



2019 ACES



ACES (All Commodity Education Sessions)

February 20, 2019: 9am-4pm: Fairway Inn, Sussex

216 Roachville Road, Exit 193, Hwy 1, Sussex, NB

Cost - \$75.00pp members / \$125.00pp for non members + GST

lnb@nbnet.nb.ca

866-752-6862

- A workshop for all green industry commodities covering topics of interest to owners and managers



DRAFT AGENDA

- 9:00am **Welcome from Landscape New Brunswick**
“Cutting to the Heart of the Matter”
- 9:15am **Peter Reid:**
“The Two Most Important Relationships in Your Business: Customers and Employees”
- Ideas and proven methods to help strengthen them both.
- 10:30am Coffee Break
- 10:45am **Erika de Winter:**
“Getting Yourself Set Up for Success with Marketing Strategies”
- Reviewing options from website development to digital strategies.
- 12:00pm Lunch
- 1:00pm **Erika de Winter:**
“Getting Yourself Set Up for Success with Marketing Strategies” continued
- Selecting new age technology platforms that work for you.
- 2:30pm Coffee Break
- 2:45pm **LNB/PEI & CNLA – Member Benefits**
- 3:00pm **Cathy Morris & Monique Mazerolle:**
Health Canada, Regulatory Operations and Enforcement Branch, Atlantic Region
“Pesticide Compliance Program – Highlights & Pitfalls of Landscape Field Audits”
- 3:45pm LNB/PEI – **Calendar of Events** & Recognition of **Sponsors**
- 4:00pm Closing Remarks & Homeward Bound

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