

Landscape Ontario Horticultural Trades Association

2016

Annual Report



President's Message

Success comes from supporting each other



I am truly shocked how fast my first year as president has passed. Through the flurry of spring and the busiest summer our firm and many of our contractors have seen in our history, the biggest challenge all members have is finding additional staff to fill the needs of added workloads.

It doesn't matter if we all have the best equipment for the job, what we need are the best people. More focus has been put on training staff from within to keep dedicated employees in place, which has seen some very good results. A new approach by Landscape Ontario and many members is to reach out to students in high school to show them how many diverse professions we have within LO and our many associates.

The more time I spend speaking to members and LO staff, the more opportunities I see for aligning agendas for education, government advocacy and promotion of all aspects of our combined professions.

As all members are aware by now, Sally Harvey has officially moved on from home office to be the Executive Director of Landscape Nova Scotia and Landscape Newfoundland. Her years of boundless energy and enthusiasm will be missed, but by the same token, she has implemented many valuable programs and her legacy will continue to enhance all our lives. Already, she is looking for ways to help the east coast prosper through her knowledge gained here in Ontario.

Jeff Hicks has taken over Sally's role and brings his own unique insight and experience to the table. It has been a pleasure seeing him step in to make the role his own and add new perspectives to initiatives already underway.

Other staff changes within the halls have seen Allan Dennis retire to the life of an active photographer. His years at LO also will be fondly remembered.

Sarah Willis moving on has created additional changes within the office as well. We wish Sarah all the best in her new position.

It seems as though change is all around us. Although this does present challenges, we should all look at the opportunities change can make. Fresh eyes on an issue can often bring new solutions.

The ongoing challenge of branding our members to the public has come forward once again. The Branding committee started the 'Green for Life' brand back in 2009 and are at it again. Affectionately called Branding 2.0, their goal is to bring LO to the public and make the association more relevant. As simple as this sounds, it covers the entire association and every marketing initiative and strategy that we have in play. There could not really be a more complex or relevant question to try to answer than the why of LO.

Since the sale of a portion of the LO home office property, there have been a multitude of opportunities LO has been asked to participate in. With good stewardship and guidance from our executive and provincial board, I feel the membership is well represented in these different opportunities and that funds and effort are well allocated as required.

The ongoing support and enthusiasm I see and hear from members is inspiring. Each day brings phone calls and emails with requests to attend meetings or add comments to a conversation. I am humbled by our members' commitment and the level of professionalism and knowledge they bring to our collective table at every meeting. No wonder our profession is becoming so relevant — you are all pushing us to the forefront of innumerable conversations.

Thanks to all your combined efforts, LO has never been more relevant and energized.

Respectfully submitted,
Paul Brydges
President 2016

Treasurer's Report

Financially responsible budgets keep us strong



In my first year as treasurer, it is a pleasure to report that Landscape Ontario continues to prosper and provide services and benefits of value to its membership. We have strong chapters, sector groups and committees that guide the organization via the Provincial Board of Directors.

The 2015-2016 fiscal year ending Aug. 31, 2016 realized a net income of \$143,297 which is an increase of \$57,021 over the previous fiscal year. The Board of Directors has allocated this surplus to the following funds:

- Horticulture Industry Development Fund: \$103,000
- Technology Fund: \$20,000
- Promotional Fund: \$20,000

Membership continues to increase and saw an additional 407 new members over last fiscal year. This is the largest increase in new members in the last 10 years. This speaks highly of the Membership

Services team and our membership.

Last year, \$7.8 million from the sale of the land was invested in mutual funds with Nexus and TD Wealth. As of this fiscal year end, the fair market value is \$8.2 million. A special thank you goes to the investment committee for their research and hard work.

Congress continues to grow and prosper, attracting an international audience. It is one of the best shows in North America and maintains a steady growth of its revenue stream. After much consideration, Garden Expo has ended, but its many unique features and events now have a home at Congress where they will receive special attention with a day dedicated to the new Garden Centre Symposium.

