

# 2011 annual report

## President's Message

### Mounting challenges will test strength of association



If you are reading this article, chances are you are a survivor. You no doubt have worked harder than ever and learned a great deal about yourself and re-invented your company at least once during my two years as president.

You probably haven't had a great deal of spare time to reflect on it, either. Since the crash of 2008, the pace of life and business has escalated at a rate to which we have not been accustomed. The changing economic climate has treated the sectors differently, as

well as each of us as individuals. What differs is our personal response to change. Some of us thrive on the new opportunities that change brings, while others accept change with difficulty and in turn may not fare so well. There is one thing for certain, however, and that is that change is here to stay and the rate of change is increasing.

Through these tumultuous past two years, I sincerely hope that Landscape Ontario has been in some small way a grounding force for you. We have worked hard to:

- 1) Identify your priorities
- 2) Direct our full resources and energies to match those priorities
- 3) Not just meet, but exceed your expectations of what an association can do to help you achieve your business and professional goals
- 4) Help you get the advice and tools that you need to thrive in changing times
- 5) Provide you with as many opportunities as possible, on a chapter basis, a sector basis, as well as a provincial and even national basis to educate and allow you to network with peers in order to create your own group of like-minded individuals who can act as a club for mutual business and personal improvement

In short, we have tried our hardest to demonstrate **return on your investment** on your dues to Landscape Ontario.

The true litmus test of your approval is your membership renewal, and the most recent count says, all things considered, we are doing OK. Our membership is declining lightly. I could stretch it, and say it is holding.

The mounting challenges of meeting your needs and your continued approval in these changing times does not wane. Our biggest challenges I feel, are as follows:

#### • Maintaining our value proposition

You, our members, will expect more from your association in the coming years. We must clearly understand what you need and expect through continuous external and internal scanning. Then, we must deliver a solid 'value proposition' in tune with your needs and expectations in order to

retain your membership. Please remember that YOU are masters of your association's destiny and your participation ensures the outcome.

#### • Staying financially sound

We have enjoyed blissful budgeting to date, because our revenues have been accomplished with relative ease. The impact of the changing economic times on our association has not yet been fully realized. In many parts of the U.S., the harsh impact of the new economy has become reality and associations there are failing miserably. In the foreseeable future, I fear we could face slowing membership and reduced revenue from our main income streams – our trade shows and magazines. Our challenge will be to maintain the level of delivery from our income consuming departments that provide our value – education and membership services, if our income generating departments are compromised. Will we be able to maintain a sufficient value proposition to maintain your interest?

#### • Maintaining our spirit of volunteerism

Our association has been built by an incredible spirit of volunteerism throughout our long history. Ironically, however, in these rapidly changing times, our strength is also our Achilles tendon — this very dependent on volunteers. Your 'free' time has become rare and more valuable than ever. Can we continue to ask volunteers to change their lives to meet the association's work? I believe that in order to attract volunteers into the future, we need to make volunteer work more flexible, faster, focused and enjoyable. Further, we need to rely more heavily on our staff to do the legwork in order to accomplish our membership goals.

#### • The challenge of relevance

This past year, incredibly difficult weather precipitated and heightened the question of relevance of our industry in general. After all, many of our goods and services are not essential, as are food, shelter and energy. In the wet, cold April and May of 2011, I'm sure most of us thought our customers were saying, "Let's just forget about gardening this year." I've been impressed by our members' ability to fight back and survive and even thrive in this most difficult of years. We have a great deal of work to do as an association of individual companies to achieve overall relevance, and respect for our industry.

I have truly enjoyed working for you and hope that in the last two years that you have found 'real value' in your membership to Landscape Ontario. If you have, renew your membership, and spread the good word.

Landscape Ontario is an amazing organization, and I am very proud and honoured to have served as your president.

*Respectfully submitted,*  
**Tom Intven**  
President 2010-2011

## Treasurer's Report

# Association in fortunate financial position



The association is once again in a fortunate financial position. The time to invest in the membership is when the general economy is slow.

This year we continued to spread the message to the public about the value of landscaping and using professional members. The amazing Landscape Ontario garden at Canada Blooms told the story of a caring professionals getting together to showcase how our industry enhances the quality of life. We continued this messag-

ing by focusing resources on the Landscape Ontario.com Green for Life website. Our members further reinforced the public benefit message through the many community-building projects outlined in the pages of this Annual Report.

We also focused on professional development activities with many programs aimed at helping members enhance their businesses.

On the financial side, we did well. We achieved retained earnings of \$108,475. We did better than expected at Congress, Garden Expo and *Horticulture Review* magazine. We invested in education and membership services.

The retained earnings were allocated to the following funds:

- Industry Development Fund: \$77,475. With the top-up, there is now

\$660,000 in this fund. This is reserved for priority projects of the board. It also serves as a contingency fund in case of unforeseen circumstances.

- Promotion Fund: \$6,000. This is a fund we use to allocate to chapters and sector groups for extra promotion. The \$6,000 was used to top up the fund to \$20,000.
- Technology: \$25,000. This fund is used to upgrade computer systems and software. We will be introducing a new membership card system early in the new year.
- Building Fund: Although we did not allocate any money to the Building Fund this year, there is a balance of \$871,543. It will be used in the future to enhance your headquarters as a professional development centre for horticulture.

It is also worth noting that the association 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.

As your treasurer, I am proud to be the steward of the collective finances of the association. There are few horticultural associations in the world that enjoy such stability.

*Respectfully submitted,*

**Dave Braun**

Treasurer 2011

## Executive Director's Report

# State of the industry



This year has been a challenge for many of our members. The wet and cold spring, was followed by searing summer heat discouraging garden and landscape activity.

Garden centre and grower members were hit the hardest. Contractors fared better, but found themselves far behind being unable to get onto muddy sites. The lawn care sector found it very difficult to keep up with the weeds and their customers' expectations. The fall was much better for many parts of Ontario, except Georgian Lake-

lands where members experienced prolonged periods of rain and one of the earliest snowfalls on record.

In response, your association hosted a number of think-tank meetings which featured excellent speakers and consultants. Stories and strategies were shared. We also focused our public messages on topics meant to stimulate demand for our members' services and products.

In tough times, the Landscape Ontario community becomes much more important. Challenges can bring out the best of people. It has been inspiring to observe the resilience and passion of the membership, and also the care that many of you have for each other — even as competitors. The contribution-ethic of the membership is legendary. The number of hours given to the association in pursuit of our common vision (to enhance the lives of our customers and to build a prosperous, professional, ethical, recognized and valued green industry) is immense. The amount of time, resources and money that our membership expends giving back to the community through chapter and individual projects

is truly amazing. Thousands have been touched by the generosity and goodwill of our members. These stories are highlighted throughout the pages of the annual report.

### A few highlights

Despite the weather and economic challenges, we managed to accomplish a great deal. The pages of this report are living testament to the enviable position we enjoy in having so many members, so engaged in advancing the industry and association.

### Prosperity through engagement

Speaking of engagement... This was the theme of President Tom Intven's presidency. His very clear message is that engagement unlocks the personal, professional, financial and social benefit available to you through membership. The more you become involved, the more you benefit. Members listened. There has never been a time with so many members passionately involved in Landscape Ontario activities. It sets us apart as an organization.

This marks the end of Tom Intven's presidency. He will now retire into the special club of Past Presidents (lifers) who continually support, guide, challenge and nurture new leadership. The torch has been passed to Phil Charal.

Tom was an excellent president. Part of his legacy will be the way he reflected the best of the industry's values and professionalism. Tom is a great listener. He is a very influential communicator. Tom has been an excellent role model. He is astute and professional in business and sensitive and caring in character. He reflected integrity, credibility and trust in all his association duties. He was an influential and inspiring president. I

felt very proud serving under Tom. I know you did, too.

## Members give back

I am always amazed and inspired by the willingness of the membership to contribute to their community. 'Giving back' is one of the best ways to communicate the culture of the industry, association and its members. Giving back during a difficult and challenging year makes an even stronger statement about the character of our membership.

Here are some examples:

### Windsor

The Hospice of Windsor – Chris Power took a number of us to see this refuge for those recovering from cancer and those in palliative care. On the same trip, we visited Olivia's Accessible Backyard. Olivia is 11 years old and relies on a wheelchair. Thanks to the Sunshine Foundation and Sasha Hunter (landscape designer at Garlatti Landscaping) and many other supporters, Olivia is now able to access and enjoy her backyard. A special accessible swing, surrounded by a bike circuit, is the centrepiece of this beautiful and fun garden.

### London

Adding to the tradition of building amazing community gardens like Banting House Museum and Victoria Hospital Butterfly Garden, the London Chapter, through the leadership of Grant Harrison, Mike Martins and Barry Sandler, have taken on the huge, ambitious and important London Veterans Memorial Highway project. They have committed to completing the landscape plan. This year, they planted 200 large trees with the assistance of many community volunteers and organizations. The project attracted great coverage from local and national media. They are now embarking on a plan to raise millions of dollars to plant thousands of trees in order to transform the highway into a fitting memorial.

### Waterloo

Golf proceeds were divided equally between KidsAbility, the annual School Greening Project and Waterloo Chapter's Education Fund. KidsAbility is a facility for children with special needs ([www.kidsability.ca/en/AboutUs](http://www.kidsability.ca/en/AboutUs))

This year's school yard project was at Elizabeth Ziegler School.

### Golden Horseshoe

Last year the Chapter donated proceeds from the chicken roast to a trust fund established for the children of Mark Smith (Marcus and Madison). Mark Smith was a hard working and dedicated employee of Scott's Landscaping, who at the age of 38 passed suddenly in the family home on March 10, 2010. In addition, the Chapter recently assisted an ALS patient

by building a ramp to make it possible to access his home. Walter Hassleman coordinated the project.

### Toronto

Members of the Toronto Chapter, in conjunction with the Starlight Foundation, were able to renew an old terrace/helicopter pad on the ninth floor of the Hospital for Sick Kids by building a total accessible space for children and their families to enjoy. The Dick Sale Memorial Golf Tournament raised approximately \$7,800, with proceeds to go to the Sick Kids Foundation.

### Upper Canada

In the Upper Canada Chapter, Dan Clost mobilized the membership to build a garden at the Centre for Community Living

### Georgian Lakelands

This Chapter completed a huge commitment to install the landscape at Gilda's House, a facility to house the families of cancer patients while they are undergoing treatment. The Chapter's annual food drive collected donations for the Elizabeth Fry Society in Barrie, as well as Thornbury in support of the Beaver Valley Outreach Program.

### Ottawa

Ottawa continued its tradition of community involvement. Members there maintained Cancer Survivors Park and Ronald McDonald House. They also participated in the annual Day of Tribute at Beechwood Cemetery, Canada's National Military Cemetery.

## Government relations

Our industry is Ontario's best kept secret. Few government officials or members of the public understand the huge economic, environmental,

social, recreational and other life enhancing benefits our industry provides. It is always good to tell our story. This year, we were fortunate to have the collective ear of many government officials. Here are a few examples:

Minister Jim Flaherty came to our Board meeting at Parkwood Estate (thanks to the work of Mark Humphries). President Tom Intven had the opportunity to introduce the Minister, and in his opening remarks shared industry statistics. Mr. Flaherty heard firsthand about the 170,000 people we employ and the \$14 billion of economic benefit we generate. Minister Flaherty picked up on many of these statistics in his own speech. It was wonderful to hear, "I did not realize you could save 25 per cent home energy costs through landscaping." Perhaps this will lead to a 'Landscaping for Energy Efficiency' campaign in the future. Perhaps we can get landscaping included in the government's energy-conservation rebate programs.

Minister of Natural Resources Linda Jeffrey participated at Canada Blooms, joined by mayors from all over Ontario. They experienced and



LO home office.

were inspired by the great gardens and plants at the festival. This event was organized by Denis Flanagan, as part of his public relations duties at LO.

We also met with the Minister and Deputy Minister of Agriculture, Minister of Tourism and Federal Minister of the Environment.

Another government relations highlight was being able to support Ottawa region MP Royal Galipeu in his effort to declare National Tree Day in September. We were elated when his Private Member's Bill made it through the House of Commons. Our membership picked up on this opportunity and participated in planting over 150 trees in local school yards in commemoration of Canada's first National Tree Day.

## Canada Blooms Landscape Ontario garden

I sent my counterparts across North America the time-lapse video of the Landscape Ontario Garden Build at Canada Blooms. <http://bit.ly/grdnbuild>

They could not believe that over 50 companies and over 200 volunteers would work together to build a magnificent garden showcasing the talent, creativity and character of the industry. The experience at Canada Blooms demonstrated the wonderful community spirit of our membership.

## Canada Blooms co-location

The co-location arrangement with the National Home Show will mean that we will be involved with the largest indoor event in North America. This will give us almost double the amount of visitors to inspire.

## Strategic plans and industry think tanks

In difficult times, associations become more important. No company is an island. Working within the framework of mutual improvement, benefit and interdependence makes life a little easier. This year we hosted two think tanks for sector groups that were hardest hit.

We also focused on renewing the strategic plan to continually enhance our relevance. Landscape Ontario's success is based on a service-oriented co-operative attitude, frequent plan reviews and delivering relevant activities. The tradition continues.

Our top priority is human resources/professional development. Michael Pascoe provided the leadership for renewing the long-term human resource plan (high schools and post-secondary schools) and Richard Rogers presided over the review of the professional development plan. We have great direction for the next five years. As part of the professional development plan, there is a renewal of the Prosperity Partners concept. Thanks to Hank Gelderman and Jacki Hart for assuming leadership duties on this important project.

Chapter/local relevance is another priority theme. Many improvements in chapter engagement were generated by the previous plan. The main driver of that effort was Paul Doornbos. Tim Kearney is now leading the renewal activities. In his spare time, Tim is also working on developing a company accreditation concept.

## World garden event, 2017

We are promoting the idea of hosting a world garden event in Niagara Falls in celebration of Canada's 150th anniversary. Michel Gauthier and Carol Cowan are leading this initiative. The idea is starting to gain momentum. The event will stimulate a great deal of economic, environmental, legacy and tourism benefit for the industry.

## Waterloo Champion Tree Hunt

Visit [treehunt.ca](http://treehunt.ca) to get an idea of what Phil Dickie, Mike Hayes and Greg Templeman were able to accomplish. Through the concept of a tree hunt, they mobilized many members of the community to search and measure the largest trees in the region. There were over 300 entries. The project raised awareness for the value of trees, the professionalism of our membership and the importance of community engagement. Through the

process, there is now a permanent record of some of the largest trees in Waterloo region. This concept may be expanded across Canada.

## New Landscape Ontario magazine (Horticulture Review)

*Horticulture Review* has been rebranded to reflect Landscape Ontario's new image. The seeds of this change were planted by the branding committee, who advocated a consistent look for all of our communications. The response has been very positive.

## Permanent horticultural research chair at Vineland

One of our goals was to raise \$3-million for a permanent research chair at Vineland Research and Innovation Centre. Although we were not able to raise that amount, Jim Brandle, CEO of Vineland, agreed to fast-track the position. The search is now on. The Ontario Horticultural Trades Foundation contributed \$100,000 and Landscape Ontario contributed \$160,000, by using a "Growing Capacity" grant. This position will accelerate innovation in our sector.

## Trial Garden at LO

The trial garden continues to expand. From the Highway 401, thousands of motorists are treated to a kaleidoscope of colour as they pass the home office. The open house events have helped expand the knowledge of plants to the trade and public. The trial garden is the living laboratory that informs our new plants issue of *Landscape Trades* and our new plant displays at Expo and Canada Blooms. Thanks to the dedicated team from the Grounds Management Group, led by Rodger Tschanz from the University of Guelph, for their contributions.

## Smart about Salt

This year we formed a new organization, the Smart about Salt Council. The founding members include the Region of Waterloo, Building Owners and Managers Association (Ottawa), Ontario Good Roads Association and Landscape Ontario. The purpose of the Council is to promote Smart about Salt accreditation. The program will increase professionalism in the snow and ice management sector, while improving stewardship practices and reducing liability. The program acceptance is beginning to accelerate. Thanks to Bob Hodgins for his leadership. Recently, Go Transit and the City of Ottawa joined the Region of Waterloo in endorsing the program.

## Salt rate research

Those of you in the Snow and Ice Management Sector are aware that exposure to slip and fall risk is escalating insurance rates. In fact, some major insurance companies will not insure snow operations, because of the claims. Many may also be surprised to learn that there are no scientific standards to guide the amount of salt required to keep parking lots and sidewalks safe. The Snow and Ice Sector Group, through the leadership of Robert Roszell, has initiated a research study at the University of Waterloo. Results should be available in two years. A standard rate will greatly reduce exposure to slip and fall claims. Funding partners include SIMA, Ontario Good Roads Association, TRCA and Landscape Ontario.

## Low impact landscape accreditation

This project was initiated by the Environment Committee. In a priority setting exercise, it was determined that emissions from vehicles and power equipment could be greatly reduced through an education and accreditation program targeting end users. In partnership with the City of Toronto and Ontario Parks Association, a best practices manual was developed. The manual is the foundation for a "train the trainer" program that will accredit candidates to deliver the training to employees. The pilot training project will soon be complete. The program design is

modular and will eventually include sections on fleet management, water management and soil. We will also incorporate an on-the-job training program meant to provide an effective and universal training process, no matter the content. Thanks to Paul Ronan and Steve Anderson for their leadership on this very important project.

## Research support

Thanks to the Farm Innovation Program and the Agricultural Adaptation Program, we have been very fortunate to be the agent for some groundbreaking industry-directed research projects. Here is a summary:

- Digital identification of pests
- Alternatives to ash
- Ontario-grown tree liners
- Black vine weevil control
- Verticillium wilt management
- Greening highways
- Boxwood blight
- Nursery and greenhouse sustainability
- Water quality and irrigation management
- Green roof technologies
- Biopesticides for grub control
- IPM in nurseries
- Steam solarization for weed control

These are my top 15 highlights for the year, however, many more activities are chronicled in this annual report.

It is important to add, we sometimes take many of our accomplishments for granted. It is good to remember that your association is one of the largest, most active, engaged and effective horticultural organizations in the world. We host over 150 seminars, organize two of the largest horticultural trade shows in North America, publish two excellent magazines, deliver relevant and popular conferences and symposia, co-founded the largest flower and garden festival in Canada and enjoy the participation of many engaged members who freely give their time and resources to the various boards, committees, chapters and sector groups that drive

association activities.

Many of you know that I often describe myself as the official observer. It is heartening to observe that younger industry members are starting to assume positions of responsibility, just as the seasoned members are stepping back to act as mentors. This is a very healthy situation. Even though we are seeing unprecedented change, extreme volatility in the economic markets and some insecurity about what the future holds, it is good to observe that the spirit of co-operation, mutual mentorship, contribution, passion for improvement, community building and good will continues to dominate the culture of our great organization. We can only grow more relevant, as long as we continue to follow our principles.

Recently, I had the good fortune of being invited by Humber College to attend a presentation from internationally renowned branding expert Martin Lindstrom. He compared a good brand to the attributes of religion.

This comparison resonated with me, because I have often observed the parallel between Landscape Ontario and a church, temple or synagogue. We get together to enhance each other's lives while working on improving the way we enhance the lives of our families, employees and customers. We enjoy a clear and profound vision. We encourage a sense of belonging and community. Our rituals (AGM, board meetings, chapter meetings, elections, etc.) provide the framework for our participation. We have many great stories to tell about each member's accomplishments and contributions in the service of advancing the industry and community. We are a refuge where members can share positive experiences and difficulties and where we learn from each other's successes and failures. We encourage a culture where friendships are nurtured. Many members share their positive interactions and encourage others to join. We use a common symbol to communicate the industry's benefit and legacy. We look for ways to influence the future in order to provide benefit to people we don't even know. We are always looking to make a positive difference and change the world for the better.

Landscape Ontario has had many years of success. As long as we continue to act like a church, we will enjoy many more.

On behalf of your staff at Landscape Ontario, we wish you a healthy, happy and prosperous 2012.

# 2011 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 CHT

**Past president/provincial board representative:** Mark Humphries

**Vice president:** Ed Hewis

**Secretary/treasurer:** Carol Fulford

**Directors:** John Fulford, Brian Baun, Norm Mills, Brian Marsh, Harry Van Staveren

The Durham Chapter held meetings on the first Tuesday night of each month at the Holiday Inn in Oshawa.

**September 2010:** Durham Chapter's Annual Barbecue was held at Kobes Nurseries. Overall it was a great turnout on a beautiful and sunny day, with 12 suppliers in attendance. Everyone enjoyed roast beef on a bun, corn on the cob and refreshments. The following from Landscape Ontario joined Durham Chapter members: association president Tom Intven, executive director Tony DiGiovanni, LO public relations director Denis Flanagan, and membership coordinator Helen Hassard. It was an afternoon of great food and networking opportunities.

**October 2010:** Sandy Smiles, from Durham Region Local Training Board, discussed the apprenticeship program. Les Jogoda, from the Durham Catholic Secondary School, discussed local grade 11 and 12 Landscape Design and Maintenance Program. Kelly Howe, from Employment Standards, outlined the responsibility placed on business owners regarding employment issues.



Minister of Finance Jim Flaherty and Durham Chapter past president Mark Humphries.

**November 2010:** Landscape Ontario and CNLA staff members were present at this meeting to discuss the benefits of Landscape Ontario. They also made a special presentation to the Thiebaud Family, in memory of John Thiebaud. A tree will be planted in the memory garden in Milton.

**February 2010:** The Chapter welcomed speaker Allan King from LEED - Leadership in Energy and Environmental Design. He addressed the topic of sustainability and the LEED certification, announcing the buildings in Toronto pursuing LEED certification. In attendance were suppliers Sheridan Nurseries, Arnts Topsoil, and Sinclair Cockburn. It was announced that Canada Blooms was being held at Direct Energy Centre from Mar. 17 to 21.

