



# Annual Report 2010

## President's message

### It's time to achieve renewal



**Tom Intven**

First, let me begin by thanking the members of LO for the privilege and honour to serve as your president for this past year. My theme has been prosperity through engagement.

The message that I would like to continue to emphasize to our members and prospective members,

is that the more they become engaged in what our community has to offer, the more successful they will become and the stronger our association will be, especially in these rapidly-changing times. The theme implies that the best way to face the challenges of the new economy is to fully embrace Landscape Ontario, its culture, its programs, its network of members and staff and their touch points and its sense of community.

Now more than ever, the value of membership in LO will be made evident to those who, not just participate, but become fully engaged.

It has been a treat to observe that real engagement has occurred at the board level – our meetings are exciting and lively. Introduction of board and LO staff members at the beginning of each meeting, hopefully has helped to solidify the bond we share in our efforts to advance our industry.

I am continually amazed at the incredible spirit of volunteerism that our members demonstrate at every level. On visits to chapters, sector groups and LO functions, I have observed that the spirit of volunteerism is vibrant and creates a culture of vitality. You may recall that in one of my President's Messages, I referred to the altruistic attitude among our members as the Landscape Ontario Gene. So many of our members give so much believing that their efforts are advancing our industry, and that in doing so we are stronger together than alone. The spirit of volunteerism, this expression of the LO Gene, is truly what makes Landscape Ontario such a successful organization.

LO, like all businesses, needs to renew and improve itself on a continuous basis, in order to remain relevant, fresh and top of the mind. You should be doing this in your own business – re-creating yourself every three to five years and continuously improving. The world is changing so quickly, we need to change with it and hopefully, stay ahead of the curve if possible.

As an organization, how do we achieve renewal? In mid-November, our board, along with Chapter presidents and representatives and sector group members took part in a facilitated strategic planning session.

Our goal is to achieve renewal; to revisit and refresh areas of focus and goals in these areas for the next few years. It is a large multi-dimensional task that will take considerable work to define it clearly, as well as to implement. We have started on that path of renewal with the objective of developing a plan, communicating the plan to all, assigning the resources to it, and executing the plan. We will ensure that we effectively communicate all of our decisions to all members and staff. Further, we will continue to seek input from each of our members. Please feel free to

express your opinions to me, our executive director, or any of our many governing members, as to where our association should be headed.

As we move forward, our priorities may change, but our vision will not. We all share the same passion for this industry expressed in our mission: "To be the leader representing, promoting and fostering a favourable climate for the advancement of the horticultural industry in Ontario." Our endpoint remains a prosperous, professional, ethical recognized and trusted industry. Let us all continue to work toward the achievement of our vision.

*Respectfully submitted,*

**Tom Intven**

President 2010 – 2011

## Treasurer's Report

### Association in fortunate financial position



**Jacki Hart**

This was my first year in the Treasurer's position, and the learning curve was steep.

The association is in a fortunate financial position. It has no debt, sits on 49 acres of valuable land, benefits from healthy and secure investments and enjoys a stable income

from trade shows, magazines and dues.

Once again the association has shown retained earnings of approximately \$140,000. This will be distributed as follows:

Promotion Fund — \$10,000

Technology Fund — \$ 10,000

Industry Development Fund — \$120,000

Your association has never been in a deficit position. However, the surplus this year and the previous year were based on the sale of land to Union Gas. Without this surprise income, we would have been in a small deficit position.

As the economy has slid into a downturn, your association invested in providing additional services to the members in the form of a full-time web master and public relations director. In addition, we ramped up sales resources and allocated more staff to service

members locally. This has meant an increase in overhead expenses, while at the same time membership growth is even with last year and magazine revenue is trending downwards. The trade shows continue to show moderate growth. (All the details are in the Audited Financial Statements)

In my role as Treasurer, I have worked with staff to identify process improvements. Together we have analyzed all systems and reporting structures and implemented several new systems to improve flow of information.

We are entering a time when much more budget scrutiny is required. The healthy and continuous growth of the past 20 years is yesterday's landscape. We are very conscious of the reality that the great strong economic days are fading, and we are responding prudently and cautiously, while maximizing value to members.

Current reality is that we need to change our approach to resource management, and we are proactively doing this. We have carefully reviewed all expenses and have worked hard to find efficiencies, reducing the operating budget significantly in some areas. We are budgeting conservatively for a small surplus next year. We are ready to act quickly to unforeseen financial surprises.

This year we purchased a half-acre property and home adjoining the home office site. This acquisition will give us our own direct access to Steeles

Ave., and allow for future installation of sewer and municipal water and will greatly enhance the value of our property, and maximize future options for use and potential revenue/severance.

We are fortunate to belong to one of the healthi-

est, vibrant, active and engaged associations in North America. I can assure you, after attending the Great Lakes Conference this past fall, Landscape Ontario is performing exceptionally well in this tougher economic landscape, especially with respect to our peer

associations south of the border.

*Respectfully submitted,*  
**Jacki Hart CLP**  
Treasurer 2010

## Executive Director's Report

### LO continues to be a vibrant and active association



**Tony DiGiovanni**

At the suggestion of President Tom Intven, I have changed the format of my report to make it easier to see what the association is doing to advance the industry.

Landscape Ontario has enjoyed another great year. As the economy began to slow down and members

adjusted to new realities, the association ramped up services. In slow economies, associations are called upon to deliver more value. We created a full-time director of public relations and full time web-editor. This was done in conjunction with the Green for Life program, aimed towards stimulating demand for our members' products and services.

We focused on promoting the industry and the membership. At the same time, we continued to develop opportunities for members to enhance their business and technical skills through the Prosperity Partners program.

As you read through the annual report, it is very easy to see why Landscape Ontario is one of the most vibrant and active associations in the world. The commitment contribution and engagement of the membership is outstanding.

#### **President's Priority Theme — Focus on business development activities that will assist members to prosper.**

Achieved success in 2010:

- The introductory seminar for the Prosperity Partners program is now mandatory for all new members.
- Aligned all our programming and touch points with the PP program, especially the Professional Development Guide.
- Revamped the course offerings and provided training for instructors.
- Achieved great strides in the apprenticeship program and various certifications.
- Expanded collaboration with endorsed suppliers, adding LMN Network, Clarity for the Boss and Jeffery Scott to the endorsed supplier list.

#### **Presidents Priority Theme — Professional Development**

Achieved success in 2010:

- We met attendance goals and increased the number of touch points with our membership
- Developed the Smart about Salt Council with Region of Waterloo, BOMA and Ontario Good Roads.
- Hosted a snow symposium with the Ontario Municipal Equipment Operators Association.

#### **President's Priority Theme — Long-term Human Resource Development**

Achieved success in 2010:

- Many successes and programs under the management of Sally Harvey (Please see her report on page 35).
- Saved Algonquin College Horticulture Program, thanks to Ottawa chapter members and Sally Harvey.
- Continued to distribute over \$25,000 in scholarships.
- Certification is getting more popular.
- Instituted a review of the certification programs to increase uptake.
- Continued to work on Red Seal apprenticeship and promotion of apprenticeship.
- Upper Canada Chapter initiative promoted a new apprenticeship program.
- Aligned HR goals with CNLA for greater synergy and effectiveness for aligned education programming across Canada.
- Successful promotion of the Green for Life brand at Canada Blooms. The LO garden was a masterpiece.
- Increased traffic to landscapeontario.com by over 10 per cent.
- Spread Green for Life program to most provinces and one U.S. State.

#### **President's Priority Theme — Environmental Stewardship**

Achieved success in 2010:

- Increased the use of the Environmental Scorecard to over 348 users.
- Partnered with the City of Toronto to develop a Low Impact Landscape Accreditation Program, funded by the municipality.

- Enhanced our partnership with Vineland.
- Continued our Highway Greening Program.
- Expanded the Green Forum at Congress.

#### **President's Priority Theme — Public Relations**

**Achieved success in 2010:**

- Continue to achieve considerable attention in the media with Canada Blooms, Awards of Excellence, and Communities in Bloom being the main catalyst of media attention.
- Web hits have expanded considerably.
- Donated \$45,000 (Toronto Chapter) towards the building of a Children's Garden at Toronto Botanical Garden.
- Continue to nurture and provide support to like-minded organizations.
- Encouraged the chapters to continue community projects (school yard greening in Waterloo, Gilda's House in Georgian Lakelands, Hospice in Windsor, Hospital for Sick Kids and TBG in Toronto, Beechwood Cemetery in Ottawa, London awards program, Windsor in Bloom, etc.).
- Participated in a revitalized Canada Blooms.

#### **Presidents Priority Theme — Local Relevance**

**Achieved success in 2010:**

- Continued efforts to improve chapter engagement.
- Continued implementation of the Member Recruitment Plan. We have levelled off in membership numbers, despite the campaign. More work is required next year.
- Completed new strategic plan for the board.
- Continue investigation of the "Accredited Member" concept.
- Participated in funding alternative research in lawn care at Vineland and University of Guelph.
- Developed employee training program design sector.
- Staged an excellent Garden Centre Symposium.
- Awards of Excellence Program was expanded.
- Held very successful plastic recycling week event.
- Completed the garden centre employee manual.
- Supported a great deal of nursery research at

*Continued on next page*

- Vineland and University of Guelph.
- Ran very successful growers' tour, auction and business symposium.
- Trial Garden was expanded again. The garden's open house continues to attract a larger audience each year.
- Developed strategic plan for Grounds Maintenance Sector Group.
- Very successful at convincing Electrical Safety Authority to adopt most of landscape lighting standards.
- Lighting certification program near completion.
- Organized a very successful lighting symposium at LO home office.
- A very successful interiorscape breakfast event was held at Garden Expo.
- Continued work to promote benefits of plants at the workplace with a public relations strategy towards building owners, architects and property managers.
- Worked on training manual for CLD certification and promotion of the program.
- Very successful Designers' Symposium and Designers' Breakfast were held in 2009.
- Held very successful snow symposium.
- Continued support of the Smart about Salt program.
- Worked with CNLA on the Risk Management Council, aimed at reducing liability from slip and fall claims.

- Completed the new snow and ice standard form contract.
- Promoted the charge-out rate card for the Snow and Ice Sector Group.
- Continued government relations work with water purveyors.
- Developed a website for the Irrigation Sector Group.
- Expanded the Irrigation Symposium.
- Developed Integrated Certification and Training program with Irrigation Association.
- Used Canada Blooms as an industry awareness venue. Acted as a guide to the Minister of Agriculture.
- Invited mayors and councillors to Mayors' Breakfast at Congress.
- Participated in Government Relations Strategy with CNLA utilizing the Deloitte Economic Impact Study and George Morris Centre Benefits

- of Green-space document.
- Funded research to develop pesticide alternatives.
- Advocacy and information exchange regarding pesticide ban to the Ministry.
- Low Impact Landscape Accreditation Program development.
- Met the Minister of Natural Resources to participate in the Native Tree Atlas Project. LO site will host a living Native Tree Atlas.
- Continued participation in the Invasive Plant Council.
- Ongoing advocacy on plant protection and regulatory issues.
- Continued awareness of horticulture as an agricultural commodity.
- Ongoing advocacy for the National Botanical Garden.
- Successful having landscaping recognized as a

- support for the Vineland concept.
- Continued advocacy and government relations regarding exemption, based on labour-intensive nature of our work, on HST charges.
- Home office sign was replaced. There is now a very powerful image facing hundreds of thousands of cars per day along Highway 401.
- We purchased adjoining property in order to access Steeles Avenue. This purchase greatly increases the value of LO's property.
- Pond sale activity stalled because of the economy.
- Union Gas purchased a half-acre and built a transfer station on LO home office property.
- Expansion of the shows through partnerships. Flowers Canada, Ontario Parks and The Canadian Fence Institute are partners.
- We continue to welcome a partnership with the Greenhouse Conference.



The new signage at LO home office.

- suitable land-use activity on farmland of more than 10 acres within Halton Region.
- Continued to promote municipal zoning policies favourable to our industry.
- Participated in the new College of Trades.
- Continued to promote apprenticeship programs.
- Successful at receiving a grant to support feasibility study for an international horticultural event at Ontario Place.
- Participated in acquiring a grant for Canada Blooms.
- Received a grant to host the second Gardens and Tourism Conference.
- Continued promotion of the Via Rail Garden Route.
- Continued partnership with Safety Groups and Safety Training.
- Developed a consortium to purchase a 4.5 acre property adjoining Vineland for a future satellite office. The purchase of the land demonstrated

- Hired staff for Green Trade Expo (Ottawa).
- Will host a new snow symposium in Ottawa, in 2011.
- The trade shows continue great success, in spite of the downturn in the U.S. economy. Attendance up 22 per cent at Congress.
- Devoted more sales support to trade shows.
- Continued the Face to Face theme, as well as the Green Forum.
- Exhibitor sales are increasing.
- Revenue from trade shows is up 14 per cent.
- Booth sales at Expo 2009 increased.
- Hosted education and other events on Expo show floor.
- Continued very successful weekly e-news.
- LO's communication content continues to be the best in Canada.
- Encourage SWOT analysis to determine impacts of Internet on magazines.
- Expand circulation of *Garden Inspiration* magazine through membership. Distributed free to all Canada Blooms visitors.
- Integrated members' websites within landscapeontario.com.
- Continued with the addition of first class content to both sites.
- Developed a content manager to simplify publishing pages to the website.
- We were successful at contributing to the rebirth of Canada Blooms, which became profitable. A visit from Martha Stewart helped to increase

**Table 1**

Member Type	2005/6	2006/7	2007/8	2008/9	2009/10
<b>Active</b>	1,426	1,491	1,509	1,509	1,503
<b>Associate</b>	338	348	352	337	340
<b>Interim</b>	15	15	34	31	28
<b>Total-Voting Difference</b>	1,779	1,854 +75	1,895 +41	1,877 -18	1,871 -6
<b>Increase/Decrease</b>		4.2%	2.2%	(-.94%)	(-.31%)
<b>Horticultural</b>	409	423	322	278	254
<b>Chap. Assoc.</b>	50	52	53	53	62
<b>Total All Categories</b>	2,238	2,329 +91	2,270 -59	2,208 -62	2,187 -21
<b>Increase/Decrease</b>		4.0%	(-2.5%)	(-2.73%)	(-.95%)
<b>Member Revenue</b>	\$779, 446	\$864,462 +85,016	\$912,536 +48,074	\$929,552 +17,016	\$922,022 -7,530
<b>Increase/Decrease</b>		10%	5.56%	1.86%	(.81%)

**Increasing membership**

A committee was formed to focus energy on a membership campaign and develop a comprehensive plan. It will spend the next year executing that plan. We are working from a prospect list of 5,000 companies (See Table1).

**Green Infrastructure**

We believe that the future growth of the industry is based on expanding the perception of horticulture from an occupation that is in the business of creating beauty, to an occupation that also provides economic, environmental, social and health benefits.

The Green Infrastructure movement is a main conduit for this perception change.

We have formed an alliance, under the name Green Infrastructure Ontario (GIO). It includes Green Roofs for Healthy Cities, Evergreen Foundation (EF), Ontario Parks Association (OPA), Toronto and Region Conservation Authority (TRCA), LO and Local Enhancement and Appreciation of Forests (LEAF).

The purpose of GIO is to advocate for the importance of green infrastructure at all levels of government. In 2010, GIO was successful at receiving a Trillium Grant for \$250,000 to pay for educational and research activities designed to promote the societal benefits of green infrastructure. The initiative may lead to a Green Infrastructure Act. We are also involved with many conservation authorities in an aligned effort to promote the benefits of Green Infrastructure to other sectors, including Canadian Standards Association, municipalities, engineers, educators, water regulators, Ministry of Transportation, developers and the Building Owners and Managers Association. The green movement is opening doors for this collaborative activity.

Another important initiative is to fund a calculator that will compute economic, environmental and social benefit of various green infrastructures.

attendance numbers.

- The Landscape Ontario garden at Canada Blooms was a show highlight, and source of great pride for the association.
- The Awards of Excellence program continues to expand.
- Website coverage of award winners has improved.
- Explore the idea of garden TV channel on cable. We met with City TV to explore television activity.

**Great Lakes Conference**

The following notes were prepared for the Great Lakes Conference. It describes our perspective to various issues:

**Effects of the economy on membership**

The economic downturn has slightly affected our membership numbers and membership dues. Last year, we were down .31 per cent members and .81 per cent in dues revenue. The previous year we were down .94 per cent in members and 1.86 per cent increase in revenue. This is after a steady increase of five to 10 per cent in numbers and revenue from 1992.

**Ideas for stimulating membership in a tough economy**

Our response to the recession has been to increase services to the members in two broad areas.

1. We developed a business improvement program, entitled Prosperity Partners. It is mandatory for new members. The program seeks to reinforce the concept that all

businesses require competencies in five areas (Sales, Operations, Customer Relationships, Finance and Leadership). All of our touch-points as an association are being used to promote business competency. We have also focused our education programs on business programs designed to help members adjust to the new reality.

2. We redoubled our efforts at stimulating demand to use our Green for Life branding program. The strategy is to use the collective member touch-points of millions of impressions to communicate a Green for Life benefit message to the public. The message focuses on branding both our members and our industry.

The brand promise from an internal member perspective is: We are a professional “green force for beauty” enhancing quality of life.

The brand promise from a public perspective is, “Our activities and products provide economic, environmental, legacy, therapeutic, recreational, health and spiritual value.”

**Other activities related to the Green for Life branding**

- Building a spectacular Canada Blooms Garden. Over 44 companies and 300 volunteers participated.
- Chapters participated in building over \$500,000 of community projects. Each project leaves an engraved Green for Life rock behind.
- Magazine articles and television and radio programs.
- Home show participation.
- Public education events.

**Table 2**

Activity	%
Trade Show	46.0
Magazines	18.0
Dues	19.0
Education	5.4
Miscellaneous	3.0
Rent	2.4
Management Fees	2.4
Investments	1.9
Awards	0.8
Endorsements	0.8
Merchandise	0.3
<b>TOTAL</b>	<b>100</b>



Education remains a priority for LO.

### Association Revenues (Return on Investment)

In the simplest terms, your membership dues are invested in the association to provide benefit and to advance an industry. It is not well-known that we leverage your investment. We are able to fund over \$9-million of industry advancement activity through a membership dues investment of \$1-million.

The table on page 19 breaks out our revenue in a percentage order

### Other items of interest

- We were able to leverage a \$30,000 research investment into a \$1-million highway greening demonstration project.
- The local gas company made an error by purchasing a half-acre of land from us last year. They were not allowed to build a transfer station at the original location. They gave back the land and paid 50 per cent more for another parcel. This resulted in \$220,000 extra revenue, at a time when we needed it to pay for extra overhead.

### Conclusion

The year 2010 marks my 21st year with the association. Even after all of these years, I am inspired daily by the contributions of many fully engaged members, whose passion, dedication and commitment is boundless. Their collective energy grows a prosperous, professional, ethical, recognized and valued green industry.

I am also in awe of our staff team. It feels like a family. Landscape Ontario is fortunate to have accumulated such a great group of effective implementers of your vision.

I am proud to be working alongside such a great group: Gilles Bouchard, Rachel Cerelli, Paul Day, Allan Dennis, Robert Ellidge, Denis Flanagan CLD, Wendy Harry CLT, Sally Harvey CLP, CLT, Helen Hassard, Lorraine Ivanoff, Lee Ann Knudsen CLP, Jane Leworthy, Angela Lindsay, Kristen McIntyre CHT, Kathy McLean, Steve Moyer, Linda Nodello, Francesco Pacelli (Francesco has since moved on, but we appreciate his contributions), Kathleen Pugliese, Joe Sabatino, Ian Service, Tom Somerville, Melissa Steep, Martha Walsh, Mike Wasilewski, Heather Williams (Heather has since moved on. She made great contributions in her short stay with us), and Sarah Willis. I also want to thank the OPA's Paul Ronan, Trisha Price and Lucy Marshall for partnering with us to promote the benefits of living green

## Chapter reports

*The regional needs of the members are served through a network of nine chapters. Through monthly meetings and promotional activities, the chapters represent an ideal way for member companies to keep abreast of local industry concerns. The two most sought after membership benefits — education and networking opportunities — are provided through the association's regional chapter structure.*

### Durham

**President:** Greg Scarlett CLT

**Past president:** Brian Marsh

**Provincial board representative:** Mark Humphries

**Vice president:** Ed Hewis

**Secretary/treasurer:** Carol Fulford

**Directors:** John Fulford, Brian Baun, Jeff Koopmans, Harry Van Staveren, Ian Andrews, Norm Mills, Phil Bull

The Durham Chapter held meetings on the first Tuesday night of each month at the Holiday

Inn in Oshawa.

