlife are a concern.

3:40-4:20 PM

## Organically Certified-Moss Melt Concentrate- Product Training

Peter Bierma | Green Spear Inc

4:20 PM

## Conclusion of Training

SPONSORED BY



\*Schedule Subject to Change

Wednesday, December 7, 2016

## 2016 Northwest Landscape Expo

### FEE-BASED EDUCATION AND EXPO TRADESHOW

Fee-Based Education Registration includes access to Expo Free Education Sessions and Expo Tradeshow.  
Oregon Convention Center, Hall E • Portland, Oregon

8:00 – 9:00 AM

#### A1) COACHING: Get the Best Job Performance

Emelindo Escobedo | *Work Strategies*

#### A2) Helping Businesses Hire and Manage Their People

Lori Rush | *Rush Recruiting & HR*

What is good hiring? Hiring the right employee is one of the most important decisions you will make for your business success. Learn important techniques and strategies to ensure your hiring decision fits with you, your culture and your business goals.

9:45 – 10:45 AM

#### B1) COACHING: Get the Best Job Performance - Spanish

Emelindo Escobedo | *Work Strategies*

#### B2) Start Clean Finish Clean

Ken Thomas | *Envisor Consulting*

Every company has a system for doing business. Some good, some not so good. Good systems create predictable outcomes. In the landscape business we seek 3 main outcomes on every job.

- Happy Clients
- Profitable Work
- Happy Employees

Unfortunately without a well thought out and intentional system to deliver our product and services the chances of hitting all three objectives are pretty slim.

In this seminar Ken Thomas presents his proven Start Clean Finish Clean product delivery system. Start Clean Finish Clean insures that each job that your company produces will follow a predictable path from lead-design-estimate- sold-work in process- job close out. And each job will produce the 3 keys to success.

1:00 – 2:00 PM

#### C1) Introduction to Account Management

Ken Thomas | *Envisor Consulting*

Whether in Commercial or Residential Maintenance the keys to success depend heavily on the account manager.

In this seminar Ken Thomas shares the fundamentals of landscape maintenance account management learned over years of working in both the landscape and property management industry.

In this seminar we will review the fundamentals and key skills needed to master the role of account manager.

Attendees will learn:

- Account Management Structure
- The Account Manager Process
- Account Management KPI's
- Different Market Segments and How To Manage Them
- The Role of the Property Manager and How to Relate to Them.

#### C2) Less Chaos More Cash

Aaron Crowley | *Crowley's Granite Concepts*

Many organizations are under-profitable and un-healthy. They struggle to deliver their products and services as promised and the working environment is often hectic, chaotic, and sometimes even toxic.

This occurs when critical tasks chronically "slip through the cracks" and while employees are often a convenient scapegoat, they are rarely the cause of these problems.

More often than not, it is the owners/manager's failure to effectively understand and manage the tasks and the people assigned to perform them.

This workshop will forever change your view of how and why critical tasks "slip through the cracks" and offers a very simple yet profoundly effective practice that will not only improve profitability, it will reduce the confusion that causes a chaotic working environment.

2:00 – 3:00 PM

#### D1) Extra Mile Service

Ken Thomas | *Envisor Consulting*

In every industry there are good companies and great companies. The difference is in the people and the service they deliver. In this seminar learn how to differentiate your company from the competition by delivering extra mile service. Learn from leaders in other industries and apply their principals of success to your business.

Attendees will learn:

- The value of extra mile service
- What to do when we make mistakes and we will
- How to build Level 3 Partnerships that will create loyalty, extra sales and referrals

#### D2) Automatic Fish: How to Get a Steady Stream of Customers on the Net

Ryan Moore | *Horizon*

It's no secret that the internet has changed the way that customers shop for local services. In their 2015 Local Consumer Review Survey, BrightLocal found that:

- 60% of consumers search for local businesses on the internet at least 6 times

- per year,
- 92% of consumers regularly or occasionally read online reviews,
  - 68% say that positive reviews make them trust a local business more,
  - 80% trust reviews as much as personal recommendations.

