

## Industry directions

Plans are



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already well underway for the direction we eager, garden-loving consumers will be steered in for 2011.

Topics : [Nova Scotia Community College Green Roof](#) , [Cunard Centre](#) , [University of Guelph](#) , [Canada](#)

Garden centre operators, landscapers, nursery owners and other retailers involved in the industry are busily gathering information for the coming season.

One of the largest forums for the sharing of trends is HortEast, taking place Nov. 22 - 24 at the Cunard Centre in Halifax.

The event, which is held once every two years, provides delegates with access to experts and events geared towards enriching their industry knowledge and business skills.

The keynote seminar, delivered by Tim Brennan, will be "It is Up To You - Revisiting The Hiring Process". Sue Sirrs will be speaking on Living Walls and Green Roofs as well as LEED and Sustainable Sites Initiative.

LEED is becoming more of a standardized construction requirement for many projects and stands for Leadership in Energy and Environmental Design.

Eric Lyons from the University of Guelph will be talking about pesticide free turfgrass management .

The latter is a timely topic with municipal and provincial bans on pesticides. Changes must be made to cope with the loss of these agronomic tools. Lyons seminar will focus on how to move forward with different pesticide bylaws starting with identifying challenges of both turfgrass establishment and ongoing maintenance.

Robert Bowers, the director of engineering for the Interlocking Concrete Pavement Institute, has approximately 20 years of experience in the hardscapes industry. During his Landscape Construction Workshop he'll be covering the construction of permeable pavements.

Having had a flagstone walkway installed on my property this spring I can testify to the beauty these permanent hardscaping projects add.

Jeff McMann will be speaking about the importance of attention to detail in outstanding landscapes. He'll be sharing the details and advanced techniques associated with this.



Some of the new varieties for 2011 that will be discussed at HortEast Nov. 22 to 24 include the Black Velvet pansy.

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Jerry Gorchels from Ball Horticultural Company will be speaking to a packed room about "New Varieties from PanAmerican Seed Co and Ball Seed".

2011 is being described as an exciting year for introduction with new and innovative products that can spark excitement at both the wholesale and retail level. This includes new colors in petunias never seen before, and eatables that will entice your appetite.

Delegates have the option of signing up for industry tours in the area as well, travelling to the new Seaport Farmers Market, Nova Scotia Community College Green Roof and Living Walls, the historical Halifax Seed Company, and Pier 21 (Canada's Immigration Museum).

For more information on HortEast 2010, visit the [site](#).

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