**September 2009:** After last year's successful Barbecue/Supplier Day, we held our second annual event at Sheridan's Nurseries in Whitby. It was a great success, with a total of 75 members attending this meeting. Thirteen vendors showcased products, which was followed with everyone enjoying a supper of roast beef-on-a-bun, corn-on-the-cob and salad.

**October 2009:** Gerald Boot gave a presentation on Prosperity Partners. Michael Lewis presented, Ten Ways Great Leaders Inspire Greatness in Others, which was well received by all in attendance. This meeting was attended by 19 members.

**November 2009:** Brian Marsh was presented with a plaque from the executive thanking him for his years as president. Mark Bradley presented his web-based program, Landscape Management Network. We had 27 members in attendance.

**February 2010:** Tim Craddock, from Turf Revolution, gave his views regarding dealing with the pesticide ban. David Sim from Smart Watering Systems presented techniques and products to maximize water efficiencies through irrigation. We

had 31 members in attendance.

**March 2010:** A representative from the Ministry of Transportation spoke to 66 members. This meeting is always well attended. Ontario Truck Training also gave a presentation of its services.

**April 2010:** Durham Chapter members installed an irrigation project in the west lawns, gardens and the formal rose garden of Parkwood Estates in Oshawa. We believe it will be a big asset to Parkwood and the grounds crew as they continue to maintain this historical site.

I would like to thank Brian Marsh for leading us for the last five years, as I graciously accept my new position. It has been an enjoyable time here, as I finish my first official year as the new president of the Durham Chapter. I look forward to contribute in anyway I can to this industry. It takes dedicated members to make a board of directors run successfully.

I would like to take this opportunity to thank all the board members for their continuous support, as well as the members who joined the executive this year. I would like to thank all of the companies that donated their time and door prizes for our meetings.

The Durham Chapter thanks Fred Young from the Farm Safety Association. His knowledge on health and safety issues is a great resource for our chapter. Thank you to Carol Fulford for keeping Durham organized.

We will continue to focus on community-based projects to get our local brand out to the public and green the communities in which we live, play, and work!

*Respectfully submitted,*

**Greg Scarlett CLT**

President, 2009-2010

## Georgian Lakelands

**President:** Michael LaPorte CLT

**Vice president:** Jeff Lee

**Secretary:** Lexi Dearborn

**Treasurer:** Sheila Allin

**Past presidents:** Bob Adams, Nick Solty, Earle Graham, Mark Goodman

**Provincial representative:** Mark Goodman

**Directors:** Warren Patterson, David Emms, Terry Kowalski

Chapter members travelled to Thornbury in September 2009. Garden Holistics hosted our meeting, and barbecue. The evening provided great networking opportunities, giving the board of directors some new ideas to review in October. The speaker for the evening was Pat Morrison, a local accountant, who offered information about great accounting practices.

Just over 30 members welcomed Tony DiGiovanni and Jacki Hart to Georgian Downs in Innisfil for the October chapter meeting. Tony presented information regarding branding Landscape Ontario, as well as association projects and initiatives. Jacki provided information to members on the Prosperity Partnership seminar scheduled in November. It was wonderful to have Tony and Jacki bring up-to-date information from home office. This evening gave great insight into how much our association is truly involved and the number of different projects they are managing on our behalf.

Our chapter created a Facebook page to assist in getting the word out to Georgian Lakelands members. We are able to promote chapter meetings, socials, and chapter news through Facebook, as well as post event pictures. This has been a wonderful and inexpensive way to promote Landscape Ontario and our chapter.

November was a busy month. Our portion of the Gilda's Club of Simcoe-Muskoka project went into full swing. Nick Solty (project manager), Jeff Lee and Ross Allin, along with many other Chapter members, worked together to install this wonderful landscape

project. Many materials for the project were donated by local suppliers, while Chapter volunteers installed retaining walls, interlock stone and planted trees.

November's chapter meeting was held in Duntroon. A round-table discussion was held and members were invited to discuss some of the key issues facing the Chapter. Some very interesting comments were presented at the meeting.

The Gilda's Club landscape project continued into December.

The annual Christmas party was held in early December at Georgian Downs. For the first time, the Georgian Lakelands Board of Directors wanted to recognize our chapter members for their contributions with an award presentation. Volunteer of the Year went to Lynne Barnes for her hours of work to help our Chapter grow and expand into the west-end. Tim Morrison of Unilock Limited, Barrie, accepted the Supplier of the Year Award for support of our Chapter, allowing us the opportunity to provide local communities and organizations with products and services they might not otherwise have been able to afford. Nick Solty was recognized for his outstanding contribution and support of the Chapter for the Gilda's Club Simcoe-Muskoka Project. The success of this project was due to the many management hours, Nick generosity donated to this project. Congratulations to all our award winners.

February brought snow and lots of it, which made for a perfect day of skiing and boarding at the Alpine Ski Club in Collingwood. It was a great day, with sunshine and fresh snow. Nick Solty organized an amazing day with over 30 participants. We welcomed Toronto members on this day. For a second straight year, Rob Vogel was the winner of the Fun Ski Race. As the day came to a close, Peter Guinane provided information to the chapters regarding the Contractors' Sector Group and its initiatives for the coming year, as well as the group's role in Canada Blooms. Thank you to everyone who attended the Annual Snow Day. See you in 2011.

Our Chapter purchased an events trailer to advertise and promote LO, our Chapter, industry suppliers and service providers. The trailer was on-site

for each Chapter event. The Easter Food Drive was the first event the events trailer attended. The Food Drive, held at Botanix, Barrie's Garden Centre, was a huge success for our Chapter and the Elizabeth Fry GAP (Grocery Assistance Program). Each year this event grows in size, with much-needed food supplies collected and cash donations for GAP. We are able to increase awareness for both organizations through lots of local media coverage. Thanks again this year to Lexi Dearborn and Sheila Allin for all their hard work and Warren Patterson for providing a host location.

As always, MTO headlined March. It is our largest draw of members and non-members to a Chapter meeting. Hank Dubee of MTO outlined the dos and don'ts of the road, as well as provided some very over-the-top photos to show the reasons behind the laws.

Chapter elections were held, with some new faces stepping forward to become directors.

Our new event trailer sponsorship package was released during this meeting, as well as the unveiling of the trailer. The events trailer was at Expo and will also be at Congress, featuring the Green for Life icon, surrounded by sponsor logos. Thanks go out to those sponsors. With their help, we are able to hold educational, social, and community events throughout the year.

Like the weather, Gilda's Club Simcoe-Muskoka landscape project heated up in the spring. With much help, and a day of planting and sod laying from the students at Banting High School in Alliston, we were able to meet our completion date of April 23. By the time it was completed, we installed a landscape project valued at over \$75,000, providing many people great enjoyment over the years. This was a huge project for our chapter. I thank all those involved, who stuck through the tough weather and inconsistent timelines to complete this wonderful community project.

We took time to hit the golf course in August. Innisbrook Golf and Country Club hosted our annual tournament and did a wonderful job accommodating our needs and golfers.



*Gilda's House was a major project in Georgian Lakelands*

This year our Chapter took a huge step forward by hiring a Chapter Coordinator. Heather Williams joined us in the spring and assisted with many tasks by giving attention where needed. Her presence was much appreciated. I would like to thank Heather for her understanding, organization, and her great positive attitude.

The Georgian Lakeland's Chapter had a busy and successful year because of all the hard work and support of the Board of Directors, our volunteers, and Chapter sponsors. Thank you to all for another wonderful season.

*Respectfully submitted,*  
**Michael LaPorte CLT**  
 President, 2009-2010

## Golden Horseshoe

**President:** Tim Cruickshanks  
**Provincial board representative:** Walter Hasselman  
**Treasurer:** Bruce Wilson  
**Secretary:** Michele Malton CHTM  
**Directors:** John Bos CLT, Patrick Evangelisto, John Harsevoort, Erik Kuijvenhoven, Brad Malton, Jeff Smith, Deanna Van Varik, Fiore Zenone

In September, 2009, Hamilton Bobcat was the host of the always-popular Chicken Roast. There was an excellent turnout, including a large number of kids. Everyone in attendance was treated to a memorable evening, making it an extremely successful event again this year.

After not hosting a meeting in October, the November general meeting was held at the Niagara Parks School of Horticulture. Highlighting the meeting was a presentation by Hank Gelderman CLT.

Our annual wine and cheese social took place in December at Galileo's. The event was well attended and everyone enjoyed all of the food and refreshments.

No meetings were held in January and February.

March made up for it, with two meetings this month. The first meeting was held at Vineland Research and Innovation Centre, where members discussed the new provincial HST tax system. In addition, we heard from Farm Safety about upcoming changes. There was also a presentation from Easy-Flo Compost.

The second meeting of the month was with MTO representatives at Legends Landscape Supply. As usual, meetings involving MTO are well attended. We were all able to gather fresh information on current and ever-changing ministry rules and regulations.

No meetings were held from April to July, 2010.

Our annual golf tournament was held on Aug.

18 at Willow Valley. The tournament was very well attended and everyone enjoyed a great day. Thank you to all of our sponsors and donors for the support and help that made the event so successful.

I would like to thank all board members for their efforts and support over this past year and throughout the past three years that I have served as president. I look forward to my new role and continuing to work with the chapter. In addition, I wish all the best to Fiore Zenone as he begins what I am confident will be a successful term as president. Best of luck to everyone for a happy, healthy and prosperous year.

*Respectfully submitted*  
**Tim Cruickshanks**  
 President 2009-2010

## London

**President:** Grant Harrison  
**Past President:** Tim Craddock  
**Treasurer/provincial board representative:** Peter Vanderley CLP  
**Directors:** Daryl Bycraft CLT, Derek Geddes, Jerry Hakkers, Nicola Kamp, Jay Murray CLP, Michelle Peeters, John Perriman, Stephen Sutcliffe, Jarrett Woodard, Jason Zehr

One would think that the London Chapter members have a great deal of time to spare, when you consider all that has been accomplished this year.

Here's a brief overview of the activities that London Chapter members have been involved in over the past year:

Landscape Ontario London Chapter was represented in two home shows this year, the London Home Builders' Show and the London Spring Home and Garden Show. The booths were built and materials donated by volunteers. These shows gave Landscape Ontario great exposure and we saw lots of activity at the booth. A special thank you to those who helped man the booth during the shows.

The Gardens of Distinction Tour was our second annual tour. There were 14 gardens featured on the tour this year and we sold 400 tickets. This is a great opportunity for our members to show off their work. There were many different landscape elements on display at the London area gardens. This is definitely an event that the Chapter hopes will continue to grow in popularity.

This year the International Plowing Match was held in St. Thomas. Horticulture students from Fanshawe College built the entry to this major event. The project was financed by LO's London Chapter.

The Annual Golf Tournament was once again held at Pine Knot Golf and Country Club. A total of 152 golfers took part. We are thankful to our members who donated prizes and put in many hours to make

the tournament a success.

Tree planting was a new project for our chapter this year. We partnered with the Boy Scouts of London to plant trees along Veteran's Memorial Parkway in London. We are looking forward to partnering with them again on future projects.

During the 2009 Gardens of Distinction tour, we held a draw for a free landscape lighting package. The planning and installation were done in a seminar format at the winner's home. This was a great way to get some theoretical and practical training at the same time.

Banting House open house was held in October. We are so pleased with the final result of this project, as are the staff members who commissioned the project. Landscape Ontario was very well represented.

We are in the process of reviewing other areas of service within the community. One of the projects we are working on is a renewal of the gardens at the London Children's Museum. We are always looking for ways to serve and beautify our city in a tangible way. Requests are regularly received throughout the year, and the Chapter seeks to make wise decisions regarding which ones to take on.

My sincere thanks to members of the London Chapter, who were willing to give of their time and talents. It is a privilege to work with you.

Before I sign off, let me take a moment to also say thank you to our past president, Tim Craddock. Tim was a visionary when it came to getting us involved and giving back to our community. Thanks, Tim, for your efforts on our behalf. You led and represented us well.

*Respectfully submitted,*  
**Grant Harrison CLT**  
 President 2010

## Ottawa

**President:** Sarah Johnston  
**Past president:** Tim Dyer  
**Treasurer:** Hank Mollema  
**Provincial board representative:** Bruce Morton CLP, CIT  
**Directors:** Chris Burns CIT, Stacy Elliott, Sonja Hirsig, Patricia Stanish CLD, Dave Stewart CHT

Even though the majority of activities for Ottawa Chapter members take place during the winter months, there are those members of the board who volunteer precious time during the summer months to organize Chapter activities. Our thanks are extended to them.

Please take time to review the list of directors. Each and every one believes in a healthy, productive and professional industry and donates their time to

provide opportunities for you to learn, profit from networking and grow your business.

## Education

Last winter saw a full slate of seminars ranging in subject from Estimating for Profit to Managing Work Crews more Profitably. WHMIS, First Aid and SCIP programs ensured you had the opportunity to fulfill annual requirements.

The IPM Symposium in February was well attended, as usual, and provided much needed information on new products for plant and pest management now that the pesticide ban is in place.

## Accreditation

A total of 26 candidates participated in the CHT testing at Kemptville College last September (now Landscape Industry Certified). Once achieved, this designation gives successful candidates an accreditation that verifies their skills to prospective employers. Basic skills tested vary from pruning to laying interlock to operating chainsaws.

Eight local apprentices are entering the second year of the horticultural technician program at the Kemptville Campus of the University of Guelph. This two-year co-op diploma offers in-class and workplace training and provides significant monetary reimbursement to graduates and their employers.

## Promotion

In January, LO president Tom Intven and executive director Tony DiGiovanni attended the Chapter meeting to update members on issues facing the industry, and then visited Algonquin College to talk to the students and staff. Later in the year an attempt to close the Algonquin Horticulture program was successfully diverted, following consultations with industry and Landscape Ontario.

More than 1,000 landscapers attended the Green Trade Expo in February to see 100 exhibitors showcasing their products and services. Speakers gave presentations throughout the day, and for the first time, members were invited to an MTO Snow Contractors' breakfast. This was very well received. Speakers included Mark Bradley on Business Management Solutions, Sheila James on Work-Life Balance and Bill Bitz, presenting Pruning for Landscapers.

The Canadian Nursery Landscape Association held its AGM at the same time as Green Trade and delegates from across the country attended the Expo, as well as joining local members at the keynote lunch event, where Jim Paluch spoke about building a sustainable business.

In April, Mark Burleton, NCC manager of the official residences' grounds and greenhouses, hosted a very enjoyable tour of the Governor General's gardens.

In August, the annual golf tournament was held



*Golf tournaments continue as major events for chapters.*

at the Canadian Golf and Country Club in Ashton. Members enjoyed wonderful weather, food and golf, with many returning home with a small gift donated by much appreciated sponsors.

Sponsors are a crucial component of many local activities and we encourage you to frequent their businesses and thank them for the support given to your local Chapter activities.

## Volunteer activities

Ottawa members are prolific in their generosity to support local activities. Ten local companies continue to volunteer crews to maintain the Cancer Survivors Park, at the corner of Riverside Drive and Industrial Avenue, and Ronald McDonald House is the beneficiary of volunteer work by another local company. As well, many members show up each year to do the fall clean-up at the annual Day of Tribute at the National Military Cemetery.

Regrettably, we lost the services of Lynn Lane in November of 2009. Lynn is pursuing new opportunities, as well as enjoying more family time. In April, we were fortunate to welcome Martha Walsh as the new Chapter coordinator. Martha has quickly picked up the procedures and is ably answering your enquiries and helping your board with administration and logistics.

*Respectfully submitted*

**Sarah Johnston**  
President 2010

## Toronto

**President:** Fiona Penn Zieba

**First vice president:** Arvils Lukss

**Second vice president:** Lindsay Drake Nightingale

**Past president:** George Urvari

**Secretary/treasurer:** Sabrina Goettler CLP

**Provincial board rep:** Ryan Heath CLP, CLT

**Directors:** Christine Moffit, Janet Mott CLP, Janet Ennamorato, Allan Kling CLP, David Nemeth, Mike O'Connor

The 2009-2010 season was a very successful one for the Toronto Chapter. We have outlined the accomplishments of this terrific season. We continue to align our chapter events with the Pillars of Prosperity: Sales Success, Financial Health, Operational Excellence, Customers for Life, Leadership and Technical Education. We also continually encourage members to attend chapter events as a way to connect and network as well as to learn and discuss issues important to the industry and members.

**October 2009:** The year kicked off with a presentation on "Sustainability in the Landscape Industry – An overview of the Challenges and Opportunities Posed by the Green Movement." This included presentations and opportunities for discussion with Tim Craddock of Turf Revolution, Chris Le Conte of Smart Watering Systems, and Allan Kling of Urban Garden.

**November 2009:** We were pleased to have respected industry business owners speak at the evening Leadership Forum. The keynote address by Eric Trogdon of Steps Canada on managing conflict was humorous and entertaining. This address was followed by Gerald Boot of Boot's Landscaping and

Jeff Olsen of Brookdale Treeland Nurseries. It was a very candid discussion on business issues in relation to leadership. It was a well received evening by the many in attendance.

**February 2010:** A successful full-day seminar on 'The Elements of a Successful Maintenance Business' involved presentations from the Farm Safety Association, Sales Success with Nathan Helder of Gelderman Landscaping, Greening Your Landscape with Scott Bryk from Sunshine Environmental, Financial Success by Mark Bradley of The Beach Gardener and Landscape Management Network, and new legislation on chains and straps from MTO officers. There were over 70 participants at this year's workshop. We look forward to more informative meetings such as this one next year.

**March 2010:** In anticipation of the July 1 deadline, the chapter organized a presentation on the HST transition and information for businesses. Elections for the 2010-2011 season were also held at this meeting. In mid-March, the Contractors' Lecture Series was held during Canada Blooms.

The number of Toronto Chapter members volunteering at this year's Canada Blooms was staggering. The beauty of the whole experience showed the commitment of the entire industry to provide the wider community (local, provincial, and national) with an outstanding garden festival. Exceptional experience!

**July 2010:** Another successful golf tournament was held at Glen Eagle Golf Course. The event raised approximately \$11,000, with proceeds split between Haitian Relief and the Sick Kids Foundation. It is always an enjoyable day of golf, along with lunch, prizes and good fun!

**August 2010:** Again this year, the annual baseball tournament was held at Richmond Green in Richmond Hill. The tournament trophy was won by Arbordale Landscaping/Moonstruck Landscape Lighting. A terrific barbecue lunch was enjoyed by everyone and the rain held off long enough for all of the games to take place. It was a great day.

A very successful Past Presidents' Barbecue was held in mid-August. It was a great opportunity to reconnect with successful business leaders who have helped shape the Toronto Chapter, as well as the industry. We were fortunate to have past presidents from 1989, 1995, 1996, 1998, 2000, 2004, and 2006. We are looking forward to seeing everyone again next year.

Our chapter could not carry out its many events and activities without the support, dedication and sponsorship of our terrific volunteers, board members, suppliers and Landscape Ontario staff. Everyone contributes to make Toronto Chapter successful!

*Respectfully submitted,*

**Lindsay Drake Nightingale**

Second vice president, 2009-2010

## Upper Canada

**President:** Diana Cassidy-Bush CLP

**Vice president:** Dan Clost CHTR

**Secretary:** Pam McCormick CLP

**Treasurer:** Cory Hendrick

**Provincial representative:** Paul Doornbos CLP, CLT

**Directors:** Scott Wentworth, Stuart Sprout, Judy Bell

As we find ourselves at the end of yet another year, it is an ideal time for reflection and thanks. This year marks the end of our seventh year as the Upper Canada Chapter. We have accomplished a lot over that time period, and have built a strong viable Chapter. Our team members are the reason for this success.

We have a strong core of volunteers, and I wish to thank them for their continued interest and energy in building a professional and prosperous landscape industry. I wish to extend a special thank you to Paul Doornbos, Pam McCormick and Stephanie Smith for organizing a very successful golf tournament. The golf tournament is not only an important fundraiser for our Chapter, but it is a valuable social gathering for our members and their companies. I would also like to take this opportunity to thank our many members for their support of our events, meetings, and seminars.

All members and potential members in the landscape industry within our Upper Canada Chapter are always welcomed and encouraged to get involved – together we *can* and *do* make a difference!

Over the past year, we focused on three main objectives: Human Resources Development, Branding to the Public, and Local Relevance.

The Human Resources Development focus takes on many facets, including business competence, technical competence, and labour development. Our largest focus included one meeting, which informed our members of how they can get involved and benefit from the apprenticeship program at a local level.