**March 2010:** We had a great turnout of 66 members to the March Chapter meeting, sponsored by Ontario Truck Training. Yvette presented special rates to LO members to promote the upgrade to the 'AR' class licence. Suppliers attending were Sheridan Nurseries, Vandermeer Nurseries, Kobes Nurseries and Battlefield Equipment. MTO announced updates to the Annual Inspection Sticker — gross vehicle weight sticker, dangerous goods, straps/chains and the three-year phase-out of two-way radios. Elections to the executive board remained the same, with no new nominations. Announcements at the meeting included Canada Blooms industry night, the youth fair hosted by Whitby, and the Scugog Spring Garden Show.

## Message from the president

It has been another successful year, and I would like to take the opportunity to thank all of the board members for their continuous support. Also, thank you to all the companies that donated items towards door

prizes at 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. And, a thank you to Carol Fulford, who always goes beyond the call of duty as treasurer to keep all of our meetings running smoothly and taking additional time to organize events for the Chapter.

As president of the Durham Chapter, I have enjoyed another year of being a part of our board. I am proud to announce that during my 2010 year, we have welcomed another addition to our family. On Nov. 13, 2010, our daughter Ava Scarlett was born! A sincere thank-you to the members of the Durham Chapter and their families for the thoughtful gifts and best wishes sent to April and I.

*Respectfully submitted,*  
**Greg Scarlett CHT**  
 President, 2010-2011

## Georgian Lakelands

**President:** Michael LaPorte CLT

**Vice president:** Jeff Lee

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

**Provincial representative:** Warren Patterson

**Treasurer:** Sheila Allin

**Directors:** Terry Kowalski, Gary MacPhail, David Emms, Lynne Barnes, Ken Adair and Gabriel Matamoros

The October Chapter meeting at the Meaford Golf Club featured J.Paul Lamarche as our guest speaker. It was attended by over 40 members. Brookdale Treeland Nurseries assisted the Chapter by sponsoring J.Paul, and members learned valuable information on how to build a better business and increase profits.

The November Chapter meeting was held in Wasaga Beach with over 30 members in attendance. The speaker, Mr. BOB from Cassels Marketing, discussed marketing and promoting your business...building word-of-mouth marketing that delivers warm leads. After the presentation, members socialized over sandwiches and sweets, discussing the season's successes.

In early December, the Chapter held its annual Christmas dinner in Barrie. To make the event truly successful, we added a casino night that was really well received. Everyone mingled and bid with their LO bucks and won some fantastic prizes. It was a great way to end the year with colleagues. Each year at the Christmas dinner, the board presents two awards, 'Volunteer of the Year' and 'Supplier of the Year.' This year the board selected Ross Allin as the volunteer of the year and the supplier of the year award went to Unilock, Barrie location. Congratulations to both our winners.

The Chapter kicked off 2011 at Congress in Toronto. Board and Chapter members volunteered their time to staff the Georgian Lakelands booth at Congress. We promoted Landscape Ontario Snow Day, LO membership within the Chapter, as well as showed off the new Chapter sponsorship trailer. From Congress, the Chapter picked up 24 new membership leads, signed two new trailer sponsorships, and encouraged all LO members to attend February Snow Day. We would like to thank the Georgian Lakelands Trailer sponsors for their support in 2011: Platinum sponsors, Atlas Block and Profleet Care; Gold sponsors, Clearview Nursery, Unilock and Solty Garden Centre; Silver sponsor, Botanix, Barrie's Garden Centre. The money raised from the sponsorship trailer is directed back into the Chapter for membership education and community projects.

Dig Safe was the hot topic at the February Chapter meeting in Barrie. Members received up-to-date information from Lori O'Doherty of the Ontario Regional Common Ground Alliance, regarding Dig Safe practices.

Landscape Ontario Snow Day is held each year in February. Members from Georgian Lakelands, as well as London and Toronto Chapters hit the slopes at the Alpine Ski Club in Collingwood. The 2010 Snow Day drew the highest attendance in the history of the event, with over 65 skiers and boarders. The sun shone, ski conditions were great and the fun races were a big hit. For many participants, it was like World Cup Racing. Sponsors donated amazing prizes for the après ski and Nick Solty provided the entertaining questions for the ski crowd. Until next year!

Standing-room-only was the result at the annual March MTO Chapter meeting. Over 120 members and non-members (both green industry and non-industry companies) registered for the MTO and general meeting held in Barrie's Innisbrook Golf Course. Hank Dubee from MTO outlined the new 2011 dos and don'ts. The presentation was informative, with Hank Dubee providing an over-the-top slideshow of actual traffic violations and the reasoning behind MTO laws. The refreshments were sponsored by Myke. Chapter elections were held for directors of the 2011-12 board. A number of members stepped forward this year with a couple of existing board directors retiring. We wish to say a BIG thank-you to Nick Solty, Terry Kowalski, Sheila and Ross Allin, Gabriel Matamoros and David Emms for their service on the Georgian Lakelands board. It won't be the same without you.

April was a very busy month with two Chapter events. Despite the dismal weather conditions, there was a great response at the first Landscape Contractors' Barbecue held at G.P. Masonry in Barrie. Although it was very cold, 40 local contractors came out to enjoy hamburgers, hot dogs and pizza. Thank-you to Peter Guanine of the Contractors' Sector Group for attending the barbecue. This event was a great way to meet old and new LO members.

Once again the Chapter hosted our annual food drive to collect donations for the Elizabeth Fry Society in Barrie as well as at a second location in Thornbury in support of the Beaver Valley Outreach Program. Botanix, Barrie's Garden Centre was the site in Barrie with a contractor equipment and event trailer prominently displayed. We would like to thank Botanix for donating food and beverages for the charitable barbecue.

We also hired a new Chapter coordinator, Lexi Dearborn. She has been with us for quite some time as a member and sat on the executive board. Lexi was the one who kept us organized and always knew who to call to get things done in a pinch. Lexi has great knowledge of how our Chapter works and where we need help. To say we couldn't have done all the things we do without her would be an understatement. Lexi has been a key person to keep our Chapter moving forward in line with our strategic plan. She has enabled our Chapter to stay connected with home office and to use resources that are there. We look forward to working with Lexi again this year.

*Respectfully submitted,*  
Michael La Porte CLT  
President, 2010-2011

## Golden Horseshoe

President: Fiore Zenone  
Past president: Tim Cruickshanks  
Provincial board representative: Brian Cocks CLT  
Vice president: Walter Hasselman  
Treasurer: Bruce Wilson  
Secretary: Paul DeGroot  
Directors: John Bos CLT, Patrick Evangelisto, David Pierce, Jeff Smith and Deanna Van Varik

The 2010 Golden Horseshoe Chapter Chicken Roast, as always, was a smashing success. Despite the dreary weather, the facility at Grand River Brick and Stone in Stoney Creek was packed. The kids were kept busy with

activities such as the bouncing castle, reptile man, flower planting, loot bags and gumball guessing contest. Kids weren't the only one taken care of at this event, with prizes that included a stone bench, a wheelbarrow, big screen TV and lots more. The buffet dinner was expertly cooked and served by the Chapter board members, who even constructed a barbecue shelter to make sure no one got soggy chicken. The event was not only a blast for all attendees, it served a great cause. All proceeds from the raffle tickets and gumball guessing contest were donated to the trust fund established for the children of Mark Smith (Marcus and Madison). Mark Smith was a hard working and dedicated employee of Scott's Landscaping, who at the age of 38, passed suddenly in the family home on Mar. 10, 2010.

**October:** The November chapter meeting was the kick-off to winter. Speaker, Jim Hornung Jr. of the Snow and Ice Management Association (SIMA), discussed snow contracts. The meeting was hosted by Duke Equipment and Hort Protect was the meeting sponsor.

**November:** Dave and John Wright of Wright Lawn Care Services shared their expertise with Chapter members. In addition, Eleanor Rebelo, training consultant for the Ministry of Training, Colleges and Universities, attended to register apprentices. The meeting was hosted by Cannon Nurseries/NVK Holdings.

**February:** This lunch meeting featured the Ontario Regional Common Grounds Alliance talking about locates. In addition, a representative from Bell Canada came to answer questions from the members. The meeting took place at Copetown Community Centre.

**March:** MTO representative Ian Walters assisted those in attendance on how to stay compliant with the rules and regulations put out by the provincial government. J.Paul Lamarche provided an afternoon presentation, outlining how to improve your business. All who attended felt this presentation was well worth braving the snowstorm that day. The meeting was hosted by Hamilton Builders' Supply.

**April:** Due to extreme weather conditions, the original MTO meeting held at Hamilton Builders' Supply did not receive the expected attendance numbers. To ensure all members had a chance to hear this valuable information, the Chapter board brought Ian Walters back for an evening barbecue and MTO presentation. Hamilton Builders' Supply once again donated the space to host this meeting.

**Annual golf tournament:** This year's golf tournament was a sold out shotgun style tournament held at Willow Valley Golf Course. The event raised thousands of dollars and brought 144 people out for a beautiful day of golf. Next year's tournament information will be available shortly.

*Respectfully submitted*  
Fiore Zenone  
President, 2010-2011

## London Chapter

President: Grant Harrison CLT  
Past president: Tim Craddock  
Secretary: Nicola Kemp  
Directors: Jan Hunter, Derek Geddes, Jarrett Woodard, Jason Zehr, Jerry Hakkers, Mike Martins

It was another beautiful day on Sept. 10 for the annual London Chapter Golf Tournament, held at Pine Knot Golf Course in Dorchester. Over 130 golfers enjoyed a day off work in the sunshine, as well as a fantastic dinner. A big thank you goes to all of our sponsors, with special mention to Stratford Farm Equipment.

**September 2010:** Michael Lewis presented the best methods to spend your advertising budget. Jim Graham from Try Recycle updated Chapter members on waste transfer issues.

**October 2010:** This salt management meeting prepared members for the upcoming snow season.

**November 2010:** This meeting, sponsored by Unilock, discussed the latest trends in hardscapes and permeable pavers.

**February 2011:** A seminar took place on website development and taking perfect pictures to showcase your business. This meeting was sponsored by Landscape Safety.

**March 2011:** Under discussion was 'how to utilize your LO membership perks.' Members found answers to questions on how use associate supplier discounts, online website profile, certification and more. There were also displays of new products from the London area. The meeting sponsor was OLS Canada.

## Veterans Memorial Parkway

The London Chapter joined the executive of the Veterans Memorial Parkway Community Initiative Program (VMP) with a clean and green initiative for the Parkway on Apr. 16. The Chapter has committed itself to future beautification of this parkway. This event was just the first step in an ongoing involvement.

## Big thank you to Wendy Harry

We are going to miss Wendy Harry as our Chapter Coordinator. She gave amazing support to our members and we look forward to her contributions as she remains a member in our Chapter.

## New Chapter coordinator

Carla Bailey joined the London LO team as Chapter coordinator in June 2011.

## Gardens of Distinction Tour

It was a gorgeous July day when over 130 people enjoyed the third annual Gardens of Distinction Tour, taking in 13 properties between London and St. Thomas. There was plenty to see and be inspired from the creations by London Chapter members. All the funds raised go to our next community garden project. We look forward to raising the stakes next year.

*Respectfully submitted*  
**Grant Harrison CLT**  
 President 2011



*London Chapter president Grant Harrison has some help from city mayor Joe Fontana digging in the first tree at the Veterans Memorial Parkway project.*

# Ottawa

**President:** Chris Burns CLT

**Vice president:** Ed Hansen

**Past president:** Sarah Johnston

**Treasurer:** Sundaura Alford CLD

**Provincial board representative:** Bruce Morton CLP, CIT

**Directors:** Jim Curran, Tim Dyer, Stacy Elliott, Bert Minor, Kelly Mulrooney-Cote, Patricia Stanish CLD, Chris Urquhart CLP

It's been another busy year for members in the nation's capital. Ottawa Chapter AGM took place on Jan. 18. Despite a snowstorm that day, 39 attendees braved the weather. This group included many past presidents and long-time members of the Ottawa Chapter. The AGM 2011 included a past presidents' luncheon, as well as a presentation from LO president Tom Intven, who spoke on his theme of 'Prosperity Through Engagement' and what it is to be a volunteer. Executive director Tony DiGiovanni spoke about human resources development, public relations and Chapter relevance, both involving Landscape Ontario and local Chapters.

Ottawa Chapter undertook a different approach to meetings this year. The lunch-and-learn meetings included speakers Mark Burleton, manager of grounds and greenhouses at official residences, National Capital Commission, and Mark Buchshon, Ottawa Construction News Group. This format offered members a chance to hear relevant speakers and network, while having lunch. This upcoming year, Chapter meetings are moving to a new location, the Royal Canadian Legion, Branch 641, in Barrhaven. The meetings will feature new speakers, lunch, and a chance to win one of two pairs of tickets to the Ottawa Senators, all free to members who pre-register.

## Annual Day of Tribute

This annual event was once again well attended by over 20 companies and 44 members at the National Military Cemetery at Beechwood. Military members who attended that day included Commander Marie-France Langlois, Deputy Director of the Directorate of Casualty Support Management, Chief Warrant Officer Dan Bradley, manager of the National Military Cemetery, and Warrant Officer David Hannigan, Canadian Forces Liaison Officer to Beechwood Cemetery. Dominique Boulais represented the Commonwealth War Graves Commission. Present from Beechwood Cemetery were Roger Boulton and Nicole Bedard. This event was initiated and is chaired by member Sharon Rouette-Urquhart and David Stewart. It is a great day, and great way for our members to give back to the military, our veterans and their families.

## GreenTrade Expo 2011

The 18th annual Ottawa Chapter GreenTrade Expo was attended by over 1,100 people and featured over 85 exhibitors. The day began with the MTO Snow Contractors' breakfast, featuring presenter Mark Stang from the MTO. He attracted a full house of 70 attendees, who benefited from hearing about the new legislation and hot button issues from the MTO official.

The Profit Builders' Luncheon featured keynote speaker Brian Kilrea, a member of the Hockey Hall of Fame and former coach and current general manager of the Ottawa 67's. A portion of the luncheon's profit was donated to the Brian Kilrea Teaching Room at the Children's Hospital of

Eastern Ontario by GreenTrade Expo chairperson and Ottawa provincial representative Bruce Morton of Greenscape Watering Systems. Kilrea also graciously signed copies of his new autobiography co-authored with James Duthie, *They Call Me Killer; Tales from Junior Hockey's Legendary Hall of Fame Coach*.

We also presented free business education seminars such as Landscape Management Network, Full Dimension Group, Peter Knippel Nursery's Joan Johnson, Workplace Safety Prevention Services Sheila James, and perennial favourite Bill Bitz's pruning seminar.

GreenTrade Expo 2012 will take place on Feb. 15, 2012, with preparation already underway. The excitement begins with the new location at the Capital Exhibition Centre, a brand new, state-of-the-art trade and convention centre near the McDonald Cartier International Airport in Ottawa.

## Certification

Certification of landscape trades took place again this year at University of Guelph — Kemptville College, on Aug. 11 and 12. On both days, 17 local candidates and many local members volunteered their time during the written and practical testing days. Thanks to many local associate and active members and volunteers who participated, ensuring success once again for this important industry event.

## Golf tournament

The annual Ottawa Chapter Golf Tournament took place this year at the Canadian Golf and Country Club in Ashton on Aug. 26. The 64 golfers and 85 attendees enjoyed the day at the golf course in support of the Ottawa Food Bank. This year tickets were raffled for the day's use of the celebrity hummer golf cart. Live music, a great meal, networking as well as great sponsorship and door prizes made the day of success. Ottawa Chapter is donating \$3,000 to the Ottawa Food Bank from proceeds of this year's golf tournament.

## Education

The winter seminars included Prosperity Partners Profitable Business with George Urvari, Landscape Design with Beth Edney, Container Gardening with Paul Zammit, WHMIS Training from WSPS Sheila James, and Pruning with Bill Bitz.

## Cancer Survivors Park

Chapter members continued to volunteer to maintain the gardens at the Cancer Survivors Park this season. This initiative, coordinated by Ed Hansen, Ottawa Chapter vice-president, had weekly maintenance visits provided by the following companies: Lindsay Landscape, Hansen Lawn and Garden, Terra Pro, Garden Creations, Clintar Landscape Management, Lafleur de la Capitale, Greenlife, Greenscape, Horticare, Manotick Tree Movers and The Professional Gardener.

In closing, I would like to thank our many local members who continue to volunteer their time and resources to the betterment of our association and community. We are fortunate to have such an involved membership group.

*Respectfully submitted*

**Chris Burns CLT**

President 2011

# Toronto

**President:** Lindsay Drake Nightingale

**First vice:** Arvils Lukss

**Second vice:** Allan Kling CLP

**Past president:** Fiona Penn Zieba

**Treasurer:** Sabrina Goettler CLP

**Secretary:** Janet Mott CLP

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

**Directors:** Christine Moffit, Janet Ennamorato, David Nemeth, and Mike O'Connor

The 2010-2011 season was filled with success stories for the Toronto Chapter. We continue to align our Chapter events with the Pillars of Prosperity – Sales Success, Financial Health, Operational Excellence, Customers for Life and Leadership. We also continue to 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 2010:** The 2010-2011 season began with a presentation on 'The Permit Process: How to Successfully Navigate Projects Involving Urban Forestry, Ravines, and TRCA Protected Sites.' This tenacious topic



*Rooftop garden at Sick Kids.*

was peppered with many questions from the audience.

**November 2010:** We were pleased to have Stuart Knight speak on 'The Art of Powerful Conversation.' This entertaining and thought provoking evening was well received by all in attendance. We are pleased that Landscape Ontario will be using the services of Stuart Knight at future events.

**February 2011:** Another successful full-day seminar on 'The Elements of a Successful Maintenance Business' involved presentations from Clarity for the Boss, Prosperity Partners, GroBark Soils, vehicle safety with the officers from MTO, and Workplace Safety and Prevention Services. There were over 50 participants at this year's workshop. We look forward to more information at next year's event.

**March 2011:** 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 continue to provide the wider community (local, provincial, and national) with an outstanding garden festival. Exceptional experience!

**April 2011:** This meeting was the very successful Annual General

Meeting and Suppliers' New Product Showcase, held at York Region Equipment Centre, with food sponsored by Unilock. We were fortunate to elect three new board members, as well as welcome a number of new members. It was a great evening of networking and sharing of product knowledge.

**June 2011:** Members of the Toronto Chapter, in conjunction with the Starlight Foundation, were able to renew an old terrace/helicopter pad on the ninth floor of the Hospital for Sick Kids by building a total accessible space for children and their families to enjoy. I would like to thank and recognize the following members or member companies: Designs By The Yard, Landscapes de Sol a Sol, Permalock, Armstrong Landscaping, Gardens in the City, Double Tree Landscaping, Dragonfly Features, Neighbourhood Landscaping, Urban Garden, Outside Pros, Christine's Touch, Landscapes By Lucin, Cypress Hills Landscaping, Tumber and Associates, Trillium Maintenance, and the following individuals, Michelle Arthur, Samantha Thomas and Adam Bonin. Please accept my apologies if I inadvertently missed your name. It is a truly beautiful space!

**July 2011:** Another successful Dick Sale Memorial Golf Tournament was held at Nobleton Lakes Golf Club. The event raised approximately \$7,800 with proceeds to Sick Kids Foundation. It is always an enjoyable day of golf, lunch, prizes and good fun.

**August 2011:** Again this year, the annual baseball tournament was held at Richmond Green in Richmond Hill. The tournament trophy was won for the second year in a row by Arbordale/Moonstruck. A terrific and delicious barbecue lunch was enjoyed by everyone, and as per usual, rain held off for all but the very last game. It was a great day.

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**  
President 2010-2011

## Upper Canada

**President:** Terry Childs

**Vice president:** Neil Bouma

**Secretary:** Dan Clost CHT

**Treasurer/Provincial board representative:** Paul Doornbos CLP, CLT,

**Directors:** Judy Bell, Ken Dehaan, Pamela McCormick CLP, Rick Murray, Sian Pritchard, Lisa Smith, Andre Ypma

It has been a very interesting year in the Upper Canada Chapter. The mantra of 'Relevance in our Community' resonated through the implementation of actions defined by our strategic planning sessions. That's newspeak for, "We talked about what we needed to do as Landscape Ontario members, and then we did it." Education, information and training became our focal points.

The first general Chapter meeting of the year centred on formal education paths and LO's role in developing those pathways. Representatives from three local school boards, Ministry of Training, Colleges and Universities (MTCU), apprentices, co-operative education students, the first Special High Skills Major (Horticulture, SHSM) student in our catchment, and a full complement of members came together to see how we all interact. How important was this seminal town hall-style meeting? The following results speak for themselves: a pilot project for SHSM; a first year intake of 18 Red Seal horticulture apprentices through Loyalist College; representation on the East Central Ontario Training Board (an MTCU funded board focusing on workers); a probable permanent train-

ing site for future apprenticeship programs, and a better understanding of how we all need to interact to achieve the mandate of Landscape Ontario. On a lighter note, LO president Tom Intven and executive director Tony DiGiovanni, who were present at the meeting to bring provincial greetings, were told that they could not talk as long as they wanted.

The first annual Training Days were initiated to allow smaller companies to have their employees attend both legally mandated and work-related sessions. Qualified instructors covered newly legislated Acts, lawn care equipment, skid steer certification and WHIMS. (A list of acknowledgements follows this report, but this is the place to express our appreciation to Terry Childs for offering up his workshops and offices.) Cost of these invaluable two-day training sessions? Donations to the local food bank.

Other training and information sessions looked at snow and ice management-budgeting, an LMN workshop on planning for profit, a workplace prevention safety presentation on new legislation and the most painless methods to achieve compliance, and — the second best attended session — the MTO meeting.

Upper Canada was also well represented this year at the CLT certification and testing days at Kemptonville College, Congress and Expo planning boards, as well as many other provincial committees.

Community relations had Upper Canada on local cable TV during the presentation of the 5th annual Commercial Beautification Trophy at a city council meeting. There were several articles in three local newspapers.

The annual golf tournament enjoyed its greatest participation and profit, thanks to the efforts of Paul Doornbos, Pam McCormick and Stephen Poole.