Local businesses that take the time and effort necessary to build an online reputation that outpaces their competition have a distinct advantage. They have a steady stream of customers contacting them to do business. They spend little to no money on advertising. And when they really get things going, they can raise prices, turn down low margin jobs, and pick and choose customers and the services they provide.

In his presentation entitled "Automatic Fish:

How to Get a Steady Stream of Customers on the Net", Internet Marketing Specialist Ryan Moore describes how building an effective online presence is a lot like fishing. To build a net that automatically catches fish, you must:

- Identify who your fish are and what they're looking for,
- Put out lines at popular fishing spots,
- Use bait to capture the attention of your fish and get them on the hook.

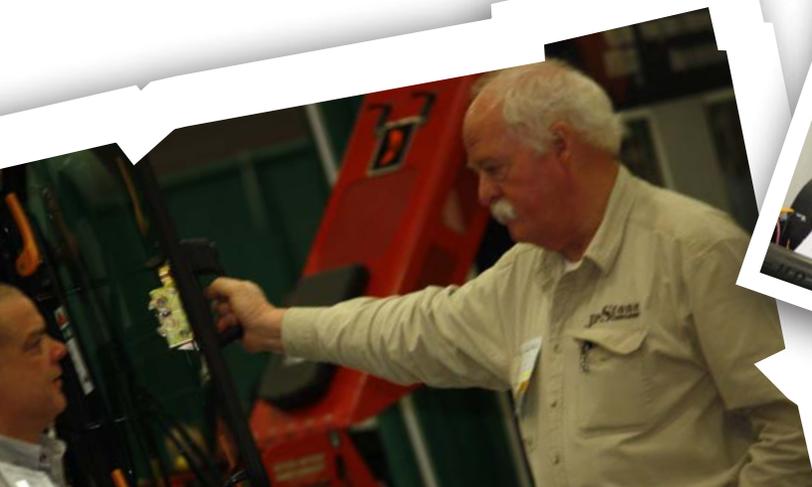
After this class, you'll have a much clearer vision of what it takes to beat out the competition in your local market and consistently bring in the catch!

***This presentation is sponsored by Horizon.***



"Not only is the OLCA Expo the best educational value available, it's also relevant to all levels and many specialty areas within our company, and it's a great team builder for our staff."

— Dean DeSantis, CLP, President, DeSantis Landscapes, Inc.



*Join us for Some Pre-Expo Fun!*

The OLCA Portland Chapter Presents



NORTHWEST LANDSCAPE EXPO

**KICK-OFF  
& PARTY**

**& LANDSCAPE  
AWARDS**

**PRESENTATION**



McMENAMINS KENNEDY SCHOOL

5736 N.E. 33rd Ave.  
Portland, OR 97211

Tuesday, December 6, 2016  
6-9 p.m.

*Everyone is Welcome!*

The Portland Chapter invites you to attend the 2016 Expo Kick-Off Party and Landscape Awards Presentation. The evening is the most exciting and fun networking event of the year!

***DON'T MISS IT!***

Spouse-friendly event, so feel free to bring your significant other.  
Light snacks will be provided and a no-host dinner is available.

To register for the Kick-Off Party go to [www.oregonlandscape.org](http://www.oregonlandscape.org).  
Registration Fee: \$25 per person — \$20 per additional attendee

*Interested in Sponsoring?  
Contact the OLCA office at 503.253.9091 for details.*

Wednesday, December 7, 2016

## 2016 Northwest Landscape Expo

### EXPO TRADESHOW AND FREE EXPO SESSIONS

Presentations noted as Expo Sessions include Expo Tradeshow Entry  
Oregon Convention Center, Hall E • Portland, Oregon

8:00 – 9:00 AM

#### **A Garden for all Seasons**

*Lucy Hardiman | Perennial Partners*

Create a garden visually interesting year-round by taking a cue from Mother Nature. Winter, spring, summer and fall are the framework for our gardens as expounded upon by the poets. But in reality we experience 16 shifts and transitions in Northwest gardens over the course of the year. Let's think about making gardens where plants are showcased to celebrate the myriad transitions that are the hallmark of the cycle of the seasons.