As we are all financially responsible in our own businesses, so too, are we with the budgets of Landscape Ontario. For a detailed report, please see the Audited Financial Statements.

Respectfully submitted,
Lindsay Drake Nightingale
Treasurer 2016

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Membership and Public Relations Report Spreading our message to all audiences



Once again, this past year has shown the strong correlation between public awareness and increased membership in Landscape Ontario. Smart companies know in order to have a strong presence in today's competitive marketplace, not only do they need to have great products and talented staff, but they also need to demonstrate they care about social and community issues. These strong touch points were demonstrated throughout a great year for the association and its members.

Great products

The year kicked-off with a dynamite Congress trade show, jam-packed with innovative products and ideas. Our chapters and members also used the venue as a great place to network. Smart companies know that staying on the leading edge regarding products and plants keeps you one step ahead of the gardening public. Congress was followed in March by our Golden Horseshoe Chapter's Gear up for Spring event and several other educational/demonstration events organized by Associate members throughout the province. In 2016, membership in LO offered more opportunities to educate the industry and the public about the green industry than I have seen before.

Talented members

Once again this year, LO members were able to strut their stuff through the LO Awards of Excellence program, Canada Blooms and many home and garden shows throughout the spring. These events gave us lots of material to create press releases that attracted media attention to our professions. Our media agency, Enterprise, supplied us with a comprehensive, 24-page report of our media activity, reach and the value of that exposure. To summarize, through uptake of 156

media hits, LO enjoyed almost 47 million media impressions. Of the media hits, 85 were online, six were via radio and TV stations and the remaining 65 appeared in various print publications.

Summary

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|-----------------------------|--------------|
| Total Media Hits | 156 |
| Estimated Media Impressions | 46,738,625 |
| Estimated PR Value | \$10,334,468 |

Community events

A string of events were supported by our members throughout the year and across the province including: Seedy Saturday, Aylmer Fair, OHA Convention, Earth Day at Toronto Zoo, Compost Council community gardens, Camp Kivita, Toronto Botanical Garden garden tour, Garden Days events, Canadian Navy memorial garden, Highway of Heroes Living Tribute, Hearts and Flowers campaign, Ottawa Day of Tribute, Master Gardeners events, and many, many more. At all of these events, our popular *Garden Inspiration* magazine was distributed to promote the work of our members.

Membership growth

2016 saw a steady increase in new member applications, which I am confident is a result of the efforts by your home office staff, hard working chapter boards, and a combination of the many events and activities that demonstrate what a professional, caring group of companies belong to LO — which, through osmosis, attracts new companies who want to join our winning team.

Respectfully submitted,
Denis Flanagan CLD
Manager of Membership and Public Relations



Long-time LO members were recognized this year with a special plaque.



Landscape Ontario and its members continue to support students at all levels of education.

Executive Director's Report

A profession drawn together for mutual benefit



At the beginning of each year, Landscape Ontario sets goals. They are based on listening to members, external circumstances (economic environment, consumer trends, demographics, etc.) and previous strategic plans. Ultimately, the goals and activities strive to achieve our vision of a prosperous, professional, ethical, recognized and valued profession. Our president also develops a theme that provides guidance and inspiration as we perform our collective work. Paul

Brydges' theme, "Drawn Together," is a simple and powerful concept that we are a profession, not an industry, and that we come together for mutual benefit and for the advancement of the green professions. We are excited about collectively making a positive difference in the lives of our members, employees and the public. Here is a brief report of our many initiatives and results for 2016.

Grow membership

This year, we set the goal to increase the number of members by 10 per cent. I am happy to report we achieved a 14 per cent increase, based on a coordinated effort by staff, chapters and members.

Improve access to qualified labour

With the goal of also helping members with recruitment and retention challenges, we completed and prioritized the aligned HR/Professional Development plan with emphasis on recruitment, retention and apprenticeship.