At the time of writing this report, the Chapter is involved in creating a sensory garden for Community Living Quinte West at its training site in Trenton. This will be a two-day build, involving many members, potential members and bucket loads of sweat equity from stakeholders. Politics and media types will be on hand on Oct 11 for the official unveiling; a good cause for a great community resource.

There are two exciting events in the planning stages for Upper Canada: a lawn care mini-expo and a garden centre formal evening.

On the organizational front, the Chapter has taken a good look at succession planning for the board of directors. The goal is to eliminate recreating-the-wheel syndrome for incoming members. The incoming board comprises an excellent mix of four new and six returning members. Employees of member companies have also played a significant role in day-to-day operations this year.

This is the best part of the report, revealing those who make our organization the special body of people it is. Thank you to long-time stalwarts for their years of dedication, and thank you in advance to you newbies for your willingness to step up to the plate. My utmost respect and admiration is extended to each of you. The Chapter gratefully acknowledges the work of provincial staff members, Sally Harvey and Helen Hassard, who were both instrumental in many of our successes. Martha Walsh from Ottawa Chapter receives kudos.

Personally, I need to mention the invaluable mentorship of Diana Cassidy-Bush and the guidance of Terry Childs and Paul Doornbos.

It has been a fantastic year. Much has been done, and much is left to do.

*Respectfully submitted,*

**Dan Clost CHT**  
Secretary 2010-2011

# Waterloo

**President:** Robert Tester  
**Vice president:** Randy Adams  
**Provincial board representative:** David Wright CLP  
**Treasurer:** Helmut Zgraja  
**Secretary:** Jeff Thompson  
**Directors:** Cor Bultena, Richard Burch CIT, CLP, CLT, Jason Dietrich, Don Prosser CLD, CLT

September's meeting saw Mark Bradley make a business presentation that was well received by our members. GroBark was the meeting's sponsor, promoting Landsource Organix and products. The presentation highlighted a job in N.Y. State.

In October, the Chapter meeting took the form of a tour of the Hanson Hardscape production facilities. Andre presented information on ICPI starting an Ontario chapter. He also presented information on upcoming trends in the segmental paving and wall products in southern Ontario.

November was the annual snow meeting, with the Kissner Group as the sponsor. Lackner McLennan Insurance's Tim Paulowski presented information on some pitfalls in contracts relating to insuring in the snow industry.

Our annual Fall Freeze-up dance was held with a few changes. We moved the social to Waterloo Inn, and everyone had a great time. It was a job well done by our organizing committee.

December was our annual social and meeting with National Leasing as the meeting sponsor. Landscape Ontario home office staff talked about marketing. Helmut cooked-up a storm on the barbecue with roast beef and roast pork. Irene once again provided the sweet table for all to enjoy.

January proved a very involved meeting for all who attended, as we had representatives from local cities to go over by-laws that have an impact on our operations. World Gym was our sponsor and introduced a group rate for all members in the Chapter.

February brought in Jeffery Scott to speak on marketing. Sponsors were Canadian Recycled Glass and Nutrite.

March saw the Ontario Regional Common Ground Alliance make a presentation to our members. We also ran training session for key staff members on how to read locate drawings. Sponsors were Transpave and Ferrell Brick and Stone.

In April, Edith George presented information on heritage trees and their value. Botany Bay Estate Perennials and Grand River Natural Stone were our sponsors.

Extra events this year for the Waterloo Chapter saw the 5th consecutive year of our school planting. This took place in April at Elizabeth Ziegler Public School, which received our green transformation to their school grounds. We also completed a project that was inspired by the staff and students at Waterloo-Oxford District Secondary School.

Once again the Chapter hosted a golf tournament with proceeds going to help our Chapter's greening initiatives, the Rotary Centre and the Hort Foundation. The home and garden show saw our members handing out tree seedlings to link us to the Green for Life.

Once again, our Chapter hosted the local competition among high school students in landscaping division of Skills Canada. This was our biggest event yet, with 13 teams competing from three school boards. Thanks all our sponsors and members who help judge and organize this event.

*Respectfully submitted,*  
**Rob Tester**  
 President 2010-2011

# Windsor

**President:** Mark Williams  
**Vice president:** Nino Papa  
**Past president:** Karl Klink  
**Treasurer:** Don Tellier CLT  
**Provincial board representative:** Garry Moore  
**Secretary:** Jay Rivait  
**Directors:** Chris Power, Doug Roberts, Chuck Pronger, Dan Garlatti  
 Regional outlook

We had a winter with lots of snow and quite cold, which is a little unusual for our area. The spring offered lots of rainy and cloudy weather, hampering retail garden centre sales. Landscapers found it difficult to complete projects with all the rainfall. There seemed to be plenty of work available, but that weakened as the cool, wet weather turned to very hot temperatures almost instantly, skipping spring entirely! Hard work and focus kept businesses in the game. Good luck and continued success to all.

## Volunteer renewal

All individuals in our area are tired, but at Landscape Ontario events our members came through with flying colours. All members who participate feed off of each other and a good time is had by all. Membership functions have countless benefits and hopefully all firms take the time to participate in some or all of Windsor's many events.

## Chapter meetings

The attendance at our Chapter meetings has continued to increase. We, as a board, are not sure if it is the meeting topics or the free food! We always leave time for questions and social interaction.

**October 2010:** A group of over 50 people gathered at Garlatti Landscaping for this year's Awards of Distinction presentation and barbecue social. It was a great evening of socializing and a chance for everyone to view some of the spectacular work from local companies. We are so proud!

**November 2010:** This meeting was well attended with 30 members for dinner held at Dominion Golf Course. An excellent presentation on snow and ice/salt applications was made by Robert Roszell, the chair of the salt research committee of LO Snow and Ice Sector Group.

**January 2011:** A lunch meeting was held at the Dominion Golf Course with 28 members in attendance. John Lavoie of Unilock made an informative presentation on hardscapes and surface water control on interlocking stone. It was most interesting.

**Newsletter:** Once again, Jay Rivait has not let us down and continues to keep everyone informed and up-to-date. We can't thank you enough, Jay, for a job well done!

## Chapter helps community

We helped the Town of Leamington with a plan to replant trees that were destroyed by the June 2010 tornado. The trees were located in various parks and boulevards. The plan was donated to the town and then many of our members tendered the replanting process. Multiple firms received work from this project.

Our members continue to do outstanding work and are recognized each year at our Awards of Excellence presentations, held in October. Many businesses bring their employees to this premier event. Respect and appreciation for all talent and efforts are experienced at this event and it is one meeting you do not want to miss.

Great pride can be taken from Chris Power and his volunteers from Windsor Chapter for the hospice project. Its beauty is appreciated and admired by all, and it is a huge legacy with great accomplishment for the Windsor Chapter.

July saw the Windsor Chapter come together for its first annual baseball tournament. Lots of great fun and relaxation were experienced by the 60-plus people who participated.

Our Bob Girard Memorial Golf Tournament, held in September, was a huge success, even though the event was rained out. Sixty-plus golfers joined us that day with many sponsors and door prizes. Orchard View Golf Course staff cooked a great steak barbecue meal that was enjoyed by all. The rain didn't dampen the fun and social time for all those who took the time to attend. Windsor Chapter has a few members who always step up and contribute so much. Thank you!

As a Chapter, Windsor took on a project to make a backyard wheelchair accessible for a young girl named Olivia. Without these members, this dream of being able to enjoy the outdoors would not have been realized. Windsor Chapter really can make a difference!

Plans are well underway for Windsor Chapter to be involved in an upcoming home show event. We will enhance certain areas of the show, as well as provide an educational/informative source. The members

along with St. Clair College horticulture students will participate.

## President's closing remarks

First, I must say a huge thank you to all the members who have decided to get involved and volunteer their time and skills to this Chapter. Just when you think things might go soft, many people step up to carry this Chapter to a new level. The members just keep trying to improve, and it is amazing! Thank you to Jay Rivait for the amazing newsletter; there's no shortage of correspondence in this Chapter. I encourage all members to continue their involvement. Everyone watch for his newsletter and please come out to our next function. Our Chapter does make a difference. Please get involved!

*Respectfully submitted*

**Mark Williams**

President 2010-2011

# 2011 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:** Michael Van Dongen

**Provincial board representative:** Bob McCannell

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

The Garden Centre Sector Group members demonstrated this past year how resilient and adaptive we all can be.

The Garden Centre Symposium at Expo 2010 featured presentations on how to improve and expand garden centres, including layout, merchandising, web presence and product offering. Judy Sharpton, Doug Green, Eve Tigwell and Tom Intven captivated a roomful of owners and managers, who despite an economic downturn, were invested in the growth and improvement of their respective garden centre.

The Garden Centre Sector Group was also happy to release the Employee Manual, which the group commissioned and made available free of charge to members. This template manual allows for customizing policies related to government standards, and unique procedures specific to the improvement of retail and garden centre operations.

CNLA and Garden Centres Canada, under the leadership of chair Anthony O'Neill with the support of Landscape Ontario and the Garden Centre Sector Group, had a tremendous year in regards to the improvement of independent garden centre and public awareness. CNLA conducted its third annual inspection program with Eve Tigwell, which focuses on the quality of the garden centre experience. National Recycle

Week, in its second year, diverted even more plastic and gained increased public press coverage. Finally, this year the Garden Centres Group was happy to support the first annual National Tree Day on Sept. 21.

## Adverse conditions

The year 2011 was the wettest spring on record, and was also one of the hottest and driest summers in many years. These adverse conditions for Ontario garden centres demonstrated the sector's resilience. The Garden Centre Sector Group reacted by hosting a free event with guest speaker Judith Guido, who focused on how to improve our industry, company brand image, and where to grow in the future.

Over the next year, the Garden Centre Sector Group will once again show its adaptive abilities. In reaction to member demand, we moved the 2011 Symposium program to the morning of Expo, which over a warm breakfast, will feature a presentation by Karl Stensson, 'Taking a Good Garden Centre and Making it Great.' The committee will also work on the program, 'Improvement of Garden Centre Staff,' by redeveloping the retail certification program to make it easy and accessible to train within the garden centre industry. We will also look at ways to expand the inspection program for our members and improve on industry knowledge and idea sharing. We greatly appreciate input from anyone, and welcome the participation of members in our committee meetings.

*Respectfully submitted,*

**Michael Van Dongen**

Chair, 2010-2011

## Grounds Management

**Chair:** John Hewson CLP/ Mike DeBoer CLT

**Provincial board representative:** Brian Marsh

**Members:** Carmine Filice CLP, Anthony Kampen, Jeff McMann CLT, Dean Schofield, Rodger Tschanz, Jay VanGelder

This is the fifth year of the Trial Gardens at the Landscape Ontario home office site, under the supervision of Rodger Tszanz 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 the Trial Gardens included a display that featured a bed of kalanchoe in the centre of the site by Balfour Greenhouses. A two-day open house event had over 80 industry members attending on the Friday, with the public open house on the Saturday, with over 175 attendees. Visitors came from as far as New York State. On the Saturday, the open house presented an 'ask-the-expert' booth with representatives from the Master Gardeners of Ontario. Thank-you to all sponsors of this event who ensured that was a great success. The new varieties were scheduled for display at Expo 2011, and Congress 2011 in the New Product Showcase.

The Sector Group's vision statement is, "A prosperous, professional, ethical, recognized and trusted Grounds Management Sector."

The group worked on and discussed the following issues:

- Develop a strategic plan through SWOT (Strengths, Weaknesses, Opportunities and Threats).
- Benchmark projects/charting accounts by developing a program that includes: overhead, sales per truck, sales per day, productivity ratios, etc. The Group will review in 2012 to see if this is still required by industry.
- Develop a communication plan. Who is our customer? What is our story? Possible delivery systems of this information. It was agreed that Canada Blooms was a good venue.
- Emissions. The Group invited distributors and manufacturers of grounds equipment to a special meeting to discuss reducing emission.
- Special project to energize the sector. The plan is to develop a set of low impact guidelines for the property management industry (Green Guidelines). The guidelines would act as a pre-qualification device. Jeff McMann is spearheading this project with input from the rest of the Group.

*Respectfully submitted*

**John Hewson**  
Chair

## Growers

**Chair:** Mark Ostrowski

**Vice-chair/ Provincial board representative:** Gerwin Bouman

**Treasurer:** Bill Putzer

**Members:** Jamie Aalbers, Dave Braun, Harry Devries, Tim Dyer, Cameron Fordyce, Jeff Gregg, Jennifer Llewellyn, Glen Lumis, John Moons, Fred Somerville, Melissa Spearing, Christine Stein, Dave Tillaart, Alex Verbinnen, Rita Weerdenburg, 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 with a very successful annual Nursery Growers' Tour on Sept. 16, 2010. Over 120 people climbed aboard two charter buses to visit six sites in the Niagara area. Host sites included Connon Nurseries/CBV Holdings in Waterdown, Blue Sky Nursery in Beamsville, Vineland Research and Innovation Centre, J.C. Bakker and Sons Nursery near St. Catharines, Mori Nurseries at Niagara-on-the-Lake, The Ice House Winery and Niagara Parks Botanical Gardens. Great weather and excellent camaraderie were shared by all with the help of sponsors ASB Greenworld, Gro-Bark Ontario and Plant Products.

Our fall dinner meeting was held Nov. 3, 2010, at the Oakville Quality Inn.

Attendees enjoyed networking with industry peers over refreshments and dinner. Mario Lanthier of CropHealth Advising and Research spoke about pest management in Canadian nurseries. This was followed by Ken Rounds of Ethosolar, who gave an informative overview of solar energy options. He also provided information about the Ontario Power Authority incentives to promote solar energy installations



*Industry open house at LO/University of Guelph trial gardens.*

through the Microfit program.

The Growers' research subcommittee is successfully identifying important projects that align with our key research and industry development priorities. They work directly with horticultural researchers and collaborate on improving best management practices. Leveraging research and development monies available from government programs, this group is marshaling several projects that include highway plantings, alternatives to ash and Norway maple, water quality and usage, biocontrols, fertilizer application, integrated pest management and disease suppression. Thanks go to Alex Verbinnen, research subcommittee chair, and his group of committed growers.

A think tank session with industry owners and operators was held on Jan. 25, 2011. Moderated by Tom Intven, this forum's objective was to encourage an exchange of ideas among businesses to help address the economic challenges facing our industry. Several speakers, including guests Debbie Lonnee from Bailey Nurseries in the U.S. and John Chisholm from S.B. Partners, gave their perspective on stimulating prosperity within the framework of a slowing economy. Discussion and several action items revolved around stimulating demand, operations improvement, public and government awareness and finance-related ideas.

Jeff Gregg is the chair of our Safety Subcommittee. The group has made significant progress working with Sally Harvey and Workplace Safety and Prevention Services to establish a nursery-specific safety training program. This adds great value and will make a positive difference in promoting safety in the industry. WSPS is developing the workbook and organizing education sessions for this winter in partnership with LO.

The annual Nursery Growers' Short Course was spearheaded by Jennifer Llewellyn and Glen Lumis again this year, on Feb. 9. Well over 200 growers gathered 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. Thank you again to all of the generous sponsors who helped with the food and speaker costs.

This year's Research Auction was hosted by Blue Sky Nursery. Many made the trip to Beamsville on a beautiful, hot day to bid on top quality plant material, landscape supplies and equipment. Thanks again to all of the bidders, sponsors, volunteers and staff for making it a successful day. Great food and fun were enjoyed by all who participated, raising \$20,000 for our horticultural research and scholarship program.

Many individuals work countless hours to ensure that this industry continues to be a vibrant, successful and fun sector to work in. I would like to personally thank all of the directors, volunteers, sponsors and staff who support this group and make it a pleasure to serve.

*Respectfully submitted,*  
**Mark Ostrowski**  
 Chair, 2010-2011

## Interior Plantscapes

**Chair:** Stephen Schell CHT

**Provincial board representative:** Stephen Schell

**Members:** Hella Keppo CHT, Fred Prescod CHT, Phil Van Alstyne CHT, Nanthakumar Paramanathan

On October, 2010, we held the second Interior Landscape breakfast during Expo at the Toronto Congress Centre. The theme was Environmental Design, featuring guest speakers, Kathy Fediw and Joanne Young. Sponsor this year was Westbrook. The presentation was held at the Green for Life Stage with 40 participants.

The group reviewed the logistics of the seminar, and it was decided that something different is required for Expo 2011. The theme agreed upon was Living Walls.

### Other initiatives

- The Sector Group became a member of Green Plants for Green Buildings. This allows access to numerous training programs and marketing promotion material.
- Redeemer College was contacted to determine opportunities to work with the school to provide a marketing plan for the industry. This would be part of the school's curriculum.
- On the issue of Certification, the Group will work with PLANET to finalize the interior manual.

The committee will discuss ways to revitalize the Interior sector in 2011-2012.

*Respectfully submitted*  
**Stephen Schell CHT**  
 Chair 2010-2011

## Irrigation

**Chair:** Chris LeConte/John Lamberink CIT

**Members:** Robert Cooke, Louise Cottreau, Chris Davies, Brian DeCaluwe CIT, Alan Driedger, Andrew Gaydon, Kara Gibbons, Gillian Glazer, Steve Macartney CIT, Roy Neves, Mike Ross, Tony Serwatuk CIT, Gary Supp, Henry VanHengstum CIT, Neil Whitehall CIT, Chuck Yates CIT

The Irrigation Sector Group hosted the annual Irrigation Conference at Congress 2011 on Jan. 10. The theme of the event was Get Smart about Irrigation. It was a full-day conference with dynamic speakers and topics, which were well received by the 110 participants.

### Projects/events

- Education: CIC, CID, CLIA, CLEA; promotion of educational opportunities and certification
- Developed a two-day boot camp, scheduled for April, 2012
- Water Stewardship Awards of Excellence; review the criteria and update
- Marketing of the sector through the website
- Promote Smart Irrigation Month in July of each year
- Participate in the 2012 IPM Symposium, Benefit of Green Infrastructure
- National Electrical Code and how it affects the sector
- Irrigation Conference at Congress 2012

The irrigation industry is under increasing scrutiny from policy makers and environmental groups and the Irrigation Sector Group is keeping abreast of the situation.

*Respectfully submitted*  
**John Lamberink CIT**  
 Chair 2011

## Landscape Contractors

**Chair/Board representative:** Peter Guinane

**Members:** Thomas Blatter CLP, Brian Clegg, Charlie Dobbin, Janet Ennamorato, Harry Gelderman, Steve Hary, Ryan Heath CLP, CLT, Barry Horczyk, Arvils Lukss, Brian Marsh, Arthur Skolnik

I would like to thank all of the members of our committee for the time they contributed to the Landscape Contractors Sector Group.

The annual lecture series was held in conjunction with Industry Night at Canada Blooms on Mar. 17. Speakers were Mark Hartley, who presented designs of private residential gardens located in the city and in the country, and Mark Bradley, who talked about the designs and construction of his award-winning projects. Special thanks to the sponsors of the event: Beaver Valley Stone, Dufferin Aggregate, Eloquip, Gro-Bark, and Unilock. Over 100 attended the event, enjoying the presentation. Everyone then joined the Industry Night celebration and Canada Blooms Awards program.

For the 2012 Lecture Series, the group decided to change venue and date to revitalize the event. It will be held on Feb. 22, at the Toronto Botanical Gardens. Speakers will be Haig Seferian and Terry McGlade. Although there is no charge for the event, the Landscape Contractors Group is asking for a donation of canned goods or funds. All proceeds from this event will be donated to the re-planting efforts in Goderich.

The Landscape Contractors Group assists with the feature gardens at Canada Blooms, reviewing the 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 2011 Canada Blooms show at the new location – Direct Energy Centre – was a great success, featuring everything on one floor level.

Following the completed negotiations with the National Home Show, the 2012 Canada Blooms will take place over 10 days. The Landscape Contractors will continue to assist with the feature gardens.

Items of interest

- Landscape Contractors' newsletter focuses on the issues pertaining to contractor sector.
- Work to increase the number of members in the group. It was decided

to try to include representatives from all chapters, ensuring the group's membership captures the needs of the sector. Group members will visit all chapters and make a presentation.

- How to promote sector to the consumer. Discussion took place on the 'Selecting a Landscape Contractor Brochure' to incorporate all aspects of the horticulture industry. It was felt the best venue for distribution to consumers is Canada Blooms.

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

*Respectfully submitted*

**Peter Guinane**

Chair, 2010-2011

## Landscape Designers

**Chair:** Tony Lombardi CLD, CLP

**Provincial board representative:** Beth Edney CLD, Paul Brydges OALA

**Treasurer:** Fred Post CLD

**Newsletter editor:** Jennifer Hayman

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

The Landscape Designers Sector Group hosted the annual conference at Congress on Jan. 10, 2011. The full-day event had guest speakers Ron Koudys, Jeff McMann, Wendy Shearer, Rosalind Reed, Dave Maciulis, Beth Edney and Paul Zammit. They were well received by the 175 people in attendance.

We would like to thank our sponsors: Blue Sky Nursery, Unilock, Rockdeck, HGH Granite, Dynascape, Betz Pools and CNLA. Added to the conference was a special area where sponsors of the event had tabletop displays and were able to network with participants.

The conference committee members are Jodie Munshaw CLD, speaker coordinator; Chris Mace, sponsor coordinator; Catherine Geratts, décor coordinator; and Kristen McIntyre CHT, event coordinator.

The Group also hosted a Designers' Breakfast at Expo in October, 2010. This session was held at the Green for Life Stage, with 70 participants. Guest speaker was Theresa Syer, whose topic was *Wow your Clients with Great Service*. This event was sponsored by Connon Nurseries/NVK and Gibsan Pools.

Because of the success of the conference and breakfast, the Landscape Designers Group plans to continue hosting both these events.

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

The Group is working on the following projects/events:

- The CLD committee continues to spend time on the exam and portfolio reviews. Discussion on the process, standards and education opportunities is ongoing. The Group is also working on the manual, which is due for completion and release in time for the 2012 Landscape Designers Conference on Jan. 9
- OTS Student Design Competition
- A review is underway of the present strategic plan and update to accommodate for the development of the CLD and its progress as the official nation-wide designation for landscape designers
- Participate in the 2012 Canada Blooms garden build

*Respectfully submitted*

**Tony Lombardi CLD, CLP**

Chair, 2010-2011

## 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

Last year continued with government issues at the forefront of many meetings. This included the eco-fee on fertilizer and water quality issues pertaining to fertilizer usage.