#### **Careers in Landscaping**

*OLCA Academic Committee*

This seminar is designed for student attendees to come learn about the various career opportunities in landscaping. We will share 2015 research from the National Association of Landscape Professionals regarding the need and compensation for educated and experienced individuals. This will be followed by several personal testimonials from local graduates from community college and universities as to how they have developed in their careers. This will be followed by a question and answer session for attendees to answer questions regarding their specific career aspirations.

#### **City of Portland Water Conservation and Rebates**

*Gordon Kunkle | Portland Parks & Recreation*

#### **Central Control - An Opportunity to Build Business Profitability**

*Rick Wagner, CLIA | Water Wise LLC*

Central control software can be used by contractors to increase sales and profitability on a variety of project types. We will discuss what scale of project makes financial sense to install central control, which products to choose from a variety of manufacturers. And how to plan for and deploy that equipment.

#### **Spanish Track: Pruning to Establish the Design**

#### **Podando Para Establecer el Diseño**

*April Chastain | Clackamas Community College*

Maintenance crews play a crucial role in establishing a landscape design. This class seeks to understand the intent behind a planting design and proper pruning techniques for establishing a natural style landscape.

9:45 – 10:45 AM

#### **Contractor/Designer Relationships - the Good, the Bad and the Ugly**

*Debbie Brooks | Creative Garden Spaces*

Learn how landscape contractors and landscape designers can build better working relationship through clear communication and mutual respect. Understand how each can benefit from a project running smoothly from design through implementation. See how each business can benefit from a good working relationship and continue to work together in the future.

#### **Oregon Landscape Guidelines: the How-To Resource for Your Library!**

*John Galbraith | Galbraith & Associates*

Written for individuals and companies involved in the landscape construction industry in the State of Oregon, the OLCA Guidelines are a reference piece reflecting minimum standards for the industry. They are a guide for the landscape contractor, a learning tool for students and employees studying landscape construction, and a useful tool when building a qualified contract. The basic elements presented apply to specific landscape operations in the order a full landscape installation might be completed and reflect the requirements for landscape contracting as set forth by the State of Oregon at the time of this writing. Join us at this presentation to learn how the OLCA Guidelines can be used in your everyday practices or serve as an invaluable resource in your library

#### **Rules of the Road for Landscape Drivers**

*Susan Reszczyński | EROAD, Inc.*

In the landscaping business, your drivers and vehicles may fall under the DOT regulations under certain circumstances. This session will cover what you need to know to make sure you are in compliance with those regulations as well as review what technologies are available to assist you with your compliance requirements across multiple business verticals, including tax, billing, and HR. See what data is available to you to enable better visibility into your operations for increased compliance, efficiency and safety as well as see what you can accomplish with that data.

#### **The Search for Lower Input Lawn**

*Tom Cook | Company*

In this presentation we will discuss the factors affecting inputs including landscape design, customer vs contractor vs competitor expectations, grass choice, fertilizer, water, mowing, site quality prioritization, and alternative plant materials.

## Spanish Track: Safety and the Supervisor

### La Seguridad y el Supervisor

Tomás Schwabe | Oregon OSHA

The five basic supervisor safety responsibilities to: provide safety training, provide resources and support, enforce safety, supervise work, and demonstrate safety leadership.

10:45 AM – 12:00 PM

### Keynote Presentation: Chinese Garden Restoration

Eaamon Hughes | Hughes Water Garden

As many of you may know, the Chinese Garden has had significant water leakage from the original pond that was installed many years ago. Millions of gallons of water has been lost over the years, at a significant expense. Eaamon Hughes lead the effort to restore the pond and eliminate lead while maintaining the cultural significance of the original intent of the gardens. Join us as Eaamon discusses the challenges and the end of result of this fascinating renovation.