Behind the scenes, our education committee champion Dan Clost put forth a fantastic effort to see a local apprenticeship program become reality. Dan spent endless hours building relationships and communicating with the Ministry of Training Colleges and Universities (MTCU), Loyalist College, Landscape Ontario's home office, and all of our members and potential members on this topic. We have not accomplished this goal at the time of this report, but the wheels are well in motion for the apprenticeship program to become a reality.

Dan also recognized that the apprenticeship program is a long-term solution for technical competency and labour development within our industry. He continues to work on the viability of such a program

and has also been working closely with Hastings Prince Edward and Limestone School Boards, as well as Job Connect to explore options like co-op, OYAP, and Specialist High Skills Major. Thank you Dan for your perseverance and dedication!

Business competency was the focus for many of our meetings and seminars throughout the year. We hosted a very successful event with J. Paul Lamarche, discussing Knowing your Costs. LO offers high quality and relevant seminars that are focused specifically on our industry, helping business owners to build and develop their companies.

Branding to the public and local relevance, as well as our human resources development goals, were maximized by our presence and involvement with two shows within our Chapter. The first show was the revitalized Kingston Garden Expo, and the second was the Belleville Home Show. Our objectives for these public events were brand recognition, and taking full advantage of the one-on-one face time with our potential customers to promote our professionalism and our members. We also took the opportunity to reach out to students and talk to them about the great career opportunities within our horticultural industry.

It has been a pleasure serving you as your president for the past year.

*Respectfully submitted,*

**Diana Cassidy-Bush CLP**

President 2009 – 2010

## Waterloo

**President:** David Wright

**Vice president:** Randy Adams

**Provincial representative:** Mike Hayes

**Treasurer:** Robert Tester

**Secretary:** Jeff Thompson

**Directors:** Cor Bultena, Don Prosser, Dale Schieck, Todd Schwindt, Kelly Wagner, Helmut Zgraja

**August 2009:** The year started very strong with our first green project, designed and organized by Chapter board member Don Prosser. Chapter members built the landscape for the model home that was a prize in a raffle by the Kitchener Conestoga Rotary Club. Proceeds went to Kid's Ability. Don designed an interesting project with a bio swale, patio, permeable paving and a front entry feature. Labour and some materials were donated by Chapter members, and the Chapter paid for the remainder. Total retail value of the project was approximately \$70,000.

Green for Life was proudly displayed in the ticket office area, where thousands of people passed through during the time the home was on display. The opening was well covered by local media and Landscape Ontario was mentioned during the open-

ing remarks by the Rotary Club.

**September 2009:** Our first meeting of the year was a New Member Night. Held on Sept. 9, it featured a presentation on the Prosperity Partners program and the many services the association has to offer its membership.

**October 2009:** Waterloo Chapter's technology night featured presentations by Dynascape and Telus. The featured business story was by Earthscape Ontario. The annual business meeting was an all-day event in October with Mark Bradley discussing how to recession-proof your business.

**November 2009:** Our annual snow meeting was well attended by many members from other chapters, as far away as Golden Horseshoe and Durham. Tim Orleman from Kissner Group discussed the salt supply for winter 2010, followed by speakers from SIMA.

Our 32nd Annual Fall Freeze-Up dinner and dance was again held at Golf's Steakhouse and was a success. There were lots of prizes and fun for all.

**December 2009:** The Skilled Trade Showcase was held at Bingeman's Conference Centre, and Landscape Ontario was a hit with the high school students. Waterloo Chapter, with help from home office staff, Dynascape, and equipment vendors, presented a display of equipment and technology of interest to the industry. Mike Hayes hands-on tree climbing display was a huge hit. The ever-popular weather night was presented by Rob Kuhn of Environment Canada's Severe Weather Office. He discussed where our weather comes from and how weather trends are changing.

**January 2010:** Nutrite hosted the meeting with food and a presentation on what they are all about. Guest speaker was Robert Bower of ICPI, who spoke about trends in the paver industry. He focused his talk on permeable paving.

**March 2010:** We started the night with our board elections. The existing board had previously agreed to stand, but one more member was added to bring in new blood. Elections were followed by a presentation by Haig Seferian on design trends, focusing on outdoor living.

**April 2010:** Our last general meeting of the year was hosted by Elmira Farm Service at its yard. A facility tour and barbecue were followed by a presentation by Belinda Gallagher on using native plants in the landscape. During Earth Week, the Waterloo Chapter, working with the Evergreen Foundation, completed our annual School Yard Greening project at St. Michael's Catholic School in Cambridge. Many trees, rocks and yards of mulch were put in place in a very short time by the dedicated volunteers, led by Mike Hayes and Dale Schieck.

*Respectfully submitted,*

**Dave Wright**

President 2009-2010



*Waterloo enjoys baseball tournament.*

## Windsor

**President:** Mark Williams

**Vice president:** Nino Papa

**Past president:** Karl Klinck

**Treasurer:** Don Tellier CLT

**Provincial board representative:** Garry Moore

**Secretary:** Jay Rivait

**Directors:** Chris Power, Doug Roberts, Chuck Pronger, Dan Garlatti

### Regional outlook

The business season could be described as a typical one. The weather did what it wanted, and the local business people had to put on their thinking caps in order to give customers something that wasn't available, or offered by the competition. Hard work and service seemed to be the secret to success. Get up early and work hard to make the sale, or get the job! Gone are the days of having the opportunity handed to you. No silver platters here! The businesses that had focus and worked hard seemed to weather the lack of disposable income in our area. Soon things will slow down, and I hope everyone can take a well deserved rest!

### Volunteer renewal

No one is certain of what is in store for our industry, but Windsor has had a very positive push for its members. The volunteer group is growing and has welcomed new blood. We seem to feed off and help each other in our endeavors. We hope that this positive energy continues and that we may continue to learn from each other the secrets to success in the horticulture industry. We encourage members' input at our meetings, both positive and negative. After all,

we are all working toward solutions to benefit all of our members.

### Chapter meetings

Our Chapter meetings have shown positive attendance. Members left meetings with tangible information, as well as opportunities to network and socialize.

**October 2009:** Bellaire Landscaping hosted this month's meeting, where 30 members were treated to a delicious barbecue. Everyone was encouraged to peruse the display gardens and beautiful grounds. The sprawling grounds are very impressive and now available for group functions, a setting for wedding photographs, etc. The meeting was enjoyed by all.

**November 2009:** The November meeting was hosted by St. Clair College. It was our Awards of Distinction evening. Thanks go out to St. Clair College, Don Tellier and Jay Terryberry for their hard work and dedication to this event and to the Winter Blooms Show.

**December 2009:** This meeting was held at the University of Windsor. Sally Harvey presented information on the Prosperity Partners program, as well as a question and answer period. We also visited the Living Wall at the University. All were impressed! The meeting was very well attended, thanks to Garry Moore's excellent organizational skills and hard work. It was a great evening.

**January 2010:** Windsor Chapter members proved they could create some of the best: Best Booth at the Landscape Ontario Trade Show went to Santerra Stonecraft from Windsor. Bellaire Landscape won three first place awards at Landscape Ontario Provincial Awards of Excellence. This is a very positive accomplishment for both of these businesses.

We are very proud of them! Both firms are very active in our Chapter.

**February 2010:** Our February meeting was hosted by Santerra Stonecraft. It featured Adrien Leblanc from the Ministry of Labour, as well as Stefan Fediuk from the City of Windsor Planning Department. A full house was in attendance. Members enjoyed food, discussion and valuable information.

**March 2010:** Tony DiGiovanni and Landscape Ontario president Tom Intven attended our March meeting, which was held at Dominion Golf Club. It was an excellent location for our membership drive meeting. Our thanks go to Dan Garlatti for organizing this meeting. Lunch and conversation were enjoyed by over 40 people in attendance.

**Newsletter:** Jay Rivait has done an excellent job keeping everyone informed and up to date. Jay has always responded quickly with information requested by myself and our members. Thanks Jay!

**Winter Blooms:** Thanks again to St. Clair College for hosting this event. It features beautiful gardens and informative speakers. The horticulture students

get involved in the set-up of the show and gain valuable experience. This event gives the retail public real inspiration and information in the spring, as they head out into their own gardens. Winter Blooms has a solid group of volunteers, including Don Tellier, Karl Klinck, Chris Power, Jay Terryberry and John Lein, just to name a few.

**Summer golf tournament:** The golf tournament was held on Sept. 11 at Tilbury Golf Club. This event was well supported by the many sponsors. The prize table was huge! Jay Rivait and Dan Garlatti chaired this event and did a wonderful job. Members should mark their calendars with the date of next year's tournament, so they don't miss this great opportunity.

**President's message:** Thank you to everyone who is involved in the Windsor Chapter of Landscape Ontario. Please continue to give generously of your time and talents. Your friendship and support means more than you realize. We often forget it is more fun to play the game, than to criticize from the sideline. I encourage all members to try and get involved just a little bit more. We do need your help and you can make a difference. This Chapter helps us all. Watch

for your newsletter and please come to our next function. You will be glad you did!

The Chapter will be involved in a number of projects in 2010-2011. Here are a few examples: Hospice Solidarity Garden, Hospice Reception Garden and the Hospice Administration Building. These projects will allow Landscape Ontario Windsor Chapter to pay it forward to our community. Other projects include Winter Blooms and the planning process for replacing trees damaged by the tornado in Leamington on June 6, 2010.

Once again, our Chapter does make a difference. Please get involved!

*Respectfully submitted,*

**Mark Williams**

President 2009-2010

## Sector reports

*The scope and mandate — and therefore the needs — of the various industry sectors served by Landscape Ontario are distinctly different. The specific requirements of each of these groups are facilitated by the association's sector group structure. The objective of each sector group is to respond to current concerns resulting from marketplace pressures and government legislation.*

### Garden Centre

**Chair and provincial board representative:** Bob McCannell

**Members:** Barry Benjamin, Perry Grobe, John Hawkes, Alice Klamer, Robert Kuepfer, Chas Lawton CIT, CHTR, Shannon Lindensmith, Susan Richards, Tony Sgambelluri, Michael Van Dongen, Art Vanden Eden CHTR

The Garden Centre Symposium was held at Garden Expo in Oct., 2009. Over 120 people were in attendance. Everyone enjoyed dynamic guest speakers, Kip Creel, Tom Shay and Jeff Morey. The Sector Group decided to continue this educational program at EXPO, 2010.

Plastic pot recycling remains as a major concern of independent garden centres. CNLA and Landscape Ontario hosted a one-week recycling event that was deemed very successful.

The committee continues to review the Strategic Plan that was developed last year. It has created a roadmap for the group to go forward.

The CNLA Garden Centre Group, known as Garden Centres Canada (G.C.C.), under the leadership of chair Anthony O'Neill, is still encouraging garden centres to participate in the national inspection program. Participation this year encouraged the development and training of a home-grown inspector to carry on this valuable method of evaluating independent businesses. For the past two years Eve Tigwell from England has conducted the inspections.

The garden centre committee has commissioned the creation of a generic employee manual. This is expected to be available online, free of charge to all LO members. The manual will outline standards, policies and procedures in the workplace. It will also include government standards, by which all employees must abide. This manual is scheduled to be available in Sept., 2010.

As of Sept., 2010, Bob McCannell has stepped down as chair, with the new chair being Michael Van Dongen.

*Respectfully submitted,*

**Bob McCannell**

Chair 2009 – 2010

## Grounds Management

**Chair:** Mike DeBoer CLT

**Provincial board representative:** Brian Marsh

**Members:** Carmine Filice CLP, Jacki Hart CLP, John Hewson CLP, Patrick Kehoe, Anthony Kampen, Dean Schofield, Rodger Tschanz

This is the fourth year of the Trial Gardens at the Landscape Ontario home office site, under the supervision of Rodger Tschanz of the University of Guelph. The goal of the trials is to highlight new and under-utilized plant varieties to the Ontario landscaping industry.

This year included the Vineland pack trial, addition of perennial and vegetable trials, shade garden trials in the boulevard and hanging baskets from Ontario Parks Association. The group hosted a two-day open house in August. The first day was geared for industry members, attracting over 80 attendees, while an open house for the public during the following day had over 175 attendees.

Sponsors this year were Gro-Bark (Ontario), A.M.A. Plastics, Goodsmith Seeds, Agri-Food Laboratories, Agrium Advanced Technologies, Fafard et Freres, KAM'S Growers Supply,

Landscape Organix, Perlite Canada and Plant Products. Plant material was donated by American Takii, Ball Horticulture, Blooms of Bressingham, Goldsmith Seeds, Jelitto Seeds, Myers Industries Lawn and Garden Group, Ontario Seed Company, PanAmerican Seed, Proven Winners, Seeds of Change, Sun Gro Horticulture, Suntory and Syngenta. Thank you to all who participated and ensured that this event was a great success

The group worked on and discussed the following issues:

- Pesticide ban - The overall impression of the group is that the pesticide ban can be turned into an opportunity to promote cultural practices. The most important activities are to build soil fertility, friability, organic matter, and air and water retention capacity
- Developed a strategic plan through SWOT (Strengths, Weaknesses, Opportunities and Threats). The vision of the Grounds Group: "A prosperous, professional, ethical, recognized and trusted grounds maintenance sector."
- Benchmarking Projects/Chart of Accounts by developing a program that includes overhead, sales per truck, sales per day, productivity ratios, etc.
- Develop a Communication Plan. Who is our customer? What is our story? And what are the possible deliverables of this information?
- Update rate card for industry.

Concerns/issues pertaining to the industry sector are mainly environmental concerns over emissions from small equipment (ie: mowers, blowers, etc.). The group expects to investigate more on this issue over the next year.

*Respectfully submitted,*

**Mike DeBoer CLT**

Chair, 2009 - 2010

## Growers

**Chair:** Mark Ostrowski

**Vice chair:** Gerwin Bouman

**Treasurer:** Melissa Spearing

**Provincial board representative:** Dave Braun

**Members:** Harry De Vries, Chelsea Stroud, Tim Dyer, Jeff Gregg, Jennifer Llewellyn, Glen Lumis, John Moons, Bill Putzer, Fred Somerville, Dave Tillaart, Alex Verbinnen, Youbin Zheng

The Nursery Growers' sector group continued to work on strategic priorities throughout the year, which include professional development and

education, research and market development and industry advocacy and promotion.

The year started out in September, 2009, with a very successful annual Growers' Research Auction, hosted by Somerville Nurseries. Many made the trip to Alliston on a beautiful, hot day to bid on top quality plant material, landscape supplies and equipment. Great food and camaraderie were enjoyed by all who participated, raising almost \$20,000 for our horticultural research and scholarship program.

During the year, we moved the date of the Annual Auction to an earlier month, July. This idea is to encourage more landscape contractors and garden centres to bid on material they feel can be sold during the remaining season. Combining the Auction with a customer appreciation day at Milton, we had an excellent turnout this year on July 15. Participants were able to enjoy special speakers, demonstrations, supplier exhibits and the trial gardens, as well as a great lunch hosted by Agrium Advanced Technologies. Thanks to all of the bidders, sponsors, volunteers and staff, the result was a net contribution of \$22,000 for industry research and scholarships.

The growers' group acknowledged the Green for Life branding initiative early in the year with a visit to one of our meetings from Bob McCannell, branding committee co-chair. A brainstorming session was held to identify ways to use the branding materials and website in order to promote the industry.

The fall dinner meeting was held at the Oakville Quality Inn. A group of 45 attendees enjoyed networking with industry peers over refreshments and dinner. Jim Brandle and Hannah Mathers, both of Vineland Research and Innovation Centre, gave updates on progress and nursery grower projects at the facility. This was followed by an educational session on Lean Management from Stewart Anderson and Angelo Lyall of Kaizen Solutions.

The annual Nursery Growers Short Course was spearheaded by Jennifer Llewellyn and Glen Lumis on Feb. 10. Almost 200 growers gathered



*The University of Guelph trial gardens are now in their fourth year at LO.*

at the Royal Botanical Gardens to hear presentations on water, pest and soil management practices. Several industry suppliers brought exhibits and shared their products and service knowledge with attendees. A thank you goes to Plant Products for sponsoring a great lunch.

The annual summer nursery tour was not held this year, because of new timing with the research auction. It is scheduled for September, as a one-day visit to several growers in the Golden Horseshoe area.

Francesco Pacelli, nursery grower technical analyst, worked throughout the year to promote the Domestic Phytosanitary Certification Program. This grew into a broader emphasis on Integrated Pest Management. Francesco also represented the Ontario growers at the discussion table with provincial and conservation groups regarding invasive alien species, which has become a controversial issue in recent years.

This year, the growers took a more proactive stance with leveraging research and development monies available from government programs. A new sub-committee was formed with Alex Verbinnen as chair. The group of committed growers identified key research priorities. This was communicated to researchers in a call for proposals to help advance the technical and market development needs of our industry. Several projects are currently underway.

Thank you to all of the directors, volunteers,



*Growers' tour visits Niagara area.*

sponsors and staff who work very hard to ensure that this industry continues to be a vibrant, successful and fun sector to work in!

*Respectfully submitted,*

**Mark Ostrowski**

Chair, 2009-2010

## Interior Plantscapes

**Chair:** Stephen Schell CLT

**Vice chair:** Peter Tigchelaar

**Provincial board representative:** Stephen Schell

**Members:** Hella Keppo CLT, Fred Prescod CLT, Phil Van Alstyne CLT, Nanthankumar Paramanathan, Dave DeVries

In October, 2009, we held the first Interior Landscape breakfast during Garden Expo at the Toronto Congress Centre. Keynote speaker was Robert van Aardt. His topic was trends for the industry. Over 50 people attended this event.

The breakfast was a great success, providing a wonderful opportunity to network. The sector group made plans to do it again in Oct., 2010

at EXPO. It was felt this is the correct venue to promote the interior plantscape industry.

### **Other items of interest:**

- Group became a member of Green Plants for Green Buildings. This allows members access to numerous training programs and marketing promotion material.
- Working with Redeemer College to provide a marketing plan for the industry. The process will be part of the school's curriculum
- The sector group is working with PLANET to finalize the interior certification manual.

The committee feels it is taking steps in the right direction and looks forward to a successful 2010 - 2011 year.

*Respectfully submitted,*

**Stephen Schell CLT**

Chair 2009-2010

## Irrigation

**Chair:** Chris Le Conte

**Board representative:** Steve Macartney CIT, CLT

**Members:** Christian Brunet, Brian de Caluwe CIT, Andrew Gaydon, Kara Gibbons, Gillian Glazer, Lorne Haveruk CIT, John Lamberink CIT, Ian McMillan CIT, Don McQueen CIT, Mike Ross, Paul Schnarr CIT, Tony Serwatuk CIT, Gary Supp, Chuck Yates CIT

The year 2010 was a good one for the irrigation industry. Dry and hot weather resulted in increased activity in sales and service. No water bans or restrictions were reported to have impacted the industry.

In 2010, the Irrigation Sector Group focused on education. After much debate, it was decided that the CIT certification would be abandoned with an increased focus on Irrigation Association certifications, such as CIC (Certified Irrigation Contractor) and CLIA (Certified Landscape Irrigation Auditor). These courses will be offered in Feb., Mar. and Apr. of 2011. Exams will be written at centres across Ontario. Registration for courses will be through Landscape Ontario. Exam registrations should be submitted at least 30 days prior, through the Irrigation Association.

Landscape Ontario is continuing to offer basic irrigation training courses. Please review the *Professional Development Guide* for future developments.

On Jan. 11, the Irrigation Sector Group will host its annual conference. The 2011 agenda is full of interesting topics and speakers on the subjects of irrigation pilot studies and irrigation innovation. This is a great chance to hear from industry experts and to expand your knowledge.

The irrigation industry is coming under increasing scrutiny from policy makers and environmental groups. Currently there is very little contractor representation on the Sector Group Board, and this is alarming. The Sector Group needs contractors' participation to help form positions and to have a handle on what is happening out in the field. If you care about your industry and your business, show your support by attending meetings and contributing to discussion.

*Respectfully submitted,*

**Chris Le Conte**

Chair: 2009 – 2010



Lighting symposium was sold out.

## Landscape Contractors

**Chair/board representative:** Peter Guinane

**Members:** Harry Gelderman, Ryan Heath CLP, CLT, Brian Clegg, Barry Hordyk, Brian Marsh, Arthur Skolnik, Charlie Dobbins

I would like to thank all of the members of our committee for contributing their time.

The annual lecture series was held in conjunction with Industry Night at Canada Blooms on Mar. 18, 2010. Speakers were Ron Koudys and Adam Gracey, who focused on how landscape architects and contractors can better work together. Special appreciation went to the sponsors of the event, Beaver Valley Stone, Dufferin Aggregates, Eloquip, and Unilock. Over 80 attendees enjoyed the talks, and then joined the Industry Night celebration and awards presentation.

