Gardening, Horticulturalist, Cannabis, Business Innovation Expert

“Individually, the actions we take in our gardens may seem insignificant, but collectively we can change the world. We do not inherit the earth from our ancestors; we borrow it from our children.” – Jim Hole
Jim Hole lives in Edmonton Alberta and owns and operates the nearby “Enjoy Centre”. The “Enjoy Centre” is a state of the art greenhouse facility next to Lois Hole Centennial Provincial Park. This greenhouse is a 242,000 square foot, internationally recognized, award-winning community of partners. It includes greenhouses, a wellness spa, a restaurant, a deli, a kitchen tool store, an organic food store, a wine store, a bakery, a garden centre and two convention/conference spaces – everything you need to create an enjoyable lifestyle.

His family business started when his mother began selling plants and food through The Backdoor of their house during his upbringing in St. Albert, Alberta. As a result of his innovative strategies, he has now grown his passed on family business over the years and turned it into a multi-million-dollar operation. Jim Hole is an expert in succession planning, business innovation, adaptability, customer loyalty, sustainability, management, profitability, strategic planning and turning a dream into reality. He inspires businesses and individuals take what they already have and achieve more through hard work, aligning with the right people and developing a visionary attitude.

Jim Hole is one of Canada’s expert business and horticultural speakers. He is ardent about plants, the environment and business success. His humorous and engaging spirit shines through his presentations, making him a nationally highly sought-after speaker in Canada. Whether he is providing business solutions or gardening tips, Jim’s presentations impact audience members with strategic and powerful advice.

Hole has a Bachelor of Science degree in Agriculture (Plant Science major) from the University of Alberta. Jim is a Certified Professional Horticulturist with the American Society for Horticultural Science. Hole is also a Certified Arborist with the International Society of Arboriculture.

Jim Hole is also a bestselling author. He divides his time innovating his business, writing about gardening, and doing regular workshops at his greenhouses. Explaining what makes plants tick is Jim’s passion. He does it without ever losing sight of the beauty and wonder that makes gardening enjoyable. Jim is one of the affable persons you’ll ever meet. His business success is largely in part to his passion for horticulture.

In addition to writing bestselling books, newspaper columns for the Edmonton Journal and Saskatoon Star-Phoenix, Jim also appears and consults on CBC radio and he is seen and heard on various TV and radio stations. Jim Hole is also the son of the former Lieutenant Governor of Alberta, Lois Hole. He is also the past President of the University of Alberta Alumni Association and Co-Chaired the University’s Centenary Celebrations.
Jim Hole is the quintessential example of putting into practice the principles of sustainability. In his keynote or workshop presentation, Cool Green Living, Jim will teach us how everyone can contribute to responsible environmental stewardship and enjoy doing it. Jim will introduce us to “cool” new technologies that enhance our lives and environment.

Using examples from his business and from other places around the world, Jim Hole will inform and entertain the audience about the inherent social and economic benefits of being environmentally sustainable.

Water is Cool. It is a precious resource. How do you capture it? How can it be cheaply harnessed? Rainwater was never meant to run into sewer systems and rivers. It is meant to be absorbed by the soil and to find its way to lakes and streams. Buildings and pavement have changed all that. It’s time to collect water from the roofs of our buildings and to use it in our landscapes. You will be surprised how easy it is.

Green Roofs on doghouses and sheds? Learn about the tremendous advances in green roof technology. Green roofs are simply roofs that plants grow upon. In certain cities in Germany, new buildings must have green roof spaces equivalent to 50% of the ground displaced by the building. Green Roofs have numerous aesthetic, environmental and organism habitat benefits. Why are doghouses excellent for green roofs? They are just one of the cool new things in responsible architecture.

Vegetable Gardening. What is old is new again. Many lawns are being converted into vegetable gardens, and the reasons range from the desire to control what we eat to the novelty of participating in a trend. What is new and exciting in vegetable gardening? Jim will let you in on the secrets and make it easy to be successful.

Truck Farms. Rather than growing vegetables on a farm then transporting them to customers. How about growing vegetables in a truck bed? It is exactly what creative entrepreneurs are doing in New York City. It is simple stuff. Holes are drilled in the truck bed, potting soil is installed and seeds are sown in the soil. The result is a mobile, dynamic vegetable garden that can be driven around town.

Biochar. Biochar is an ancient technology whose time has come again. An Alberta agriculture subject of study, biochar is the carbon skeleton that remains after wood or straw is burned under low temperature. Low temperatures insure that the carbon skeleton of the wood remains. The promising use of biochar can permanently aid carbon sequestration. What effect can it have on cooling our environment?