The eco-fee issue resolved itself with the backlash of public pressure. The recycling of fertilizer bags is still a potential problem, as some avenues for recycling disappeared with further discussions.

We met with Canadian Fertilizer Institute about fertilizer usage and ground water quality. The approach of the Institute has a familiar feel as Crop Life's did to the pesticide industry. There is concern on this direction that will potentially once again leave only lawn care operators protecting products. We created a sub-committee to promote the benefits of turf. This committee is working in conjunction with the sod growers on plans to have a nice display at Canada Blooms in 2012.

There is still no legal method to control chinch bugs in Ontario. The rumours of new products coming to the market continue, but there is nothing yet. A letter was sent to the Minister of the Environment about the lack of products and potential easing of the rules on class 11. A meeting followed with the ministry staff in the spring to address the lack of products coming to the market, but it was not very successful. Government officials said that companies that want to bring products to Canada should talk to them before the PMRA to see if it will be suited for class 11. This emphasizes the lack of science used in the formulation of the regulations and classes.

The use of the product Fiesta has been tough this year, as price is still an issue and re-growth continues to be a problem.

*Respectfully submitted,*

**Steve Tschanz**

Chair 2010-2011

## Lighting

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

**Members:** Pamela Bingham, Gillian Glazer, Carl Hastings, Leon Hordyk, Raymond Josephian, Cory MacCallum CIT, Ken Martin, James Solecki, Joe Willemse, Corey Yourkin

Training and certification were priorities this year. The group worked to develop a training manual for a written Certified Landscape Lighting industry test and practical test stations. This is ongoing.

The group is still working on the main issue for this sector, Electrical Safety Authority (ESA) regulation. The goal is to have ESA recognize the competency, credibility and professionalism of the Certified Landscape Lighting industry. The members are still active, and await information and confirmation in regards to the *Act*. So far, there has been little movement. Note, permits and inspections are now required for all jobs.

The Sector Group hosted the annual Lighting Symposium and Trade Show at Grand Chalet in Milton in February, 2011. It was decided in 2010 to change the venue to accommodate more participants and exhibitors. Over 110 participants and 12 exhibiting companies attended the event, which was deemed a great success.

Other priorities include a communication newsletter and creating a brochure with promotional material to help a Lighting Contractor.

*Respectfully submitted,*  
**John Higo**  
 Chair, 2010-2011

## Snow and Ice

**Chairs:** Edward Hewis/John Fulford

**Committee:** Randy Adams, Vince Arone, Gerald Boot CLP, John Buikema, Carmine Filice, Steve Hary, Mark Humphries, Keith McDow, Jim Monk, John O'Leary CLT, Darren Rodrigues, Robert Roszell, Bob Tester, William Tiemersma, Martin Tirado SIMA

This year the group continued to

- Create and implement standard record keeping forms
- Adopt and promote the Smart about Salt program as a benchmark for good practices
- Revise the current Landscape Ontario Snow Contract
- Investigate insurance coverage

The annual Snow and Ice Symposium/Trade Show was held in Kitchener/Waterloo in September, 2010. Landscape Ontario, OPA and MEOA partnered on the event. There were over 300 attendees at the event.

The group is working on the following projects/issues that include:

- a) Chloride Research Project – Dr Liping Yu of the University of Waterloo
- b) Smart about Salt accreditation
- c) Review of the contract
- d) Insurance issues
- e) Review of strategic direction

The *Optimum Salting for Parking Lots and Sidewalks* report by Liping Yu and Raqib Omer, both of the Department of Civil and Environmental Engineering, University of Waterloo, continued its research to develop a better understanding of the conditions that influence the effectiveness of various commonly used deicing and anti-icing treatments for parking lots and sidewalks, and to develop knowledge for optimum selection of materials, application rates and techniques.

Robert Roszell attended the International Conference on Road Salt and reported back to the group on what took place during the event.

*Respectfully submitted,*  
**John Fulford**  
 Chair 2011

# 2011 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

**Chair:** Paul Doombos CLT, CLP

**Members:** Darren Bosch, Diana Cassidy-Busch CLP, Phil Dickie, Tom Intven, Tim Kearney CLP, Shannon Lindensmith, Steve Macartney CIT, Bob McCannell, Jim McCracken, Mark Ostrowski, Alan White

As envisioned in the marketing plan drafted several years ago, LO's Green for Life brand has now taken on a life of its own.

The centrepiece of the initiative, the consumer-targeted website [www.landscapeontario.com](http://www.landscapeontario.com), continues to connect consumers with LO members. People may search for LO members who provide services within a consumer's locale. The search links inquiries to customized member profile pages. Some members have reported receiving valuable referrals from the website. The site also serves to inspire consumers on the beauty and benefit that is provided by horticulture.

Member volunteers who created the program in 2008 had, among their many goals, the objective of creating a sustainable industry pro-

motion to drive demand, should the economy soften. Their vision and commitment deserve immense gratitude, as Green for Life continues to strive to do exactly that.

As hoped for, members are co-branding their companies, and building the GFL brand across Ontario with vehicle stickers, as well as logos on print and electronic promotions. The brand is front-and-centre at all LO events, including our trade shows. Exposure is further reinforced at the chapter level. LO's trade publications also help spread the Green for Life story.

Landscape Ontario's leadership has now inspired other provinces across Canada. We created Green for Life, and it fits LO's values to share the program with our sister associations. Our program has been gratefully adapted and integrated by British Columbia, Alberta, Manitoba, Saskatchewan, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador. The program also inspired a very successful tree-planting event in Minnesota.

LO members, especially through their chapters, already perform an impressive amount of community service work. Now that work is aligning with the spirit of Green for Life.

LO utilizes Denis Flanagan as our public spokesman, supplemented by his many contacts. He makes countless live, TV and radio appearances across the province and Canada. In addition, he is a leader with organizations including Communities in Bloom, Canada Blooms, the Ontario Horticultural Society and others. His public relations activities, in accordance with the Green for Life brand's focus, are now supporting our many community initiatives.

Landscape Ontario's presence at Canada Blooms 2011 was the association's largest-scale statement ever, all built around the Green for Life

brand. LO's 10,000-sq. ft. garden greeted every visitor at the show's entrance. This garden exemplified the "culture" of Green for Life, with over 40 member companies and 200-plus volunteers coming together to show our pride in promoting our industry, by working together and checking egos at the door. Dream landscapes and new plants were featured at the show in *Garden Inspiration* magazine, flip side of the Canada Blooms show guide, to give visitors a take-home reference on how to beautify their landscapes, and connect with LO members. The GFL brand was also promoted through extensive media coverage built around the show.

Special funding to implement Green for Life expired at the end of the last fiscal year. This year, our branding initiatives were integrated with LO's general operating budget. Thanks to my fellow committee members for guiding our public image in such a positive, productive direction, and thanks to all who implemented the program with an eye for effectiveness and good value. The challenge for the association now is to ask the question, "Does this fit with our brand?" for all strategic initiatives going forward, and to have the courage to continue moving forward with those initiatives that fit.

*Respectfully submitted,*  
**Paul Doornbos CLT, CLP**  
 Chair 2010-2011

## 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

We are making slow but steady progress in developing the Landscape Ontario home office. Last year our committee recommended that we keep 10 of our 48 acres. The board agreed. We are now in the process of preparing the surplus lands to enhance its value, if and when we

decide to sell. We hired a development consultant to help us through the process.

In order to maximize the value, we will submit a Draft Plan of Sub-division to the Region of Halton. The Draft Plan will be circulated to a wide number of agencies for comment. After the circulation period (and revisions to the plan if required by the reviewing agencies), draft plan approval is given by the Region. Draft approval states that the plan may be registered and the lots created, subject to a series of conditions. When all of the conditions have been fulfilled, the plan is registered and the individual lots sold.

The process includes preparation of items such as, proposed road locations, functional servicing plans, topographical survey, archaeologist report, biologist report, etc.

The home office continues to be well used by the membership. We host over 150 seminars and countless meetings. We also expanded the Trial Garden area this year. It acts as an outdoor classroom for new varieties of annuals and perennials. The garden's open house events for the public and trade continue to become more popular each year. The colourful garden attracts a great deal of attention from the highway.

We also landscaped around the Union Gas transfer station, using many different types of native plants. The plantings have been designed to be used for certification testing.

We look forward to renovating the main building as soon as the surplus lands are sold.

*Respectfully submitted,*  
**Karl Stensson**  
 Chair 2010 - 2011

## Canada Blooms

**Co-Chairs:** Jeff Olsen and Heather Fuller

**Directors:** Everett DeJong, Suzanne Drinkwater, Jill Fairbrother, Michel Gauthier, Peter Guinane, Tim Kearney CLP, Mary Jane Lovering, Janette MacDonald, Lawson Oates, Janet Rowley, Jacqueline Tilford-Clarke



*The Green for Life garden at Canada Blooms inspired visitors with the beauty and benefits of green infrastructure.*

The theme for the 15th annual Canada Blooms Flower and Garden Festival was Rhythms. It was a perfect complement to our collaboration with the Juno Awards and its 40th anniversary.

Canada Blooms and five talented members of Landscape Ontario created garden tributes to previous Juno award winners with the creation of beautiful gardens to reflect each artist's particular style and genre. We thank Jilly Black, Carolyn Dawn Johnson, Sarah Harmer, Ben Hepner and the family of Oscar Peterson for their participation.

Held at the Direct Energy Centre for a second year, Canada Blooms featured over six acres of colourful gardens, 100,000 square feet of marketplace

and 200 hours of guest speakers, workshops and demonstrations over five days in mid-March.

A spectacular entrance garden was created by the Landscape Ontario Green for Life team, headed by Tim Kearney and designed by the Haig Seferian team. The build team consisted of over 50 companies, 200 individuals and hundreds of thousands of dollars of material and labour. Once again this year, each Chapter in LO was represented. The Green for Life garden showcased a multi-coloured floral wall, gentle water feature, with an area to sit and relax under the 10 foot high trees in beautiful planters, all giving a park atmosphere. The garden also featured plant material selections for green roofs.

Canada Blooms 2011 was attended by over 90,000 enthusiastic guests. Attendees came from across Ontario, other Canadian provinces, the United States, along with international visitors from the United Kingdom and Europe.

The marketing plan for the 15th anniversary celebrations involved Canada's top media organizations, including *The Toronto Star*, Rogers and CTV. Canada Blooms presented a pull-out section in both *The Star* and new partner *Metro Newspaper*, as well as extensive online promotion. This year Canada Blooms participated in a provincial transit shelter campaign with the support of the Ontario government, which attracted more guests from outside of the GTA to visit the host City of Toronto.

A big thank you is extended to all our sponsors, growers, greenhouse operators and horticultural suppliers who generously donated funds, time, services and supplies to ensure the growth and success of Canada Blooms. We thank them all for their continued support.

We also would like to thank the over 1,200 volunteers, who donated numerous hours doing many different jobs: greeting the buses, handing out the show guides, assisting with the build of the gardens, introducing guest speakers and answering questions from attendees. Without these volunteers, Canada Blooms would not be what it is.

The year 2012 will bring some major changes for Canada Blooms, as we co-locate with the National Home Show, Canada's largest home show to create the largest home and garden event in North America. This new 10-day event from March 16 to 25, is expected to see a huge crossover attendance, allowing Canada Blooms to introduce new consumers, new exhibitors and media to our world-class horticulture and floriculture event.

*Respectfully submitted*

**Jeff Olsen, Heather Fuller**

Co-chairs, 2011

## CNLA

**LO representative:** Gerald Boot CLP

CNLA's relationship with the rest of the provinces has never been as productive or relevant. There are so many initiatives and issues, that sometimes it is difficult to simplify and articulate, unless some background is provided. This report will attempt to connect those dots.

### Public/government relations

The George Morris Centre report, *Documented Economic, Environmental and Health Benefits of Horticulture*, and the Deloitte report, *Economic Impact of the Ornamental Horticulture Industry*, were both initiated by CNLA in 2009. These documents, as well as the Sustainable Sites Initiative, Green Cities Movement and Green Infrastructure project, are being used to make a credible case for the quality of life benefits of our industry.

The more we collectively deliver the message that horticulture is much more than ornamental, the more our entire sector will benefit. This is the simple and central message of the public and government

relations activity. It is no different for Landscape Ontario. Here are some of the programs and activities CNLA is working on to advance our sector's story: Horticulture for Health and Green City promotion.

### Canadian Ornamental Horticulture Alliance (COHA)

This is an alliance of CNLA, Flowers Canada and Federation Interdisciplinaire du Horticulture de Quebec. Its sole focus is to raise awareness for the benefits of our sector to the federal government. A new executive director, Pierre Cadieux, has been hired. His office is in Ottawa. COHA is funded by the three founding groups. Since we fund CNLA, therefore COHA is funded by Landscape Ontario.

### Political Action Committee

The committee encourages all members to develop a relationship with their MP. Relationships help build awareness for the benefits of our sector. CNLA will assist members with communication materials.

### Environment committee

The plastics recycling program was very successful across Canada. The committee is investigating the Green Cities accreditation program. This program is being developed in the Netherlands.

### Business development and innovation

CNLA, through COHA, convinced Agriculture Canada to contribute the original genetics for the Explorer Roses to CNLA. They also agreed to fund the majority of the rose breeding program at Vineland Research and Innovation Centre. This project has the possibility of developing amazing hardy shrub roses, generating a real benefit for many in our industry. In addition, the Vineland partnership generates more funding to develop innovative products and processes.

### Insurance program

I am the insurance chair for CNLA. It has been a time-consuming and complex job, however, the potential benefits for the association and members are enormous.

We switched to Marsh from Sinclair Cockburn last November. Marsh has been very good to deal with. They are the largest insurance broker in Canada, and therefore have considerable influence with insurance companies. Since November, they have built premiums to over \$1-million. The insurance program was once at \$12-million. We still have a long way to go.

The benefits of our relationship with Marsh are many. They have agreed to form a risk management council to help our members reduce business risk. They will also build a fund to help fight frivolous claims. Ultimately, however, the idea is to form our own industry insurance company. Once the premiums reach \$10-million, we will explore this option.

Here is how it works: Members pay their premiums into a collective fund; the premiums are used to pay any claims; insurance is then purchased for any risk above the premium amount. If the collective premiums are not utilized, because of good claims experience, these funds remain as the property of the group.

### Barriers to acceptance

- Changing insurance programs is not easy. Members are encouraged to get quotes.
- Provincial representatives have been asked to act as an advisory group. It is hoped that this will accelerate acceptance.
- We need to reduce the risk within the group.
- The greatest risk is related to driving. Marsh will develop an online vehicle safety awareness program for member employees.
- Goal is \$25-million.
- We will start fighting frivolous claims.

## CNLA dues

Last year the LO board gave me the authority to negotiate a 1.5 per cent increase for the next three years. All provinces agreed to the increase, with the exception of British Columbia.

## Green for Life National Awards

CNLA has adopted the Ontario Green for Life Awards program. This will be an award within the Communities in Bloom program.

## Member recruitment

CNLA wants to assist with member recruitment. The board agreed to purchase a list of all industry members in Canada on a 50/50 basis. LO has already purchased the list.

## Grower issues

CNLA is presently determining research priorities, so that funds raised may be raised to support those priorities.

The U.S. has passed legislation that will force growers to identify the country of origin on all plants going into that country. This might stop many exports and is a serious issue. Currently, Canadian Food Inspection Agency is helping CNLA determine the impact of the legislation, so that an appropriate response may be developed.

The Advanced Payment Program is now available for growers. Preferred financing is available to pay for planting crops. CNLA lobbied for this benefit. Up to \$400,000 is available, with first 100 interest free, and the rest is at prime. Administration fees do apply.

The Clean Plants Program was responsible for the survival of the B.C. industry when faced with the sudden oak death crisis. The risk management program uses a systems-based, audited approach to implement best practices to reduce the spread of regulated pests. It also enhances the grower's ability to trace-back and trace-forward any plant. This ability is essential in case of a quarantine and/or eradication order. The program was funded by the B.C. government. Funds have now run out and the program is in danger of being shut down. CNLA agreed to take over the administration of the program until it becomes sustainable. The new U.S. legislation, noted above, might make the program essential for all growers.

Canadian Label: The growers group is looking for common branding to sell Canadian product. One idea is to use "Cool-Roots," or "Canadian Roots."

## Human resource development

There is major progress on the Red Seal program. Program standards have now been aligned across Canada. The national exam is almost complete. Once the program is complete, there will be a major effort to build demand by lobbying government to make apprenticeship and certification requirements in tender documents.

An on-the-job training program will be a major priority next year. This will help members train their employees, based on a well researched system used in the military.

A Masters level program has been developed with the George Morris Centre. Owners and managers are encouraged to take the program.

## Governance

CNLA is reviewing its governance structure in order to reduce the size of the board and to save on travel costs. A proposal was put forward for consideration. Comments are encouraged. A decision on change will be made at the next meeting from Feb. 7 to 11 in Halifax.

*Respectfully submitted,*  
Gerald Boot CLP  
CNLA representative

# Communications

**Chair:** Hank Gelderman CLTT, CLTO

**Members:** Gerald Boot CLP, Laura Catalano, Tim Kearney CLP, Marty Lamers, Janice Laurin, Bob Tubby CLP

LO's communications initiatives consistently served the industry well during prosperous times, and the association's Communications Committee is pleased at the levels of service delivered during recent tougher times.

Of the association's many initiatives, publication revenue was hard hit by the recession. As marketing budgets dried up, our issue sizes certainly went down. However, we found the means to get unique industry- and sector-specific information to our audience, despite lower revenues.

Actually, publications were hardest-hit during FY 2009-2010. This year's results show gross revenue up three per cent, unchanged direct expenses and a five per cent improvement in net proceeds before wages. Committee members applaud the communications team on these results.

Our flagship, *Landscape Trades*, continues its respected leadership role for Canada's industry. While a few other Canadian green industry magazines serve niche regions or sectors, *LT's* quality, reach and industry service ethic is unchallenged. This year saw the successful launch of [www.landscapetrades.com](http://www.landscapetrades.com). The site features story archives, online subscriptions, classifieds and the online *Source Book*, plus online display advertising — a new revenue stream.

*Horticulture Review* is as popular among LO members as ever. Committee members view it as a critical communications link, defining the association. *HR* helps to drive attendance and success at association events, recognize volunteer achievements, promote professionalism and deliver news about Ontario's industry and LO members.

The e-broadcast *LO This Week*, an extension of *HR*, has become an indispensable tool for LO and its members. In the spirit of spreading our message as widely as possible, an electronic replica edition of *HR* is distributed in e-news ahead of the print version, and we offer free electronic subscriptions to anyone interested. Times and preferences change, but we feel we are doing a good job of serving members with timely electronic communications, without going overboard.

Canada Blooms is our most effective opportunity to connect with the public, and our team once again published the official Blooms show guide, along with the flip-format *Garden Inspiration*. The beauty and benefits of horticulture, through our Green for Life initiative, were communicated to 45,000 readers through the magazine.

While your publishing team produces about a thousand magazine pages annually, the volume of other support work it performs is astonishing. The official LO website, [www.horttrades.com](http://www.horttrades.com), ranks high in richness and complexity of information; this is the reason it appears at the top of search engine queries. We continue to connect and inspire consumers through the Green for Life initiative, built around [www.landscapentario.com](http://www.landscapentario.com). And a few of the other projects completed during the course of the year include the *LO Member Handbook*, the *Landscape Trades* wall calendar, *LO Professional Development Guide*, *Congress Conference Guide*, Congress and Expo show guides, countless brochures, flyers and more.

Committee members, through their time and interest, provide a valuable sounding board to determine whether our communications initiatives are on target. I know that our staff values their input, and I echo that appreciation.

*Respectfully submitted,*  
Hank Gelderman  
Chair, 2010-2011

# Congress and Expo

**Chair:** Brian Lofgren

**Vice-chair, Congress:** Brian Cocks CLT

**Vice-chair, 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 Solty, Jack VandeRee CLT and Monica van Maris.

Landscape Ontario's Show Committee hosts two major industry trade shows that include both exhibits and professional development. The industry's fall show for the floral and garden industry assumed a new name – Landscape Ontario's Expo, formerly Garden & Floral Expo, to take full advantage of being associated with the LO brand. Held Oct.

19-20, 2010, the show opened a Window to the World of retail.

Congress ran Jan. 11-13, 2011, offering industry specific pre-conference professional development, a full three-day conference and trade show. Congress 2011 closed on a revenue high note of \$109,000 over total revenue and net proceeds compared to Congress 2010. Expo achieved more modest results, but still a positive revenue increase of \$27,000 over projected revenue and \$31,000 over projected net proceeds.

Attendance, unlike revenue, didn't fare as well. At Expo there was a modest increase to 2,800 visitors while Congress, hit by a snowstorm in the middle of the show, experienced a 12 per cent decrease from the previous year. The weather and the economy caused fluctuations in both revenue and visitor participation; neither of which are predictable or controllable.

## Expo, formerly Garden & Floral Expo

Expo 2010 opened in a blaze of colour and well merchandized displays which captured the attention of over 2,800 horticulture and floriculture professionals. High quality booth displays, hundreds of new plant and product introductions, sector specific symposia and floral masterpieces, featured in Aisle 400 of the show floor, left attendees feeling excited about the state of the industry. A visit from over 30 garden writers helped garner some great post-show media coverage.

The show committee's goal has been to give attendees and exhibitors a world class, retail focused trade show that is conveniently located within their own market area. The show is designed to inspire visitors to take action to create extraordinary experiences in their own stores for their customers. To this end, Expo 2010 introduced design and merchandising elements that sparked ideas, including: modern artistic lighting, updated colour schematic, a welcoming entrance garden, creatively merchandized new product and plant introductions, and improved staff knowledge on plants and products. Credit for the continuous improvement in the show environment can be attributed to artistic director Albert Graves, landscape designer Beth Edney, floral designer Derrick Foss, AIFD, CAFA, of Just Me Floral, and garden designer Diana Cassidy-Bush of Fresh Landscape and Garden Solutions.