The Landscape Contractors Sector Group assists with the feature gardens at Canada Blooms, reviewing all entries to ensure they meet industry standards and quality. With the assistance of LO staff, and Tim Kearney's vision, the wow factor was returned to the show in the Landscape Ontario garden. The 2010 Canada Blooms show at the new location, Direct Energy Centre, was a great success with everything on one floor level. Applications for feature gardens at the 2011 event have exceeded the space available, and will ensure excellence through healthy competition.

### Items of interest

A newsletter focuses on issues pertaining to the contractor sector. Arthur Skolnik has been writing articles to answer questions and provide insight into issues that affect all landscape contractors. They are available online and in the regular LO newsletters.

It is hoped representatives from all the chapters will be involved with the Contractors' Group, in order to ensure the needs of members from all the chapters are captured. Our group will visit all chapters and give presentations to LO members and moderate a discussion of issues within each chapter.

Our group investigated ways to maximize the benefits of certification. The number of certified members has grown quickly and we believe it will reach a critical mass and become the standard. This will further distinguish LO members and trigger a shift in customer expectations. Publicity of our program will make it much easier for companies with certified staff to compete against those with uncertified staff.

The Contractors support the new Green for Life initiative. We are the green industry, and we need to get the message out to the public.

*Respectfully submitted,*

**Peter Guinane**

Chair, 2009-2010

## Landscape Designers

**Chair:** Tony Lombardi CLD

**Provincial board representative:** Beth Edney CLD

**Treasurer:** Janet Ennamorato

**Newsletter editor:** Jennifer Hayman

**Members:** Paul Brydges, Don Chase CLD, Harry Gelderman, Judith Humphries CLD, Alice Klamer, Ron Koudys, OALA, CLD, Fred Post CLD, Haig Seferian CLD, Ron Swentiski CLD

The Landscape Designers hosted the annual conference at Congress on Jan. 11, 2010. It was a very successful event, with over 180 people in attendance. All speakers and topics were well received by the audience. Added to the confer-

ence was a special area where sponsors of the event were provided tabletop displays and had the opportunity to network with participants.

The group also hosted the first Designers' Breakfast at Garden Expo in Oct., 2009. It was close to being a sold out event. Plans for 2010 are well under way for participation at Garden Expo in the form of a breakfast seminar, and with another great conference in January.

The Designer newsletter continues to be a great success and has been widely circulated. It is to be incorporated with the LO website.

A committee continues to work on the CLD exam and portfolio review. We are working with the CNLA on renewing the CLD licensing agreement. There are several new members taking on responsibilities within the committee. We also have been working hard to resolve the issues surrounding the gap between Landscape Industry Certified and the older Certified Landscape Designer branding. Discussions include the process, standards and ongoing education opportunities. The committee is very close to completing a manual.

*Respectfully submitted,*

**Tony Lombardi CLD**

Chair, 2009-2010

## Lawn Care

**Chair:** Steve Tschanz

**Provincial board representative:** Alan White

**Members:** Tom Somerville, John Wright, Rohan Harrison, Don McQueen CIT, Don Voorhees, Paul Gaspar, Richard Reed, Bill Van Ryn Jr, Mark Goodman, Kyle Tobin, Dave Soepboer, Ryan Van Haastrecht, Lee Radcliffe, Thom Bourne CIT, Phil Bull, Pam Charbonneau, Martin Horsman, Gavin Dawson

The frustration of last year continues for the lawn care sector. Out of the gate in the spring, a new herbicide was approved by the PMRA and was quickly approved by the MOE. This product was received with great anticipation, however, demand surpassed the supply projections for the product, leading to shortages and many headaches for lawn care operators. Lawn Care is still looking for registered answers on insect control, particularly with chinch bugs.

We expressed concern last year with the MOE's inability to police the pesticide ban across the province. This concern was met with many visits to operators during the season, however, there still seems to be a lack of enforcement. Many of the committee members have witnessed

cheating on some level. The pursuit of happiness is ongoing, as we have been unsuccessful in obtaining a meeting with the new Minister of Environment.

Stewardship Ontario threatened us with a potential fertilizer bag levy of two cents per kg. Although we had a representative visit us and understand our issues, agriculture was the only sector that had its fee altered. Thanks to political pressure, this levy was postponed with the other Phase II products that had been scheduled for July 1, 2010.

Efforts are under way to build on the Landscape Ontario's recycling program of July, making it possible to recycle all fertilizer bags across the province.

Promoting the benefits of turf continues as a focal point of the group. This is an education process that must continually be developed and implemented. More public understanding of turf's benefits may make it possible to recapture what has been lost because of the pesticide restrictions. A second focus is the involvement with the formulation of a certified program for lawn care. A rough plan has been drafted and work still needs to be done before submission. Lastly, a new development is the concern of fertilizer use in the watershed. Although this is still a relatively new subject, the sector group must keep a close eye on the situation.

It has been a challenging year, but the optimism of the sector is good as operators feel that they have hit bottom, and are climbing back.

*Respectfully submitted,*  
**Steve Tszanz**  
 Chair, 2009 – 2010

## Lighting

**Chair/Provincial board representative:** John Higo

**Members:** Pamela Bingham, Frank DiMarco, Jason Fleming, Duncan Fuller, Gillian Glazer, Carl Hastings, Leon Hordyk, Raymond Josephian, Anne Lesperance, Cory MacCallum, Ken Martin, Susan Smith, James Solecki, Joe Willemse, Corey Yourkin

It has been a very productive year for the Lighting Sector Group. The original formation of the group was primarily from a reaction to a threat by the Electrical Safety Authority (ESA) to limit landscape lighting work exclusively to Master Electricians. LO members mounted an awareness campaign to demonstrate that low voltage lighting can be installed by professionals regardless of whether they are Master Electricians. I am pleased to say that the ESA listened

to our concerns.

They are presently writing guidelines for Landscape Lighting. Much of the document was taken from our guidelines. They realize that expertise exists within our industry. We are looking forward to working with the ESA to promote professionalism in the lighting sector.

In addition to the advocacy work with ESA, we have been busy collectively writing a *Lighting Manual* that will serve as the basis for a certification program. We have almost completed the project.

The lighting group is also pleased to report that our first Lighting Symposium was a great success. We had to turn away people. We are looking forward to next year's event.

The Lighting Group has been a wonderful venue to exchange ideas, network and learn from each other. I am proud to serve as Chair of the group, as well as the provincial board representative.

*Respectfully submitted,*  
**John Higo**  
 Chair, 2009-2010

## Snow and Ice

**Chair:** Edward Hewis

**Provincial board representative:** Gerald Boot CLP

**Treasurer:** Robert Roszell

**Members:** Randy Adams, Vince Arone, John Buikema, John Fulford, Steve Hary, Mark Humphries, Jim Monk, John O'Leary CLT, Darren Rodrigues, Robert Tester, Willem Tiemersma

Without a doubt, liability due to slip-and-fall incidents continue to be the most serious issue for our sector. It got so bad this year that our

endorsed insurance carrier decided to get out of the snow business in Southern Ontario, leaving many of us scrambling for protection. I am pleased to announce that we now have a new carrier and a new broker. Marsh is one of the largest insurance brokers in the world. It has arranged for Royal Sun Alliance to be the carrier.

The Snow and Ice Sector Group is participating on a newly formed Risk Management Council to ensure that we do whatever possible to improve best practices in our sector and thereby reduce liability exposure. We are proud that one of our members, Gerald Boot, is the chair of the CNLA Insurance Committee.

Although insurance dominates, we also organized a very successful snow symposium. This year we partnered with the Municipal Equipment Operators Association and held the event at the Kitchener Auditorium. Although the trade show was sold out in terms of exhibitor space, the trade show attendance numbers were disappointing.

Next year, the sector group will participate in organizing a new symposium in Ottawa.

The group has also been active in the formation of the new Smart about Salt Council. The council is a separate legal entity that includes representation from Landscape Ontario, Building Owners and Managers Association and the Region of Waterloo. The goal is to expand the accreditation program across Canada. Marsh will be giving credits to all customers who are Smart about Salt accredited.

This year we also developed and distributed a new industry rate card. In addition, we contributed our input into the revamped Standard Form Contract.

*Respectfully submitted,*  
**Ed Hewis**  
 Chair 2009 – 2010



*Sector group holds successful snow symposium.*

# Committee reports

All of Landscape Ontario's affairs are governed by its members. Regional needs are met at the chapter level, while industry-specific issues are dealt with at the sector group level. All other affairs are conducted at the committee level. Some, such as Congress, Communications or Finance, are long-standing committees that oversee the association's very important, revenue-generating activities. Often, committees are formed on an as-need basis to deal with specific matters. Once a committee has successfully completed its mandate, the committee is discontinued.

## Branding

**Co-chairs:** Bob McCannell and Paul Doornbos CLP, CLT

**Members:** Diana Cassidy-Bush CLP, Phil Dickie, Tom Intven, Tim Kearney CLP, Shannon Lindensmith, Steve Macartney CIT, CHT, Jim McCracken, Mark Ostrowski, Alan White

After a successful launch at Canada Blooms 2009, the Branding Committee switched gears in the fall, focusing on initiatives to sustain the momentum of the Canada Blooms launch and educate members on adopting and spreading the Green for Life culture. The GFL brand has now been successfully incorporated into all association activities, events and promotional materials — both trade and public.

The GFL brand was present at every opportunity at Congress in 2010, including the first-ever Mayors' Breakfast, in partnership with Via Rail and Communities in Bloom Ontario. Delegates from municipalities across the province traveled aboard the Green for Life Express train to attend Congress. A special breakfast was held with Toronto Mayor David Miller in attendance.

The GFL brand grew immensely in 2010 by reaching beyond Ontario to the rest of Canada. In February, a presentation was made in Ottawa to the provincial executive directors from across the country about the success of our branding initiative in Ontario. We extended an invitation to the rest of the provinces to license our brand. Within a few months, B.C., New Brunswick, Alberta, Manitoba, Nova Scotia and Newfoundland all signed on to adopt the GFL skin for their website and to use the new logo to brand the respective associations to the public.

GFL had a large presence at Canada Blooms in March 2010 with the creation of a spectacular

feature garden that showcased the GFL message. It was built by an endless number of volunteers who came together to showcase the industry and what our members can achieve together — the philosophy of the GFL culture at work.

In July, new signage with the GFL brand and message was installed on the LO home office building in Milton, prior to the annual Growers' Auction and Trial Gardens Open House. The GFL brand is now seen by tens of thousands of motorists each day driving along Highway 401.

In 2010, LO staff continues to work with a public relations firm to issue monthly press releases to the media, generating even more exposure for our brand. We have had several articles printed in major newspapers such as the *Toronto Star*, *Toronto Sun*, *National Post* and *Ottawa Citizen*, in addition to community papers. As a result, many local newspapers and magazines also profile, or consult with LO members. Denis Flanagan continues to attend dozens of home and garden shows and horticultural society meetings, along with numerous television, radio and newspaper interviews promoting the GFL brand and LO's members.

The centrepiece of our branding initiative, the [landscapeontario.com](http://landscapeontario.com) website, continues as the focal point of our campaign. The site is constantly updated, refined and improved, based on feedback by the branding committee, LO members, and the general public. Website traffic is steadily increasing — a direct result of our members and staff who continue to get the word out. In the first nine months after launching our brand, the consumer site received over 100,000 visitors.

At the end of the fiscal year, your committee is pleased to report there is still a considerable amount of money left in our budget. The branding initiative now moves to a new budget of \$20,000 annually to continue promotion and member education now that the brand has been incorporated into all association activities.

We would like to add a special thank you to the core of dedicated committee members who attend all of our meetings. They are leaders in their respective fields and have a genuine passion to promote, not themselves, but their competitors, our members and our industry for the benefit of all.

*Respectfully submitted,*

**Bob McCannell  
and Paul Doornbos CLP, CLT**  
Co-chairs, 2010

## Building

**Chair:** Karl Stensson

**Directors:** Hank Gelderman CLT, Tom Intven, Paul Olsen, John Putzer, Haig Seferian CLD, Marc Thiebaud, Rene Thiebaud CLP, Bob Tubby CLP, Monica van Maris, Neil Vanderkruk

My proudest moment as chair of the Building Committee was to finally see the large and beautiful sign on the property that proclaimed Landscape Ontario and Green for Life to 270,000 cars that pass by on the 401 each day.

I originally joined the building committee, because I was tired of looking at the "sheet" on the side of the building. My personal mission was to get rid of it. It took our committee a long time to approve the new sign, because there were questions about whether we would be moving off the property to another site.

I am pleased to report, that after serious investigation and with the aid of some professional assistance, we decided without a doubt that we are staying at our present location. We also determined that we do not need all of our 48 acres to operate the home office. The original plan to build 160 gardens and a full-time school has been shelved. We are focused instead on improving our facilities on approximately 10 acres of land.

In the meantime, the building committee recommended that the board purchase an additional half-acre with a house. The deal was closed in November. The home adjoins our property on the north side and gives us our own direct access to Steeles Ave. Our consultant was very persuasive in convincing us that access to Steeles will make the remaining property much more valuable to a developer. The house has since been rented.

Eventually we will build a state-of-the-art facility that will serve as a professional development centre and reflect our values as an association of professional businesses.

If you recall, last year we almost made a deal with neighbouring developers to sell six acres for a water retention pond. The deal has been put on hold until the economy turns around.

We will continue to act as responsible stewards to ensure that the value of the property is maximized for the benefit of the membership.

*Respectfully submitted,*

**Karl Stensson**  
Chair 2009 - 2010



*Green for Life comes alive at Canada Blooms.*

## Canada Blooms

**Co-chairs:** Peter Guinane and Janet Rowley

**Directors:** Gerald Boot CLP, Mark Cullen, Jeff Olsen, Roz Titley, Michel Gauthier, Joyce Johnson, Jacqueline Tilford Clarke

Canada's largest garden and flower festival changed homes in 2010, moving from the Metro Toronto Convention Centre to the Direct Energy Centre, and success followed closely.

It was also a first, when Landscape Ontario companies joined forces to build a super garden. A team of Landscape Ontario volunteers set the bar to an extremely high level for those who take on the task to design and build future display gardens at Canada Blooms. It all began with the leadership of Tim Kearney and Beth Edney.

The LO Green for Life garden featured a spectacular waterfall, fronted by an amazing dry stone wall that carried steel letters spelling Landscape Ontario. Two sedum-covered silos grabbed the attention of visitors as they entered the garden. Inside were spectacular plants, unique hardscaping materials and a reflection pool. It took 160 hours and thousands of dollars worth of materials donated by industry and LO members to create the garden.

"Canada Blooms is all about people. And, that is what LO is all about," said Tim Kearney. "Our association is a community dedicated to the improvement of our industry and its people."

In five short days, 45 companies, 200 individuals, and hundreds of thousands of dollars of value created our garden. Every chapter in our province was represented. This is a first.

Beth Edney said, "The 46 companies that

participated in the design and build of the feature garden at Canada Blooms exemplified the skill and knowledge that our members possess. Pride was taken during every process, from planning to execution and even during the dismantling of the garden. I am truly honoured to have been the lead designer on such a wonderful accomplishment."

Canada Blooms 2010 saw attendance grow by over 16 per cent. The new venue at the Direct Energy Centre was a huge hit with both LO members, exhibitors and the public. The show has been named one of Ontario's Top 100 events by Festivals Ontario and one of North America's Top 100 events by the American Bus Association.

Canada Blooms created a high profile, attracting Ontario's largest media corporations, including *The Toronto Star* and CTV.

Financially, Canada Blooms 2010 net proceeds are in excess of \$100,000, with the audited statement presented to Landscape Ontario members at the September board meeting. This is quite substantial, considering the show's reliance on sponsors, marketplace and admissions for funding.

A great deal of credit must go to the following people and businesses:

**Volunteers** — Adele Pierre Landscape Design: Adele Pierre CLD; Bellaire Landscape: Chris Power, Bob Bellaire, Robbie Musson; Boot's Landscaping & Maintenance: Gerald Boot CLP, John Boot CIT, CLT, Steve Boot, Gregory Bouwman, Marcos Chipre, Christiaan Dannrath, Ryan Haluska CIT, CLT, Collin Brasz, Kirby Brock CIT, Carlos Orana, Art Salomons, Brian Streight, Vic Velastegni; Brookdale Treeland Nurseries: Bruce Warren; Connon Nurseries/NVK Holdings: Rick Vanderkruk, Paul

DeGroot, plus 15 employees; Creative Gardens and Waterscapes: Ross Allin; Cypress Hill Design and Build: Margaret Abernethy, Richard Portelance; Designs by the Yard: Beth Edney CLD; Dr. Landscape: Tony Lombardi CLD; Dry Stone Guild of Canada: Sean Donnelly, Dean McLellan, Reid Snow; Dutchman's Landscaping: Walter Hassleman; Earth Art Landscapes: Louise Bedford, Pat Elo CLT, Jeremy Graham, Brian Marsh; Environmental Design Group: Glen Bridge, Frank Oppermann, Koos Torenvliet, Nick Torenvliet, Nick Torenvliet Jr., Mark Torenvliet, Nate Torenvliet, Tony Torenvliet, Shannon Vanderkruk; Garden Creations of Ottawa: Ryan Kearney CLT, Tim Kearney CLP, Tim O'Brien, Grace Poljanec, Diana Dawson, Jason Robinson CLT, Ryan Kelly CIT, Kent Merkley CLT, Nathan Armstrong, JC Peacock, Jason Smalley CLD, Lynda Blackburn CLT; Garden Retreats: Connie Cadotte CLD; Gelderman Landscaping: Harry Gelderman; Ground Control Contracting: Edward Hewis; Heritage Green Landscape Contractors: Jeff Lowartz CHTM; Hirsig Landscapes: Sonja Hirsig; J. Garfield Thompson Landscaping: James Thompson; Landscape Gate and Garden: Colin Holwell; MapleRidge Landscapes: Tim Sieders, Kurt Sieders; Moonstruck Landscape Lighting: Lee Franchino, Carl Hastings, Stefan Keochlin, Adam Lutes, Murray Macken, Conrad Montiero, Blake Tubby, Bob Tubby CLP, Geneva Tubby, Mauro Vesia; Noldus of Durham: Don Voorhees; Picture Perfect Landscaping Quinte: Neil Bouma, Elaine Bouma; Ryan Heath Professional Landscaping: Ryan Heath CLP; Shademaster Landscaping: Barry Hordyk, plus ten employees; Sheridan Nurseries: Brenda Luckhardt; The Beach Gardener: Mark Bradley; The Cutting Garden: Sian Pritchard; The Gardening Guy: Norm Mills; Thornbusch Landscaping: Kim Borthwick, Paul Doornbos CLT, CLP; Treefrog Designs: Judy Bell; Turf Management Systems: Steve Tschanz; University of Guelph Trial Gardens: Rodger Tschanz; University of Windsor: Garry Moore; Water's Edge Landscaping: Heather Chavusen, Jacki Hart CLP, Sherri Hornsey; Wildrose Gardening: James Irwin, Rob Reid; Yorkshire Garden Services: Zita Anusenko, Lindsay Drake Nightingale, Frank Ferragine, Nicola Kamp, Laurie Leek, Martha Walsh.

**Suppliers** — Camilla House Imports, Connon Nurseries/NVK Holdings, Credit Valley Quarries, Global Arch, Permacon, Sempergreen, Dufferin Aggregate and GroBark.

*Respectfully submitted,*

**Peter Guinane, Janet Rowley**

Co-chairs, 2009

# CNLA

**LO representative:** Gerald Boot CLP

CNLA held its winter meeting in the nation's capital on Feb. 18 and 19. Previous to the CNLA meeting, Landscape Canada held a strategic planning session to define the group's priorities.

The Landscape Sector has taken on the new certification logo, Landscape Industry Certified. This logo brings together the separate designations, CHT, CLD and CLP.

The National Awards of Excellence was held in Ottawa on Feb. 17, recognizing those companies that have significantly raised the level of professionalism in our landscape industry. The evening was a huge success, thanks to the efforts of the Landscape Ontario Ottawa Chapter.

CNLA, through its executive, board members and staff, continue to visit various government branches and offices in Ottawa on behalf of the membership. Meetings were held throughout the year with various department and executive directors at the federal government level. CNLA recognizes the importance of this process, and will keep the communication open with government officials. Direct face-to-face visits are essential in order to relay our questions and concerns to the government.

The CNLA Board of Directors agreed at the 2010 winter meeting in Ottawa that commonalities exist in all three strategic planning documents for the three sector groups (Growers Canada, Landscape Canada and Garden Centres Canada). The board noted the following issues as unified concerns among the three groups: labour development, professional development, environment, government support, public awareness, membership, and market development.

While the tactical plan for each sector group may differ in order to accommodate the group's specific need, they all align as common goals of a prosperous industry.