Microgreens. Microgreens are simply vegetables harvested at the seedling stage. Vegetables like cabbage, radish, and corn are harvested about three weeks after sowing. Hey! There are no bugs, no disease nor contamination. Learn that intense flavours and can be grown in your own home. You will be the talk of your block.

Green Walls. We tend to think horizontal when it comes to gardens, but we need to think up as well as out. Living walls can be used in offices or homes and can be used for food or ornamental crops. They can be both aesthetically pleasing and functional. For retail businesses, they are the future. This new way of gardening will revolutionize how to create inspired places to live and shop.
Biocontrols. Good bugs fight bad bugs in nature all of the time. Today, superstar predators are reared in labs to fight insect and disease pests that attack our crops. Learn about natural methods of ridding ourselves of predatory insects without using nefarious chemicals. Jim will show you how it is done and how long-standing natural occurrences coupled with recent scientific advances can save time, money, and our environment.

Biodegradability. Biodegradable garden material is everywhere. How about pots made of corn, wheat, rice, or coconut? Composts are easy to build and easy to use, and they deliver enormous advantages to even the apprentice gardener. Letting nature run its course brings us closer to sustainable living.

Most of all, through his presentation *Cool Green Living*, Jim delivers peace of mind. Environments that embrace nature are not only aesthetically pleasing, they offer a refuge to reflect, relax, and reconnect. In fact, they inspire. Jim will present living examples of creative spaces and technological advances that generate therapeutic experiences and create new opportunities in horticulture and culinary delight.

“We do not inherit the earth from our ancestors; we borrow it from our children.” Jim will convincingly show audience members how to implement this Native American Proverb and help them realize the dream. We all have a role to play. Jim will help each of us find our place in his dynamic presentation *Cool Green Living*.
Fusion Gardening: New Essentials of Yard Horticulture

Jim Hole answers thousands of diverse questions as a radio talk show host. His regular programs are among the most popular aired. Increasingly, callers ask about environmentally friendly ways to care for plants and soils. Jim provides trustworthy, expert advice in easy-to-understand language.

Gardening is constantly changing. Gardening used to be an occupation to feed the family, but it has now evolved into a lifestyle. Yards have become an extension of our homes and our value systems.

In his presentation, Fusion Gardening, Jim will show you how to become a “fusion gardener”—how to cultivate and enjoy your garden, lawns, shrubs and trees in a more eco-friendly way. His presentation will blend practical advice with relevant humour.

Water. What are the advantages of rain barrels? How do you use them? How much water do lawns need? What’s a “rain garden,” and how can it reduce runoff from driveways and sidewalks?

Soil. “Soil is like the foundation of a house. If it isn’t solid, everything you build upon it will fail.” What’s the best topsoil to use to prepare a garden? What about clay? What about potting soil? What are the best money-saving tips?

Plants: Whether you’re growing vegetables, flowers, shrubs or trees, you’ll want to hear Jim’s advice. Each category of plant calls for different methods, and if you want to fill your house with plants grown from the outside, you’ll also want to learn about the new best practices. What about arranging plants for maximum aesthetics? Do you have drought-prone areas around your house? What do you plant there?

“Individually, the actions we take in our gardens may seem insignificant, but collectively we can change the world.” Jim’s enthusiasm and expert knowledge of plants, soils and the proper use of water will empower and inspire audience members. Fusion Gardening is upon us now, and it is the way of the future. Jim’s presentation is a goldmine of practical information for the homeowner. In his entertaining way, Jim will stir audience members to do more with less.
Garden Myths

Do water droplets magnify sunlight and burn plants? Will adding rocks to the base of a pot improve water drainage? Garden myths, passed down through the ages, can often lead you astray. Jim Hole, in his entertaining keynote or workshop, Garden Myths, will separate fact from fiction as he debunks myths that have plagued gardeners for years.

In Jim’s easy-going and fluid style, he will simplify it all for you. He is one of Canada’s most knowledgeable horticulturalists and the most eloquent. There are many common gardening myths out there. In his presentation, Jim will debunk common ones.

Avoid harming your garden and save yourself time and money. In his unforgettable presentation, Jim will separate truth from myths and provide audience members with practical gardening advice. Mixing facts and humour, Jim will expose three types of prevalent myths of gardening today.

1 Below-Ground Myths. Go underground with Jim. Soil is wonderful stuff because it is so resilient and complex. Jim will demystify the confusing business of fertilizer types and varieties for proper root formation. He’ll answer common questions like: “Will adding sand to soil loosen it up? Are organic fertilizers better than chemical fertilizers? What about pine needles, drainage for plants?”

2 Above-Ground Myths. What’s happening on the main floor? “Do carrots really love tomatoes?” Learn how to organize your garden to maximize production and minimize damage from nefarious bugs. “Should you compost poisonous plants? Can water droplets magnify sunlight and burn plants?” Jim will leave you with several practical, easy-to-remember tips.

