

Oregon Landscape Contractors Association

2 Days of Great Education!

2017 NORTHWEST LANDSCAPE EXPO

December 12-13

Oregon Convention Center, Hall E — Portland, Oregon



DESIGN

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Register today at
oregonlandscape.org



Presented by



**Portland Chapter
Expo Kick Off Party**

December 12, 2017
6 pm – 9 pm

McMenamins Kennedy School

**Landscape & Lawn
Pesticide Training**

December 12, 2017
7:30 am – 4:30 pm

**Northwest
Landscape Expo**

December 13, 2017
7 am – 4 pm

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 12TH

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

WEDNESDAY, DECEMBER 13TH

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

December 12, 2017
2017 Landscape & Lawn Pesticide Training
 SCHEDULE-AT-A-GLANCE*

Time	Event
7:30 - 8:30 am	Disease Identification and Management – Landscape
8:30 - 9:30 am	Identifying Lawn Pests and Weeds in the Landscape
9:30 - 9:45 am	Break
9:45 - 10:45 am	“Best Practices in Weed Control”
10:45 am - 12:00 pm	ODA Law and Regulation Updates, Lessons Learned and Record Keeping
12:00 - 12:30 pm	Box Lunch sponsored by Simplot Partners
12:30 - 1:30 pm	Insect and Mite Pest of Turf and Ornamentals affecting the Willamette Valley
1:30 - 2:30 pm	Weed and Disease Management in Turf and Landscape
2:30 - 3:30 pm	What is the Biology of Crane Flies
3:30 - 4:30 pm	Making Pesticide Applications More Effective with Spray Solution Conditioning
4:30 pm	Adjourn

December 13, 2017
2017 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) Best Practice for Fleet Management (English)
	A2) How to Eliminate Competition and Boost Profits in Your Design/Build Landscape Company (English)
8:00 – 9:00 am	Expo Free Sessions
	The Hidden Value of Landscapes and the Water Investment
	Irrigation Controller Fundamentals & Emerging Technologies
	A Landscaper's Top 10 most Unwanted
	Natural Organic Fertilizers and Their Place in Modern Turf & Ornamental Management
	La Seguridad Personal; Creando los Buenos Hábitos más Claves (en español)
	Creating a Safety Culture
9:45 – 9:45 am	Visit Expo Tradeshow (Prize Announcements – 1st Chance to win \$)
9:45 – 10:45 am	Fee-Based Seminars
	B1) Aumentando la Responsabilidad de su Equipo y sus Lideres (en español)
	Increasing Crew & Crew Leader Accountability
	B2) Killer Contract Clauses (English)
9:45 – 10:45 am	Expo Free Sessions
	Wellness Benefits of Landscapes
	Landscaping with Native Plants in the Willamette Valley
	Trees in the City: Why We Need Them and How to Have Them
	Waterfeatures: Trends, How-to, and Pump selection
	Traduciendo Problemas Prácticos de Matemáticas (en español)
	Translating Practical Math Problems
10:45 am – 12:00 pm	KEYNOTE PRESENTATION: The Power of Parks
12:00 – 1:00 pm	Lunch & Visit Expo Trade Show (Prize Announcements)
1:00 – 2:00 pm	Fee-Based Seminars
	C1) Understanding & Developing Your Latino Workforce (English)
	C2) Challenges Through Various Stages of Business Growth (English)
1:00 - 2:00 pm	Expo Free Sessions
	Landscape Retaining Walls – the good, the bad, and the really bad
	Smart Controllers/Monitoring/Managing Commercial Landscapes
	Pruning: The Reaction to the Action
	Careers in Landscaping
	Introducción de sistemas de riego (en español)
	Introduction of Irrigation Systems
2:00 -3:00 pm	Fee-Based Seminars
	D1) What is Good Hiring? How to Hire the “Right Fit” for Your Business. (English)
	D2) An Honest Conversation About Employee Benefits (English)
2:00 – 3:00 pm	Expo Free Sessions
	Edible Landscaping: Creating Abundance, Building Community
	Pesticide-free Pest Control
	Paving Stone Restoration, Cleaning and Sealing
	Designing and Maintaining with Biological Integrity: Are you Serving the Demand?
	Como Sobrevivir y Prosperar Como Hispano en la Cultura Americana (en español)
	How to Survive and Thrive as a Hispanic in the American Culture
3:00 – 4:00 pm	Visit Expo Trade Show and Exhibitor Prize Announcements – last chance to win \$

*Program Subject to Change

Landscape & Lawn Pesticide Training

Tuesday, December 12, 2017

Oregon Convention Center, Hall E | Portland, Oregon

This Training is Pesticide Seminar only.