1:00 – 2:00 PM

### Lessons from the Trenches – Stormwater Case Studies

Amy Whitworth | Plan-It-Earth Design

Join Amy on a tour of projects involving stormwater. Gain experience with simple solutions to various challenges; from excessive surface water from a neighboring property to disconnected downspouts. Hillsides and flat sites will be discussed. Although rain gardens may not be appropriate, there is always something that can improve a soggy situation.

### Recent Trends in Hardscaping

Ron Putz | Basalite Concrete Products

Hardscaping is an evolving part of the landscape industry. Newer ideas and trends set the stage for more inclusive and useful aspects of property. Whether residential, commercial, or industrial, these new trends continue to enhance the landscape/hardscape contractor's portfolio. And also offer solutions to various needs and desires of customers.

### Integrated Pest Management for Environmental Performance

Thomas J. Calabrese | EnviroLogic Resources, Inc.

Integrated Pest Management involves applying biological, chemical, cultural, mechanical, and physical practices to reduce impacts to the environment from landscape management operations. Each IPM component can be modified to both reduce your environmental impact and improve landscape management. When chemical applications are required, examples of low impact/reduced risk pesticides will be discussed. Finally, ways to measure environmental performance and evaluate the IPM program will be presented.

## Spanish Track: Translating Practical Math Problems

### Traduciendo Problemas Prácticos de Matemáticas

April Chastain | Clackamas Community College

Math is just another language that can be used to solve everyday problems in the landscape. This class will apply basic math concepts to find practical construction and estimating solutions.

2:00 – 3:00 PM

### The Latest in Organic Landscaping

Dave Alba | Pacific Northwest Coalition of Organic Land Care Professionals

This presentation will discuss various organic management strategies as being implemented by a variety of Pacific Northwest practitioners, including residential and commercial contractors, municipal groundskeepers and park managers, designers and landscape architects. Topics include soil health, with attention to soil microbiology, low-maintenance plant selection and use of native and well-adapted plants, alternatives to pesticides and synthetic fertilizers, ecological landscaping and emissions reductions/alternatives to gas-powered equipment. The presentation will also include a brief update regarding current developments in creating a North American association of organic practitioners.

### Pruning Small Trees and Shrubs for Health, Beauty and Profit

Bruce Nelson

Timely and correct training and maintenance pruning of trees and shrubs provides a steady income stream for landscapers while, if done correctly, can help improve the long term health of young tree and young or established shrubs.

### To Drain or Not to Drain? And How Do We Do It?

Jennifer Peters | Portland Community College

Increasing awareness in environmental sustainability and regulatory compliance with storm water regulations impact drainage mitigation in modern landscapes. Join us for a look at some concerns with traditional drainage techniques and potential new solutions.

### EFFI Issues in The Pacific Northwest

David Morris | SEK Surebond

### Spanish Track: Basic Principles of Irrigation

### Principios Basicos de Irrigacion

Roberto Javier Rodriguez Cruz | Landscape East & West

This presentation will cover:

- Irrigation math, calculations, and measurement.
- Irrigation components, parts, techniques, methods, field practices
- Basic introduction to hydraulics
- Basic introduction to irrigation low-voltage electricity

# EXPO EXHIBITOR LINEUP

Check out the Expo Trade Show  
with the latest products from the following Exhibitors\*!



\*Current at time of Printing

# General Expo Information

## THREE WAYS TO REGISTER!

Registration is required to access any component of the Northwest Landscape Expo, including the Expo Tradeshow, Expo Free Sessions and Education Seminars.