3 Elixir Myths “What’s the magic about mouthwash, beer, ammonia, detergent, and vinegar on your plants?” The truth is that it is a mixed bag: Some GOOD, Some BAD, and Some UGLY. Participants will have fun with this myth, and so will Jim.
Through The Back Door: How to Grow Your Business

Jim Hole grew up selling vegetables from the backdoor of his family’s farmhouse in St. Albert, Alberta. From that humble beginning, the Hole family farm grew into one of the largest greenhouse operations in Canada. Today, his is a one-of-a-kind Green retail complex – called the Enjoy Centre – it’s like no other retail business in the world.

Jim will describe how his business began with the sale of a ‘bucket of cucumbers’ and how that simple transaction led to the Enjoy Centre megastore of today.

The Enjoy Centre is ultramodern facility that is unique not only in Canada but unique in the world! It includes greenhouses, an organic food store, deli, restaurant, reception place for weddings, conferences and events, kitchenware store, bakery, culinary oil and vinegar store, wine store and even a spa! Plants are nourished regularly with collected rain water and waste.

Jim will share the many challenges that he experienced on his journey and reveal the enormous difficulties and extremely valuable life lessons that he learned during the evolution of Hole’s Farms to the Enjoy Centre – a truly world leading facility.

Whether you’re in the retail, in industry, in the service business, in agriculture or even in government, you must be mindful of the importance of environmental responsibility. The future of your organization or business may depend on it. It’s becoming a veritable measuring stick of accountability. This is especially true for the younger generation and retaining your customers for life. Jim will eloquently explain the difficulties and challenges of managing business today by referring to humourous anecdotes. His presentation will be as entertaining as it is educational.

There are valuable lessons for business owners and managers everywhere.

Jim will present lessons learned:

- How to successfully plan for succession
- How to manage organizational change
- How to cope with adversity
- How to maintain and convert your clients into loyal customers
- How to build your business by painting the bottom line green
- How to adapt to the ever-changing needs and aspirations of clients through innovation
- How to market and grow your enterprise in the modern world.
Jim Hole is a very popular speaker. He is in demand across Canada. *The Bottom Line is Painted Green.* Whether you're in the retail, in industry, in the service business, in agriculture or even in government, you must be mindful of the importance of the environment. The future of your business may depend on it. It's becoming a veritable measuring stick of accountability. Either your business leads or it bleeds when it comes to the environment – this is especially true for the younger generation and retaining your customers for life.

Jim is the son of Lois Hole, former Lieutenant Governor of Alberta and an author of many books pertaining to horticulture. Jim is positively uplifting. He mixes humour with hard facts about agriculture and horticulture to entertain his audiences everywhere. Above all, Jim is a successful businessman. This shines through his presentation.

Citing living examples from his *Enjoy Centre*, he explains the future of business in North-America. He uses his Enjoy Centre as a shining example of how to develop and execute a strategic plan that is in keeping with what people want. Jim has put his beautiful ideas into practice. Collecting and recycling water, vertical gardening, roof gardening, capitalizing on the 100-mile diet and harnessing wind and solar power to feed our body and nourish our souls with healthy plants are some of the pragmatic promises of a better tomorrow.
Cannabis in Canada

Both the legal status and perception of Cannabis continue to evolve in Canada and around the world. The fact that it is rapidly emerging as both a medicinal and recreational plant, is creating a demand for a much better understanding of what cannabis is and how to grow it.

Jim Hole is a consultant for Atlas Bio Technology Cannabis for both the cultivation and business aspects of growing cannabis. Atlas produces the highest quality medicinal cannabis through using innovative and state of the art technology. Jim currently oversees the cultivation of a state of the art, hydroponic, 40,000 square foot cannabis business, with the crop grown exclusively under grow lights. The cannabis operation not only produces medicinal cannabis but also develops new varieties.

Cannabis is grown, primarily, in three lighting environments: 100% sunlight, sunlight supplemented with grow lights or 100% grow lights. Like light environments, there are roughly three root zone environments: soil, soilless (hydroponic) and aeroponic (nutrient solution sprayed on roots). Jim will discuss all aspects of cannabis and the pros and cons of various growing environments. If you are interested in the commercial cultivation of cannabis or simply interested in homegrown cultivation Jim will show you how it’s done.