It does not include registration to NW Landscape Expo.

7:30 - 8:30 AM

Disease Identification and Management – Landscape

Jen Browning, BASF Corporation.

Key diseases in the PNW landscape, ID and management. Common diseases on landscape specimens, mass plantings, color. Cultural controls by season. Review of chemical programs for common disease. Decision making economics and thresholds.

8:30 - 9:30 AM

Identifying Lawn Pests and Weeds in the Landscape

Michael Sorensen, PBI Gordon Corporation.

How to use correct IPM methods to control and minimize damage from those pests. Using new and old products to save time and money to free up your employees to maximize their efforts.

9:30 - 9:45 AM

Break

9:45 - 10:45 AM

“Best Practices in Weed Control”

Frank Santiago, Dow Agro-Sciences LLC

Discuss types of weeds (Monocot/Dicot), Identification and lifecycles of common Turf/Landscape weeds. Weed control methods-cultural (best practices for healthy turf) or chemical options-both pre and post emergent chemical, how they work and pesticide safety for Dimension, Gallery, Snapshot, Eagle and Conserve.

10:45 - 12:00 PM

ODA Law and Regulation Updates, Lessons Learned and Record Keeping

Michael Odenthal, Oregon Department of Agricultural.

Presentation will cover current law updates for pesticide applicators. Enforcement case review focusing on lessons that can be learned from the mistakes made and applicator record keeping requirements and what data meets the requirements for a record.

12:00 - 12:30 PM

Box Lunch sponsored by Simplot Partners

SPONSORED BY



12:30 - 1:30 PM

Insect and Mite Pest of Turf and Ornamentals affecting the Willamette Valley

Dr. Mike Stafford, Simplot Partners

Speaker will discuss the identification characteristics, life history and chemical cultural control strategies of the various pests such as aphids, lace bugs, mites, billbugs, crane flies and several species of Coleopteran borers affecting shade trees. Pesticide use in relationship to pollinator safety will also be discussed.

1:30 - 2:30 PM

Weed and Disease Management in Turf and Landscape

Brandon Youra, BASF Corporation

“Preventative Weed Control in Turf and Landscape Beds” – introduction to Tower herbicide - review and application usage of dimethenamid-P. Review of Pendulum herbicide - pendimethlin use rates and timing. Review of FreeHand herbicide – granular herbicide usage.

2:30 - 3:30 PM

What is the Biology of Crane Flies

Rennie Kubic, Amvac Chemical Corporation

Understanding life cycles, damage to the Turf. Recognizing two species of Crane Flies and how they differ in their damage.

3:30 - 4:30 PM

Making Pesticide Applications More Effective with 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.

4:30

Adjourn

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

*Schedule Subject to Change

Wednesday, December 13, 2017

2017 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) Best Practice for Fleet Management (English)

Dan Petrillo, LaPorte & Associates

Managing your company's fleet and drivers is now more important than ever. Commercial Auto insurance is experiencing severe rate increases. Learn best practices for screening, hiring and managing your drivers. We'll cover how to manage driver MVRs, fleet telematics, and equipment maintenance. We'll also cover a vital aspect of fleet safety: what to do at the scene of an accident.

A2) How to Eliminate Competition and Boost Profits in Your Design/Build Landscape Company (English)

Kelly Mathison, Legacy Landscapes, LLC

In this exciting and informative session, our presenter will reveal the secrets he has learned and used to build his residential design/build landscape firm and increase his sales by 500 percent from 2009 to now.

Session take-a-ways include:

- How and why you must identify and target your ideal client.
- Why your competition leaves money on the table and how to avoid it.
- Why you must maintain the utmost integrity when selling any project.
- How to interview your potential client and why they want you too.
- Tips on how to close your sales and be more effective.
- Why it is important to have "Nordstrom Customer Service" in the landscape profession.