The theatrically lit section was expanded for Expo 2010 and continued to offer dramatic displays to entice visitors into booths. Over 100 of the latest product additions to the world of ornamental horticulture were featured in the New Product Showcase. Greenstar Plant Products, a leading innovator in the industry, sponsored the feature. Connon Nurs-



*LO's trade shows offer a chance for industry members to meet Face-to-Face.*

eries/CBV Holdings and Medallion Fence contributed product for merchandising the area. Michael LaPorte, Clearview Nursery, Terry Childs, Natures Way Landscaping, and Klaas Sikkema, a LO alumni member, are congratulated on designing and merchandizing the products.

Partnerships with Communities in Bloom Ontario, Flowers Canada (Ontario), Master Gardeners of Ontario, Niagara Economic Development Department and the Canadian Academy of Floral Art (CAFA) enable us to reach out to have designers create an environment that welcomed visitors to the show floor and attracted a new generation of garden centre retailers and florists, who expected to be wowed at Expo.

The entire event was made possible through the generous support of our sponsors: Global Arch, Greenstar Plant Products, HortProtect-Marsh and Turf Revolution.

The Green for Life Stage, sponsored by Turf Revolution, partnered with Landscape Ontario to offer educational programming to help industry professionals become green for life. Connon Nurseries/NVK Holdings and Camilla House Imports also made contributions.

The dynamic education programs for the Garden Centre Symposium, Landscape Designer Breakfast and Interior Plantscape Breakfast and Networking event were made possible through the commitment of companies that believe strongly in professional development. Appreciation is extended to: Fafard et Freres, Connon Nurseries/NVK Holdings, Permacon, and Westbrook Floral, along with the following contributors: Brookdale Treeland Nurseries, Canada Nurseries, Canadian Nursery Landscape Association/Garden Centre Canada, Langendoen Nurseries, Manchester Products, Turf Revolution, Valleybrook Garden (Ontario) and Willowbrook Nurseries.

Renamed a year ago, Expo has gained recognition in the world of horticulture trade shows, as offering not only some of the freshest plant material grown in Ontario, but also the one stop event to see many of the favourites grown in the University of Guelph's trial gardens. Retail and floral visitors depend on Expo to network with the vendors and growers who supply the plants and products their customers expect.

## Congress 2011

Under the leadership of Gilles Bouchard and the sales proficiency of Paul Day, Congress enjoyed resounding success in the sale of exhibit space. Revenue was up by \$109,000 over 2010.

Despite the challenge of inclement weather and constraints on the parking lots at the Toronto Congress Centre, due to the rental of the

north building on the same dates as our show, attendance declined by 12 per cent, but was still 10 per cent ahead of 2009.

For several years, Congress has benefited from strong partnerships with the Canadian Fence Industry Association (CFIA), Communities in Bloom — Ontario and the Ontario Parks Association (OPA) who help fill the trade show floor with related products and professional development programs that compliment both the business and technical programming of Congress.

The show committee is grateful to Pat Hillmer, enticed out of retirement, who put the Congress pre-show and dynamite conference program together. The events attracted 400 delegates to the one-day only, IPM Symposium, a total of 98 delegates to the Irrigation Conference, 10 CLP delegates at the Toronto Congress Centre certification event, and 195 delegates at the Doubletree by Hilton Toronto Airport Hotel to participate in the Landscape Designer Conference. Rachel Cerelli, LO's certification and apprenticeship coordinator, handled the symposia logistics with the same attention to detail she demonstrates on certification test days.

Kristen McIntyre, returning from a second maternity leave, did an outstanding job in her new role as conference and events coordinator. The conference began on a light-hearted note by keynote speaker, Jody Urquhart, who reminded the 150 delegates that humour helps to handle disappointment and setbacks.

The balance of the conference featured business themes and industry specific topics. Delegates rated them 'great' and 'excellent', except for two sessions on financial management. The full conference registration numbers increased by 10 per cent, as did single-day registrations.

The popularity of the social events continued among Congress delegates. Held concurrently with the trade show and conferences, over 600 Landscape Ontario members and guests attended the Awards of Excellence ceremony in recognition of the landscape design, construction and maintenance accomplishments of members. Close to 500 trade show delegates and vendors frequented Tailgate Party to network with industry peers in a fun and entertaining event.

The success of the 38th edition of this event can be attributed to the generous support of our sponsors: Platinum – Banas Stones and Global Arch, Gold – Chrysler Canada, Silver- Doubletree by Hilton Toronto Airport Hotel, and *Landscape Trades*; Bronze – Bobcat of Hamilton, Davey Tree Expert of Canada and Vermeer Canada.

Like organic foods in grocery stores, green products, services and organizations, are required to demonstrate business profitability. Gaining market acceptance and penetration for products on display in the Green Forum is an ongoing challenge. Despite the time it takes to gain market acceptance, there is commitment to sustainable green space management and best practices in all aspects of business.

The Ontario Parks Association and Communities in Bloom — Ontario continued the endorsement of the Green Forum by supporting it with exhibits and professional development programming and events, including Green Connections: Green Communities, Parks and Partnerships and the OPA's Conference: Parks: Connecting the Community.

Ontario Lieutenant Governor David Onley delivered an inspiring speech to a crowded room of park managers, planners and business owners of landscape companies. After LO president, Tom Intven, gave a guided tour of the Congress trade show, the Lieutenant Governor agreed to meet with members from LO to discuss the topic of designing green spaces for the physically challenged.

There were 619 exhibitors at Congress 2011, compared to 622 in 2010. The upbeat tone of the show resulted in many exhibitors rebooking for Congress 2012. The success of the show, in terms of attendance and vendor participation, is attributable to the strength of our partnerships with allied trades - the Ontario Parks Association's Explorations and Canadian Fence Industry Association's Fencecraft trade shows. Congress continues to hold its reputation as one of North America's leading horticulture sector trade shows.

## Summary

I take this opportunity to thank the LO staff, volunteers and committee members for their ability to align with the LO Board of Directors and branding committee vision of being *Green for Life*.

*Respectfully submitted,*

**Brian Lofgren**

Show Committee Chair, 2010-2011

## Education, Training and Human Resource Development

Education and Labour Development continued as a high priority in 2011.

The Prosperity Partners journey is truly integrated in all professional development products and services that we offer to our industry members. These include the winter seminars, webinars, symposia, conference seminars, Safety Group, engaging Chapter meetings, magazine content, trade show opportunities, the Landscape Ontario resource booth at the shows, certification and much, much more.

Your Landscape Ontario staff is working hard to partner with you to help achieve a new level of prosperity in your businesses and personal lives.

Long- and short-term human resource development continued to be a focus this past year with the addition of energetic synergies with various industry stakeholders.

The Education and Labour Development team had a busy year involved in and supporting many activities. Highlights are listed below:

### Secondary and post-secondary

- Horticulture Ontario Secondary Teachers Association (HOSTA) meetings and activities
- Hosting HOSTA website
- Twenty-four programs in 2010- 2011 (17 programs in 2010)
- Update online tools for careers for members
- Supported member promotion of the industry as a career to youth and newcomers
- College program revision and program advisory committees
- Skills Ontario grade eight workshop
- Ontario Technological Skills competition at secondary and post-secondary level

### Apprenticeship

- Delivery and expansion of apprenticeship program
- Microskills pre-apprenticeship program
- MTCU - Red Seal Landscape Horticulturist apprenticeship program and exam launch
- Participated on IC Committee
- Industry committees transitioning to Trade Board with College of Trades
- Development of trade boards delayed until Fall 2011
- Active apprentices: 895 (not written final exam)
- Active Certificate of Qualification: 98 (Doubled since 2009)
- Active employers: 504
- New registrations as at Mar. 31, 2011: 220
- Ontario Youth Apprenticeship Program apprentices: 22

### Safety:

- Sponsored Landscape Ontario Safety Group

- 2010 Landscape Ontario Safety Group was very successful with a record rebate score 5.74 per cent, and a group rebate of over \$60,000 returned to the 25 participating firms
- Partnered with Workplace Safety Prevention Services (WSPS) to provide industry-specific safety education and training across the province
- Worked with WSPS, formerly Farm Safety, in ongoing development of online safety resources relevant to the industry
- Revised safety web resource
- Safety Council met quarterly to discuss strategies, gaps and trends within our industry and pending regulation from WSIB, MOL, WSPS, ORCGA, MTO
- Supported several firms undergoing Work Well audits, resulting in positive outcomes
- Represented the industry on WSPS Agriculture Advisory Committee as vice chair
- Focused communications and efforts on compliance, Ministry of Labour, ORCGA, safe work blitzes and practices and prevention strategies
- Release of Tony Dean Report – Bill 160. WSIB to focus on insurance and MOL to assume inspection, enforcement and prevention

## Certification:

- Launch of Landscape Industry Certified Manager (CLP) long distance learning opportunity with Humber College and CNLA
- Practical tests were offered at Kemptville College in the Ottawa Chapter and at LO home office in Milton
- Certified Individuals in Ontario: CIT: 526, CLT: 309 (Many with more than one designation), CHT: 73, CLD: 61, CLP: 76 in Ontario, with 70 in progress.
- Influencing integration of core CLT competencies within college program curricula
- Gaining recognition within industry and among purchasers
- Increased access and availability as written tests are regularly offered throughout the year at all trade shows, Canada Blooms and some Chapters.

## Grant projects

- Approved for a Labour Market Partnership Employment Ontario grant by the Ontario Government, entitled, *Identifying Labour Issues and Challenges in the Landscape Horticulture Industry*
- Approved for a Farm Credit Canada grant entitled, *Ornamental Growers' Safety Program*

## Professional development events

- Expo 2010 hosted successful Garden Centre, Landscape Designers and Interior Plantscape symposiums
- Congress conferences included a pre-trade show symposium series, including the only IPM event for 2011, the landscape designers' conference, a CLP seminar and the irrigation conference. All were very successful and well attended
- Thirty-two Congress conferences had over 500 attendees
- The 2011 awards program continued to evolve with active participation from members. This resulted in 165 awards in construction, maintenance and design programs, along with 22 special awards
- The second Lighting Symposium in February was re-located due to increased attendance the previous year

## Seminars

- Developed Prosperity Partners overview visual online
- Seminar attendance for 2010-2011 was down, but stable
- Feedback was positive on content
- Increased use of online registration
- Planning for 2011-2012 underway, based on member and committee feedback

- Increased leveraging endorsed suppliers; hosting and cross-promoting development opportunities
- On-the-job training program established master trainers to deliver seminars in 2012

## Industry relations

- Attended Canadian Agricultural Human Resource Council meetings, which provided a valuable connection at the federal level
- Participated in Canadian Ornamental Horticulture Alliance collective collaborations
- Ongoing advocacy with new College of Trades, Ministry of Education and Ministry Training Colleges and Universities
- A member of the Ministry of Agriculture horticulture value chain round-table labour working group's management and technical skills development sub-committee
- A member of the horticulture value chain round-table labour working group's sector promotion and career awareness sub-committee

## Human Resources Development Committee

The Professional Development and Education Review Committee, chaired by Richard Rogers CLTH, CLTS, reviewed the results of Landscape Ontario's education offerings to the trade over the past year. The review included Chapters, Sector Groups, winter workshops, Congress conferences, symposia, Green Trade Expo and webinars.

Recommendations from this committee have benefitted members greatly in 2010 and 2011. We thank the committee for its continued leadership and contributions to continually improving professional development opportunities for the industry.

## Long-term Human Resources Planning Committee

In 2010, Landscape Ontario (Tony DiGiovanni and Tom Intven) asked Michael Pascoe of Fanshawe College to chair a committee and review Landscape Ontario's mandate in regard to education and to formulate a five-year action plan for the association. A group of concerned individuals (industry professionals and educators, representing apprenticeship, secondary and post secondary institutions), CNLA, Ontario Parks Association, as well as resource staff from Landscape Ontario, debated and discussed the issue over a 12-month period through email, articles in *Horticulture Review*, meeting at Landscape Ontario and the online chat forum [www.linkedin.com](http://www.linkedin.com).

The basis for the discussion centred around three questions developed by the chair. Question one recognized what LO was currently doing in regards to education and creating awareness within the group of what needed to be addressed. Question two was framed as a 'wish list' of what LO's involvement could/should be within the context of this plan, while question three engaged educators to define and/or redefine their role and relationship with the industry.

## Report summary

Through the three areas of education (secondary, apprenticeship and post secondary), several common themes evolved that could be developed as one unified target for the association in its efforts to promote this profession to students and potential students.

1. Landscape Ontario should develop a unified approach to education with promotion addressing all three of the core educational sectors using current, innovative techniques such as YouTube, websites, podcasts, etc.
2. Develop a unified one-stop shopping resource that is current and regularly maintained. This resource would list all educational opportunities, student resources and scholarship information from across the province. This resource would also promote cohesion between educational groups (teachers to college professors).

3. Assist in the development of an annual Ontario horticulture educators' conference. Currently, it is very difficult to bring all educators together with industry stakeholders.
4. All curriculum should include green infrastructure and sustainability issues (diploma programs have the internal flexibility to do this), and LO should work with all stakeholders to ensure curriculum meets industry needs and trends.
5. Over the next five years, LO and the education community should explore financial sustainability of all horticultural programming. Through all levels of education, it was noted that financial security for programming was and is at the forefront. This is a complex issue to tackle and can only work with a long range, aggressive marketing campaign led by LO and supported by all educators.
6. Landscape Ontario must develop its own attitude; some call it swagger. We cannot allow decision makers to simply put us in the 'unimportant file'. Therefore, industry professionals with jaw-dropping expertise need to make the decision-makers take notice.
7. Various programs connected with our industry must develop attitude. As we have seen time and time again, programs force educators to do everything but educate. As a combined team, both educators and LO need to possess a strong and unique attitude. We need to make a pact and insist that education just doesn't sit on the shelf. LO must ensure that education remains a priority.

What can educators do to refine and expand the role of education going forward? To borrow a phrase, I am sure we have all heard from Tim Kearney: "We must remove the silos that exist." As educators, we are viewed as leaders and as such need to explore all educational opportunities within our remit. Opportunities that educators might enact include: college credits given to high school horticulture students, advance standing in diploma programs to apprenticeship students, and advance standing to college students entering university horticulture programs. These are all within reach if educators knocked down the silos. By ladder educational opportunities, not only provincially but also nationally through programs such as CCTT, we can build a stronger, seamless industry.

"Education is fortunate to have a partner such as Landscape Ontario at the table; the ongoing support is exemplary. It is hard to imagine another trade or industry that is as responsive and thoughtful as LO. Through the past initiatives, LO has supported the sustainability of OHEC, HOSTA and the growth of apprenticeship. It has ensured the financial stability of hundreds of students in education through bursary and scholarship awards and has supported research through the Foundation. We as educators are fortunate to have such a supportive industry voice and one that has directed a renewed approach through the initiation of this report." (*Excerpt from the report submitted by Michael Pascoe*)

The Education and Labour Development team will continue to support and advocate as your partners in prosperity on behalf of related educators, instructors, students and industry, as we strive to bring relevant development opportunities that will develop and sustain a 'prosperous, professional and ethical industry that is respected and recognized by all stakeholders for the contribution that the industry makes in enhancing quality of life.'

*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, Scott Bryk, Janet Ennamorato, Sean James, Allan Kling CLP, John Lamberink CLT, Bob McCannell, Peter Scholtens, Anna van Maris, Art Vanden Eden CHT, Alan White, Alex Zalewski CLT

Since the mandate of this committee is very broad in nature, at times it's been difficult to see progress. Environmental stewardship should be at the heart of everything we do as a green industry, and sometimes it is difficult to detect progress while in the middle of positive change. The committee, however, has acted as a catalyst and nurturer of positive change throughout the organization. The following list outlines some of those changes:

- The Green Infrastructure Coalition has made some progress in defining many of the opportunities and issues related to the promotion of green infrastructure. Workshops have been held in many areas throughout Ontario. The Coalition is made up of Green Roofs for Healthy Cities, Evergreen, Ontario Parks Association, LEAF, OALA, Toronto Region Conservation Authority and Landscape Ontario.
- The Greening Highway Project was successful in receiving provincial funding to initiate this research project that will attempt to identify the optimum cultural conditions and plant choices for highway plantings. Evidence of the two-year old project can be viewed at 401 and Allan Road (both sides of the highway) and 401 and 427 (north bank of 401).
- The committee is part of the Smart about Salt accreditation, which includes Region of Waterloo, Building Owners and Managers Association and Ontario Good Roads Association. The aim is to reduce salt use and promote professional snow operations.
- Development of the Horst Dickert Memorial Native Plant Award.

It is positive to see LO members taking initiative with their own environmental stewardship projects. Some companies have been involved in an installation of a green roof on the Big Carrot Whole Food Store in Toronto. Others are involved in developing a new project known as Green Streets, coordinated by the Toronto Chapter, while others have made changes in their own businesses.

The LO Sector Groups have also embraced environmental stewardship. This is evident and seen in the Irrigation Group, which is providing leadership and promoting water conservation. And, Grounds Maintenance Group is in the process of writing specifications and guidelines with stewardship in mind. The Garden Centre Group is developing creative partnerships with plastic recyclers.

The Environmental Stewardship Committee looks forward to another year. I would like to recognize my fellow committee members, LO and CNLA staff for their dedication and contributions.

*Respectfully submitted,*

Nathan Helder

Chair 2010-2011

## IPM Symposium

**Chair:** Mark Goodman

**Committee members:** Pam Charbonneau, Jeff Lowartz, Doug Smith, Rohan Harrison, Gerald Stephenson, Kyle Tobin, Monica van Maris, Violet Van Wassenae, John Wright and Tim Craddock

Reflecting on our 2011 IPM Symposium, what resonates is that our committee accomplished exactly what we set out to do: combine all of our regional events into one 'super-symposium.' It was our 46th annual event symposium. Billed as a 'new format, new energy, more value' event, it surpassed expectations.

Our newly amalgamated format proved successful, with almost 500 engaged attendees at the Toronto Congress Centre. The full-day event was held in conjunction with Congress 2011, on the pre-trade show day, Monday. For the first time, lunch was included, as was a post-session networking reception.

We are professionals in our field of turf and landscape management, and strive to continue to be regarded as such. IPM Council of Canada CEC's were granted through the required number of confirmed attendees. For all who attended, I wish to express my thanks.

A special note of appreciation to all our sponsors, without whom we could not achieve the high level of experience provided to our guests.

Also appreciated are the surveys returned by attendees. The time spent filling out the surveys is appreciated and your comments will help build and shape future events.

Lastly, the symposium would not be successful without our amazing and dedicated committee members. They all contribute to the success of the event, and their time and expertise is appreciated.

We welcome everyone to the 2012 event being held on Mon., Jan. 9, at the Toronto Congress Centre, Cohen Ballroom. With the ever-changing new products and tools, the 2012 Symposium is sure to help attendees manage turf, trees and expectations. We look forward to seeing you there.

*Respectfully submitted,*  
**Mark Goodman**  
 Chair 2010-2011

## 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.

### 2010 - 2011 Highlights

- Congress 2011 hosted a membership focus group of new members seeking information on why they joined and how their expectations matched what was received once they did join. Results of this focus group were extremely helpful (refer to *Horticulture Review*, February 2011, Page 6 for complete details).
- Chapters are pursuing local suppliers to host chapter meetings. Supplier nights have proved quite successful, as they give associate members an opportunity to promote their business, allow active and interim members to learn about new products and services, promote LO to non-members through the supplier's other networks and raise funds for Chapter activities.
- In September, 2011, LO hosted a Leadership Development Summit. This meeting was to lay the groundwork so that Chapter and Sector Group board members could be more comfortable in their roles and

more capable in accomplishing their goals.

- LO through its Chapters has been working to build local relevance and recognition. Several Chapters have held events toward this goal, but I would like to highlight one particular event. The Durham Chapter hosted its annual supplier barbecue on Aug. 25 with tremendous success. This event was promoted by the suppliers, as well as through local media. The result was over 200 guests in attendance at this educational, networking event.
- LO is working to build a marketing campaign around the Green for Life message. This goes out electronically to non-members, as well as being highlighted in signage and magazine ads. The campaign will demonstrate the benefits of membership in a way that is both eye-catching and amusing.
- New and exciting topics are being selected to drive attendance at Chapter meetings and events through the use of technology in business, photography, marketing, sales and roundtable discussion meetings. In addition, the Chapters have decided to create events geared more towards building relationships and networking with peers in a social setting, rather than a formal meeting with a built-in presentation.
- A survey went out at the end of March. An interesting finding included the fact that the main benefit of LO membership is networking and education. Members also want LO to develop an accredited membership level and educate the public to increase GFL brand awareness.

### Goals to pursue:

- Increase awareness of Landscape Ontario with non-members through multi-media marketing campaign.
- Increase consumer awareness of Landscape Ontario and the GFL brand at the local level by utilizing local media and community projects.
- Membership drive involving endorsed supplier; all members need to be aware of the various benefits available through LO.
- Continue to build local relevance so that members in all areas of Ontario can benefit from a Landscape Ontario membership.
- Develop an accreditation status to provide differentiation, provide relevance to consumers and to recognize excellence.