The plan is multi-dimensional with both long- and short-term goals. We hired a full-time staff person to assist members with enrolling their employees in the Apprenticeship Program. Two new Apprenticeship Programs were started at Algonquin College and Loyalist College. A new website to source labour was created at landscape.jobs. A career website was developed at greencareerscanada.ca. The Landscape Ontario gardens at Canada Blooms and the Ottawa Home and Garden Show focused on career promotion with the theme "Choose your Path," illustrating the many professions and educational opportunities available in the collective green professions.

We continue to provide support to encourage the success of the Specialist High School Major Program (SHSM) program, including the offering of scholarships. In 2017, we will work to expand the program in Eastern Ontario.

We support Skills Ontario and Skills Canada initiatives. The HR Toolkit was promoted. We created a new resource for members called Effective Leadership at ELpathway.ca. We helped to form the

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In partnership with the University of Guelph, the trial gardens at Landscape Ontario were expanded again this year and saw record attendance at the annual open house.

Horticultural Educators Association (HEA). We are involved with the Come Alive Outside Design Challenge, aimed at engaging young people in our profession. We provided guidance to universities which train tech teachers at the secondary level. The labour issue will continue to dominate 2017.

Public relations and branding

The LO Branding/Public Relations Committee became active again to review and evaluate our current branding efforts to align with our president's theme. Affectionately dubbed Branding 2.0 by co-chairs Alan White and Paul Doornbos, the committee received proposals on how to raise awareness for the profession and professional LO members in our digital age. The focus will be on enhancing our web presence in two main areas. We will be posting leading-edge, user-centric content on all topics relating to the landscape professions. This will attract organic Google searches. Once on the site, we will be able to connect visitors to members through a matchmaking process that will include customer reviews. The feature will be a combination of Homestars, Trip Advisor and Houzz. Once we have worked through the process, it is envisioned we would invite all associations across North America, in a grand effort to become the go-to site for anything related to landscaping and gardening.

We continue the development of the Green for Life brand through the Branding Committee's original efforts. Many members came together to build an amazing "Choose Your Path" garden at Canada Blooms that realized the Green for Life brand.

We continue to improve relevance of *landscapeontario.com* as the source for all horticultural information, as well as the main source

for accessing professional products and services. Web traffic is approximately 20,000 unique visitors a month, and peaks at 60,000 during the spring season. Our new approach of enhancing the content and developing a better match-making model should significantly improve traffic. However, year over year, web traffic to the site has declined.

Promotion of the association and its members through public relations continued in 2016. Chapter community activities continue to gain significant exposure and generate goodwill. We engage the services of Enterprise Communications to track our results. From January to November, we got a total of 156 media hits with 46,738,625 estimated media impressions with a value of \$10,334,468.

Canada Blooms continues to be our most important public event attracting over 100,000 people to experience the joys and benefits of our members' creativity, products and services. In 2016, we distributed 50,000 copies of our *Garden Inspiration* magazine.

We encourage and support chapter community outreach programs and projects and leaving behind a GFL rock on each project generates a lifetime of impressions.

LO is a founding member of the Green Infrastructure Coalition Plan — an alliance formed to promote living green infrastructure as a societal solution to clean air, CO2 capture, storm water management, energy conservation and healthy living. We were a main sponsor and participant at the Grey to Green Conference.



LO continues to offer top-notch education through its annual Professional Development series.

Focus on business competency

We continue to deliver and reinforce a common business language for members using the five-pillar approach (Leadership, Sales, Finances, Operations, Customer Relations) of the Prosperity Partners program. All of our professional development programs use this framework.

The Peer-to-Peer Network has been successful with over 100 members now enrolled. The initiative ensures the professional development programs of the association offer content on business development using the Prosperity Partners pillar model. It was recently approved for another year and events are very-well attended by members. The new model balances face-to-face meetings with online sharing of information throughout the year.

Our Professional Development Programs continue to attract thousands of members each year. Attendance continues to grow, with new programs, instructors and locations added each year.

Developing online capabilities for all of our educational offerings remains a goal for 2017. We offered a number of webinars this year with poor uptake. Members still prefer face-to-face education.