9:45 - 10:45

B1) Aumentando la Responsabilidad de su Equipo y sus Lideres (en español) Increasing Crew & Crew Leader Accountability

National Hispanic Landscape Alliance

This course is ideal for Foremen/Crew Leaders who want to learn more about helping their Crews be the best that they can be. Explore how to get your employees to take ownership of their jobs and to motivate others. Address the dos and don'ts of delegation, setting realistic expectations, the magic of motivation and gaining and maintaining respect.

B2) Killer Contract Clauses (English)

Jacob Zahniser, Jordan Ramis PC

Landscape contract must contain one page of basics, but can contain thirty pages of fine print. Some contract terms in particular can severely impact rights and, once enforced, will directly affect profitability.

Jacob Zahniser will walk through the basic contract requirements, and explain the Killer Contract Clauses, how courts interpret and enforce them, and will provide best practice tips for managing a project to minimize the impact of these contractual provisions.

1:00 – 2:00 PM

C1) Understanding & Developing Your Latino Workforce (English)

National Hispanic Landscape Alliance

Understand and overcome the obstacles that keep great workers and foremen from assuming greater responsibility. Hear the techniques that pro-active companies use to keep employees moving up the ladder. Industry leaders will share the keys to developing Latino Leaders and how doing so has transformed their organizations and others across the country. Latino Leaders in your organization will help with retention, accountability, intercultural understanding and motivation. When your employees have Role Models to look up to and admire, they will be interested in advancing their own careers. Latino Leaders can intervene with difficult customers or employees, provide support for training development and implementation and act as a Liaison between Senior Management and your labor force.

- Wondering what it takes to get members of your team to the next level?
- Want your employees to take greater ownership of jobs and to motivate others?
- Learn what skills and experiences Latino Leaders believe are key to advancement.
- Ask them what they learned along the way and get answers to your questions.

C2) Challenges Through Various Stages of Business Growth (English)

Ron DiPietro, Double 13, LLC

Ron will discuss with you the struggles and successes he faced as he grew his Landscape Business. From inception through acquisitions to exit strategy, you will hear how Ron tackled some of the challenges you may be facing today in your own business. He will discuss the ups and downs of owning a landscape company and what adjustments he made to help his business be successful. He will also touch on how your involvement in OLCA can be a key factor to your own success.

2:00 -3:00 PM

D1) What is Good Hiring? How to Hire the "Right Fit" for Your Business. (English)

Lori Rush, Rush Recruiting and 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.

D2) An Honest Conversation About Employee Benefits (English)

Danny Sullivan, LaPorte Insurance

This discussion will be in a town hall format with prepared taking points from a moderator as well as questions from the attendees. Topics will include the past and present state of the Affordable Care Act as well as the future of Healthcare Reform. In addition, we will highlight the current state of the market, the hurdles facing employers as a result of the above in addition to an increasingly competitive hiring environment. The content will include an honest discussion of how employers can mitigate those hurdles along with a realistic expectation of the requirements on them and their company.

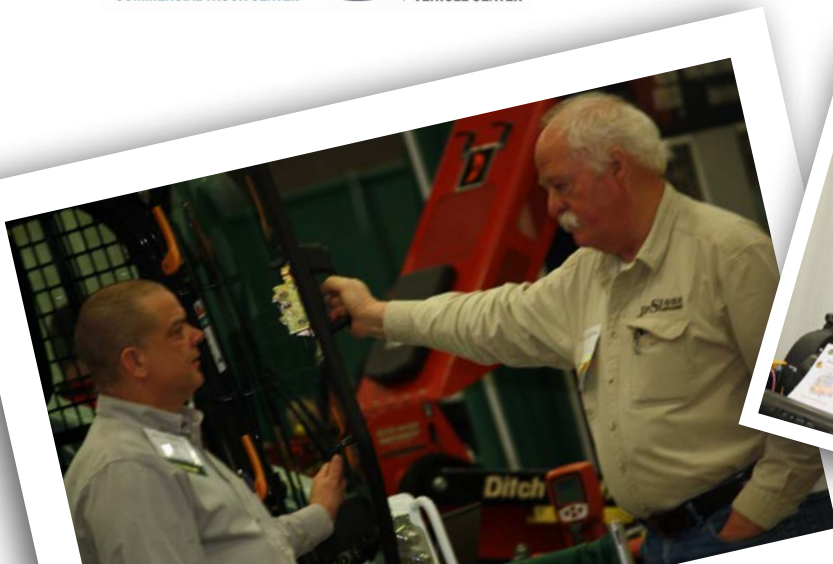
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Join us for Some Pre-Expo Fun!