- 1 Pesticide Training Registration (Dec. 6 Only):**  
\$150 Member / \$200 Non-Member
- 2 FEE-BASED Education and Expo Tradeshow Registration (Dec. 7 Only):**  
Includes access to Fee-Based seminars, any Expo Free sessions and the Expo Trade Show. Registration for fee-based seminars is cost calculated per hour (see registration form for details).
- 3 Expo Tradeshow and Free Education Session Registration (Dec. 7 Only):**  
Includes access to Expo Tradeshow & Free Education Sessions. \$25 Member / \$45 Non-Member

## DOOR PRIZES AT EVERY BREAK!

Join us on the Tradeshow floor with industry suppliers during designated breaks and have the chance to win some great prizes. Both Exhibitor/Door prizes and Plant ID Challenge prizes will be announced at designated times. Must be present to win.

## LANDSCAPE & LAWN PESTICIDE TRAINING CEH

Approximately 8-9 credit hours for Oregon and Washington Pesticide Applicators are anticipated.

## SESSION/SEMINAR CEH

All education programs qualify for one CEH unless otherwise noted.

## TRAVEL INFORMATION

Getting to the Oregon Convention Center couldn't be easier. Its central location in the heart of downtown Portland's Rose Quarter/Lloyd District affords numerous and speedy transportation options - whether traveling by car or taxi, riding the city's airport-connected TriMet MAX light rail, Portland Streetcar, or often by simply strolling a short distance from your hotel. Just eight miles from Portland International Airport (PDX), the OCC is accessible via Interstate Freeway I-5 North from exit 302A (Rose Quarter) and I-84 West Exit 1 (Lloyd Boulevard). It is bound by Holladay Street, NE Martin Luther King, Jr. (MLK) Boulevard, Lloyd Boulevard and NE First Avenue.

### Hotels Near Oregon Convention Center

#### Inn at the Convention Center

420 NE Holladay St., Portland  
503.233.6331

#### Marriott Residence Inn

1710 NE Multnomah St., Portland  
800.331.3131 • 503.288.1400

#### Double Tree Lloyd Center

1000 NE Multnomah St., Portland  
800.547.8010 • 503.281.6

#### Crowne Plaza Portland Downtown/ Convention Center

1441 NE 2nd Ave., Portland  
800.227.6963 • 503.233.2401

#### McMenamins Kennedy School

5736 NE 33rd, Portland  
503.249.3983

## ABOUT OLCA

The Oregon Landscape Contractors Association (OLCA) is a not-for-profit statewide professional organization that advocates for the landscape industry on local, state and national issues affecting both the profession and the world we live in. OLCA functions through the active volunteer work of our membership.

OLCA members are professionals, who take pride in their work and uphold the highest standards in horticulture, environmental practices, agriculture and the landscape business. Members are licensed, certified, insured and continue to advance their knowledge as technology, research and practices develop.

### Become an OLCA Member Today

Receive the many benefits of OLCA membership, including discounted registration for Expo! For more information on how to join visit [www.oregonlandscape.org](http://www.oregonlandscape.org).



147 SE 102nd Ave. | Portland, Oregon 97216

P. 503.253.9091 | F. 503.253.9172 | [info@oregonlandscape.org](mailto:info@oregonlandscape.org) | [www.oregonlandscape.org](http://www.oregonlandscape.org)

# 2016 Northwest Landscape Expo Registration Form

PRIMARY CONTACT NAME (BADGES FOR ALL REGISTRANTS WILL BE MAILED TO THIS PERSON.)

COMPANY

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

The Oregon Landscape Contractors Association would like to extend the Expo member registration rates to members of ASLA Oregon, ANLD, APLD Oregon and WALP.

To receive this discounted rate, please note on your registration form which association you are a member of.  ASLA Oregon  ANLD  APLD Oregon  WALP

## THREE WAYS TO REGISTER

### 1 DEC. 6 PESTICIDE TRAINING REGISTRATION

Register for Pesticide on Tuesday, December 6 only.