Growers within our industry will be happy to note that Agri-Food Canada has awarded CNLA the sole license agreement of the former breeding programs at the research centres in Morden, Man. and Saint Jean-sur-Richelieu, Que. The royalty stream from these research programs to CNLA will create a fund that will be invested into an ornamental breeding program, managed by CNLA.

Vineland Research and Innovation Centre was chosen as the location to develop a rose breeding, evaluation and selection process. This is a great opportunity for CNLA to continue the breeding program and international marketing of

hardy Canadian roses. CNLA and Vineland have applied to the Canadian Agricultural Adaptation Program (CAAP) for a project to create a sustainable ornamental breeding program for Canada. We are very optimistic that this request will be forthcoming and greatly assist our joint efforts to improve the ornamental industry.

The Landscape Sector has been active with Skills Canada promoting horticulture to youth making their career choices. The landscape pavilion continues as a prominent feature at each Skills Canada competition.

A survey by Landscape Canada saw the best response in recent history, which collected valuable information from the industry. The survey was sent to membership and is now located on the Landscape Canada link of the CNLA website [www.canadanursery.com](http://www.canadanursery.com).

The CNLA Green for Life 4-H Landscape Horticulture proposal received the green light through the various levels of approval process. It is now in the development stage. This inaugural program will engage Canadian youth in green industry related educational endeavors. Its intent is to also forge a stronger relationship between 4-H and industry members across Canada.

In collaboration with the HR Committee and HRSDC, three National Occupational Classification (NOC) Codes were revised: Landscaping and Grounds Maintenance Labourer (8216), Landscape and Horticulture Technicians and Specialists (2225) and Landscape and Horticulture Supervisors (8256). These activities provided needed updates that affect many aspects of Human Resources Policy by HRSDC.

Highlights for Garden Centres Canada include:

- Garden Centre Inspection Program, held for two weeks in June. Seventeen garden centres were inspected (14 half-day inspections and three full-day). The comments back from participating garden centres have been very positive.
- A plastic recycling week was held June 28 to July 5 in Ontario and B.C., where 250 skids, or 53,149 lbs. of plastic were diverted from landfills.
- GCC has been working with a team of MBA students from Wilfrid Laurier University to develop a program linking primary school children and local garden centres. This program would teach children about the benefits of the environment and horticulture through school presentations and demonstrations by garden centre staff, or field trips for children to their local garden centre as part of the school's curriculum delivery.

CNLA agreed to become joint owners of the property formerly known as the Rittenhouse school property at Vineland Station. CNLA, joined with Vineland Research and Innovation Centre, the Cecil Delworth Foundation (the foundation of Flowers Canada Growers Ontario), Ag. Energy, Landscape Ontario and Landscape Ontario Horticultural Trades Foundation to become (Tenants in Common). The property is approximately four acres of land, zoned for research. It is located at 3494-3410 North Service Road, Vineland, adjacent to the Vineland Centre. This purchase enables CNLA to support research, with LO as a stakeholder of the property.

Through the Canadian Ornamental Horticulture Research and Innovation Cluster (COHA), the ornamental sector submitted and received approval for funding by AAFC, under the Canadian Agri-Science Cluster Initiative. The contribution funding agreement was for up to \$1-million, with AAFC collaborative research and development support of up to \$467,025. In addition to the industry contribution, there is a total of \$1.8-million towards ornamental research across the country.

Landscape Ontario's Green for Life program has been generously offered by LO to all CNLA provincial memberships. CNLA graciously bought into the LO program, which promotes the healthy lifestyle advantages of the green industry. At the August meeting of CNLA in Charlottetown, P.E.I., five provinces took advantage of the extensive marketing campaign. This allows access for all provinces to incorporate Green for Life into their branding plans. Landscape Ontario was thanked for extending this opportunity to the rest of the country.

Many thanks to the CNLA staff and the Landscape Ontario members, who so actively serve the CNLA Board and its committees.

*Respectfully submitted,*

**Gerald Boot CLP**

CNLA representative

## Communications

**Chair:** Hank Gelderman CLT

**Members:** Gerald Boot CLP, Laura Catalano, Marty Lamers and Bob Tubby CLP

While recent years have seen many changes in media and communications, LO's Communications Committee is confident that the association's communications strategies are keeping members connected with their association, and serving Canada's green industry well.

Electronic communications are top-of-mind these days, and LO can be proud of its outreach in that area. Our consumer-targeted landscapeontario.com, cornerstone of our Green for Life promotional initiative, shows continued strong traffic. Members report that new customers are referred by the site, and are both calling and buying. The trade site continues to be a rich source of targeted information, and an important presence for chapters and sector groups. Our weekly LO e-news broadcasts help members keep in touch, and drive participation in events — it's hard to imagine we did without e-news just a short time ago. LO's online classifieds are the electronic marketplace for Ontario's industry. Supporting all these initiatives, our backend interface to upload new electronic content was upgraded this year, giving staff more efficient and immediate power to share information.

Advertising revenues for both print publications remained down from 2008 levels, when suppliers cut their promotion budgets in response to the recession. However, we are starting to see growth again, tempered with caution.

*Horticulture Review* continues to be popular and well-read. The LO staff team strives to instill a sense of community within its pages, and highlights members and recognizes their contributions whenever possible. And *Landscape Trades* continues as the respected, authoritative information source for Canada's green industry. Its longstanding editorial policies, to put readers first and to treat advertisers equally and fairly, stood the magazine in good stead during the downturn — most North American green industry magazines saw far more dramatic sales declines.

Both magazines are dedicated to helping readers become more prosperous in business, making them a natural complement to the Prosperity Partnership. While the program is constantly promoted within our pages, our commitment to publishing fresh, relevant and targeted stories to help our business readers succeed was in place well before the Partnership was created.

And finally, we are proud of the service role our communications team provides. Each year, the department's extra promo and special projects fill a binder over four inches thick. Of special note this year was its rethinking of the Professional Development brochure, themed Pathway to Prosperity.

Formerly known as the Publishing Committee, we have adopted Communications Committee as our new name this year, to better reflect the scope of the initiatives we oversee.

Thanks to our Committee members for sharing their time and expertise; the committee's

guidance is an invaluable asset to LO's communications profile. And thanks to our staff members, whose talent and professionalism further the association and the industry.

*Respectfully submitted,*  
**Hank Gelderman CLT**  
Chair 2009-2010

## Congress and Garden Expo – 10th Anniversary Edition

**Chair:** Brian Lofgren  
**Vice-chair, Congress:** Brian Cocks CLT  
**Vice-chair, Garden Expo/Florist Expo:** Beth Edney CLD

**Members:** Scott Beaudoin, Diana Cassidy-Bush CLP, Terry Childs, Doug Coote, Paul Degroot, Barry Dickson, Nathan Helder, Michael LaPorte CLT, Bob McCannell, Klaas Sikkema, Nick Soly, Jack VandeRee CLT, Monica van Maris

Growth during periods of economic transition is unpredictable. The Congress Committee's two major trade shows, Garden & Floral Expo, Oct. 20 - 21, 2009, and Congress 2010, Jan. 12 - 14, 2010, achieved mixed results.

Both events were held at the Toronto Congress Centre. Garden & Floral Expo's net revenue declined 28 per cent. This was due to the economic downturn, and comparing results to the best-ever attended show, held the previous year. Congress, on the other hand, experienced an increase of 14 per cent in net revenue. Visitor traffic increased 22 per cent at Congress and decreased at Garden & Floral Expo by a disappointing 15 per cent from the year 2008.

### Expo 2009 (formerly Garden & Floral Expo)

Garden & Floral Expo 2009 generated a noticeable buzz over the two-day event. From high quality booth displays to new products, a garden centre symposium, education seminars, floral displays and more, this edition provided attendees with great excitement

Celebration of the 10th anniversary of Canada's fall show for the garden and floral industries was done in style with a new Euro-look, provided by a newly appointed artistic director, Albert Graves of Bloemen Decor. Garden & Floral Expo featured new visuals, thanks to the renewed partnership with floral growers and suppliers from Flowers Canada (Ontario)

and Pick Ontario's marketing initiatives. These were designed to stimulate sales of locally grown plants and flowers.

The theatrically-lit back section of the show featured dramatic displays, created by Albert Graves and Beth Edney for the Landscape Ontario Resource Centre, *Envision 2010*. The duo incorporated a cohesive look for the Green for Life Stage and New/Green Product Showcases. Terry Childs and Michael LaPorte did an admirable job of visually merchandising hundreds of newly introduced plants and products to catch the eye of retailers and stimulate purchasing interest.

The decline of attendance by 15 per cent, due to the economic climate across North America, did not dampen the enthusiasm for those retailers with depleted inventories from attending the show and engaging in serious purchasing discussion with more than 270 vendors in 515 booths.

Partnerships with Flowers Canada (Ontario), Master Gardeners of Ontario and the Canadian Academy of Floral Art contributed to the aesthetic improvement of the show and introduced a new segment of buyers.

The committee is deeply appreciative of the contributions from sponsors Banas Stones, Pick Ontario, and Turf Revolution for the trade show, and Agricultural Adaption Council, Agriculture and Agri-Food Canada, CanAdvance, Connon Nurseries/NVK, Fafard et Freres, Permacon, Plant Agriculture and Westbrook Floral for contributing to dynamic education programs throughout the two-day event.

A major highlight for industry retailers is the Garden Centre Symposium, hosted the day prior to the opening of the show. The symposium attendance remained constant, around 115. This popular event was augmented in 2009 with the shift of the Interior Plantscape Breakfast to the Wednesday (55 attendees).

Lorraine Ivanoff's vision for a revitalized show, resulted in the introduction of a Landscape Designers' Breakfast (75 attendees) and introduction of ongoing workshops presented by Master Gardeners and Master Floral Designers that ran continuously during show hours on the Green for Life Stage. The Green Techforce, new for 2009, offered mini-workshops on technology tools and trends to improve retail efficiency.

Introducing new education programs provides the industry and participants with the knowledge and skills to boost their prosperity and instill employees with the product knowledge required to be effective.

Retailer attendees, when surveyed, indicated that new products continue to be the primary reason for attending (83.8 per cent), followed by sourcing new suppliers (68.9 per cent), gaining



*Congress numbers up in 2010*

product knowledge (67.6 per cent), discovering industry trends (55.4 per cent) and purchasing (40.5 per cent) for the spring season.

The trade show committee took a look at the overall outlook of the Garden & Floral Expo show and decided it wanted to attract other possible partners and organizations to our show. We did not want to limit this to only the garden centre or floral areas, so we decided to change the name of the show to Expo and then add the year of the show. Expo is now well positioned going forward as one of the leading horticulture and floriculture events for the next decade.

## Congress 2010

Four days filled with education, products, vendors and networking opportunities attracted a remarkable 22 per cent increase in attendance for Congress 2010, Canada's largest horticultural, lawn and garden trade show and conference. Balmy weather conditions made the show accessible and timely for delegates from all industry sectors.

A relevant education program, founded on the six pillars of business excellence, was designed to strengthen business skills and boost careers. Over 32 sessions, featuring the industry's most dynamic and renowned experts, were hosted. Landscape Ontario's presentations were augmented with the introduction of innovative presentations for municipal, public and private green space managers through partnership with the Ontario Parks Association and Communities in Bloom – Ontario.

The 37th edition of this event is attributable to the generous support of our sponsors: Platinum: Ariens-Gravelly, Banas Stones, Gold: Chrysler Canada, StoneArch/Global Arch, Via

Rail Canada, Silver: Doubletree Toronto Airport Hilton, *Landscape Trades*, Turf Revolution, Bronze: Bobcat, Radisson Suite Hotel Toronto Airport, Sittler Environmental, Vermeer Canada and Zen Spa.

The interest generated a year ago by municipal leaders and industry suppliers for the emerging green economy resulted in an even more interesting Green Forum. Ontario Parks Association partnered with Landscape Ontario, Communities in Bloom – Ontario, Porter Airlines and Via Rail Canada to host the Explorations pavilion, featuring leading green vendors and a capacity half-day program for political leaders and professional park managers. The Mayors' Green Express featured two trains, one originating in Ottawa and one originating in Windsor, that transported area mayors and other elected officials to Toronto for a green conference, which celebrated, educated and advocated for Ontario's parks and green spaces. Over 130 people attended, along with special guests, Toronto Mayor David Miller and Lawson Oates from the City of Toronto and Keith Kerman of New York City, along with more than 60 of Ontario's municipal leaders.

The number of exhibitors showed a dramatic increase over 2009, resulting in 613 versus 542 the previous year. Over 50 companies reserved exhibit space in the last month leading up to the show. The show reflected the return of the Canadian Fence Industry Association's Fencecraft and introduction of the Ontario Parks Association's trade show, Explorations. Congress now features four shows in one, and all under one roof to serve not only landscape contractors but allied trades, fence contractors, municipal, private and public green space professionals.

Jan. 11 saw five concurrent events taking

place at the Doubletree Hotel: CLP Study Group, the 45th annual IPM Symposium, the Landscape Designers' Conference, Irrigation Conference and the Ontario Parks Association's 54th Annual Education Forum. This one-day event, with more than 400 attendees, now rivals any single day at Congress conferences.

Congress Conference 2010 attracted approximately 900 individuals for the 32 sessions. Room capacities were reached for most sessions, which is a clear indication that Landscape Ontario's Prosperity Partnership program addressing the pillars of business excellence is satisfying the business and education needs of its membership.

The Equipment Dealer Forum, featuring Jim Paluch and the generous sponsorship by Ariens, was enjoyed by more than 50 people on Jan. 13.

Another Zero Waste certificate was awarded to Congress 2010. The report indicated that 139 trees were saved, 635 cubic yard of landfill diverted and over 3.69 tons of greenhouse gases were offset. Exhibitors and attendees alike are to be commended for the efforts in green meeting management.

## Summary

I take this opportunity to thank the LO staff, volunteers and committee members for their forward thinking and ability to hold new visions that make our trade shows relevant and valuable to our membership today and in the future. It is a pleasure to collaborate with this hard working committee in helping to keep both Congress and Expo in prominent positions on the list of North America's leading horticultural trade shows.

*Respectfully submitted,*

**Brian Lofgren**

Chair, 2009-2010

## Education, Training and Human Resource Development

Education and Labour Development remained a high priority for 2010. Aligning with the five pillars of Prosperity Partners, all professional development opportunities were designed to help business owners, managers and technicians embark on the journey towards prosperity. The focus continues on long term human resource development by working with partners to develop and sustain a skilled work force for the future.

The department's short- and long-term



*Certification underwent changes.*

human resource development strategies included the delivery of comprehensive offerings, including seminars, conferences, symposia, chapter education, endorsed supplier network, Landscape Ontario resource booth at trade shows, web education, certification, apprenticeship support, post-secondary curriculum support, skills development, Safety Groups and resources.

### **Certification:**

- Continue to expand and be recognized within the industry and the public with increased tender packages requiring Certified staff to undertake the work.
- Increased access and availability as written tests are offered regularly at all trade shows, Canada Blooms and some Chapters throughout the year.
- Certification testing celebrated 35 new Landscape Industry Certified Technicians (CLT), two new Certified Landscape Designers (CLD), and 17 new Landscape Industry Certified Managers (CLP) for Ontario.
- Almost 200 candidates are in progress with only a few stations remaining, before they achieve their designation.
- Specialist High Skills Major Secondary students continued to challenge the test this year, representing themselves and their schools very well.
- Practical tests were offered at Kemptville College in the Ottawa Chapter and at LO head office in Milton.
- Additional test sites are expected in London and Windsor in the near future, as more post-secondary students begin to test within their curriculums.

### **Apprenticeship:**

- Continue to work with MTCU to expand program and remove barriers to entry.
- Partnered with Microskills Women's Services Community Development Centre and Humber College Pre-apprenticeship program as the employer and industry connection.
- Supported provincial curriculum and exam revision
- Supported final Red Seal Apprenticeship curriculum development and exam bank development.
- Promoting apprenticeship throughout the province at the secondary (OYAP) and post-secondary levels.
- Landscape Ontario became trainer to an apprenticeship student who undertook the property maintenance tasks at the head office.
- Attended The Canadian Council of the Directors of Apprenticeship (CCDA), strengthening Red Seal consultations and debating the potential change to testing. Consideration is being given to offer different testing styles for the Certificate of Qualification to meet the needs of the trades.

### **Skills Ontario–Canada:**

- LO staff worked closely with both the secondary and post-secondary committees and on site at the competitions, serving as members of the provincial and national technical committees and as judges.
- Landscape Ontario was the proud provincial host representative for the 2010 Canadian Skills Competition (post-secondary schools).

### **Safety Group and SCIP:**

- Offer industry-specific safety programs across

the province to guide employers to develop a safety culture through policies and procedures that comply with WSIB and the Ministry of Labour.

- 2009 Landscape Ontario Safety Group was very successful with a strong rebate total of over \$70,000 returned among the performing 24 participating firms.
- Safety Council met two to three times a year to discuss safety strategies and pending regulation amongst WSIB, MOL, WSPS, ORCGA, MTO, etc.
- With the support of these members, and the leadership of WSPS, we are in the midst of building a comprehensive web-based resource tool that will aid employers in understanding what compliance looks like and the gaps that they need to work on within their firms.
- WSIB piloted a program for new businesses and new owners within SCIP.
- Staff supported several firms undergoing Work Well audits.
- Landscape Ontario now has representation on the WSPS Advisory Board, representing the industry.

### **Professional Development**

- The Professional Development seminars for 2009/2010 were very successful, attracting over 1,900 participants in the 220 seminars.
- The on-the-job training program continues to develop with a train-the-trainer program.
- Various symposia were developed and presented to the industry.
- Snow and Ice Symposium, in partnership with OPA and MEOA at Kitchener Auditorium, saw great success in September.
- The Garden Centre Symposium, in conjunction with Expo 2010, had good attendance and wonderful speakers.
- Interior Plantscape Symposium was also held in conjunction with Expo 2010.
- IPM Symposia in four locations were well attended
- The first Lighting Symposium, launched in February 2010, was a sellout event.
- Congress conferences included a pre-trade show symposium series, including the landscape designers' conference, CLP seminar and irrigation conference. All were very successful and well attended.
- 32 Congress conferences had over 800 attendees.
- The Awards program continued to evolve with an increased participation from members, as we celebrated the highest number of submissions to date.

## Specialist High Skills Major programs

The Specialist High Skills Major program allows students to focus on a career path that matches their individual skills and interests. Each major is a bundle of six to 12 courses in a selected field, such as horticulture and landscaping. Students who choose a major, learn on the job with employers, as well as in school and can earn valuable industry certification. Students, who complete a major, will leave high school confident that they are prepared with the knowledge, skills, and industry-recognized qualifications desired by employers, post-secondary education and apprenticeship programs.

### This past year LO:

- Supported the specialist program expansion and teacher training
- Increased experiential learning with SHSM and green industry students at Canada Blooms and trial gardens
- In 2009/ 2010, 24 secondary schools offered the SHSM.
- Continue to support HOSTA secondary school teachers

### Post-secondary program support:

- Assisted post-secondary institutions with curriculum revision and development to ensure relevancy to the industry
- Circulation of the Deloitte Report: *The Impact of Ornamental Horticulture on Canada's Economy*, to promote the need for more graduates to compensate for the projected skilled labour shortage.

### Role of Education Review Committee

Development of the Professional Development and Education Review Committee chair Richard Rogers CLT, reviewed the results of Landscape Ontario's education offerings to the trade. This includes chapters, sector groups, winter workshops, Congress conferences, symposia, Green Trade Expo, webinars.

Recommendations from this committee have benefitted members greatly and can be seen in the 2010 /2011 *Professional Development Guide*. The new format is easy to navigate, facilitating a much easier decision process when it comes to professional development and the steps needed to continue on the journey of prosperity.

### Long term human resource plan

Michael Pascoe CLT developed the committee which will respond to the mandate, "To review Landscape Ontario's role and interaction with education, including the educational aspects that affect primary, secondary, post-secondary

and industry programs, including apprenticeship and certification."

This committee will begin work in the fall of 2010.

Long term human resource development involvement includes:

- Attended Canadian Horticulture Sector Labour Strategy for Vision 2016.
- Mission: "To develop a strategy to address labour challenges in the horticulture sector..."
- Outcomes: Three task forces were created based on priorities that included career awareness and promotion, business and technical skills development and innovation.
- Landscape Ontario is represented on the first two task forces.

The Education and Labour Development department looks forward to continuing to strive towards partnering with stakeholders and industry to develop the prosperity journey, and to develop a sustainable skilled workforce for the future.