The OLCA Portland Regional
Chapter Presents



NORTHWEST LANDSCAPE EXPO

**KICK-OFF
PARTY**

**& LANDSCAPE
AWARDS**

PRESENTATION



McMENAMINS KENNEDY SCHOOL

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

Tuesday, December 12, 2017
6-9 p.m.

Everyone is Welcome!

The Portland Chapter invites you to attend the 2017 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.
Registration Fee: \$35 per person — \$30 per additional attendee

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

Wednesday, December 13, 2017

2017 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

The Hidden Value of Landscapes and the Water Investment

Zachary S. Johnson, Colorado State University

This course will highlight the hidden benefits of landscapes and the actual investment of water they require. Increased real estate value, reduced crime, reduced obesity and quick hospital recoveries are just a few of the benefits which will be reviewed.

Irrigation Controller Fundamentals & Emerging Technologies

Steve Carper, Regional Water Providers Consortium

This presentation will cover:

- Case studies reviewing poorly programmed irrigation controllers unnecessarily waste homeowner and other client's money.
- Top Five irrigation controller programming errors: How to find them and correct them.
- Simplified base schedule establishment for water efficiency. Where do I start?
- Emerging irrigation control technology. What I available? What is working well?
- Marketing water efficient landscape management to your customers.

A Landscaper's Top 10 most Unwanted

Courtney Merriott, SAIF Corporation

Tom Melendy, SAIF Corporation

Every industry has its challenges. Production demands, injuries, regulatory compliance and workforce availability can all affect the bottom line. In this interactive, resource-driven training we will look at how workplace safety and compliance intersect, what the data is telling us and dive into what other industry obstacles exist. All to ensure that business owners have the tools and information to prevent some of the most "unwanted" fugitives from being a thorn in their side.

Natural Organic Fertilizers and Their Place in Modern Turf & Ornamental Management

Jon Atkins, Simplot Partners

Discussion will define several of the terms associated with organic fertilizers as they relate to turf and horticultural nutrition and will focus on different source ingredients for organic mineral fertility. Presentation will also cover some of the relevant research on natural-organic fertilizer efficacy and will discuss the different types or natural-organic fertilizer products and the role that they can play in fertilizer programs.

La Seguridad Personal; Creando los Buenos Hábitos más Claves (en español)

Creating a Safety Culture

National Hispanic Landscape Alliance

Rather than an extra, something successful companies do when all else has been mastered, safety is the foundation upon which successful companies are built. Learn the what, why, and how of safety in land-

scape operations and techniques for creating a safety culture on your team. Learn the building blocks to creating a safety culture in your organization, and how to overcome the obstacles that can stand in the way.

9:45 - 10:45

Wellness Benefits of Landscapes

Zachary S. Johnson, Colorado State University

This course will highlight the wellness benefits of landscapes. Both physical and psychological benefits will be discussed. A presentation of current research will lead to a discussion on how to best position your business to capitalize on wellness.

Landscaping with Native Plants in the Willamette Valley

Elizabeth Brewster, Portland Community College

This presentation will discuss the use of native plants in the landscape, including their ecological value, their selection and use, and how different plant species evolved in different ecoregions of Oregon. The talk will focus on plants of the Willamette Valley and will discuss specific plants for different needs, including plants for wet feet, pollinator plants, and plants for sun and shade.

Trees in the City: Why We Need Them and How to Love Them

Jenn Cairo, City of Portland

Trees are increasingly recognized as desirable features and essential infrastructure in cities.

Landscaping professionals can play an important role in preserving trees and promoting trees and quality tree care in urban areas, and expertise in trees can set a landscaping contractor apart from the competition. In this talk you will learn the significant services trees provide to property owners, the general public and municipalities, and some best practices for urban tree preservation, planting and care.