**Pesticide Training Only (Tuesday, December 6 Only)**

\$150 member — \$200 Non-Member

Registrant #1 \_\_\_\_\_ #3 \_\_\_\_\_

#2 \_\_\_\_\_ #4 \_\_\_\_\_

Total # of People \_\_\_\_\_ x Cost Per Person \$ \_\_\_\_\_

**1 Total Pesticide Seminar Registration \$ \_\_\_\_\_**

### 2 DEC. 7 EDUCATION FEE BASED SEMINARS

Includes access to identified Education Seminars, any Expo Free Sessions & the Expo Tradeshow.

Member	Non-Member
1 hr - \$50 each	1 hr - \$100 each

#### 8:00 – 9:00 am

A1) COACHING: Get the Best Job Performance #ppl \_\_\_\_\_ x 1 hr Name(s) \_\_\_\_\_

A2) Helping Businesses Hire and Manager Their People #ppl \_\_\_\_\_ x 1 hr Name(s) \_\_\_\_\_

#### 9:45 – 10:45 am

B1) COACHING: Get the Best Job Performance - Spanish #ppl \_\_\_\_\_ x 1 hr Name(s) \_\_\_\_\_

B2) Start Clean Finish Clean #ppl \_\_\_\_\_ x 1 hr Name(s) \_\_\_\_\_

#### 1:00 – 2:00 pm

C1) Intoduction to Account Management #ppl \_\_\_\_\_ x 1 hr Name(s) \_\_\_\_\_

C2) Less Chaos More Cash #ppl \_\_\_\_\_ x 1 hr Name(s) \_\_\_\_\_

#### 2:00 – 3:00 pm

D1) Extra Mile Service #ppl \_\_\_\_\_ x 1 hr Name(s) \_\_\_\_\_

D2) Automatic Fish: How to Get a Steady Stream of Customers on the Net #ppl \_\_\_\_\_ x 1 hr Name(s) \_\_\_\_\_

Total # of Hours \_\_\_\_\_ x Cost Per Hours \$ \_\_\_\_\_ =

**2 Total Seminar Registration \$ \_\_\_\_\_**



— Please Complete Both Sides of Registration Form —

## 3 DEC. 8 EXPO TRADESHOW & FREE EDUCATION SESSIONS

\$25 Member  
\$45 Non-Member

Includes access to Expo Tradeshow & any Free Sessions.

**Attendee Names – Please clearly print first & last name for all Expo Session registrants. For additional registrants, please attach separate sheet. If you are already registered for fee-based seminars it is not necessary to register here.**

Name(s) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total # of People \_\_\_\_\_ x Cost Per Person \$ \_\_\_\_\_ = **3** Total Expo Session Registration \$ \_\_\_\_\_

**GRAND TOTAL 1 + 2 + 3 = \$ \_\_\_\_\_**

### NAME BADGES

Those who register by November 28th will receive their name badge in the mail, which serves as your admittance ticket. Registrations received after November 28th will receive their name badges from the OLCA Registration Desk at the Oregon Convention Center the day of the event.

### CANCELLATION POLICY

Registration cancellations received on or before November 23, 2016 will receive a refund of registration fees, minus a 25% administration fee. Cancellations received after November 23, 2016 will receive a refund of 50% of registration fees. Cancellations received after 5pm on November 30th will receive no refunds. Discounts will be reversed as appropriate for cancellations.

### PAYMENT INFORMATION

Check enclosed, made payable to OLCA, or please charge to:  Visa  Mastercard  American Express  Discover

CARD # \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ \$ \_\_\_\_\_  
AMOUNT AUTHORIZED

NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_

CREDIT CARD BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

Please complete and mail or fax this registration form to: OLCA • 147 SE 102nd Avenue • Portland, OR 97216 Fax: 503.253.9172

Due to the credit card compliance rules, we are unable to accept credit card information via email.

**Questions about Landscape Expo?** Contact the OLCA office: 503.253.9091 or 800.505.8105, via email: [info@oregonlandscape.org](mailto:info@oregonlandscape.org) • Register online at [www.oregonlandscape.org](http://www.oregonlandscape.org).