*Respectfully submitted,*

**Sally Harvey CLT, CLP**

Manager, Education  
and Labour Development Team

## Environmental Stewardship Committee

**Chair:** Nathan Helder

**Vice-chair:** Chris Le Conte

**Members:** Susan Antler, Hugh Berry, Scott Bryk, Sean James, Allan Kling CLP, John Lamberink CIT, Jennifer Llewellyn, Bob McCannell, Tim Miotto, James Solecki, Anna van Maris, Art Vanden Eden CHTR, Alan White, Alex Zalewski CLT

The year 2009/2010 was a very successful one for the Environmental Stewardship Committee. The Green for Life Award was created to promote, recognize and reward environmentally responsible companies in the horticulture, landscape construction and design industry. Winners were drawn from participants completing the Environmental Scorecard. The event received over 472 entries, including 287 from Ontario alone.

Participants scored an average of 75.3 per cent nationally and 70.3 per cent in Ontario. Since the launch of the Scorecard in April 2009, the committee has continued to develop aware-

ness and change to greener solutions.

The Scorecard has initiated inquiries from the U.S. and Canada. At this point the scorecard is simply a self-scoring tool, however, the committee will use the information to develop content for a future environmental manual, educational programs and a possible green accreditation program.

The committee has continually encouraged environmental stewardship to the greater LO membership, via articles on environmental initiatives by committee members, having the Scorecard made available at Congress 2010, displaying the Green for Life Award winners at Canada Blooms, and by developing LO winter workshops and seminars. This is a constant goal for the committee, while understanding that change takes time.

Landscape Ontario and the Environmental Stewardship Committee have been involved in many activities and initiatives. They include development of an anti-idling campaign, which will include educational components for horticultural operations; reduce the juice program, native tree atlas project, Smart about Salt Program, water conservation initiative, Green Infrastructure Coalition, Ontario Water Conservation Alliance, Greening Highways Project, Conservation Halton Initiative's Wetlands Best Practices, Schoolyard Greening, and Gilda's.

More recently, several of the committee members have been involved with the City of Toronto, as it seeks to be a world leader in urban sustainability. The City has adopted a climate change, clean air and sustainable energy strategy and an emission reduction strategy for outdoor power equipment used in its parks and landscape maintenance. Toronto officials will be working with Landscape Ontario to develop and implement a province-wide accreditation program for parks design and landscape maintenance professionals that will help to reduce air emissions and promote environmentally friendly best practices. Exciting times are ahead with this involvement!

I would like to recognize my fellow committee members, LO and CNLA staff for their dedication and contributions, and look forward to work with them in the coming year.

*Respectfully submitted,*

**Nathan Helder**

Chair 2009-2010

# Ontario Horticultural Trades Foundation

**Chair:** John Wright

**Members:** Bob Allen, Brian Cocks CLT, Hank Gelderman CLT, Ben Kobes, John Peets, Mike Thomas, Marc Thiebaud, Dave Turnbull, Neil Vanderkruk, Monica van Maris, Bob Wilton

The Ontario Horticultural Trades Foundation is the research and scholarship arm of Landscape Ontario. The Foundation's mandate is to ensure a healthy future for the horticultural industry. This is achieved through financial support of research and scholarships made possible from the interest generated on capital investments.

The capital in the Foundation has continued to grow, despite very little organized fundraising. Most of the funds are generated through association events and activities.

The Foundation would like to thank donors. Donations received this year are from: Bill DeLuca, Lesley De Repentigny, Harold Dickert, Marie Dickert, Gertrude Ersele, Christel Gores, Jodie Gray, Michael Gregorasz, J. Gwisdek, Clare Hermann, Willi Hessenthaler, Ann Jakins, Jacinthe Karle, Joerg Leiss, Jean-Pierre Miroux, Nanthan Paramanthanb, Frank Schenk, Wilfred Schreiber, Mary Silk, Maria Spinda, Mario Stellator, Margaret Stoikoff, Mejjrd Thiebaud, Monica van Maris, Karen Weyermann, Maria Wickert, Jackie Woods, Patrician Worgan and John Wright; businesses: A-1 Landscape, Agrium, Beaver Valley, Bird Creek Developing, Brownridge Greenhouses and Nursery, Canadian Nursery Landscape Association, Cameron Landscaping, Connon Nurseries/NVK, D & R Mazza Landscape, Denbok Landscaping, Eastbrooke Contracting, Echo Power Equipment (Canada), Enviroscope, Forecast Landscaping, Forever Green Consulting, Forever Green Lawn and Landscape, Garden Holistics, Ginkgo Landscape, Golden Horseshoe Chapter, Green Masters Landscaping, Gunn-Duncan Landscaping, Halton Hills Quilters, Hank Deenen Landscaping, Hirsig Landscapes, J. Garfield Thompson, Kubota Canada, Maitland & Maitland, Man-o-sa Landscaping, O.J. Muller Landscape, Oaks Concrete, Paysagement Trillium, Quality Fertilizers, Redbud Supply, Sheridan Nurseries, Stihl Ltd., The Investment Guild, Timm Enterprises, Underhill Landscape, Vanden Bussche Irrigation, Vanhof & Blokker, Wood's Lawn and Landscape, Yorkshire Garden Services and Zimmerman Bros.

Providing scholarships is particularly close to the hearts of Foundation supporters. They

point with pride to the many recipients who are now successful industry members. This year, we distributed \$21,500 in scholarships to students enrolled in horticultural programs across the province.

The Foundation is especially pleased to encourage high school students to enter the landscape industry. By offering scholarship opportunities, we help them begin their careers. The new scholarship program 'Scholarships for New High School Graduates' has been very successful.

Congratulations to this year's recipients

#### **Post Secondary Scholarship (\$1,000):**

Marcel Bombardier, St. Clair  
Laura Caddy, Niagara Parks  
Sarah Gregory, Fanshawe  
Ethan Langerak, Niagara College  
Shawn MacMillan, Algonquin  
Sean May, University of Guelph  
Krista Palmer, Seneca  
Robyn Read, Algonquin  
Luke Serbina, Niagara Parks  
Henry Sikkema, Niagara College  
Becky Smith, Fanshawe

#### **Horticulturalist (\$500):**

Dennis Watt, Seneca

#### **High School Scholarship (\$1,000):**

Sharla Bernard, Algonquin  
Vicki Kennedy, Fanshawe  
Mathew Lachcik, Humber  
Thomas Messoré, Niagara Parks  
Milan Pandey, Humber  
Brianna Prentice, Ryerson  
Melissa Spearing, Niagara Parks

#### **High School Scholarship (Apprenticeship) (\$1,000)**

Jakeob Daoust, Humber

#### **Casey van Maris Memorial Scholarship (\$1,000)**

Tyler Garrard, Fanshawe

#### **Tony DiGiovanni Scholarship (\$1,000)**

Ty Baynton, Fanshawe

At Congress 2010, the Foundation hosted the Legacy Lounge for the pioneers of the industry. Approximately 50 pioneers visited the lounge to talk about old times, what is taking place now in the industry and what they hope to see happen in the future. It was a way to thank them for their contribution to the industry. This year, the Foundation invited the Chapter Board and Industry Sector Group - approximately 20 members - to visit the lounge. It was a friendly spot

to sit, relax, talk with others and enjoy refreshments. The Foundation thanks the following companies who sponsored the Legacy lounge:

Agrium Agri  
CNLA  
Echo Power Equipment (Canada)  
Oaks Concrete (Brampton Brick)  
Kubota Canada  
Connon/NVK  
Redbud Supply  
Beaver Valley  
Stihl  
Vanden Bussche Irrigation

## Research programs

The Foundation has also contributed to numerous research programs. In 2010, the Ontario Horticultural Trades Foundation contributed a total of \$107,736.61 to the following projects:

- University of Guelph, \$17,778, taxonomy and digital identification of insects
- University of Guelph, \$18,750, Leaf and stem diseases of boxwood
- University of Guelph, \$17,244, Steam and Solarisation as alternatives to herbicides in ornamental and turf plantings
- Ontario Turfgrass Research Foundation, \$16,700, Stimulating host defenses for control of turfgrass diseases
- Ontario Turfgrass Research Foundation, \$5,000, irrigation protocols and over-seeding rates for pesticide-free soccer fields
- Ontario Turfgrass Research Foundation, \$5,000, Biological control of crabgrass
- University of Guelph, \$7,000, Digital identification of nursery pests
- Vineland Research, \$20,264.61, Functional biopesticides for the lawn care industry.

## Fundraising programs

- In Memoriam card for members to contribute a memorial gift to help support the Ontario's horticulture industry. Donations receive a charitable tax receipt.
- Donation cards for members and others to contribute to sustain Ontario's horticulture industry through research and scholarships. Donations receive a charitable tax receipt.
- Leave a Legacy — Sustain the industry you love donation card allowing members to leave a contribution to the Foundation through their estate.

## New fundraising program

A raffle is being developed to commence mid-November of 2010. Tickets will be sold for \$20 each, with only 1,000 tickets printed. The three cash prizes are \$5,000, \$1,000 and \$500. The winning tickets will be drawn on Thurs., Jan.

13, at 4 p.m. in the Foundation booth during Congress. The winner is not required to be present during the draw.

Thank you to all the members of the Foundation for their efforts and participation.

*Respectfully submitted*

**John Wright**

Chair 2009/2010

## IPM Symposium

**Chair:** Mark Goodman

**Committee members:** Jeff Lowartz, Doug Smith, Rohan Harrison and Tim Craddock

As I look back to our 2010 IPM Symposium, what I remember so well is that our committee accomplished what we set out to do. It was our 45th symposium, and was entitled, 'Roots of Success.'

With one year of the provincial pesticide bylaw behind us, our value from the four symposia was reached with the great amount of sharing in which all of us engaged.

The open forum showed that we are professionals in our field of turf and landscape management. For all who attended any of the symposia, I wish to express my thanks. And, a special note of appreciation to all our sponsors of the 2010 symposium held in four cities across the province. Thanks, also, to everyone who filled out the comment form.

Lastly, the symposium would not be as successful without the awesome committee members. Welcome Rohan Harrison and Tim Craddock.

We are very excited to welcome everyone to the 2011 event. We the attendees receive great value at this year's event, and enjoy many of the great changes at the event. This year we have decided to offer only one symposium, instead of the four last year. This year's event will take place on Jan. 10, at the Toronto Congress Centre's Cohen Ballroom

With new products and tools, the symposium is sure to deliver the necessary nuggets to start the year off right.

*Respectfully submitted,*

**Mark Goodman**

Chair 2009-2010

## Membership Recruitment and Retention

**Chair:** Warren Patterson

**Members:** Hank Gelderman CLT, Brian Lofgren, Frans Peters, Michael Van Dongen, David Wright CLP

This committee's responsibility is to oversee the programs and processes which relate to providing exceptional value and service to the members. Specifically this includes:

- Design and coordinate a membership recruitment and retention campaign.
- Review communication methods and strategies used to make members aware of the benefits and programs of LO/CNLA.
- Review, improve and promote membership benefit programs.

Goals for 2011:

- Engage and connect with suppliers to help promote LO to their clients and customers.
- Work with local suppliers to create discounts for LO members.
- Simplify approach to becoming a member.
- Improve the effectiveness and efficiency of recruitment and retention of members through the use of technology.

Goals pursued in 2009 – 2010 fiscal year:

- Membership drive at Congress 2010.
- Invite suppliers to our events and attend supplier run events.
- One-on-one recruitment. Encourage members to recruit new members.

*Respectfully submitted,*

**Warren Patterson**

Chair 2010

## Pesticide Industry Council

**Chair:** John Wright

**Secretary:** Tony DiGiovanni CLT

**Manager PIC-PTP:** Tom Somerville

**Members:** Stephen Bodsworth, Gavin Dawson, James Doyle, Michael Goldman, Wanda Michalowicz, Colin Nisbet, Darcy Olds, Dave Price, Charles Zubovitz

In 2000, the Ontario Ministry of Environment

(MOE) implemented new requirements under the *Pesticide Act* (originally Ontario Regulation 914). Under the new requirements, anyone who applied pesticides must either be licensed, or have technician status. The new regulation required that all unlicensed assistants working with licensed exterminators must complete a basic pesticide safety course to acquire technician status in order to legally apply pesticides.

The Pesticide Technician Program (PTP) was then established as the basic pesticide safety course to acquire technician status and meet the new requirements. The PTP is a basic two-part safety program that incorporates both a practical component and an academic exam in the training requirements.

The Pesticide Industry Council (PIC) was formed on behalf of the pesticide industry by the Lawn Care Commodity Group to implement the requirements. PIC has worked with the Ministry of Environment (MOE) since the year 2000 to meet the requirements and administer the Pesticide Technician Program.

Landscape Ontario is the administrator of the Pesticide Technician Program on behalf of the MOE, under the guidance of a Memorandum of Understanding (MOU).

The Pesticide Industry Council (PIC) has representation from Hydro One, Canadian Golf Superintendents Association, Ontario Golf Superintendents Association, Professional Lawn Care Association of Ontario, Urban Pest Management Council, Crop Protection Institute, International Society of Arboriculture, Ontario Parks Associations, Ontario Vegetation Management Association, Structural Pest Management Association and Landscape Ontario.

Last year the *Cosmetic Pesticides Ban Act*, 2009 was passed. The new regulations amended the *Pesticides Act* to prohibit the use and sale of pesticides that may be used for cosmetic purposes. This new pesticide regulation has had a significant effect on the whole landscape industry, especially the lawn care industry, as well as PIC. As a result of this new regulation, the number of people enrolling in the Pesticide Technician Program (PTP) has been significantly lower. In addition, the program training material had to be significantly changed to reflect the new law.

Under the new regulation, those wanting to apply the control products still had to be licensed under the PTP, and still needed the PIC to remain in business. The numbers of technicians enrolling in the PTP have dropped from 1,200 in the years up to the passing of the new regulation. Than last year, they increased from 800 the year before the new law was first passed, jumping to

975 this year, 2010.

To date, the total number of technicians who have enrolled in the PTP through the PIC is 11,500. There were 10 new people who became qualified PIC Accredited Examiners for a total to-date of 656. Financially, for 2010, PIC was in positive territory.

The Pesticide Industry Council has been working with the MOE this year to change the PTP training and testing material to reflect new regulation. The *Technician Training Manual*, log book and the question bank now reflect the new regulations.

In addition to working with the MOE to change the training materials to reflect the new regulations for technicians, PIC also enacted a re-training program for examiners. All existing accredited PIC examiners need to take a refresher course this year to renew their PIC examiner status. Re-accreditation of examiners included a webinar that detailed the implications of the regulation change of the Examiner Code of Ethics.

Members of Pesticide Technician Advisory Council (PTAC) who have contributed significantly to changing the PTP training materials to reflect the changes in the *Cosmetic Pesticides Ban Act*, include Wanda Michalowicz, Crystal LaFrance and Suzanne Durst from the MOE, John Wright, Tom Somerville from the PIC, and Gary VanderHeide, Gerald Vander Ploeg from PIRC.

*Respectfully submitted,*

**John Wright**

Chair 2000-2010

## Prosperity Partners

**Chair:** Bob Tubby CLP

**Members:** Gerald Boot CLP, Bill DeLuca, Hank Gelderman CLT, Jacki Hart CLP,

Michael Van Dongen, Ryan Heath CLP, CLT, Mark Fisher, Tim Kearney CLP

The launch of our new member initiative is a success that we celebrate from the past year's efforts. Now all new active association members must attend the Build Your Prosperity seminar as a requirement to obtain full membership status.

The Prosperity Partners program has also created a common language for all who engage in the journey. It's a language which encourages common thinking around determining business gaps, using a framework to assess and fill gaps, and adopting various program tricks and techniques to better balance work with life away from work.

This year, the Committee decided to suspend delivery of the Best Practices and Round Table seminars, due to low uptake. We have replaced them with an endorsement of independent online programs. One of these programs launches Jan. 1, 2011.

*Clarity for the Boss* is a program offering 26 concise learning modules all of which are targeted at improving the effectiveness of people, processes and results in your business. This online business owner training program is discounted to Landscape Ontario members, and provides comprehensive, hands-on, sustainable solutions to manage people, engagement, interaction and change. *Clarity for the Boss* has been developed by the same team who developed our Prosperity Partners program: Jacki Hart, president of Water's Edge Landscaping, and Sharon Gilmour Glover of Jump-Point. This team has been the driving force behind the Prosperity Partners seminar content, pillar development and journey support for our members over the past several years. The program supports the pillars of Leadership, Professional Operations and Developing Loyalty.

This year also saw another online Prosperity

Partners support program to help our members in their journey. Landscape Management Network is owned by Landscape Ontario member Mark Bradley of The Beach Gardener. Mark brings his entire business system to our members, also leveraging the convenience of online access. The LMN seminar series, which was presented at various LO chapters and in LO's home office in Milton was a huge success. It has brought hundreds of Landscape Ontario member businesses leaps and bounds ahead on their journey to prosperity. The Landscape Management Network assists with filling gaps in the areas of Professional Operations, Sales Success and Financial Health.

The Prosperity Partner program continues to support yet another active member, Jay Murray, TLC Landscaping, who has brought an outstanding due-diligence tool for health and safety training: LS Training System. This online resource supports Professional Operations and Leadership. Other endorsed consultants, who align with the principles of the Prosperity Partners program, can be found on the consultants page at [www.horttrades.com/prosperity](http://www.horttrades.com/prosperity).

LO president Tom Intven has identified the theme of his presidential term as Prosperity Through Engagement. As a committee, we are working hard to make this barrier-free and convenient to our members by thinking outside of our usual professional development methods, and linking members to members, and members to proven, accessible resources.

Your journey to prosperity starts by leveraging the great resources and language we have established with this program. I hope you choose to look into what we have created, and that you choose to start your journey with prosperity through engagement.