Waterfeatures: Trends, How-to, and Pump selection

Steve Causseaux, CIMCO

This presentation will cover:

- Current water feature trends for 2017 and 2018 including design/installation ideas
- How to select the proper pump:
 - Achieve the "look" and "sound" your customers desire
 - Prolong the life of your pump with proper pump selection and installation practices
 - Tips on how to save energy and operating costs
- Guidelines for installing Pond-free and fountain features.

Traduciendo Problemas Prácticos de Matemáticas (en español)

Translating Practical Math Problems

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.

10:45 AM – 12:00 PM

KEYNOTE PRESENTATION: The Power of Parks

Mike Abbaté, Portland Parks & Recreation

A presentation on the role that landscape professions have had in the history, present and future of one of the nation's premier Parks and Recreation systems.

1:00 - 2:00

Landscape Retaining Walls – the good, the bad, and the really bad

Ruth Wilmoth, P.E., C.E.G., Columbia Geotechnical

This presentation will cover the basics of landscape retaining wall construction, highlighting geotechnical details that are critical to the design, but are often overlooked and result in wall failure. The common failure modes will be reviewed, as well as the common designs that survive decades of service. Due to our wet rainy seasons, drainage is critical and redundant drainage measures are usually recommended.

Smart Controllers/Monitoring/Managing Commercial Landscapes

Ben Slick, HydroPoint Data Systems, Inc.

Irrigation control has evolved from simple "clock" timers to smart water management devices. The benefits of a "smart" controller include automatically adjusting irrigation schedules according to changing weather. But these devices are not "magic" boxes, and not all "smart" controllers are created equal. This course will outline differences in smart controller types, benefits and pitfalls of smart controllers, and best practices for optimizing water savings, plant health and improved operational efficiency for landscape contractors.

Pruning: The Reaction to the Action

Lyle J. Feilmeier, Bartlett Tree Experts

This is an introduction to the proper concept of pruning trees. This is the who, what, where, when and how of pruning. This course will give you the understanding to approach any tree or shrub in the landscape and provide you proper pruning techniques to meet any objective of why you are pruning the tree or shrub in the 1st place. We will also discuss many of the improper pruning and why this does not help meet a pruning objective.

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 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.

Introducción de sistemas de riego (en español)

Introduction of Irrigation Systems

Jesus Gonzalez, City of Hillsboro Parks Department

This course will guide you through the basics of irrigation. This includes; problems of design, pressure and solution of pressure problems

2:00 – 3:00 PM

Edible Landscaping: Creating Abundance, Building Community

April Jamison, Garden Ecology

Mulya Melco, Resilience Design

Our region has been an edible landscape for over 10,000 years. Recently people have prioritized ornamental plantings, but the desire to reconnect with the land, increase the self-sufficiency of our communities and eat fresh, healthy food is increasing. Come be inspired by some successful edible landscaping projects and learn methods for creating bounty and beauty in any setting.

Pesticide-free Pest Control

Weston Miller, OSU Extension Service

Discover effective, nontoxic ways to tackle weeds, pests and plant diseases. See how a few simple steps for preventing problems early on can save a lot of work later. Learn the latest techniques for managing problems safely, and find out where to go for reliable information. You can make your yard beautiful and safe for children, pets, wildlife and waterways.

Paving Stone Restoration, Cleaning and Sealing

Andrew Vear, Techniseal Inc.

Understand how to effectively clean, re sand and seal Pavers with various protectors and color enhancers. Efflorescence- What is it and how can we clean it? If you are already cleaning and Sealing Pavers or thinking of starting, this is for you.

Designing and Maintaining with Biological Integrity: Are you Serving the Demand?

Alison Kutz, Sound Horticulture

Customers are demanding more ecologically-based solutions. Have you added these services to your bottom line? With simple adjustments to your program, you can serve up a twist by adding biological control to your pallet. Beyond the basics of utilizing good compost and sustainable design, let's not only invite beneficial insects to the garden, but let's look at how to solve some pest and disease pressure that we have come to expect in the Pacific Northwest. Vine weevil, fleas in dog parks, cranefly, wireworm, flea beetle will be our topics du jour!