We continue to work towards becoming the leading professional development provider in North America, emulating the American Hort Management Clinic and Ohio Short Course to continually improve our offerings. Our symposiums, Congress conferences, seminars and workshops continue to excel. We offer more programs than any landscape association in the world. We created an online template and content management system that has vastly improved the look and effectiveness of our education marketing. This year, we achieved our goal of increasing attendance to all education programs by five per cent over last year.

Various committees and sector groups are continually reviewing the programs and responding to opportunities and challenges. In general, we find members respond well to our education programs,

but do not necessarily value certifications as much as the content. We will continue to evaluate and improve delivery mechanisms so we can achieve greater success with certifications. In summary, our education programs are very popular and our certification programs struggle.

Develop a renovation plan for LO headquarters

We are excited about the progress on developing your home office site. With Building Committee oversight (chaired by Karl Stensson), the building is now serviced with town water and wastewater infrastructure. An architect and landscape architect have been engaged and we are now going through the process of obtaining site-plan approval to develop the site and building. The Board has approved a budget of \$5 million for the renovation.

Focus on human resource development

Although we believe the On-the-Job (OJT) training programs fit the profile of our industry and will assist in elevating member companies, we are not experiencing any progress in uptake by the profession. We will continue to evaluate the program and make it a priority in 2017.

We continue to promote Red Seal Apprenticeship.

We have been working with the Ministry of Advanced Learning and Skills Development to promote and expand apprenticeship across Ontario and have dedicated significant resources to achieve this goal. An extensive marketing program was developed, including two excellent videos. We succeeded in Upper Canada, made gains in London and struggle in Ottawa. Mohawk College and Humber College have waiting lists for their programs. Based on our extensive efforts, we will be in a great position to evaluate different approaches in 2017. We continue to believe that apprenticeship is a gift to our profession.

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The Canada Blooms Board and LO executive opened the Toronto Stock Exchange on Mar. 16, 2016.

We have been working with the Ontario College of Trades to determine if we want to make horticulture a compulsory and licensed trade in Ontario. After an initial investigation we are at an impasse. The membership is split on whether it is a good idea to license the trade. Investigation will remain on the strategic plan for 2017.

We also worked on developing LinkedIn or Facebook communities for all horticultural students across Ontario, offering free membership to all horticultural students. We have yet to create the online community to engage and connect with them. This remains a goal for 2017.

Both the *greencareerscanada.ca* website and “Choose Your Path” messaging appeared in gardens at both Canada Blooms and the Ottawa Home and Garden Show.

Improve Chapter/local relevance

We hired Alexandra Wennberg as LO’s Regional Manager for Eastern Ontario. A detailed Operational Plan has been developed and the information we gain will guide us on how to grow the association in the future. In addition to the pilot, we are investigating the idea of creating regional offices both in eastern and western Ontario. Chapters are also being provided with additional budget and staff resources to help them develop vibrant, effective, interesting and beneficial meetings and activities. It is important to note most other associations are centralizing their activities. LO continues to believe a balanced regional/central model is the best approach to stimulate engagement and relevance.

Our efforts to support the work of the Environment Committee Strategic Plan

The Environment Committee developed a plan focused on “greening the green” industry. The first priority is emissions reduction, the second is water stewardship. Significant gains have been realized through the promotion of electric power equipment together with the Fusion Garden promotion, Water Smart Irrigation Professional (WSIP) program and Smart About Salt initiatives.

We continue to support the important work of Vineland Research and Innovation Centre. Our most important project is Greening Highways. A protocol for tree planting in harsh conditions has been completed and is currently being tested on the Highway of Heroes Living Tribute plantings. We are also involved in an advisory capacity.

Execute public relations strategy with building owners, architects and property managers

We have begun work with property owners and managers primarily by engagement around common goals such as environmental sustainability, choosing a landscape professional and shared risk due to slip and fall claims.

Align and stimulate connections between sector groups and chapters and CNLA

This year, we achieved the objective of prioritizing strategic plans for each sector group using the Objectives and Key Results model and will continue the execution of those plans for each group.