*Respectfully submitted*

**Bob Tubby CLP**

Chair 2009 – 2010

## 2010 Volunteers

### **Abate Wori Abate**

Ministry of Training,  
Colleges and Universities

### **Randy Adams**

RM Adams Trucking

### **Robert Adams**

Adams Landscaping  
and Property Maintenance

### **Stacey Adams**

Cap Brick

### **Bob Allen**

RW Allen Horticultural Services

### **Sheila Allin**

Creative Gardens  
and Waterscapes

### **Chris Andrews**

Ian Andrews  
Greenwood Interlock

### **Susan Antler**

Composting Council of Canada

### **Vince Arone**

Pinpoint GPS Solutions

### **Lynne Barnes**

Gordon J Leece Landscapes

### **Jim Bauer**

Bauer Landscape  
and Garden Maintenance

### **Joel Beatson CLP**

CNLA

### **Scott Beaudoin**

Manchester Products

### **Judy Bell**

Treefrog Design

### **Barry Benjamin**

Barry Benjamin and Associates

### **Pamela Bingham**

LUNA

**Adam Bonin CLT**

Garden Wizard

**Gerald Boot CLP**

Boot's Landscaping and Maintenance

**Neil Bouma**Picture Perfect Landscaping  
Quinte**Gerwin Bouman**

Stam Nurseries

**Mark Bradley**

The Beach Gardener

**Dave Braun**

Braun Nursery

**Paul Brydges**

Brydges Landscape Architecture

**John Buikema**

Gelderman Landscaping

**Phil Bull**

Green Leaf Gardening and Property Services

**Cor Bultena**

Eloquip

**Richard Burch CIT, CLP, CLT**

Burch Landscape Services

**Chris Burns CLT**

Clintar Landscape Management - Ottawa

**Daryl Bycraft CHTR, CLT**

Bycraft Gardens

**Cheryl Campbell**

Custom Rock Creations

**Diana Cassidy-Bush CLP**

Fresh Landscape and Garden Solutions

**Laura Catalano**

Nisco National Leasing

**Harry Chang**

Humber College

**Phil Charal**

Allweather Landscape

**Pam Charbonneau**

Ontario Ministry of Agriculture

**Don Chase CLD**

Seferian Design Group

**Terry Childs**

Nature's Way Landscaping

**Brian Clegg**

Allweather Landscape

**Dan Clost CHTR**

Connon Nurseries/CBV

**Brian Cocks CLT**

Brian Cocks Nursery and Landscaping

**Douglas Coote**

DG Coote Enterprises

**Tim Craddock**

Turf Revolution

**Tim Cruickshanks**

Cruickshanks Property Services

**Gavin Dawson**

GreenLawn Ltd - Toronto West

**Carl De Boer CLT**

Whispering Pines Landscaping

**Brian de Caluwe CIT**

BDC Irrigation Systems

**Harry De Vries**

V Kraus Nurseries

**Lexi Dearborn**

A Dearborn Designs

**Mike DeBoer CLT**

Gelderman Landscaping

**Harold Deenen CLP**

Hank Deenen Landscaping

**Paul DeGroot**

Connon Nurseries/NVK

**Dave DeVries**

Meyer by Westbrook

**Phil Dickie**

Fast Forest

**Barry Dickson**

BR Dickson Equipment

**Charlie Dobbin**

Garden Solutions by Charlie Dobbin

**Paul Doornbos CLT, CLP**

Thornbusch Landscaping

**Lindsay Drake Nightingale**

Yorkshire Garden Services

**Alan Driedger**

AWS Irrigation Management

**Tim Dyer**

Kings Creek Trees

**Beth Edney CLD**

Designs By The Yard

**Stacy Elliott**

Bradley's Insurance

**David Emms**

Midhurst Property Service

**Janet Ennamorato**

Creative Garden Designs

**Patrick Evangelisto**

Compliance Safety Solutions

**Carmine Filice CLP**

Greentario Landscaping

**Mark Fisher**

The Escarpment Company

**Lorraine Flanigan**

Carol Fulford

Gerrits Property Services

**John Fulford**

Gerrits Property Services

**Belinda Gallagher**

Dan Garlatti

Garlatti Landscaping

**Paul Gaspar**

Weed Man - Toronto

**Andrew Gaydon**

Vanden Bussche Irrigation

**Derek Geddes**

Coldstream

Land Escape Company

**Hank Gelderman CLT**

Gelderman Landscaping

**Harry Gelderman**

Gelderman Landscaping

**Kara Gibbons**

The Toro Company

**Jeff Gilberts CLP, CLT**

Clintar Landscape Management

**Gillian Glazer**

John Deere Landscapes

**Sabrina Goettler CLP**

Oriole Landscaping

**Mark Goodman**

Enviroking Lawn Care

**Chris Graham**

Kimberley Cottage Garden

**Earle Graham**

Lakelands Irrigation

**Jeff Gregg**

V Kraus Nurseries

**Perry Grobe**

Grobe Nursery and Garden Centre

**Peter Guinane**

Oriole Landscaping

**Jerry Hakkers**

Sifton Properties

**Grant Harrison CLT**

Escapes Outdoor Living Designs

**Rohan Harrison**

Premier Turf

**Jacki Hart CLP**

Water's Edge Landscaping

**Walter Hasselman**

Dutchman's Landscaping

**Carl Hastings**Arbordale Landscaping/  
Moonstruck Landscape Lighting**John Hawkes**

Wayside Garden Market and Groundskeeping

**Mike Hayes**

Allgreen Tree Service

**Jennifer Hayman**

Jennifer Hayman Design Group

**Ryan Heath CLP, CLT**

Ryan Heath Professional Landscaping

**Nathan Helder**

Gelderman Landscaping

**Edward Hewis**

Ground Control Contracting

**John Hewson CLP**

Greenscape Lawn Maintenance

**John Higo**

Turf Care Products Canada

**Sonja Hirsig CLT**

Hirsig Landscapes

**Barry Hordyk**

Shademaster Landscaping

**Leon Hordyk**

Moonshadow Lighting

**Martin Horsman**

Gelderman Landscaping

**Judith Humphries CLD**

A Garden For All Seasons

**Mark Humphries**

Direct Landscape Supply

**Jan Hunter**

Hunter Home and Garden

**Tom Intven**

Canadale Nurseries

**Sean James**

Fern Ridge Landscaping

**Alistair Johnston**

Strybos Barron King

**Joan Johnston**

Peter Knippel Nursery

**Kennedy Johnston CLT**

Peter Knippel Nursery

**Sarah Johnston**

Greenlife

**Raymond Josephian**

Nightscaping

**Nicola Kamp****Tim Kearney CLP**

Garden Creations of Ottawa

**Patrick Kehoe**

Beaudry Contracting

**Robert Kennaley**

McLauchlin and Associates

**Hella Keppo CLT**

Stems Interior Landscaping

**Christoph Kessel**

OMAFRA

**Alice Klamer**

Blue Sky Nursery

**Karl Klinck**

Orchard Farm Nursery

**Allan Kling CLP**

Urban Garden Supply

**Ben Kobes**

Kobes Nurseries

**Jeff Koopmans**

Sheridan Nurseries

**Ron Koudys CLD**

Fanshawe College

**Terry Kowalski**

Kowalski Landscaping

**Robert Kuepfer**

Fafard

**Erik Kuijvenhoven**

Lynden Lawn Care

**John Lamberink CIT**

Aquality Irrigation and Illumination

**Marty Lamers**

Atlas Block

**Michael LaPorte CLT**

Clearview Nursery

**Chas Lawton CHTR, CIT**

Taylor Nursery

**Chris Le Conte**

Smart Watering Systems

**Jeffrey Lee**

Lee's Landscaping

**Tom Leedle CLT**

Landscaping by Leedle

**Shannon Lindensmith**

Georgina Garden Centre

**Jennifer Llewellyn**

OMAFRA

**Brian Lofgren**

Horta-Craft

**Anthony Lombardi CLD, CLP**

Dr. Landscape

**Russel Loney**

Loney Landscaping

**Jeff Lowartz CLT**

Heritage Green Landscape Contractors

**Arvils Lukss**

Landscapes By Lucin

**Glen Lumis**

University of Guelph

**Mike Lunau CLP, CLT**

Eden Gardenworks

**Mike Lysecki**

Landscape Management Network

**Steve Macartney CIT, CLT**

Raintree Irrigation and Outdoor Systems

**Cory MacCallum CIT**

Greenscape Watering Systems

**Chris Mace**

Leaside Landscaping

**Scott MacKenzie**

MacKenzie Irrigation Services

**Len Mancini**

Holland Park Garden Gallery

**Brian Marsh**

Earth Art Landscapes

**Ken Martin**Copper Expressions  
Landscape Lighting and Design**Shannon Martin**

Van Horik's Greenhouses

**Gabriel Matamoros**

Garden Holistics

**Bob McCannell**

McCannell Consulting

**Jim McCracken**

Garden Gallery

**Mike McGrath CLT**Heritage Green  
Landscape Contractors**Jeff McMann CLT**

Town of Markham

**Burke McNeill****Don McQueen CIT**

Nutri-Lawn - Burlington

**Norm Mills**

The Gardenin' Guy

**Christine Moffit**

Christine's Touch Gardening

**Hank Mollema**

TerraPro Corporation

**Jim Monk**

Markham Property Services

**John Moons**

Connon Nurseries/NVK

**Garry Moore**

University of Windsor

**Bruce Morton CLP, CIT**

Greenscape Watering Systems

**Jodie Munshaw CLD**

Reeves Florist and Nursery

**Jay Murray CLP**

TLC Professional Landscaping

**David Nemeth**

Elm Landscaping

**Terry Nicholson CLT**

Clintar Landscape Management

**John O'Leary CLT**

Clintar Landscape Management

**Paul Olsen**

Brookdale Treeland Nurseries

**Peter Olsen**

Royal City Nursery

**Keith Osborne**

Gro-Bark (Ontario)

**Mark Ostrowski**

Laurel Forest Farms

**Nino Papa**

Santerra Stonecraft

**Nanthakumar Paramanathan****Warren Patterson**

Botanix - Barrie's Garden Centre

**Michelle Peeters**

Baseline Nursery

**John Peets**

John Peets Landscaping

**Fiona Penn Zieba**

Fiona's Garden Gate

**John Perriman**

Mountview Services

**Frans Peters**

Humber Nurseries

**David Pierce**

Unilock

**Nick Pisano**

National Research Council

**Richard Portelance**

Cypress Hill Design and Build

**Fred Post CLD**

Holland Park Garden Gallery

**Chris Power**

Bellaire Landscape

**Fred Prescod CLT**

Plan It With Plants

**Sian Pritchard**

The Cutting Garden

**Chuck Pronger**

Watergardens Unlimited

**Don Prosser CLD**

Don Prosser Landscape Design

**Bill Putzer**

M. Putzer Hornby Nursery

**John Putzer**

M. Putzer Hornby Nursery

**Richard Reed**

Dufferin Lawn Life

**Susan Richards**

New North Greenhouses

**Jay Rivait**Top Grade Landscape  
and Garden Solutions**Darren Rodrigues**Sinclair-Cockburn  
Insurance Brokers**Richard Rogers CLT**

RJ Rogers Landscaping

**Mike Ross**

Rain Bird International

**Robert Roszell**

Road Equipment Links

**Gregg Salivan**

Salivan Landscape

**Greg Scarlett CLT**

Urban Landscape Solutions

**Stephen Schell CLT**

The Plant Lady

**Dale Schieck**Ogilvie Daugherty  
Financial Services**Dean Schofield**

Landmark Landscaping

**Todd Schwindt**

TS Benefit Solutions

**Haig Seferian CLD**

Seferian Design Group

**Frank Selles CLT**Framar Landscape  
and Maintenance Contractors**Tony Serwatak CIT**HydroSense Irrigation  
Design and Consulting**Tony Sgambelluri**

Ridgeview Garden Centre

**Gord Shuttleworth**

Delaware Nursery

**Klaas Sikkema****Scott Sim CIT**

Turf Care Products Canada - London

**Arthur Skolnik**

Shibui Landscaping

**Jeff Smith**

Lynden Lawn Car

**Paul Snyders**

PGS Landscape

**James Solecki**

Integra Works

**Nick Solty**

Solty and Sons

**Fred Somerville**

Somerville Nurseries

**Melissa Spearing**

Ground Covers Unlimited

**Ted Spearing**

Ground Covers Unlimited

**Stuart Sprout**

Sprout's Premium Earth Products

**Patricia Stanish CLD**

Patricia Stanish Landscape Design

**Karl Stensson**

Sheridan Nurseries

**David Stewart CLT**

Custom Lawn Care

**Gary Supp**

Turf Care Products Canada

**Stephen Sutcliffe**

Atlas Block

**Ron Swentiski CLD**

Trillium Associates

**Donald Tellier CLT**

St. Clair College

**Robert Tester**

TNT Property Maintenance

**Kevin Theriault**

Willow Landscape

**Marc Thiebaud**

OGS Grounds Maintenance Specialist

**Rene Thiebaud CLP**

OGS Landscape Services

**Mike Thomas**

The Investment Guild

**James Thompson**

J Garfield Thompson Landscape

**Jeff Thompson**

Native Plant Source

**Willem Tiemersma**

Willand Grounds Maintenance

**Peter Tigchelaar**

Urban Green

**Dave Tillaart**

Dutchmaster Nurseries

**Kyle Tobin**

LawnSavers Plant Health Care

**Koos Torenvliet**Environmental Design  
Landscaping Contractors**Rodger Tschanz**

University of Guelph

**Steve Tschanz**

Turf Management Systems

**Bob Tubby CLP**Arbordale Landscaping/  
Moonstruck Landscape Lighting**David Turnbull CHTR**

David Turnbull and Associates

**George Urvari**

Oriole Landscaping

**Phillip Van Alstyne CLT**Michael Van Dongen  
Van Dongen's  
Landscaping and Nurseries**Anna van Maris**

Parklane Nurseries

**Monica van Maris**

Parklane Nurseries

**Bill Van Ryn**

Bill Van Ryn Weed Control

**Harry Van Staveren**

Van Staveren's

**John van Staveren**

The Garden Shop

**Art Vanden Eden CHTR**

Sheridan Nurseries

**Jack VandeRee CLT**Boot's Landscaping  
and Maintenance**Neil Vanderkruk**Connon Nurseries  
Neil Vanderkruk Holdings**Peter Vanderley CLP**Pete Vanderley's Lawn  
Maintenance and Landscape**Alex Verbinnen**

Verbinnen's Nursery

**Don Voorhees**

Noldus of Durham

**Bruce Warren**

Brookdale Treeland Nurseries

**Shane Warren**

Gelderman Landscaping

**Alan White**

Turf Systems

**Joe Willemse**

DiMarco Landscape Lighting

**Mark Williams**

Williams Nurseries

**Bruce Wilson**

Permacon Group

**Robert Wilton**

Clintar Landscape Management

**Jarrett Woodard**

Grand River Brick and Stone

**David Wright CLP**

Wright Landscape Services

**John Wright**

Wright Landscape Services

**Chuck Yates CIT**

Yates Custom Lawn Sprinklers

**Corey Yourkin**Vanden Bussche Irrigation  
- King City**Alex Zalewski CLT**

Parklane Nurseries

**Jason Zehr**

Rural Roots Landscaping

**Fiore Zenone**

Tumbleweed Landscape Contracting

**Helmut Zgraja**

Helmutz Interlock

**Youbin Zheng**

University of Guelph

**AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2010****BALANCE SHEET**

	2009 Audited Statements	2010 Audited Statements
<b>Assets</b>		
Cash	418,676	213,210
Investments	1,562,952	1,555,218
Accrued Interest	92,980	50,646
Accounts Receivable	1,655,588	2,096,642
Prepaid Expenses	662,419	711,973
Land/Building-Vineland		57,645
Land/Building-Head Office	1,243,947	1,243,947
<b>Total Assets</b>	<b>5,636,561</b>	<b>5,929,280</b>
<b>Liabilities &amp; Surplus</b>		
Accounts Payable	447,207	540,754
Accounts Payable-Garden Centre Group	11,788	10,093
Accounts Payable-Growers Group	(9,925)	(19,712)
Accounts Payable-Ipm Symposium	15,322	18,691
Accounts Payable-Special Projects	81,377	12,089
Deferred Revenue	2,484,021	2,786,858
Hort. Centre Improvement Fund	881,151	898,010
Hort. Industry Development Fund	234,426	469,913
Technology Fund	24,367	5,320
Promotion Fund	8,692	10,483
Surplus-Members Equity	1,046,568	1,046,568
Net Income	411,567	150,215
<b>Total Liabilities &amp; Surplus</b>	<b>5,636,561</b>	<b>5,929,280</b>

**FUND ALLOCATIONS**

	2009 Audited Statements	2010 Audited Statements
<b>Horticultural Industry Development Fund</b>		
Opening Balance	487,452	607,992
Expenditures	(302,277)	(138,079)
Industry Funding/Donations	49,250	0
Transfer From Net Income	373,567	130,215
Closing Balance	607,992	600,128
<b>Horticultural Centre Improvement Fund</b>		
Opening Balance	904,725	899,151
Expenditures	(23,574)	(53,891)
Industry Funding/Donations	0	52,750
Transfer From Net Income	18,000	0
Closing Balance	899,151	898,010
<b>Technology Fund</b>		
Opening Balance	36,709	24,367
Expenditures	(12,342)	(19,047)
Transfer From Net Income	0	10,000
Closing Balance	24,367	15,320
<b>Promotion Fund</b>		
Opening Balance	24,986	28,692
Expenditures	(24,293)	(18,210)
Industry Funding/Donations	8,000	0
Transfer From Net Income	20,000	10,000
Closing Balance	28,692	20,483

**INVESTMENTS**

	Maturity Date	Rate Of Return	Opening Value At Cost Sep 1/09	Purchases At Cost	Disposals	Gain/Loss Disposals	Realized Interest On Disposals	Accrued Interest Aug 31/10	Closing Value At Cost Aug 31/10	Market Value Aug 31/10
Province of Ontario coupon	Aug 7, 2016	4.33 %	271,349		271,349	125				
Province of Ontario coupon	Jan 13, 2020	4.43 %	158,455		158,544	3,218				
RES CIBC Int.	Oct 13, 2014	4.45 %	501,791		501,791	9,557				
Bank of Nova Scotia-GIC	Mar 9, 2010	1.40 %	400,000		400,000		5,600			
Royal Bank-GIC	Feb 7, 2011	3.20 %	231,269		231,269		9,248			
RES GE Capital Canada	Aug 17, 2017	5.10 %		316,970	316,970	24,568				
Bell Canada coupon	Apr 15, 2019	5.16 %		491,318				21,671	491,318	552,258
Province of BC coupon	Dec 18, 2018	4.20 %		491,318				17,639	491,318	525,328
Province of Quebec coupon	Dec 1, 2021	4.79 %		300,046				10,907	300,046	320,350
BC Telus coupon	Apr 8, 2022	4.79 %		272,537				429	272,537	270,272
<b>Totals</b>			<b>1,562,952</b>	<b>1,872,188</b>	<b>1,872,922</b>	<b>37,467</b>	<b>14,848</b>	<b>50,646</b>	<b>1,555,218</b>	<b>1,668,208</b>

## AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2010

## INCOME STATEMENT - GENERAL

	2009 Audited Statements	2010 Audited Statements	2010 Revised Budgets	2011 Revised Budgets	2012 Proposed Budgets
<b>Revenue</b>					
Rent	128,593	118,747	120,000	115,000	115,000
Administration Fees	122,873	121,219	122,000	78,000	78,000
Earned Interest	57,977	60,730	60,000	60,000	60,000
Gains/Losses-Investments	29,244	37,467	1,000	1,000	1,000
Information Technology/Web Fees	10,424	8,633	9,000	9,000	9,000
Miscellaneous	329,283	176,865	1,000	1,000	1,000
<b>Total Revenue</b>	<b>678,393</b>	<b>523,661</b>	<b>313,000</b>	<b>264,000</b>	<b>264,000</b>
<b>Expenses - Administrative Expenses</b>					
Property Taxes	47,309	42,552	55,000	50,000	50,000
Telephone	40,606	39,373	40,000	40,000	40,000
Hydro	39,634	36,753	38,000	40,000	40,000
Heat	29,193	23,896	30,000	30,000	30,000
Maintenance-Yard	46,075	37,464	45,000	45,000	45,000
Maintenance-Building	87,326	86,281	75,000	80,000	80,000
Office Supplies	28,021	30,418	30,000	26,000	26,000
Office Equipment	11,549	7,390	15,000	10,000	10,000
Computer Equip/Software	19,688	11,136	15,000	10,000	10,000
Information Technology/Web Exps	20,054	22,331	24,000	22,000	22,000
Postage	13,001	12,587	15,000	15,000	15,000
Courier	5,023	6,273	5,000	6,000	6,000
Audit	15,950	16,775	15,500	16,000	16,000
Legal Fees	8,100	3,746	1,000	1,000	1,000
Advertising	1,545	1,538	1,000	1,500	1,500
Insurance Expense	16,433	16,024	16,000	16,000	16,000
Meeting Expense	22,382	18,025	21,000	18,000	18,000
Travel	60,100	66,346	58,000	52,000	52,000
Dues & Subscriptions	8,649	8,759	10,000	10,000	10,000
Donations	3,168	1,692	3,000	3,000	3,000
Training (Staff)	7,021	7,080	6,000	5,000	5,000
Miscellaneous Expenses	12,920	12,671	13,000	15,000	15,000
Bank Charges & Interest	51,346	55,813	50,250	53,000	53,000
(Gain)Loss On Foreign Exchange	(5,069)	(486)	1,000	1,000	1,000
<b>Total Expenses</b>	<b>590,024</b>	<b>564,437</b>	<b>582,750</b>	<b>565,500</b>	<b>565,500</b>
<b>Compensation</b>					
Wages	1,641,007	1,637,928	1,666,127	1,638,000	1,638,000
Benefits	132,774	128,121	135,000	100,000	100,000
Source Deductions	95,338	91,343	98,000	98,000	98,000
<b>Total Compensation</b>	<b>1,869,120</b>	<b>1,857,392</b>	<b>1,899,127</b>	<b>1,836,000</b>	<b>1,836,000</b>
<b>Total Expenses</b>	<b>2,459,143</b>	<b>2,421,828</b>	<b>2,481,877</b>	<b>2,401,500</b>	<b>2,401,500</b>
<b>Net Income (Loss)</b>	<b>(1,780,751)</b>	<b>(1,898,167)</b>	<b>(2,168,877)</b>	<b>(2,137,500)</b>	<b>(2,137,500)</b>
<b>Wage Allocations</b>	<b>1,276,942</b>	<b>1,271,249</b>			
<b>Overhead Allocations</b>	<b>654,509</b>	<b>627,121</b>			
<b>Net Income (Loss) Net Of Allocations</b>	<b>150,700</b>	<b>203</b>			

**AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2010****INCOME STATEMENT - MEMBERSHIP SERVICES**

	2009 Audited Statements	2010 Audited Statements	2010 Revised Budgets	2011 Revised Budgets	2012 Proposed Budgets
<b>Revenue</b>					
Membership Dues	929,552	922,022	950,000	935,000	935,000
Awards Of Excellence	30,027	41,003	25,000	42,000	42,000
Merchandise	8,071	7,548	7,000	7,000	7,000
Referral Fees	53,386	42,550	55,000	45,000	45,000
<b>Total Revenue</b>	<b>1,021,036</b>	<b>1,013,123</b>	<b>1,037,000</b>	<b>1,029,000</b>	<b>1,029,000</b>
<b>Expenses - General</b>					
CNLA Membership Dues	259,286	267,650	265,000	271,000	271,000
Member Subscriptions	88,000	88,000	88,000	88,000	88,000
Awards Of Excellence	85,979	88,278	80,000	73,000	73,000
Membership Plaques	6,444	3,803	7,000	7,000	7,000
Annual Report	3,167	2,565	3,000	3,000	3,000
Merchandise	2,252	5,621	2,500	4,000	4,000
Membership Campaign	0	10,594	5,000	10,000	10,000
Membership Booth	11,328	33,885	15,000	20,000	20,000
Promotion-Members	111,350	109,123	69,000	26,000	26,000
Promotion-Canada Blooms				50,000	50,000
Promotion-GfI/Branding				20,000	20,000
<b>Total Expenses - General</b>	<b>567,806</b>	<b>609,519</b>	<b>534,500</b>	<b>572,000</b>	<b>572,000</b>
<b>Chapters &amp; Sector Groups</b>					
Windsor	2,218	2,736	3,350	3,260	3,260
London	6,063	6,264	6,264	6,264	6,264
Golden Horseshoe	5,141	8,383	9,300	8,920	8,920
Waterloo	7,054	7,120	7,120	7,318	7,318
Ottawa	6,238	4,977	6,342	6,524	6,524
Toronto	10,951	4,667	21,028	20,740	20,740
Georgian Lakelands	6,654	6,628	6,628	6,316	6,316
Durham	5,947	5,603	6,420	6,628	6,628
Upper Canada	3,257	3,770	3,770	3,710	3,710
Growers	2,493	1,968	3,000	3,000	3,000
Lawn Care	1,449	397	3,000	3,000	3,000
Garden Centre	1,461	213	3,000	3,000	3,000
Landscape Contractors	614	992	3,000	3,000	3,000
Grounds Maintenance	1,072	655	3,000	3,000	3,000
Designers	4,186	1,691	3,000	3,000	3,000
Irrigation	(3,004)	2,787	3,000	3,000	3,000
Interiorscape	7,169	3,207	3,000	3,000	3,000
Snow & Ice	944	1,407	3,000	3,000	3,000
Landscape Lighting	296	(1,848)	3,000	3,000	3,000
<b>Total Chapters &amp; Sector Expenses</b>	<b>70,203</b>	<b>61,618</b>	<b>100,222</b>	<b>99,680</b>	<b>99,680</b>
<b>Total Expenses</b>	<b>638,009</b>	<b>671,137</b>	<b>634,722</b>	<b>671,680</b>	<b>671,680</b>
<b>Net Income (Loss)</b>	<b>383,028</b>	<b>341,986</b>	<b>402,278</b>	<b>357,320</b>	<b>357,320</b>
<b>Wage Allocations</b>	<b>(467,477)</b>	<b>(513,174)</b>			
<b>Overhead Allocations</b>	<b>(163,627)</b>	<b>(156,780)</b>			
<b>Net Income (Loss) Net Of Allocations</b>	<b>(248,077)</b>	<b>(327,968)</b>			

## AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2010

**INCOME STATEMENT - *LANDSCAPE TRADES* MAGAZINE**

	2009 Audited Statements	2010 Audited Statements	2010 Revised Budgets	2011 Revised Budgets	2012 Proposed Budgets
<b>Revenue</b>					
Advertising	678,931	572,511	723,000	723,000	723,000
Web Display Ads		450		1,000	1,000
Polybag	27,080	40,917	35,000	35,000	35,000
Classified Ads	3,755	3,745	6,000	5,000	5,000
Subscriptions	4,800	5,668	9,000	8,000	8,000
Member Subscriptions	44,000	44,000	44,000	44,000	44,000
<b>Total Revenue</b>	<b>758,566</b>	<b>667,290</b>	<b>817,000</b>	<b>816,000</b>	<b>816,000</b>
<b>Discounts</b>					
Member Discounts	81,336	76,003	78,000	80,000	80,000
Agency Discounts	23,662	11,663	30,000	28,000	28,000
<b>Total Discounts</b>	<b>104,998</b>	<b>87,666</b>	<b>108,000</b>	<b>108,000</b>	<b>108,000</b>
<b>Gross Revenue</b>	<b>653,567</b>	<b>579,624</b>	<b>709,000</b>	<b>708,000</b>	<b>708,000</b>
<b>Expenses</b>					
Printing	108,456	95,384	120,000	120,000	120,000
Freelance Editorial	14,321	14,118	20,000	18,000	18,000
Editorial Travel	4,569	1,932	4,000	4,000	4,000
Sales Travel	20,210	15,657	20,000	15,000	15,000
Mail Preparation	8,378	7,840	10,000	9,000	9,000
Poly Bag Costs	5,838	5,378	8,000	8,000	8,000
Postage (2nd Class)	47,922	47,937	47,000	48,000	48,000
Postage (Foreign)	3,663	3,196	5,000	5,000	5,000
Courier Charges	1,680	993	3,000	2,500	2,500
Subscription Campaign	1,952	0	2,000	1,500	1,500
Promotion/Media Kits	14,069	14,817	15,000	6,000	6,000
CCAB Circulation Audit	5,556	5,556	5,000	5,000	5,000
Miscellaneous	464	73	500	500	500
Bad Debts	0	0	1,000	1,000	1,000
<b>Total Expenses</b>	<b>237,079</b>	<b>212,880</b>	<b>260,500</b>	<b>243,500</b>	<b>243,500</b>
<b>Net Income (Loss)</b>	<b>416,488</b>	<b>366,745</b>	<b>448,500</b>	<b>464,500</b>	<b>464,500</b>
<b>Wage Allocations</b>	<b>(170,445)</b>	<b>(166,122)</b>			
<b>Overhead Allocations</b>	<b>(81,814)</b>	<b>(78,390)</b>			
<b>Net Income (Loss) Net Of Allocations</b>	<b>164,230</b>	<b>122,233</b>			

**AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2010****INCOME STATEMENT - *HORTICULTURE REVIEW***

	2009 Audited Statements	2010 Audited Statements	2010 Revised Budgets	2011 Revised Budgets	2012 Proposed Budgets
<b>Revenue</b>					
Advertising	151,380	139,591	160,000	160,000	160,000
Polybag	7,844	12,434	7,000	8,000	8,000
Classified Ads	6,159	7,170	20,000	6,000	6,000
Web Classified Ads	5,260	8,260	8,000	8,000	8,000
Subscriptions	243	406	500	500	500
Member Subscriptions	44,000	44,000	44,000	44,000	44,000
<b>Total Revenue</b>	<b>214,885</b>	<b>211,860</b>	<b>239,500</b>	<b>226,500</b>	<b>226,500</b>
<b>Discounts</b>					
Member Discounts	25,406	24,860	28,000	28,000	28,000
Agency Discounts	1,585	864	600	600	600
<b>Total Discounts</b>	<b>26,991</b>	<b>25,724</b>	<b>28,600</b>	<b>28,600</b>	<b>28,600</b>
<b>Gross Revenue</b>	<b>187,895</b>	<b>186,136</b>	<b>210,900</b>	<b>197,900</b>	<b>197,900</b>
<b>Expenses</b>					
Printing	41,384	42,729	42,000	42,000	42,000
Freelance Editorial	0	0	500	0	0
Editorial Travel	1,214	987	1,000	1,200	1,200
Mail Preparations	4,819	4,251	5,000	5,000	5,000
Poly Bag Costs	2,150	2,180	2,000	2,000	2,000
Postage	17,389	17,372	18,000	18,000	18,000
Promotion/Media Kits	83	0	500	0	0
Miscellaneous	0	0	250	250	250
Bad Debts	0	0	1,000	500	500
<b>Total Expenses</b>	<b>67,040</b>	<b>67,519</b>	<b>70,250</b>	<b>68,950</b>	<b>68,950</b>
<b>Net Income (Loss)</b>	<b>120,854</b>	<b>118,617</b>	<b>140,650</b>	<b>128,950</b>	<b>128,950</b>
<b>Wage Allocations</b>	<b>(139,536)</b>	<b>(121,731)</b>			
<b>Overhead Allocations</b>	<b>(40,907)</b>	<b>(39,195)</b>			
<b>Net Income (Loss) Net Of Allocations</b>	<b>(59,589)</b>	<b>(42,310)</b>			

**PUBLISHING - SPECIAL PROJECTS**

Revenue	109,461	110,446	95,000	95,000	95,000
Expenses	66,861	60,914	60,000	60,000	60,000
Net Income (Loss)	42,600	49,532	35,000	35,000	35,000
Wage Allocations	(9,028)	(9,287)			
Overhead Allocations	0	0			
Net Income (Loss) Net Of Allocations	33,572	40,246			

## AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2010

## INCOME STATEMENT - CONGRESS

	2009 Audited Statements	2010 Audited Statements	2010 Revised Budgets	2011 Revised Budgets	2012 Proposed Budgets
<b>Revenue</b>					
Exhibit Space	1,742,978	1,730,964	1,760,000	1,765,000	1,765,000
Exhibit Space-Partners	51,625	59,000	44,000	70,000	70,000
Registration	112,143	129,076	125,000	120,000	120,000
Miscellaneous/Sponsorship	40,777	34,746	20,000	30,000	30,000
<b>Total Revenue</b>	<b>1,947,522</b>	<b>1,953,786</b>	<b>1,949,000</b>	<b>1,985,000</b>	<b>1,985,000</b>
<b>Discounts</b>					
Member Discounts	162,596	156,784	163,000	170,000	170,000
Member Discounts-Partners	2,800	5,950	5,000	7,200	7,200
<b>Total Discounts</b>	<b>165,396</b>	<b>162,734</b>	<b>168,000</b>	<b>177,200</b>	<b>177,200</b>
<b>Gross Revenue</b>	<b>1,782,126</b>	<b>1,791,053</b>	<b>1,781,000</b>	<b>1,807,800</b>	<b>1,807,800</b>
<b>Expenses</b>					
Exhibit Hall	361,160	356,110	356,110	366,785	366,785
Security	23,705	23,030	24,000	24,000	24,000
Show Services	105,865	101,525	105,000	100,000	100,000
Feature Area	4,320	0	4,000	4,000	4,000
Garden Subsidy	19,069	12,186	8,000	14,000	14,000
Speakers	26,280	31,818	32,000	30,000	30,000
Registration Services	35,027	36,066	37,000	37,000	37,000
Audio Visual Equipment	27,100	7,715	16,000	15,000	15,000
Entertainment	27,362	7,653	20,000	0	0
Receptions	22,017	25,153	20,000	33,000	33,000
Printing	43,972	25,573	40,000	32,000	32,000
Promotion	37,090	14,307	16,000	22,000	22,000
Public Relations Services	7,290	8,302	8,100	7,000	7,000
Advertising	26,444	28,527	30,000	30,000	30,000
Photography	2,862	2,592	0	2,800	2,800
Flowers	4,543	2,684	4,500	3,000	3,000
Gifts/ Gratuities	0	30	1,500	1,000	1,000
Insurance	6,664	6,664	7,000	7,000	7,000
Move In/Move Out	85,249	91,450	80,000	90,000	90,000
Snow Removal	0	0	10,000	10,000	10,000
Travel	57,099	45,491	45,000	43,000	43,000
Parking	9,700	10,611	9,700	11,000	11,000
Police	1,628	1,680	1,800	1,800	1,800
Postage	25,996	19,888	22,000	22,000	22,000
Janitorial	35,175	35,175	35,000	36,500	36,500
Software	8,779	10,492	8,525	9,000	9,000
Labour	6,485	6,351	5,000	7,000	7,000
Commissions-Partners	9,835	13,825	10,000	13,000	13,000
Miscellaneous	7,337	6,993	5,000	5,000	5,000
<b>Total Expenses</b>	<b>1,028,051</b>	<b>931,891</b>	<b>961,235</b>	<b>976,885</b>	<b>976,885</b>
<b>Net Income (Loss)</b>	<b>754,075</b>	<b>859,161</b>	<b>819,765</b>	<b>830,915</b>	<b>830,915</b>
<b>Wage Allocations</b>	<b>(186,109)</b>	<b>(209,020)</b>			
<b>Overhead Allocations</b>	<b>(163,627)</b>	<b>(156,780)</b>			
<b>Net Income (Loss) Net Of Allocations</b>	<b>404,340</b>	<b>493,362</b>			

**AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2010****INCOME STATEMENT - GARDEN EXPO**

	<b>2009</b>	<b>2010</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
	<b>Audited</b>	<b>Audited</b>	<b>Revised</b>	<b>Revised</b>	<b>Proposed</b>
	<b>Statements</b>	<b>Statements</b>	<b>Budgets</b>	<b>Budgets</b>	<b>Budgets</b>
<b>Revenue</b>					
Exhibit Space	651,128	553,145	580,469	594,000	594,000
Registration	2,486	4,614	2,500	6,000	6,000
Sponsorship				5,000	5,000
Miscellaneous	8,800	9,004	5,000	0	0
<b>Total Revenue</b>	<b>662,413</b>	<b>566,763</b>	<b>587,969</b>	<b>605,000</b>	<b>605,000</b>
<b>Discounts</b>					
Member Discounts	22,300	22,300	22,300	22,300	22,300
<b>Total Discounts</b>	<b>22,300</b>	<b>22,402</b>	<b>22,300</b>	<b>20,000</b>	<b>20,000</b>
<b>Gross Revenue</b>	<b>640,113</b>	<b>544,361</b>	<b>565,669</b>	<b>585,000</b>	<b>585,000</b>
<b>Expenses</b>					
Exhibit Hall	95,580	95,580	95,580	98,444	98,444
Security	7,845	8,147	7,800	9,000	9,000
Show Services	48,470	54,637	42,000	53,000	53,000
Registration Services	10,767	11,290	12,000	12,000	12,000
Printing	14,566	9,791	14,000	14,000	14,000
Promotion	3,698	7,785	5,000	9,400	9,400
Public Relations Services	3,200	3,500	3,100	5,300	5,300
Advertising	50,764	30,121	25,500	25,000	25,000
Photography				1,500	1,500
Move In/Move Out	36,107	33,885	35,000	34,000	34,000
Travel	12,681	14,985	9,000	15,000	15,000
Parking	1,804	1,906	1,900	2,000	2,000
Receptions	9,146	10,633	9,000	8,500	8,500
Postage	12,949	15,383	10,000	16,500	16,500
Janitorial	7,360	7,360	7,200	7,500	7,500
Software	7,131	7,235	7,200	7,000	7,000
Commissions-Partners	0	0	0	9,100	9,100
Miscellaneous	4,905	5,795	5,000	2,350	2,350
<b>Total Expenses</b>	<b>326,974</b>	<b>318,031</b>	<b>289,280</b>	<b>329,594</b>	<b>329,594</b>
<b>Net Income (Loss)</b>	<b>313,139</b>	<b>226,330</b>	<b>276,389</b>	<b>255,406</b>	<b>255,406</b>
<b>Wage Allocations</b>	<b>(153,713)</b>	<b>(120,548)</b>			
<b>Overhead Allocations</b>	<b>(122,720)</b>	<b>(117,585)</b>			
<b>Net Income (Loss) Net Of Allocations</b>	<b>36,706</b>	<b>(11,803)</b>			

## AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2010

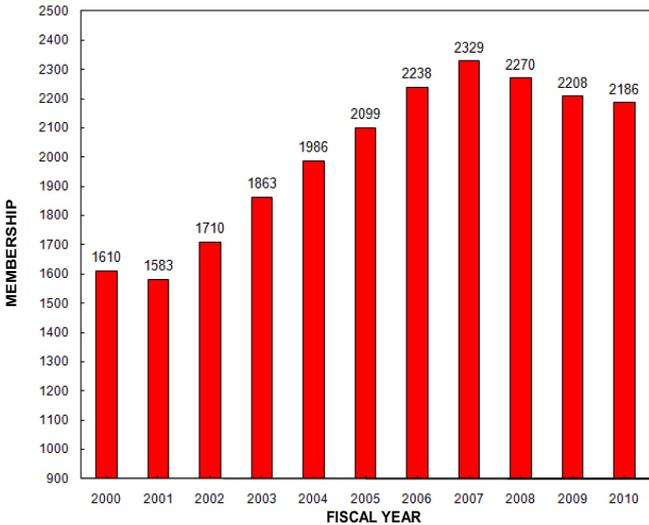
## INCOME STATEMENT - EDUCATION

	2009 Audited Statements	2010 Audited Statements	2010 Revised Budgets	2011 Revised Budgets	2012 Proposed Budgets
<b>Revenue</b>					
Special Projects	143,804	7,881	10,000	17,000	17,000
Trade Courses	178,613	207,269	180,000	205,000	205,000
Certification	98,648	60,939	75,000	50,000	50,000
<b>Total Revenue</b>	<b>421,065</b>	<b>276,089</b>	<b>265,000</b>	<b>272,000</b>	<b>272,000</b>
<b>Expenses</b>					
Special Projects	37,496	77	10,000	2,000	2,000
Trade Courses	118,641	115,769	118,000	117,000	117,000
Certification	77,244	49,021	60,000	35,000	35,000
Promotion	13,552	13,212	15,000	15,000	15,000
Foundation Scholarships Funding	12,000	12,000	12,000	12,000	12,000
<b>Total Expenses</b>	<b>258,933</b>	<b>190,078</b>	<b>215,000</b>	<b>181,000</b>	<b>181,000</b>
<b>Net Income (Loss)</b>	<b>162,131</b>	<b>86,010</b>	<b>50,000</b>	<b>91,000</b>	<b>91,000</b>
<b>Wage Allocations</b>	<b>(150,633)</b>	<b>(131,368)</b>			
<b>Overhead Allocations</b>	<b>(81,814)</b>	<b>(78,390)</b>			
<b>Net Income (Loss) Net Of Allocations</b>	<b>(70,315)</b>	<b>(123,748)</b>			

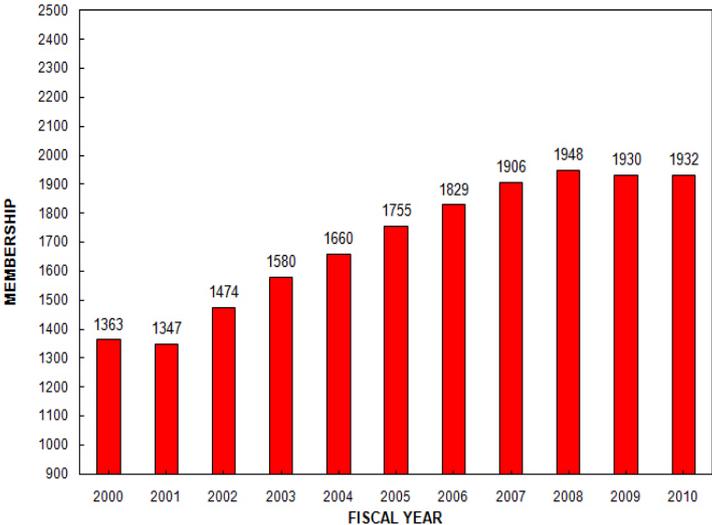
## INCOME STATEMENT - DEPARTMENTAL SUMMARY

	2009 Audited Statements	2010 Audited Statements	2010 Revised Budgets	2011 Revised Budgets	2012 Proposed Budgets
<b>Revenue</b>					
General	678,393	523,661	313,000	264,000	264,000
Membership	1,021,036	1,013,123	1,037,000	1,029,000	1,029,000
Publications	950,923	876,206	1,014,900	1,000,900	1,000,900
Congress	1,782,126	1,791,053	1,781,000	1,807,800	1,807,800
Expo	640,113	544,361	565,669	585,000	585,000
Education	421,065	276,089	265,000	272,000	272,000
<b>Total Revenue</b>	<b>5,493,657</b>	<b>5,024,493</b>	<b>4,976,569</b>	<b>4,958,700</b>	<b>4,958,700</b>
<b>Expenses</b>					
General	2,459,143	2,421,828	2,481,877	2,401,500	2,401,500
Membership	638,009	671,137	634,722	671,680	671,680
Publications	370,980	341,312	390,750	372,450	372,450
Congress	1,028,051	931,891	961,235	976,885	976,885
Expo	326,974	318,031	289,280	329,594	329,594
Education	258,933	190,078	215,000	181,000	181,000
<b>Total Expenses</b>	<b>5,082,090</b>	<b>4,874,278</b>	<b>4,972,864</b>	<b>4,933,109</b>	<b>4,933,109</b>
<b>Net Income (Loss)</b>	<b>411,567</b>	<b>150,215</b>	<b>3,705</b>	<b>25,591</b>	<b>25,591</b>

**MEMBERSHIP COUNT  
2000-2010**



**MEMBERSHIP COUNT  
EXCLUDING HORT MEMBERS  
2000-2010**



**MEMBERSHIP BREAKDOWN  
2010**