*Respectfully submitted,*  
**Warren Patterson**  
 Chair 2011

## 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 CHT, 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, through financial support of research and scholarships from 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. A donation is an easy and effective way to benefit Ontario's horticultural community and is tax-deductible. Donations were received this year from Michael Gregorasz, Willi Hesselthaler, Ann Jakins, Joerg Leiss, Nathan Paramanathan, Mon-

ica van Maris, Karen Weyermann, Patricia Worgan, John Wright, Agrium Advanced Technologies, Armstrong Landscapes, Beaver Landscaping, Beaver Valley Stone, Cambridge Landscaping, Cameron Landscaping, Connon Nurseries/NVK Holdings, D&R Mazza Landscape Maintenance, DenBok Landscaping and Design, Eastbrooke Contracting, Echo Power Equipment (Canada), Entire Landscapes, Enviroscape Incorporation, Forecast Landscaping, Forever Green Lawn, Future Road Solutions, Geoscape Exteriors, Gravely — an Ariens Company, Green Again Irrigation, Green Masters Landscaping, J. Garfield Thompson Landscape, JCA Trees, Kubota Canada, Maitland and Maitland, Mar Lamers Contracting, Nutri-Lawn Ottawa, Nutrite, Oaks Concrete Products, OJ Muller Landscape Contractors, Omega Landscape Outdoor Services, Paysagement Trillium, Petries Quality Topsoil, Stihl, The Investment Guild, The Well Tended Garden, Timm Enterprises, TLC Professional, Trillium Maintenance, Underhill Landscape, Van Holland Landscaping, Wright Landscape Services and Yorkshire Garden Services.

Providing scholarships is particularly close to the hearts of Foundation supporters, who point with pride to the many recipients who are now successful industry members. This year, the Foundation distributed \$13,000 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 as they begin their careers. The new scholarship program Scholarships for New High School Graduates has been very successful. A new brochure, Horticultural Scholarship Opportunities was developed this year, listing all the available scholarships. This brochure was distributed to all post-secondary and secondary schools.

Congratulations to this year's recipients

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

Randi Brooks, Fanshawe  
 Jakeob Daoust, Mohawk  
 Nicole Hall, St. Clair  
 Melissa Ozaruk, Fanshawe  
 Jeffery Simpson, Fanshawe  
 Jaclyn Van Der Heyden, Niagara Parks

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

Jeremy Sales, University of Guelph  
 Emily VanderDeen, Fanshawe

#### Apprenticeship Scholarship (\$1,000):

Katharine Flohr, Humber  
 Suzie Michaels, Humber

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

Timothy Elliott, Fanshawe

#### John and Ruth Wright Scholarship (\$2,000):

Kathleen Dodson, University of Guelph

At Congress 2011, 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 happening now in the industry and what they hope will happen in the future. It was a way to thank them for the 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 Advanced Technologies, Beaver Valley Stone, Connon Nurseries/NVK Holdings, Echo Power Equipment (Canada), Gravely, an Ariens Company, Kubota Canada, Nutrite, Oaks Concrete Products, Stihl, The Investment Guild, Timm Enterprises

## Research programs

The Foundation has also contributed to numerous research programs. In the 2010 – 2011 fiscal year, the Ontario Horticultural Trades Foundation contributed a total of \$183,996.49 to the following projects:

- University of Guelph (\$9,375), leaf and stem diseases of boxwood
- University of Guelph (\$5,748), evaluation of steam and solarisation as alternatives to herbicides in ornamental and turf plantings
- Ontario Turfgrass Research Foundation (\$5,000), stimulating host defenses for control of turf-grass diseases, irrigation protocols and over-seeding rates for pesticide-free soccer fields. Biological control of crabgrass
- Vineland Research and Innovation Centre (\$55,523.49), functional bio-pesticides for lawn care industry
- University of Waterloo (\$84,900), optimum de-icing and anti-icing for parking lots and sidewalks
- University of Guelph (\$23,450), irrigation water management on Ontario nursery farms

The Foundation developed a new information brochure "Support the Ontario Horticultural Trades Foundation". With a donation to the Foundation, you have the satisfaction of knowing that you are "making a difference and leaving a legacy" for the industry that you love.

## Fundraising programs

You can support the Foundation by:

- Sponsorship: Join the Foundation by making a pledge as an annual donation or a one-time gift.
- Memorial gift: This is a meaningful way to honour a friend, loved one, or professional contact, and help support the industry
- Legacy gift: Earmark funds through your estate to sustain the horticulture industry. Contact your estate planner, or lawyer to include this legacy provision in your will.
- Stewardship program: Many Foundation sponsors share their expertise by speaking to groups and direct their honorariums to the Foundation.

In 2011, a fundraising raffle was held. Tickets were sold for \$20 each with only 1,000 tickets printed. Cash prize winners were Helmut Zgraja, \$5,000, Maria Bau-Coote, \$1,000, and Del Cressman, \$500. The winning tickets were drawn at the annual Growers' Auction on Aug. 14 at Blue Sky Nurseries.

Thank-you goes to all the members of the Foundation for your efforts and participation.

*Respectfully submitted*

**John Wright**

Chair 2010-2011

## Pesticide Industry Council

**Chair:** John Wright

**Secretary:** Tony DiGiovanni

**Manager PIC-PTP:** Tom Somerville

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 had to be either 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, as the training requirements.

The Pesticide Industry Council (PIC) was formed on behalf of the pesticide industry by the Lawn Care Sector Group to implement the new requirements. The PIC has worked with the MOE since 2000 to meet the new requirements and administer the PTP.

Landscape Ontario is the administrator of the PTP on behalf of the MOE under the guidance of a Memorandum of Understanding.

PIC is a council that 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 Association, Ontario Vegetation Management Association, Structural Pest Management Association, and Landscape Ontario.

This is the third year (2011) that the PTP and PIC have worked within the framework of the *Cosmetic Pesticides Ban Act, 2009*. The new regulations amended the *Pesticides Act* to prohibit the use and sale of pesticides that may be used for cosmetic purposes. Since the implementation of the new regulations curtailed the use of pesticides, the number of people enrolling in the PTP is significantly lower.

However, under the new regulation, to apply the allowable 'control products,' a person still requires a license. Therefore, with the PTP still required, the PIC is still in business. The number of technicians enrolling in the PTP dropped from 1,200 in the years leading to the passing of the new regulation, to 800 the first year, when the new law was passed. The numbers did increase to 975 last year (2010), a year after the implementation of the new regulation. This year (2011) the number of technicians enrolling in the PTP is down slightly, to 925.

To date, the total number of technicians enrolled in the PTP through the PIC is 12,500. There were 14 new people who became qualified PIC Accredited Examiners, for a total to date of 668. Financially, for 2011, PIC has broke-even.

The new regulations also required that the program training material had to be significantly changed to reflect the new law. PIC worked with MOE last year to change the PTP training and testing material. This was the first year (2011) that the Technician Training Manual logbook and the question bank reflected the new regulations.

In addition to working with the MOE to change the technician training material to reflect the new regulations, PIC also enacted a re-training program for examiners last year. All PIC examiners must take a refresher course to renew their PIC examiner status. Re-accreditation of examiners included a webinar detailing the implications of the regulation change and a re-signing of the Examiner Code of Ethics. Any examiners not taking the refresher course last year were required to take the refresher course this year (2011).

Members of Pesticide Technician Advisory Council (PTAC) who contributed significantly to the development of the PTP include Wanda Michalowicz, Crystal LaFrance and Suzanne Durst (on maternity leave) from the MOE, John Wright, Tom Somerville from the PIC and Gary VanderHeide and Gerald Vander Ploeg from PIRC.

*Respectfully submitted*

**John Wright**

Chair 2010-2011

## Prosperity Partners

**Chair:** Hank Gelderman CLT

**Members:** Gerald Boot CLP, Bill DeLuca, Leon Denbok CLP, CLT, Mark Fisher, Eric Gordon, Jacki Hart CLP, Ryan Heath CLP, CLT, Tim Kearney CLP, Bob Tubby CLP, Michael Van Dongen

Members very clearly told us that the priority of the association is to help improve business skills. This gave birth to the Prosperity Partners program. Here is the simple idea behind the concept:

- Business prosperity is increased by focusing on five distinct, but interrelated competencies (Leadership, Sales, Finances, Operations and Customer Relationships). We call these "pillars." They are based on Bob Prosen's book *Kiss Theory Goodbye*.
- All businesses will benefit from constant improvement in all these areas.
- All businesses are unique. Some will be strong in some areas and weak in other areas.
- The professional development activities of the association should continually reinforce and align with the pillar concept, so that we can unify the membership with a common business language. Landscape Ontario is a Prosperity Partner.

A few years ago we developed an introductory Build your Prosperity seminar. The purpose was to orient members to the five pillar concept. Candidates discovered their strengths and weaknesses. They were encouraged to participate in the many professional development activities and programs of the association, designed to provide helpful resources no matter the size, level or age of the business. The seminar acted as a very important orientation and gap analysis tool.

We have since delivered many seminars across Ontario. The program quickly gained in popularity and the positive response has been phenomenal. Many members have commented on how helpful the Prosperity Partner program has been to them. We were so successful in the early years and the results so positive, that the Board of Directors made the program mandatory for all new members. It was offered free of charge.

New members have two years to take the program. We have found this has not worked. It has been very difficult to get new members to attend. Making the program compulsory seems to have worked against its uptake. Perhaps it's a natural reaction from entrepreneurs. Perhaps it's just been a difficult few years and finding time to leave the business to take a seminar has been a challenge.

The Prosperity Committee and many of the members are still convinced of the relevancy and importance of the program as a business development tool. The evaluations from new candidates have been exemplary. Clearly a new approach must be developed.

The early results of the program were encouraging. Prosperity Partners has provided a huge benefit to many. We will look for ways to reinvent the program. We can sense the potential.

Recently the chair position has been assumed by Jacki Hart. We also added new enthusiastic members to the committee. I will stay on to offer as much support and encouragement as possible to the new team. The committee is determined to listen to members and tweak the program so that it touches the majority of the membership.

*Respectfully submitted*

**Hank Gelderman CLT**

Chair 2011

# 2011 volunteers

## Committees

Tom Intven, president of Landscape Ontario, extends his appreciation of the volunteers who sit on one or more of LO's committees. These committees meet regularly to discuss the future of the industry and the association. Committees include, Accreditation, Awards of Excellence, Board of Directors, Branding, Building, Chapter Boards (Durham, Georgian Lakelands, Golden Horseshoe, London, Ottawa, Toronto, Upper Canada, Waterloo and Windsor), Communication, Executive/Finance, Environmental Stewardship, Foundation, Industry Sectors (Garden Centres, Grounds Management, Growers, Interior Plantscapes, Irrigation, Landscape Designers, Landscape Contractors, Lighting, Lawn Care and Snow and Ice), IPM Symposium, Legislation, Liaison, Membership Recruitment and Retention, Past Presidents, Pesticide Industry Council, Prosperity Partners, Trade Show and Trial Gardens.

**Ken Adair**  
Garden Maintenance Only

**Randy Adams**  
RM Adams Trucking

**Robert Adams**  
Adams Landscaping  
and Property Maintenance

**Sundaura Alford CLD**  
Yards Unlimited Landscaping

**Bob Allen**  
RW Allen Horticultural Services

**Sheila Allin**  
Creative Gardens and Waterscapes

**Ian Andrews**  
Greenwood Interlock

**Susan Antler**  
The Composting Council of Canada

**Vince Arone**  
Pinpoint GPS Solutions

**John Bakker III**  
JC Bakker and Sons

**Lynne Barnes**  
Gordon J Leece Landscapes

**Brian Baun**  
B.K. Baun Landscape

**Scott Beaudoin**  
Manchester Products

**Judy Bell**  
Trefrog Design

**Barry Benjamin**  
Barry Benjamin and Associates

**Pamela Bingham**  
LUNA

**Adam Bonin CLT**  
Fern Ridge Landscaping

**Gerald Boot CLP**  
Boot's Landscaping and Maintenance

**Laura Booth CLT**  
Fanshawe College

**John Bos CLT**  
Bos Landscaping

**Darren Bosch**  
The Landmark Group

**Neil Bouma**  
Picture Perfect Landscaping Quinte

**Gerwin Bouman**  
Stam Nurseries

**Dave Braun**  
Braun Nursery

**Paul Brydges**  
Brydges Landscape Architecture

**John Buikema**  
Gelderman Landscaping

**Cor Bultena**  
Eloquip

**Richard Burch CLT, CLP, CIT**  
Burch Landscape Services

**Chris Burns CLT**  
Clintar Landscape Management –  
Ottawa

**Daryl Bycraft CLT**  
Bycraft Gardens

**Diana Cassidy-Bush CLP**  
Fresh Landscape and Garden Solutions

**Laura Catalano**  
Nisco National Leasing

**Phil Charal**  
Allweather Landscape

**Pam Charbonneau**  
Guelph Turfgrass Institute

**Don Chase CLD**  
Seferian Design Group

**Terry Childs**  
Nature's Way Landscaping

**Brian Clegg**  
Allweather Landscape

**Dan Clost CHT**  
Connon Nurseries/CBV Holdings  
(Trenton)

**Brian Cocks CLT**  
Brian Cocks Nursery and Landscaping

**Robert Cooke**

**Douglas Coote**  
DG Coote Enterprises

**Louise Cottreau**  
AWS Irrigation Management

**Tim Craddock**  
Tender Lawn Care

**Tim Cruickshanks**  
Cruickshanks Property Services

**Jim Curran**  
L'affleur de la Capitale

**Gavin Dawson**  
GreenLawn

**Carl De Boer CLT**  
Whispering Pines Landscaping

**Brian De Caluwe CIT**  
BDC Irrigation Systems

**Harry De Vries**  
V Kraus Nurseries

**Mike DeBoer CLT**  
Gelderman Landscaping

**Paul DeGroot**  
Connon Nurseries/NVK Holdings

**Harold Deenen CLP**  
Hank Deenen Landscaping

**Phil Dickie**  
Fast Forest

**Barry Dickson**  
BR Dickson Equipment

**Jason Dietrich**  
Ace Lawn Care

**Charlie Dobbin**  
Garden Solutions by Charlie Dobbin

**Paul Doornbos CLT, CLP**  
Thornbusch Landscaping Company

**Lindsay Drake Nightingale**  
Yorkshire Garden Services

**Tim Dyer**  
Kings Creek Trees

**Beth Edney CLD**  
Designs By The Yard

**Stacy Elliott**  
Bradley's Insurance

**Janet Ennamorato**  
Creative Garden Designs

**Patrick Evangelisto**  
Compliance Safety Solutions

**Kevin Falls**  
Engage Agro Corp

**Carmine Filice CLP**  
Greentario Landscaping (2006)

**Mark Fisher**  
The Escarpment Company

**Carol Fulford**  
Gerrits Property Services

**John Fulford**  
Gerrits Property Services

**Dan Garlatti**  
Garlatti Landscaping

**Paul Gaspar**  
Weed Man – Toronto

**Andrew Gaydon**  
Vanden Bussche Irrigation – Milton

**Derek Geddes**  
Coldstream Land Escape Company

**Hank Gelderman CLT**

**Harry Gelderman**  
Gelderman Landscaping

**Catherine Geraats**  
Aphrodite Design Group

**Kara Gibbons**  
Toro Company

**Jeff Gilberts CLT, CLP**  
Clintar Landscape Management

**Gillian Glazer**  
John Deere Landscapes

**Sabrina Goettler CLP**  
Oriole Landscaping

**Mark Goodman**  
Enviroking Lawn Care

**Eric Gordon**  
Gordon Landscape Company

**Earle Graham**  
Lakelands Irrigation

**Jeff Gregg**  
V Kraus Nurseries

**Perry Grobe**  
Grobe Nursery and Garden Centre

**Peter Guinane**  
Oriole Landscaping

**Jerry Hakkers**  
Sifton Properties

**Ed Hansen**  
Hansen Lawn and Gardens

**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

**Mike Hayes**  
Allgreen Tree Service

**Jennifer Hayman**  
Jennifer Hayman Design Group

**Ryan Heath CLT, CLP**  
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

**Bob Hodgins**  
Smart About Salt Council

**Barry Hordyk**  
Shademaster Landscaping

**Leon Hordyk**  
Shademaster Landscaping

**Martin Horsman**  
Gelderman Landscaping

**Mark Humphries**  
Humphries Landscape Services

**Jan Hunter**  
Hunter Home and Garden

**Tom Intven**  
Canadale Nurseries

**Sean James**  
Fern Ridge Landscaping

**Joan Johnston**  
Peter Knippel Nursery

**Kennedy Johnston CLT**  
Peter Knippel Nursery

**Sarah Johnston**  
Greenlife

**Raymond Josephian**  
Nightscaping

**Nicola Kamp**  
Nicola's Garden Art

**Anthony Kampen**  
Boot's Landscaping and Maintenance

**Tim Kearney CLP**  
Garden Creations of Ottawa

**Robert Kennaley**  
McLauchlin and Associates

**Hella Keppo CLT**  
Stems Interior Landscaping

**Christoph Kessel**  
Ontario Ministry of Agriculture, Food  
and Rural Affairs

**Alice Klamer**  
Blue Sky Nursery

- Karl Klinck**  
Orchard Farm Nursery
- Allan Kling CLP**  
Urban Garden Supply
- Ben Kobes**  
Kobes Nurseries
- Ron Koudys CLD**  
Fanshawe College
- Robert Kuepfer**  
Fafard et Freres
- Michael LaPorte CLT**  
Clearview Nursery
- John Lamberink CIT**  
Aquality Irrigation and Illumination
- Marty Lamers**  
Allan Block/Atlas Hardscapes
- Janice Laurin**  
Cannon Nurseries/NVK Holdings
- Chas Lawton CHT, 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**  
Ontario Ministry of Agriculture,  
Food and Rural Affairs
- Brian Lofgren**  
Horta-Craft
- Anthony Lombardi CLP, CLD**  
Dr. Landscape
- Russel Loney**  
Loney Landscaping
- Jeff Lowartz CLT**  
Healthy Lawn Care Services
- Arvils Lukss**  
Landscapes by Lucin
- Glen Lumis**  
University of Guelph
- Mike Lunau CLT, CLP**  
Eden Gardenworks
- Mike Lysecki**  
The Beach Gardener
- Cory MacCallum CIT**  
Greenscape Watering Systems
- Gary MacPhail**  
Ego's Nurseries
- Steve Macartney CIT**  
Raintree Irrigation and Outdoor  
Systems
- Chris Mace**  
Leaside Landscaping
- Brian Marsh**  
Earth Art Landscapes
- Ken Martin**  
Copper Expressions Landscape  
Lighting and Design
- Bob McCannell**  
McCannell Consulting
- Jim McCracken**  
McCracken Landscape Design
- Mike McGrath CLT**  
Heritage Green Landscape  
Contractors
- Jeff McMann CLT**  
Town of Markham
- Burke McNeill**
- Don McQueen CIT**  
Nutri-Lawn – Burlington
- Norm Mills**  
Kobes Nurseries
- Bert Minor**  
Prebbel Enterprises
- Christine Moffit**  
Christine's Touch Gardening
- Jim Monk**  
Markham Property Services
- John Moons**  
Cannon Nurseries/NVK Holdings
- Garry Moore**  
University of Windsor
- Bruce Morton CLP, CIT**  
Greenscape Watering Systems
- Janet Mott CLP**  
Christine's Touch Gardening
- Kelly Mulrooney-Cote**  
Geosynthetic Systems
- Jodie Munshaw CLD**  
Reeves Florist and Nursery
- Jay Murray CLP**  
TLC Professional Landscaping
- David Nemeth**  
Elm Landscaping
- Roy Neves**  
DJ Rain and Co
- Terry Nicholson CLT**  
Clintar Landscape Management
- Mike O'Connor**  
Outside Professional Services
- 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
- Ken Pavely**  
Dufferin Lawn Life
- Michelle Peeters**  
Baseline Nursery - Division of Peeters  
Landscaping
- John Peets**  
John Peets Landscaping
- Fiona Penn Zieba**  
Fiona's Garden Gate
- John Perriman**  
Mountview Services
- Frans Peters**  
Humber Nurseries
- David Pierce**  
Unilock
- Fred Post CLD**  
Your Designer Landscapes
- Chris Power**  
Bellaire Landscape
- Fred Prescod CLT**  
Plan It with Plants
- Sian Pritchard**  
The Cutting Garden
- Chuck Pronger**  
Watergardens Unlimited
- Don Prosser CLT, CLD**  
Don Prosser Landscape Design
- Bill Putzer**  
M. Putzer Hornby Nursery
- John Putzer**  
M. Putzer Hornby Nursery
- Lee Ratcliffe**  
Dr Green Services
- Richard Reed**  
Dufferin Lawn Life
- Susan Richards**  
New North Greenhouses
- Jasanna Rivait**  
Top Grade Landscape and Garden  
Solutions
- Darren Rodrigues**  
Sinclair Cockburn International
- Richard Rogers CLT**  
R J 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
- Dean Schofield**  
Landmark Landscaping
- Peter Scholtens**  
Verbinnen's Nursery
- Todd Schwindt**  
TS Benefit Solutions
- Haig Seferian CLD**  
Seferian Design Group
- Frank Selles CLT**  
Framar Landscape & Maintenance  
Contractors
- Tony Serwatuk CIT**  
HydroSense Irrigation Design  
& Consulting
- Gord Shuttleworth**  
Delaware Nursery
- Klaas Sikkema**
- Arthur Skolnik**  
Shibui Landscaping
- James Smith**  
Niagara Parks Commission  
School of Horticulture
- Jeff Smith**  
Lynden Lawn Care
- James Solecki**  
Integra Works
- Nick Solty**  
Solty and Sons
- Fred Somerville**  
Somerville Nurseries
- Melissa Spearing**  
Ground Covers Unlimited
- Stuart Sprout**  
Sprout's Premium Earth Products
- Patricia Stanish CLD**  
Patricia Stanish Landscape Design
- Christine Stein**  
Agrium Advanced Technologies
- Bill Stensson**  
Sheridan Nurseries
- Karl Stensson**  
Sheridan Nurseries
- 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
- Marc Thiebaud**  
OGS Grounds Maintenance Specialists
- Rene Thiebaud CLP**  
OGS Landscape Services
- Mike Thomas**  
The Investment Guild
- Jeff Thompson**  
Native Plant Source
- Dave Tillaart**  
Dutchmaster Nurseries
- Kyle Tobin**  
LawnSavers Plant Health Care
- Rodger Tschanz**  
University of Guelph
- Steve Tschanz**  
Turf Management Systems/Truly Nolen
- Bob Tubby CLP**  
Arbordale Landscaping/  
Moonstruck Landscape Lighting
- David Turnbull CHT**  
David Turnbull and Associates
- Chris Urquhart CLP**  
Green Unlimited
- Phillip Van Alstyne CLT**
- Michael Van Dongen**  
Van Dongen's Landscaping  
and Nurseries
- Anna van Maris**  
Parklane Nurseries
- Monica van Maris**  
Van Maris Holdings
- Harry Van Staveren**  
Van Staveren's
- John van Staveren**  
The Garden Shop
- Deanna Van Varik**  
Cannon Nurseries/NVK Holdings
- Violet Van Wassenaer**  
Ministry of the Environment
- Jay VanGelder**  
DenBok Landscaping and Design
- Jack VandeRee CLT**  
Boot's Landscaping & Maintenance
- Art Vanden Eden CHT**  
Sheridan Nurseries (Whitby)
- Neil Vanderkruk**  
Cannon Nurseries/NVK Holdings
- Peter Vanderley CLP**  
Pete Vanderley's Lawn Maintenance  
and Landscape Services
- Alex Verbinnen**  
Verbinnen's Nursery
- Don Voorhees**
- Bruce Warren**  
Brookdale Treeland Nurseries
- Alan White**  
Turf Systems
- Joe Willemse**  
DiMarco Landscape Lighting

**Mark Williams**  
Williams Nurseries

**Bruce Wilson**  
Permacon Group - Greater Toronto Area

**Robert Wilton**  
Clintar Landscape Management

**Jarrett Woodard**  
Grand River Brick and Stone

**David Wright CLP**  
Wright Landscape Services

**John Wright**  
Wright Lawn Care Service

**Chuck Yates CIT**  
Yates Custom Lawn Sprinklers

**Alex Zalewski CLT**  
Parklane Nurseries

**Jason Zehr**  
Rural Roots Landscaping

**Fiore Zenone**  
Tumbleweed Landscape Contracting

**Helmut Zgraja**  
Helmutz Interlock

**Youbin Zheng**  
University of Guelph

## Special events

Tom Intven, president of Landscape Ontario, expresses his thanks to those volunteers who assist and participate at numerous events during the year: Canada Blooms, certification, golf tournaments, baseball tournaments, Chapter home shows, awards judging, Congress, Expo, Green Trade Expo – Ottawa, Ottawa Day of Tribute and other Chapter events.