Como Sobrevivir y Prosperar Como Hispano en la Cultura Americana (en español)

How to Survive and Thrive as a Hispanic in the American Culture

Octavio Gonzalez, Pacific Landscape Management

This session will discuss the importance of understanding the difference between the American and Hispanic cultures and Customs. Although life priorities between the two often differ, once these differences are understood and considered, they can be combined to form a strong, powerful unity that breaks any barrier. By knowing which cultural perspective to consider, you can minimize frustration and confusion during decision making, personal approach, personal development, self-motivation, etc. You'll learn to understand the differences between cultures and how to use them to your advantage and success.

EXPO EXHIBITOR LINEUP

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

All Season Plants Booth 118	Frank J. Martin Co. Booth 203	Oregon Turf & Tree Farms Booth 212
BCS America Booth 220	Horizon Booth 101	Peterson Cat Booth B2
Blooming Nursery Booth 218	Hunter Booth 500	Portland Community College Booth 504
Bobcat of Portland Booth B4	JB Instant Lawn Booth 300	Portland Rock & Landscape Supply Booth 205
Cascadia Sales Group Booth 108	Johns Waterproofing Booth 116	Rexius Booth 106
Cascadian Nurseries, Inc. Booth 100	Kuenzi Turf & Nursery Booth 201	RiverCityReach Booth 115
Castohn Booth 304	L&H Seeds, Inc Booth 204	Simplot Booth 113
CIMCO Booth 112	LaPorte & Associates Booth 110	SiteOne Landcape Supply Booth 310
Clackamas Community College Booth 504	National Hispanic Landscape Alliance Booth 503	Tigard Winsupply Booth 210
Courtesy Ford Booth B3	New England Ladders Co. Booth 404	Toro/Unique Lighting Systems Booth 502
Ditch Witch Northwest Booth 104	Northwest Shade Trees LLC Booth 111	Walker Mowers/ Coates Landscape Supply Booth B1
Donkey Forklifts Booth 119	Nursery Connection Booth 302	Western Interlock Booth 120
DSU Peterbuilt + GMC, Inc. Booth 401	Oregon Landscape Contractors Board Booth 114	Willamette Graystone Booth 405
Everbearing Services LLC Booth 303	Oregon State University Booth 504	
Ewing Irrigation Booth 402		

*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. 12 Only):**
\$150 Member / \$200 Non-Member
- 2 FEE-BASED Education and Expo Tradeshow Registration (Dec. 13 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. 13 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.



147 SE 102nd Ave. | Portland, Oregon 97216

P. 503.253.9091 | F. 503.253.9172 | info@oregonlandscape.org | www.oregonlandscape.org

2017 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. 12 PESTICIDE TRAINING REGISTRATION

Register for Pesticide on Tuesday, December 12 only.

Pesticide Training Only (Tuesday, December 12 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. 13 EDUCATION FEE BASED SEMINARS

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

8:00 – 9:00 am

A1) Best Practice for Fleet Management (English) #ppl _____ x 1 hr Name(s) _____

A2) How to Eliminate Competition and Boost Profits in Your Design/Build Landscape Company (English) #ppl _____ x 1 hr Name(s) _____

9:45 – 10:45 am

B1) Increasing Crew & Leader Accountability (Spanish) #ppl _____ x 1 hr Name(s) _____

B2) Killer Contract Clauses (English) #ppl _____ x 1 hr Name(s) _____

1:00 – 2:00 pm

C1) Understanding & Developing Your Latino Workforce (English) #ppl _____ x 1 hr Name(s) _____

C2) Challenges Through Various Stages of Business Growth (English) #ppl _____ x 1 hr Name(s) _____

2:00 – 3:00 pm

D1) What is Good Hiring? How to Hire the "Right Fit" for Your Business. (English) #ppl _____ x 1 hr Name(s) _____

D2) An Honest Conversation About Employee Benefits (English) #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. 13 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, 2017 will receive a refund of registration fees, minus a 25% administration fee. Cancellations received after November 23, 2017 will receive a refund of 50% of registration fees. Cancellations received after 5pm on December 1st 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 • Register online at www.oregonlandscape.org.