



**GARDENCENTRES  
CANADA**

# 2021 SPEAKER SERIES

1. Dr. Charlie Hall 11:10  
**SEARCHING FOR THE END OF UNCERTAINTY**
2. Katie Dubow 12:15  
**2021 GARDEN TRENDS CRISIS TO INNOVATION**
3. Dr. Amy Bowen 1:30  
**PLANT TRAITS & CONSUMER PURCHASES**
4. Growers Panel 2:00  
**GROWER'S PREDICTIONS FOR 2021**

**OCTOBER 19, 2021 11AM - 3PM (EDT)**

Register atv <https://cutt.ly/GCC2021>





**GARDENCENTRES  
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# 2021 SPEAKER SERIES

**Dr. Charlie Hall**

## **SEARCHING FOR THE END OF UNCERTAINTY**

In this talk, Charlie will not only bring us up-to-date from his last forecast, but he will project the Canadian economic performance over the next several years. He will relate these economic pressures to the Canadian green industry supply chain and the challenges that firms upstream and downstream in the supply chain will be facing and the opportunities that may be staring us in the face.

**Oct 19, 2021 11:00 AM (EDT)**

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**GARDENCENTRES  
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# **2021 SPEAKER SERIES**

**Katie Dubow**

## **2021 GARDEN TRENDS CRISIS TO INNOVATION**

Join global trend spotter Katie Dubow, and learn how to apply new research and inside information to help you grow your business and stay relevant. When you're ahead of the curve, your company becomes a trendsetter and you become the go to place for what's new – whether you are a breeder, grower or retailer.

**Oct 19, 2021 12:15 AM (EDT)**

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# 2021 SPEAKER SERIES

Dr. Amy Bowen

## **PLANT TRAITS & CONSUMER PURCHASES**

Results from consumer interviews completed through in-store intercept interviews and an online survey of North American consumers in 2020 and 2021 will be highlighted. Since nursery centres have increased their online presence due to pandemic restrictions, we will provide recommendations on how best to position products for both in-store and online success.

**Oct 19, 2021 1:30 PM (EDT)**

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**GARDENCENTRES  
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# 2021 SPEAKER SERIES

## Growers Panel **GROWER'S PREDICTIONS FOR 2021**

Ask a Grower! – a Grower panel will take your questions about shortages, growing, etc

FEATURING: Anita Heuver, Jeff Olsen, Mike Bylands

**Oct 19, 2021 2:00 PM (EDT)**

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# 2021 SPEAKER SERIES

## Dr Charlie Hall

Dr Hall grew up in the industry on a nursery in Western North Carolina. Although an economist by training, he is currently a Professor in the Department of Horticultural Sciences at the Texas A&M University and also holder of the Ellison Chair in International Floriculture. His major areas of specialization include innovative management and marketing strategies, financial analysis and benchmarking, and the situation/outlook for nursery and greenhouse crops. He is an invited speaker at numerous regional, national, and international meetings of various industry-related associations.

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# 2021 SPEAKER SERIES

Katie Dubow

Join global trend spotter Katie Dubow, and learn how to apply new research and inside information to help you grow your business and stay relevant. When you're ahead of the curve, your company becomes a trendsetter and you become the go to place for what's new – whether you are a breeder, grower or retailer.

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# 2021 SPEAKER SERIES

Dr Amy Bowen

Dr. Bowen is the Director of Consumer Insights at Vineland Research and Innovation Centre. She oversees the operation of Vineland's trained sensory and consumer research panels to understand the drivers that impact consumer preference and choice for horticultural products. Amy has a BSc. Honours from the University of Guelph in Molecular Biology and Genetics and a PhD in Biological Sciences from Brock University

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## Growers Panel - Anita Heuver

Anita is the owner and the manager of Eagle Lake Nurseries Ltd., a second-generation farm that produces trees, shrubs, and perennials for the prairie market, on over 1000 acres of land in Strathmore, AB. Anita has been at the nursery for over 30 years, Anita studied horticulture at the University of Guelph, where she graduated with her Associate Diploma in Horticulture, and she is also a Landscape Horticulturist Apprentice.

**Oct 19, 2021 2:00 PM (EDT)**

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## Growers Panel - Jeff Olson

Jeff is President and CEO of Brookdale Treeland Nurseries Limited, one of the largest growers and distributors of plant material and holiday greenery in Canada. His career began after graduating from the University of Guelph in 1991, working in the family business and eventually purchasing the company in 2009. He has served on many industry boards and committees throughout his career and is currently a board member of Landscape Ontario and CNLA.

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**Oct 19, 2021 2:00 PM (EDT)**

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# **2021 SPEAKER SERIES**

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## Growers Panel - Mike Byland

Mike is the General Manager of Bylands Nurseries Ltd. He is a third-generation family member and has been working at the business full time since 2006. Bylands has been in business for over 60 years and distributes wholesale plant material throughout North America. Bylands is dedicated to acquiring the best facilities, equipment, people, and technology while maintaining a strong commitment to our environmental initiatives. Their nursery is in beautiful Kelowna, British Columbia.

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