**Abate Wori Abate**  
Ministry of Training,  
Colleges and Universities

**Camilla Ackroyd**  
St. Clair College

**David Agnew**  
Seneca College

**John Aird**  
Ontario Service Safety Alliance

**Dave Alexander**  
Atlas Block

**Ricky Allen**  
Picton

**Ross Allin**  
Creative Gardens and Waterscapes

**Stephen Anderson**  
Sthil

**Andrew Arsenau**  
Arbordale Landscaping/  
Moonstruck Landscape Lighting

**Collette Bacchus**  
Humber College

**Margaret Baker**  
St. Clair College

**Stephen Barker CLT, CIT**  
Ganden Landscapes

**Simon Barnes CLT**  
Bos Landscaping

**Ben Bauer**  
Clintar Landscape Management –  
Ottawa

**Jim Bauer**  
Bauer Landscape and Garden  
Maintenance

**Melanie Beacham**  
MicroSkills

**Bob Bellaire**  
Bellaire Landscape

**Mike Bellaire**  
Bellaire Landscape

**Olivia Bellaire**  
Bellaire Landscape

**Michael Bellingham CLT**  
Garden Creations of Ottawa

**Chris Bird**  
Sycamore Landscape

**Scott Bird**  
Sycamore Landscape

**Amanda Bishop-Ashe**  
MicroSkills

**Bill Bitz**  
Bytowne Lawn Experts

**Nadia Blackburn**

**Scott Boere**  
Arbordale Landscaping/  
Moonstruck Landscape Lighting

**Kevin Boggs**  
St. Clair College

**Jeff Bonnett**  
Seferian Design Group

**John Boot CLT, CIT**  
Boot's Landscaping and Maintenance

**Derek Booth**  
Ontario Ministry of Training,  
Colleges and Universities

**Elaine Bouma**  
Picture Perfect Landscaping Quinte

**Thom Bourne CIT**  
Nutri-Lawn – Ottawa

**Gregory Bouwman**  
Boot's Landscaping and Maintenance

**Collin Brasz**  
Boot's Landscaping and Maintenance

**Paul Brasz**  
Boot's Landscaping and Maintenance

**Glenn Bridge**  
Environmental Design  
Landscaping Contractors

**Al Briggs**  
Workplace Safety and Insurance Board

**Kirby Brock CIT**  
Boot's Landscaping and Maintenance

**Eric Brooks CLP**  
Eco Landscaping

**Cody Bruce CLT**  
Clintar Landscape Management -  
Mount Hope

**Matt Burke CLT**  
Clintar Landscape Management -  
Mount Hope

**Chris Burns CLT**  
Clintar Landscape Management –  
Ottawa

**Jorge Capiro**  
Leaside Landscaping

**Sri Chandrakanth**  
MicroSkills

**Harry Chang**  
Humber College

**Mike Chapman**  
Oasis North Landscapes

**Greivin Chavez**  
Double Tree Landscaping

**Tico Chavez**  
Double Tree Landscaping

**Heather Chavuson**  
Water's Edge Landscaping

**Mark Chidlow**  
Outside Professional Services

**Don Clark**  
St. Clair College

**Christopher Clayton**  
Landscape Architect

**Stephen Coffin**  
Dr. Landscape

**Terrance Coffin**  
Dr. Landscape

**John Cordingly**  
M. Putzer Hornby Nursery

**Patricia Cowdrey**  
Safe Communities Incentive Program

**Melanie Cristiano CIT**  
Greenscape Watering Systems

**Joshua Crowe**  
Notre Dame Catholic Secondary School

**Janet Cuff**  
MicroSkills

**Mark Cullen**  
Mark's Choice

**Trevor Cullen CLT**  
Cullen Landscaping

**Louis D'Alonzo**  
Ontario Ministry of Training,  
Colleges and Universities

**Christiaan Dannrath**  
Boot's Landscaping and Maintenance

**Elyse Davenport**  
St. Clair College

**Dianna Dawson CLT**  
Garden Creations of Ottawa

**Dennis DeJong**  
Notre Dame Catholic Secondary School

**Dana DeKuyper**  
MicroSkills

**Andrew Desjardins CLT**  
Clintar Landscape Management -  
Toronto downtown

**Anthony DiFranco**  
Notre Dame Catholic Secondary School

**Chris Diacur CLT**  
Clintar Landscape Management –  
Niagara

**Merita Dinaj**  
MicroSkills

**Yverine Dongmo**  
MicroSkills

**Sean Donnelly**  
Dry Stone Guild Commission

**Matthew Dressing CHT**

**Francois Dussealt**  
The Beach Gardener

**Mitchell D.Souza**  
Notre Dame Catholic Secondary School

**Wally Earl CLT, CHT**  
Green Things Landscaping 2010

**Jeff Eidsness CLT**  
Clintar Landscape Management –  
London

**Stacy Elliott**  
Bradley's Insurance

**Pat Elo CLT**  
Earth Art Landscapes

**Jason Felker CLT**  
Gelderman Landscaping

**Lorraine Flanigan**

**Kris Flindall**  
Earth Art Landscapes

**Roy Ford**  
Ontario Ministry of Labour

**Liberato Franchino**  
Arbordale Landscaping/  
Moonstruck Landscape Lighting

**Nick Fratoni CLT**  
Heritage Green Landscape Contractors

**Patricia Gadoury**  
St. Clair College

**Michael Gagne**  
Notre Dame Catholic Secondary School

**Belinda Gallagher**  
Trifids Plants

**Jim Garrett**  
Garrett Insurance Agency

**Jason Gaw**  
Sycamore Landscape

**Jean-Paul Gervais**  
Paysagement Trillium Landscaping

**Kim Goodwin**  
Living Landscapes

**Chris Graham**  
Kimberley Cottage Garden

**Jeremy Graham**  
Earth Art Landscapes

**Nina Gronland**  
MicroSkills

**Ryan Haluska CLT, CIT**  
Niagara Parks Commission  
School of Horticulture

**Tim Hand**  
Notre Dame Catholic Secondary School

**Dave Harrington**

**Barry Harrison**  
Skills Canada – Ontario

**Sandy Harrison**  
Balfour Greenhouses

**Kassie Harvey**  
Green Design Landscaping

**Rick Harvey CLT, CLP**  
Green Design Landscaping

**Lorne Haveruk CIT**  
DH Water Management

**Robin Henry**  
Ontario Ministry of Training, Colleges  
and Universities

**Iku Hiroaka**  
MicroSkills

**Sonja Hirsig CLT**  
Hirsig Landscapes

**Rick Hofstetter**  
Hofstetter Landscaping

- Peggy PEI Hong/Yang**  
MicroSkills
- Joel Hordyk**  
Shademaster Landscaping
- Mark Hordyk**  
Shademaster Landscaping
- David Hupman Jr.**  
Brickman - Ohio Division
- Sherry Ing**
- Sara Irven**  
Ritchie Feed and Seed
- Mary Anne Jackson-Hughes**  
Algonquin College
- Sheila James**  
Workplace Safety and Prevention Services
- Alistair Johnston**  
Strybos Barron King
- Joan Johnston**  
Peter Knippel Nursery
- Shane Jordan CIT**  
Ganden Landscapes
- Mykola Kachmar**
- Sara Katz**  
Wild at Heart Design
- Ryan Kearney CLT**  
Garden Creations of Ottawa
- Tyler Kearney**  
Garden Creations of Ottawa
- Darrell Kekanovich CLT**  
Ritchie Feed and Seed
- Paul Kelly**  
Garden Creations of Ottawa
- Al King CLP**  
Outside Professional Services
- Isaac Kirwin**  
Dry Stone Guild Commission
- Heather Klimes CLT,**  
Peter Knippel Nursery
- Liz Klose CLP**  
Canadian Nursery Landscape Association
- Stefan Koechlin**  
Arbordale Landscaping/  
Moonstruck Landscape Lighting
- Terry Kowalski**  
Kowalski Landscaping
- Richard Kuizenga**  
Shademaster Landscaping
- Mark Lambley**  
Pete Vanderley's Lawn Maintenance  
and Landscape Services
- Maria Lanaverde**  
MicroSkills
- Kelly Lance**
- Lorraine Langston**  
Battlefield Equipment Rentals
- Mike Larocque**  
Greenspace Services – Ottawa
- Richard Laurie**  
M. Putzer Hornby Nursery
- Shawn Lefebvre**  
Gelderman Landscaping
- John Lein**  
St. Clair College
- Phil Lindsay CLT**  
Lindsay Landscape
- Michael Louasi**  
Notre Dame Catholic  
Secondary School
- Eric Louie**  
Christopher J Clayton Landscape
- Jim Lounsbey**  
Mohawk College
- Sonya C. Lovino**  
St. Clair College
- Todd Lynch CLT**  
Ganden Landscapes
- Murray Macken**  
Arbordale Landscaping/  
Moonstruck Landscape Lighting
- Faith Mahi**  
MicroSkills
- Len Mancini**  
Holland Park Garden Gallery
- Ken Marsh**  
Earth Art Landscapes
- Jacki McFarlane**  
MicroSkills
- Blair McKergow**  
Double Tree Landscaping
- Dan McLean**  
Outside Professional Services
- Dean McLellan**  
Dry Stone Guild Commission
- Jenny Mei**  
MicroSkills
- Suzie Michaels**  
MicroSkills
- Hank Mollema**  
TerraPro Corporation
- Rodney Monteith CLT**  
Ganden Landscapes
- Chad Moore CLT**  
Planit Earth Landscaping
- Chaz Morenz**  
Gardens in the City
- Terry Murphy CLP**  
Landscape Ontario  
Horticultural Trades Association
- Rob Musson**  
Bellaire Landscape
- Jared Myer**  
St. Clair College
- Allan Nason**  
Notre Dame Catholic Secondary  
School
- Tammy Nason**  
Notre Dame Catholic Secondary  
School
- Ana Natyshak**  
St. Clair College
- Jim Neumann CIT**  
Greenscape Watering Systems
- Tim O'Brien CLT**  
Garden Creations of Ottawa
- Samuel Oldsfield**  
Notre Dame Catholic  
Secondary School
- Nick Olshewski**  
Notre Dame Catholic  
Secondary School
- Ryan Owen**  
The Beach Gardener
- Mike Palermo**  
Notre Dame Catholic  
Secondary School
- Kostas Paliulis**  
Notre Dame Catholic  
Secondary School
- Michael Pascoe CLT**  
Fanshawe College
- Peter Patterson**  
J Garfield Thompson Landscape
- Chris Pearson CLT**  
Heritage Green Landscape Contractors
- Daniel Pirrie**  
Dr. Landscape
- Nick Pisano**  
National Research Council Canada
- Meredith Plant**  
Seferian Design Group
- Jason Pond**  
Battlefield Equipment Rentals
- Richard Portelance**  
Cypress Hill Design and Build
- Alysa Pottage**  
Workplace Safety  
and Prevention Services
- Alice Power**  
Ministry of Training,  
Colleges and Universities
- Jason Power**  
St. Clair College
- Tracy Pring CLP**  
Clintar Landscape Management -  
Mount Hope
- Michelle Pugliese**  
Gelderman Landscaping
- Tracy Qui**  
MicroSkills
- Ian Rootham**  
Earth Art Landscapes
- Barbara Rosensweig**  
The Cultivated Garden
- Gary Ross CLD**  
Designed and Delivered
- Sharon Rouette-Urquhart**  
Green Unlimited
- Jeff Rowley CLT**  
Fanshawe College
- Robert Russo**  
Mohawk College
- Ursula Russo**  
Notre Dame Catholic  
Secondary School
- Chris Rylands CLT**  
Clintar Landscape Management –  
Niagara
- Bruce Scott**  
Casa Loma
- Robert Shane**  
Weed Man – Ottawa
- Gord Sherwood**  
Balfour Greenhouses
- Brad Small**  
St. Clair College
- John Smit**  
Peter Smit and Sons
- Claude Smith**  
Kemptville College
- Jennifer Smith**  
Clintar Landscape Management –  
Ottawa
- Gail Smyth**  
Skills Canada – Ontario
- Reid Snow**  
Dry Stone Guild Commission
- Tammy Stawnyczy**  
Turf Care Products Canada
- David Stewart CLT**  
Custom Lawn Care
- Brian Streight**  
Boot's Landscaping and Maintenance
- Lou'ay Sulaiman**  
Burl-Oak Landscaping
- Shayla Supo**  
Canadian Nursery Landscape Association
- Angelina Targatt**  
MicroSkills
- Sally Taylor**  
Seferian Design Group
- Connie Teplitsky**
- Gerrit Tervrugt CHT**
- Andrew Thompson CLT**  
Ganden Landscapes
- James Thompson**  
J Garfield Thompson Landscape
- Edward Tooke**  
Ontario Ministry of Training,  
Colleges and Universities
- Jacob Torenvliet**  
Environmental Design  
Landscaping Contractors
- Koos Torenvliet**  
Environmental Design  
Landscaping Contractors
- Mark Torenvliet**  
Environmental Design  
Landscaping Contractors
- Nicholas Torenvliet**  
Environmental Design  
Landscaping Contractors
- Nick Torenvliet**  
Environmental Design  
Landscaping Contractors
- Jacob Trevena**  
Notre Dame Catholic  
Secondary School
- Elizabeth Tuntevski**  
MicroSkills
- Olivia Urquhart**  
Green Unlimited
- Aaron VanBerckel**  
Shademaster Landscaping
- Laura VanRooy**  
MicroSkills
- Brent Vanderkruk**  
Connon Nurseries/NVK Holdings
- Mark Vanderkruk**  
Connon Nurseries/NVK Holdings
- Shannon Vanderkruk**  
Environmental Design  
Landscaping Contractors
- Dave Vandermulen**  
Connon Nurseries/NVK Holdings
- Victor Velastegui**  
Boot's Landscaping and Maintenance
- Alex Verdonk**  
Shademaster Landscaping
- Kurtis Vesby**  
Earth Art Landscapes
- Mauro Vesia**  
Arbordale Landscaping/  
Moonstruck Landscape Lighting
- Nathan Vickery**  
St. Clair College
- Clarence Visser**  
Shademaster Landscaping
- Shelley Wall**
- David Webssies**  
Notre Dame Catholic  
Secondary School
- Barb Welburn**  
The Cultivated Garden
- Oscar Werkmen**  
Shademaster Landscaping
- Aj White**  
Armstrong Landscaping

**Rayne Wildwood**  
The Cultivated Garden

**Fraser Wilson**  
Fraser Wilson Inc.

**Lindsey Wilton CHT**  
Reeves Florist and Nursery

**Welwyn Wong**  
Welwyn Wong Landscape Design

**Jess Woods**  
MicroSkills

**Eric Wright CLT**  
Pete Vanderley's Lawn Maintenance  
and Landscape Services

**Tavis Yeates**  
Oasis North Landscapes

**Scott Young**  
Arbordale Landscaping/  
Moonstruck Landscape Lighting

**Companies**  
Bauer Landscape and Garden  
Maintenance, Bradley's Insurance,  
Clintar Landscape Mangement —  
Ottawa, Fraser Wilson Inc., Garden  
Landscapes, Garden Creations of  
Ottawa, Green Unlimited, Greenscape  
Watering Systems, Greenscape  
Services — Ottawa, Lindsay  
Landscape, Nutri-Lawn — Ottawa,  
Peter Knippel Nursery,

Peter Smit and Sons, Ritchie Feed  
and Seed, TerraPro, Thornbusch  
Landscaping and Weed Man — Ottawa.

## LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUG. 31/11

### BALANCE SHEET

	2010 Audited Statements	2011 Audited Statements
<b>Assets</b>		
Cash	213,210	240,364
Investments	1,555,218	1,277,563
Accrued Interest	50,646	42,907
Accounts Receivable	2,096,642	2,029,423
Prepaid Expenses	711,973	677,371
Land/Building-Vineland	57,645	57,645
Land/Building-Steeles Ave	0	580,462
Land/Building-Head Office	1,243,947	1,243,947
<b>Total Assets</b>	<b>5,929,280</b>	<b>6,149,681</b>
<b>Liabilities &amp; Surplus</b>		
Accounts Payable	540,754	614,098
Accounts Payable-Garden Centre Group	10,093	4,961
Accounts Payable-Growers Group	(19,712)	(225)
Accounts Payable-Ipm Symposium	18,691	28,310
Accounts Payable-Special Projects	12,089	7,440
Deferred Revenue	2,786,858	2,872,169
Hort. Centre Improvement Fund	898,010	871,544
Hort. Industry Development Fund	469,913	582,897
Technology Fund	5,320	(817)
Promotion Fund	10,483	14,263
Surplus-Members Equity	1,046,568	1,046,568
Net Income	150,215	108,475
<b>Total Liabilities &amp; Surplus</b>	<b>5,929,280</b>	<b>6,149,681</b>

### FUND ALLOCATIONS

	2010 Audited Statements	2011 Audited Statements
<b>Horticultural Industry Development Fund</b>		
Opening Balance	607,992	600,128
Expenditures	(138,079)	(17,231)
Industry Funding/Donations	0	0
Transfer From Net Income	130,215	77,475
Closing Balance	600,128	660,372
<b>Horticultural Centre Improvement Fund</b>		
Opening Balance	899,151	898,010
Expenditures	(53,891)	(26,638)
Industry Funding/Donations	52,750	172
Transfer From Net Income	0	0
Closing Balance	898,010	871,544
<b>Technology Fund</b>		
Opening Balance	24,367	15,320
Expenditures	(19,047)	(16,136)
Transfer From Net Income	10,000	25,000
Closing Balance	15,320	24,183
<b>Promotion Fund</b>		
Opening Balance	28,692	20,483
Expenditures	(18,210)	(6,220)
Industry Funding/Donations	0	0
Transfer From Net Income	10,000	6,000
Closing Balance	20,483	20,263

### INVESTMENTS

	Maturity Date	Rate Of Return	Opening Value At Cost Sept. 1/10	Purchases At Cost	Disposals	Gain/Loss Disposals	Realized Interest On Disposals	Accrued Interest Aug. 31/11	Closing Value At Cost Aug. 31/11	Market Value Aug. 31/11
Bell Canada Coupon	Apr 15, 2019	5.16 %	491,318		491,318	42,039				
Province Of B.C. Coupon	Dec 18, 2018	4.20 %	491,318		491,318	21,598				
Province Of Quebec Coupon	Dec 1, 2021	4.79 %	300,046		300,046	1,349				
B.C. Telus Coupon	Apr 8, 2022	4.79 %	272,537					13,504	272,537	293,527
Bank Of Montreal Coupon	Feb 20, 2015	2.73 %		449,999				10,097	449,999	454,546
Ontario Hydro Coupon	Aug 18, 2022	4.23 %		555,027				19,306	555,027	597,818
<b>Totals</b>			<b>1,555,218</b>	<b>1,005,026</b>	<b>1,282,682</b>	<b>64,987</b>	<b>0</b>	<b>42,907</b>	<b>1,277,563</b>	<b>1,345,891</b>

## LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUG. 31/11

## INCOME STATEMENT - GENERAL

	2010 Audited Statements	2011 Audited Statements	2011 Revised Budgets	2012 Revised Budgets	2013 Proposed Budgets
<b>Revenue</b>					
Rent	118,747	122,147	115,000	122,000	122,000
Administration Fees	121,219	86,991	78,000	28,000	28,000
Earned Interest	60,730	42,489	60,000	70,000	70,000
Gains/Losses-Investments	37,467	64,987	1,000	1,000	1,000
Information Technology/Web Fees	8,633	9,218	9,000	9,000	9,000
Miscellaneous	176,865	5,885	1,000	1,000	1,000
<b>Total Revenue</b>	<b>523,661</b>	<b>331,716</b>	<b>264,000</b>	<b>231,000</b>	<b>231,000</b>
<b>Expenses - Administrative Expenses</b>					
Property Taxes	42,552	52,249	50,000	52,000	52,000
Telephone	39,373	37,223	40,000	33,000	33,000
Hydro	36,753	31,898	40,000	35,000	35,000
Heat	23,896	23,759	30,000	26,000	26,000
Maintenance-Yard	37,464	40,831	45,000	40,000	40,000
Maintenance-Building	86,281	65,789	80,000	70,000	70,000
Office Supplies	30,418	21,788	26,000	23,000	23,000
Office Equipment	7,390	7,136	10,000	8,000	8,000
Computer Equip/Software	11,136	3,693	10,000	4,000	4,000
Information Technology/Web Exps	22,331	21,896	22,000	22,000	22,000
Postage	12,587	10,251	15,000	14,000	14,000
Courier	6,273	6,101	6,000	7,000	7,000
Audit	16,775	18,000	16,000	17,000	17,000
Legal Fees	3,746	1,764	1,000	3,000	3,000
Advertising	1,538	1,696	1,500	2,000	2,000
Insurance Expense	16,024	19,479	16,000	18,000	18,000
Meeting Expenses	18,025	18,477	18,000	17,000	17,000
Travel	66,346	76,673	52,000	50,000	50,000
Dues & Subscriptions	8,759	8,441	10,000	9,000	9,000
Donations	1,692	2,690	3,000	2,000	2,000
Training (Staff)	7,080	3,011	5,000	5,000	5,000
Miscellaneous Expenses	12,671	10,406	15,000	12,000	12,000
Bank Charges & Interest	55,813	66,267	53,000	60,000	60,000
(Gain)Loss On Foreign Exchange	(486)	2,940	1,000	2,000	2,000
<b>Total Expenses</b>	<b>564,437</b>	<b>552,457</b>	<b>565,500</b>	<b>531,000</b>	<b>531,000</b>
<b>Compensation</b>					
Wages	1,637,928	1,699,149	1,638,000	1,676,000	1,676,000
Benefits	128,121	100,447	100,000	110,000	110,000
Source Deductions	91,343	94,857	98,000	98,000	98,000
<b>Total Compensation</b>	<b>1,857,392</b>	<b>1,894,454</b>	<b>1,836,000</b>	<b>1,884,000</b>	<b>1,884,000</b>
<b>Total Expenses</b>	<b>2,421,828</b>	<b>2,446,911</b>	<b>2,401,500</b>	<b>2,415,000</b>	<b>2,415,000</b>
<b>Net Income(Loss)</b>	<b>(1,898,167)</b>	<b>(2,115,194)</b>	<b>(2,137,500)</b>	<b>(2,184,000)</b>	<b>(2,184,000)</b>
<b>Wage Allocations</b>	<b>1,271,249</b>	<b>1,344,137</b>			
<b>Overhead Allocations</b>	<b>627,121</b>	<b>598,209</b>			
<b>Net Income(Loss) Net Of Allocations</b>	<b>203</b>	<b>(172,848)</b>			

## LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUG. 31/11

## INCOME STATEMENT - MEMBERSHIP SERVICES

	2010 Audited Statements	2011 Audited Statements	2011 Revised Budgets	2012 Revised Budgets	2013 Proposed Budgets
<b>Revenue</b>					
Membership Dues	922,022	943,558	935,000	950,000	950,000
Awards of Excellence	41,003	38,403	42,000	38,000	38,000
Merchandise	7,548	1,681	7,000	3,000	3,000
Referral Fees	42,550	22,039	45,000	40,000	40,000
<b>Total Revenue</b>	<b>1,013,123</b>	<b>1,005,681</b>	<b>1,029,000</b>	<b>1,031,000</b>	<b>1,031,000</b>
<b>Expenses - General</b>					
CNLA Membership Dues	267,650	270,303	271,000	275,000	275,000
Member Subscriptions	88,000	88,000	88,000	88,000	88,000
Awards of Excellence	88,278	60,958	73,000	73,000	73,000
Membership Plaques	3,803	5,973	7,000	7,000	7,000
Annual Report	2,565	3,183	3,000	3,000	3,000
Merchandise	5,621	0	4,000	4,000	4,000
Membership Campaign	10,594	9,095	10,000	10,000	10,000
Membership Booth	33,885	13,421	20,000	18,000	18,000
Promotion-Members	35,015	20,897	26,000	23,000	23,000
Promotion-Canada Blooms	74,108	126,606	50,000	50,000	50,000
Promotion-GFL/Branding		18,334	20,000	15,000	15,000
<b>Total Expenses - General</b>	<b>609,519</b>	<b>616,770</b>	<b>572,000</b>	<b>566,000</b>	<b>566,000</b>
<b>Chapters and Sector Groups</b>					
Windsor	2,736	3,260	3,260	3,230	3,230
London	6,264	5,139	6,264	6,290	6,290
Golden Horseshoe	8,383	8,920	8,920	9,480	9,480
Waterloo	7,120	7,318	7,318	7,010	7,010
Ottawa	4,977	6,417	6,524	6,342	6,342
Toronto	4,667	2,190	20,740	20,560	20,560
Georgian Lakelands	6,628	4,929	6,316	6,342	6,342
Durham	5,603	5,828	6,628	6,550	6,550
Upper Canada	3,770	1,320	3,710	3,770	3,770
Growers	1,968	3,419	3,000	3,000	3,000
Lawn Care	397	412	3,000	3,000	3,000
Garden Centre	213	80	3,000	3,000	3,000
Landscape Contractors	992	127	3,000	3,000	3,000
Grounds Maintenance	655	343	3,000	3,000	3,000
Designers	1,691	996	3,000	3,000	3,000
Irrigation	2,787	3,443	3,000	3,000	3,000
Interiorscape	3,207	585	3,000	3,000	3,000
Snow & Ice	1,407	880	3,000	3,000	3,000
Landscape Lighting	(1,848)	(2,576)	3,000	3,000	3,000
<b>Total Chapters and Sector Expenses</b>	<b>61,618</b>	<b>53,032</b>	<b>99,680</b>	<b>99,574</b>	<b>99,574</b>
<b>Total Expenses</b>	<b>671,137</b>	<b>669,801</b>	<b>671,680</b>	<b>665,574</b>	<b>665,574</b>
<b>Net Income(Loss)</b>	<b>341,986</b>	<b>335,880</b>	<b>357,320</b>	<b>365,426</b>	<b>365,426</b>
<b>Wage Allocations</b>	<b>(513,174)</b>	<b>(516,252)</b>			
<b>Overhead Allocations</b>	<b>(156,780)</b>	<b>(149,552)</b>			
<b>Net Income(Loss) Net Of Allocations</b>	<b>(327,968)</b>	<b>(329,925)</b>			

## LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUG. 31/11

**INCOME STATEMENT - LANDSCAPE TRADES MAGAZINE**

	2010 Audited Statements	2011 Audited Statements	2011 Revised Budgets	2012 Revised Budgets	2013 Proposed Budgets
<b>Revenue</b>					
Advertising	572,511	608,527	723,000	630,000	630,000
Web Display Ads	450	1,950	1,000	15,000	15,000
Polybag	40,917	27,018	35,000	35,000	35,000
Classified Ads	3,745	4,984	5,000	5,000	5,000
Subscriptions	5,668	5,489	8,000	5,000	5,000
Member Subscriptions	44,000	44,000	44,000	44,000	44,000
<b>Total Revenue</b>	<b>667,290</b>	<b>691,968</b>	<b>816,000</b>	<b>734,000</b>	<b>734,000</b>
<b>Discounts</b>					
Member Discounts	76,003	76,122	80,000	80,000	80,000
Agency Discounts	11,663	14,659	28,000	15,000	15,000
<b>Total Discounts</b>	<b>87,666</b>	<b>90,781</b>	<b>108,000</b>	<b>95,000</b>	<b>95,000</b>
<b>Gross Revenue</b>	<b>579,624</b>	<b>601,187</b>	<b>708,000</b>	<b>639,000</b>	<b>639,000</b>
<b>Expenses</b>					
Printing	95,384	102,016	120,000	100,000	100,000
Freelance Editorial	14,118	14,290	18,000	15,000	15,000
Editorial Travel	1,932	3,132	4,000	4,000	4,000
Sales Travel	15,657	16,458	15,000	15,000	15,000
Mail Preparation	7,840	6,826	9,000	8,000	8,000
Poly Bag Costs	5,378	4,249	8,000	7,000	7,000
Postage (2Nd Class)	47,937	49,124	48,000	48,000	48,000
Postage(Foreign)	3,196	2,683	5,000	4,000	4,000
Courier Charges	993	1,626	2,500	2,000	2,000
Subscription Campaign	0	0	1,500	1,500	1,500
Promotion/Media Kits	14,817	7,462	6,000	6,000	6,000
CCAB Circulation Audit	5,556	5,220	5,000	5,000	5,000
Miscellaneous	73	96	500	500	500
Bad Debts	0	1,880	1,000	2,000	2,000
<b>Total Expenses</b>	<b>212,880</b>	<b>215,061</b>	<b>243,500</b>	<b>218,000</b>	<b>218,000</b>
<b>Net Income(Loss)</b>	<b>366,745</b>	<b>386,126</b>	<b>464,500</b>	<b>421,000</b>	<b>421,000</b>
<b>Wage Allocations</b>	<b>(166,122)</b>	<b>(170,064)</b>			
<b>Overhead Allocations</b>	<b>(78,390)</b>	<b>(74,776)</b>			
<b>Net Income(Loss) Net Of Allocations</b>	<b>122,233</b>	<b>141,287</b>			

## LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUG. 31/11

INCOME STATEMENT - *HORTICULTURE REVIEW*

	2010 Audited Statements	2011 Audited Statements	2011 Revised Budgets	2012 Revised Budgets	2013 Proposed Budgets
<b>Revenue</b>					
Advertising	139,591	156,472	160,000	145,000	145,000
Polybag	12,434	7,974	8,000	9,000	9,000
Classified Ads	7,170	5,800	6,000	6,000	6,000
Web Classified Ads	8,260	10,832	8,000	9,000	9,000
Subscriptions	406	212	500	500	500
Member Subscriptions	44,000	44,000	44,000	44,000	44,000
<b>Total Revenue</b>	<b>211,860</b>	<b>225,290</b>	<b>226,500</b>	<b>213,500</b>	<b>213,500</b>
<b>Discounts</b>					
Member Discounts	24,860	27,882	28,000	25,000	25,000
Agency Discounts	864	970	600	600	600
<b>Total Discounts</b>	<b>25,724</b>	<b>28,852</b>	<b>28,600</b>	<b>25,600</b>	<b>25,600</b>
<b>Gross Revenue</b>	<b>186,136</b>	<b>196,438</b>	<b>197,900</b>	<b>187,900</b>	<b>187,900</b>
<b>Expenses</b>					
Printing	42,729	39,047	42,000	42,000	42,000
Editorial Travel	987	996	1,200	1,000	1,000
Mail Preparations	4,251	4,640	5,000	4,500	4,500
Poly Bag Costs	2,180	1,633	2,000	2,000	2,000
Postage	17,372	17,233	18,000	18,000	18,000
Miscellaneous	0	0	250	250	250
Bad Debts	0	0	500	500	500
<b>Total Expenses</b>	<b>67,519</b>	<b>63,549</b>	<b>68,950</b>	<b>68,250</b>	<b>68,250</b>
<b>Net Income(Loss)</b>	<b>118,617</b>	<b>132,889</b>	<b>128,950</b>	<b>119,650</b>	<b>119,650</b>
<b>Wage Allocations</b>	<b>(121,731)</b>	<b>(129,976)</b>			
<b>Overhead Allocations</b>	<b>(39,195)</b>	<b>(37,388)</b>			
<b>Net Income(Loss) Net Of Allocations</b>	<b>(42,310)</b>	<b>(34,475)</b>			

## PUBLISHING - SPECIAL PROJECTS

<b>Revenue</b>	<b>110,446</b>	<b>103,866</b>	<b>95,000</b>	<b>95,000</b>	<b>95,000</b>
<b>Expenses</b>	<b>60,914</b>	<b>58,835</b>	<b>60,000</b>	<b>60,000</b>	<b>60,000</b>
<b>Net Income(Loss)</b>	<b>49,532</b>	<b>45,031</b>	<b>35,000</b>	<b>35,000</b>	<b>35,000</b>
<b>Wage Allocations</b>	<b>(9,287)</b>	<b>(9,368)</b>			
<b>Overhead Allocations</b>	<b>0</b>	<b>0</b>			
<b>Net Income(Loss) Net Of Allocations</b>	<b>40,246</b>	<b>35,663</b>			

## LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUG. 31/11

**INCOME STATEMENT - CONGRESS**

	2010 Audited Statements	2011 Audited Statements	2011 Revised Budgets	2012 Revised Budgets	2013 Proposed Budgets
<b>Revenue</b>					
Exhibit Space	1,730,964	1,851,223	1,765,000	1,900,000	1,900,000
Exhibit Space-Partners	59,000	93,025	70,000	90,000	90,000
Registration	129,076	124,465	120,000	130,000	130,000
Sponsorship	28,500	27,241	25,000	30,000	30,000
Miscellaneous	6,246	7,179	5,000	5,000	5,000
<b>Total Revenue</b>	<b>1,953,786</b>	<b>2,103,133</b>	<b>1,985,000</b>	<b>2,155,000</b>	<b>2,155,000</b>
<b>Discounts</b>					
Member Discounts	156,784	192,687	170,000	200,000	200,000
Member Discounts-Partners	5,950	9,800	7,200	10,500	10,500
<b>Total Discounts</b>	<b>162,734</b>	<b>202,487</b>	<b>177,200</b>	<b>210,500</b>	<b>210,500</b>
<b>Gross Revenue</b>	<b>1,791,053</b>	<b>1,900,646</b>	<b>1,807,800</b>	<b>1,944,500</b>	<b>1,944,500</b>
<b>Expenses</b>					
Exhibit Hall	356,110	366,785	366,785	377,800	377,800
Security	23,030	23,477	24,000	25,500	25,500
Show Services	101,525	98,603	100,000	110,000	110,000
Feature Area	0	1,544	4,000	3,000	3,000
Garden Subsidy	12,186	5,679	14,000	9,000	9,000
Speakers	31,818	21,869	30,000	35,000	35,000
Registration Services	36,066	33,787	37,000	37,000	37,000
Audio Visual Equipment	7,715	12,051	15,000	15,000	15,000
Receptions	32,807	35,956	33,000	36,000	36,000
Printing	25,573	29,886	32,000	30,000	30,000
Promotion	14,307	9,856	22,000	12,000	12,000
Public Relations Services	8,302	7,218	7,000	8,000	8,000
Advertising	28,527	32,705	30,000	34,000	34,000
Photography	2,592	0	2,800	3,000	3,000
Flowers	2,684	1,493	3,000	2,000	2,000
Gifts/ Gratuities	30	0	1,000	0	0
Insurance	6,664	5,881	7,000	6,000	6,000
Move In/Move Out	91,450	95,907	90,000	100,000	100,000
Snow Removal	0	0	10,000	10,000	10,000
Travel	45,491	40,560	43,000	42,000	42,000
Parking	10,611	11,150	11,000	12,000	12,000
Police	1,680	1,680	1,800	2,000	2,000
Postage	19,888	21,802	22,000	24,000	24,000
Janitorial	35,175	42,000	36,500	44,000	44,000
Software	10,492	9,001	9,000	10,500	10,500
Labour	6,351	3,106	7,000	5,000	5,000
Commissions-Partners	13,825	20,735	13,000	20,000	20,000
Miscellaneous	6,993	3,780	5,000	2,500	2,500
<b>Total Expenses</b>	<b>931,891</b>	<b>936,510</b>	<b>976,885</b>	<b>1,015,300</b>	<b>1,015,300</b>
<b>Net Income(Loss)</b>	<b>859,161</b>	<b>964,136</b>	<b>830,915</b>	<b>929,200</b>	<b>929,200</b>
<b>Wage Allocations</b>	<b>(209,020)</b>	<b>(243,410)</b>			
<b>Overhead Allocations</b>	<b>(156,780)</b>	<b>(149,552)</b>			
<b>Net Income(Loss) Net Of Allocations</b>	<b>493,362</b>	<b>571,174</b>			

## LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUG. 31/11

## INCOME STATEMENT - EXPO

	2010 Audited Statements	2011 Audited Statements	2011 Revised Budgets	2012 Revised Budgets	2013 Proposed Budgets
<b>Revenue</b>					
Exhibit Space	553,145	613,900	594,000	631,000	631,000
Registration	4,614	6,770	6,000	3,500	3,500
Sponsorship	3,775	8,750	5,000	9,500	9,500
Miscellaneous	5,229	400	0	0	0
<b>Total Revenue</b>	<b>566,763</b>	<b>629,820</b>	<b>605,000</b>	<b>644,000</b>	<b>644,000</b>
<b>Discounts</b>					
Member Discounts	22,402	27,375	20,000	35,000	35,000
<b>Total Discounts</b>	<b>22,402</b>	<b>27,375</b>	<b>20,000</b>	<b>35,000</b>	<b>35,000</b>
<b>Gross Revenue</b>	<b>544,361</b>	<b>602,445</b>	<b>585,000</b>	<b>609,000</b>	<b>609,000</b>
<b>Expenses</b>					
Exhibit Hall	95,580	98,440	98,444	98,920	98,920
Security	8,147	8,424	9,000	10,300	10,300
Show Services	54,637	52,169	53,000	58,250	58,250
Registration Services	11,290	10,640	12,000	12,000	12,000
Printing	9,791	13,147	14,000	15,050	15,050
Promotion	7,785	9,458	9,400	7,700	7,700
Public Relations Services	3,500	5,332	5,300	5,750	5,750
Advertising	30,121	24,959	25,000	30,380	30,380
Photography		1,350	1,500	2,250	2,250
Move In/Move Out	33,885	34,757	34,000	37,350	37,350
Travel	14,985	16,688	15,000	13,750	13,750
Parking	1,906	2,000	2,000	2,000	2,000
Receptions	10,633	11,834	8,500	9,000	9,000
Postage	15,383	7,657	16,500	7,800	7,800
Janitorial	7,360	7,720	7,500	8,000	8,000
Software	7,235	7,348	7,000	8,500	8,500
Commissions-Partners	0	3,250	9,100	12,500	12,500
Miscellaneous	5,795	1,103	2,350	3,250	3,250
<b>Total Expenses</b>	<b>318,031</b>	<b>316,275</b>	<b>329,594</b>	<b>342,750</b>	<b>342,750</b>
<b>Net Income(Loss)</b>	<b>226,330</b>	<b>286,170</b>	<b>255,406</b>	<b>266,250</b>	<b>266,250</b>
<b>Wage Allocations</b>	<b>(120,548)</b>	<b>(130,249)</b>			
<b>Overhead Allocations</b>	<b>(117,585)</b>	<b>(112,164)</b>			
<b>Net Income(Loss) Net Of Allocations</b>	<b>(11,803)</b>	<b>43,756</b>			

## LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUG. 31/11

**INCOME STATEMENT - EDUCATION**

	2010 Audited Statements	2011 Audited Statements	2011 Revised Budgets	2012 Revised Budgets	2013 Proposed Budgets
<b>Revenue</b>					
Special Projects	7,881	17,479	17,000	17,000	17,000
Trade Courses	207,269	163,113	205,000	170,000	170,000
Certification	60,939	47,704	50,000	30,000	30,000
<b>Total Revenue</b>	<b>276,089</b>	<b>228,296</b>	<b>272,000</b>	<b>217,000</b>	<b>217,000</b>
<b>Expenses</b>					
Special Projects	77	11,107	2,000	12,000	12,000
Trade Courses	115,769	94,523	117,000	100,000	100,000
Certification	49,021	30,819	35,000	40,000	40,000
Promotion	13,212	6,411	15,000	5,000	5,000
Foundation Scholarships Funding	12,000	12,000	12,000	12,000	12,000
<b>Total Expenses</b>	<b>190,078</b>	<b>154,859</b>	<b>181,000</b>	<b>169,000</b>	<b>169,000</b>
<b>Net Income(Loss)</b>	<b>86,010</b>	<b>73,437</b>	<b>91,000</b>	<b>48,000</b>	<b>48,000</b>
<b>Wage Allocations</b>	<b>(131,368)</b>	<b>(144,818)</b>			
<b>Overhead Allocations</b>	<b>(78,390)</b>	<b>(74,776)</b>			
<b>Net Income(Loss) Net Of Allocations</b>	<b>(123,748)</b>	<b>(146,157)</b>			

**INCOME STATEMENT - DEPARTMENTAL SUMMARY**

	2010 Audited Statements	2011 Audited Statements	2011 Revised Budgets	2012 Revised Budgets	2013 Proposed Budgets
<b>Revenue</b>					
General	523,661	331,716	264,000	231,000	231,000
Membership	1,013,123	1,005,681	1,029,000	1,031,000	1,031,000
Publications	876,206	901,491	1,000,900	921,900	921,900
Congress	1,791,053	1,900,646	1,807,800	1,944,500	1,944,500
Expo	544,361	602,445	585,000	609,000	609,000
Education	276,089	228,296	272,000	217,000	217,000
<b>Total Revenue</b>	<b>5,024,493</b>	<b>4,970,275</b>	<b>4,958,700</b>	<b>4,954,400</b>	<b>4,954,400</b>
<b>Expenses</b>					
General	2,421,828	2,446,911	2,401,500	2,415,000	2,415,000
Membership	671,137	669,801	671,680	665,574	665,574
Publications	341,312	337,444	372,450	346,250	346,250
Congress	931,891	936,510	976,885	1,015,300	1,015,300
Expo	318,031	316,275	329,594	342,750	342,750
Education	190,078	154,859	181,000	169,000	169,000
<b>Total Expenses</b>	<b>4,874,278</b>	<b>4,861,800</b>	<b>4,933,109</b>	<b>4,953,874</b>	<b>4,953,874</b>
<b>Net Income(Loss)</b>	<b>150,215</b>	<b>108,475</b>	<b>25,591</b>	<b>526</b>	<b>526</b>