Jim will tailor his presentation to cover any or all of these aspects of cannabis growth for your audience members:

- What is marijuana/cannabis – What the three species and varieties that come from them. Learn which ones are best for you?
- How is it grown (potting soil, hydroponics, aeroponics, fertilizer, light)?
- What are the harvestable products (CBD and THC plus a host of synergistic compounds)?
- What are some of the regulatory aspects of starting a medicinal marijuana operation – and costs?
- What is the market demand?
- What are the risks of getting into the Cannabis business?
Jim Hole’s rise to a successful commercial horticultural enterprise is an inspiring story. It all starts with his mom, Lois Hole, former Lieutenant Governor of Alberta, his dad and his brother selling vegetables Through the Back Door of his farmhouse as a small family business. His entrepreneurial attitude and the successful planning of his farm and greenhouse operation, hold valuable lessons for business growth, entrepreneurs and business and self development.

Jim will teach the audience practical solutions on how he and his brother, Bill, have created the world-renowned and award winning “The Enjoy Centre” in Saint Albert. It boasts a 100-mile diet restaurant, day spa, organic food store, wine store, bakery, deli, convention/conference space, and greenhouses. it is one of the most innovative models for a Canadian greenhouse as Jim created and implemented a self-sufficient Eco-system for the facility. This system recycles rain water and nutrients from the greenhouses to nourish the plants.

Jim implements innovative ideas for his business on a daily basis. He is recognized in Alberta as a leader for growing a business while protecting the environment. He has developed a business model which surpasses all greenhouses in Canada through innovation. It’s now a successful multi-million-dollar enterprise. Learn the winning attitudes, self development, best practices and practical solutions that Jim has learned, developed and implemented over the years’.

Jim’s can include or focus this presentation on:

**Business Transfers:** Taking a small business over from his parents and turning it into a million dollar business.

**Innovation:** Researching, understanding and incorporating new ideas that lead to business success and set you apart from your competition.

**Branding and Customer Service:** Learn the strategies Jim developed that set him aside his competition and moved his business beyond expectations for his customers. Learn how his business has created a pull marketing strategy through his branding, innovative ideas to exceed customer service.

**Workplace Culture:** Creating a working environment where employees passionate about their position, their team members, the brand, and the products or services you sell.

**Entrepreneurs:** Learn how Jim grew his business through a winning attitude for success. Learn how he positioned himself to open new doors through exploring new relationships, new business opportunities, new ideas and when to say no.

**Sustainable Development:** Learn the importance of adapting and creating these spaces for your business, the environment and the Eco-system which saves you money, creates new opportunities and creates a brand and business platform for your success.
Videos

Jim Hole || Cultivating our Future || Speakers Bureau of Canada
Watch Video

Jim Hole || Albert Business Attraction || Speakers Bureau of Canada
Watch Video

Jim Hole || Presenting the Enjoy Centre || Speakers Bureau of Canada
Watch Video
Books

Hardy Perennials

The perennial marketplace is larger than ever, with thousands of varieties available. It’s a challenge for gardeners and garden center staff alike to know them all. Hole’s Publishing has come up with an outstanding solution with Hole’s Dictionary of Hardy Perennials. It is the most comprehensive guide to perennials on the market, with entries for over 500 genuses and 6000 different plants! Each entry includes data on height, spread, colour, growth habit, flower shape, and much more, enabling consumers and professionals alike to choose just the right perennials for their business and gardens.

What's Grows Here?

Whether you have a green thumb or not, you’ve likely asked yourself just what would grow in one challenging location or another. This book provides concise answers by presenting a descriptive listing of the very best plants available on the market today for a better yard. For the expert or novice gardener, this is sound advice. This title introduces the concept of growing plants for a purpose, whether it’s to provide privacy in a tiny yard or placing the right plant in a particular spot where nothing seems to grow. This is the first in a three part series.

Canadian Vegetables Gardening

Written by renowned market gardeners and greenhouse owners Jim and Lois Hole, this book goes over how and when to plant some of the most popular garden vegetables. From asparagus to zucchini and everything in between, this guide includes harvesting and storage info, as well as fixes to common edible plant problems. Also included are some of the most popular vegetables such as kale, tomatoes, eggplant, and sweet potatoes—and even some garden fruits such as strawberries. A handy resource for any gardener, the advice in this book can also be applied to square foot gardening, raised bed gardening, container gardening and even market gardening.
Jim’s presentation was fantastic! He’s a great speaker and engaged very well with the participants (there was an opportunity for Q&A following his presentation and he took the time to engage as long as there were questions). We are pleased that he was a part of our event, provided some good energy for the opening. Very practical, approachable and real (not afraid to share successes and learning along the way, what participants/entrepreneurs value).

Organizer from the PowerUp North Conference

All of Jim’s sessions were hugely successful. I had people consistently telling me how much they liked Jim’s presentation. So informative and entertaining. I saw it three times and never tired of it. We hope to work with Jim again down the road.

Organizer for Syncrude Oil