In an effort to develop a communication process that would link sectors in all areas of Ontario, we introduced Google Hangouts and conference calls in order to engage remote volunteers in leadership and governance activities. The Garden Centre group meets mostly through Google Hangouts. The Contractors group are now using a mix of face-to-face and conference call meetings. We still have not



Both LO and local community members have helped to plant over 3,000 trees in the first year of the Highway of Heroes Living Tribute campaign.

piloted the idea of sector groups in each chapter. This will be considered in 2017.

We continue to align priorities with CNLA and the other provinces to stimulate results by working more broadly with others who share the same issues. The best example is the alignment of HR priorities and activities with CNLA. Harold Deenen is the chair of both LO and CNLA Human Resource committees.

Promote the acceptance of new low risk products through targeted government relations

Although we continue to search for low risk and effective pest control products, the challenge remains. We will continue to focus on this priority in 2017.

Develop a strategic plan and sales plan for Congress

With the assistance of Nathan Helder, we completed a SWOT analysis of Congress in order to proactively deal with structural change in the business environment. A sales plan has been implemented as a start and a full strategic plan will be done in 2017.

This year, we explored various options to revitalize our Garden Expo trade show. We are still investigating co-location options and the show has currently merged with Congress 2017 to provide a single gathering place for the entire landscape profession.

Expand LO's Awards of Excellence program

We have "greened" the awards program to encourage the use of more plants. We also introduced a new Instagram promotion program for award winners.

Implement garden centre employee training modules

We worked with Greenius to develop employee training modules. We continue to promote uptake.

Participate in government review of *Employment Standards Act* and *Labour Relations Act*

This project is ongoing. We are participating in a broader alliance called the Labour Issues Coordinating Committee.

Proposed leaf blower ban in Oakville

I am happy to announce a ban was averted. We have agreed to educate members on the proper use of leaf blowers.

Fusion Garden certification program

We started the process to develop a certification process that will engage landscape professionals to enhance their knowledge of fusion gardens. Our partners are Peel and York Regions. Fusion Gardens focus on environmental responsibility, especially with respect to water stewardship.

Highway of Heroes Living Tribute

This year, Trees for Life morphed into the Highway of Heroes Living Tribute — an initiative of Mark Cullen's that the association is a big supporter of. The goal is to plant 117,000 trees along the Highway of Heroes (from Toronto to Trenton) to honour fallen Canadian soldiers. LO is a founding member and provides significant support to the program. Our membership has been stellar in their support, supplying trees, labour and equipment. Please see hohtribute.ca for more information. This project is a highlight of the year. We continue to offer support for 2017 and beyond. Much progress has been made with over \$600,000 raised to date and over 3,000 trees planted.

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Congress continues to be the meeting place for anyone and everyone related to the landscape professions.

Investigate an Accredited Company program

We worked with the National Association of Landscape Professionals (NALP) in the U.S. and with the CNLA, to develop a company accreditation process. The program will be piloted in the U.S. in 2017.

Investigate *Name Act* for landscape designers

We have made significant progress in working with OALA on this aligned and important activity. The goal is a *Practice Act* for Landscape Architects and *Name Act* for landscape designers.

National Botanical Garden

We attempted to promote the idea of a 2017 garden at the Experimental Farm as a catalyst for a National Botanical Garden in Ottawa. Unfortunately, we were not successful, however there was significant industry awareness value in the attempt.

Online nursery directory

We were unable to complete this project in 2016 and it had been moved to our goals for 2017.

Partnerships

LO is an active supporter of Communities in Bloom, Canadian Garden Council, Tourism and Gardens Conference, horticultural societies, Master Gardeners, Compost Council and all other organizations that align with our vision, providing time, representation, financial, media, trade show and consulting support. We sit on committees of the Royal Botanical Gardens (RBG) and Toronto Botanical Gardens (TBG).

Smart About Salt

We continue to support the Smart About Salt (SAS) program and the Smart About Salt Council. There is enhanced interest from the property management and insurance sectors. Their motivation is environmental stewardship.

University of Waterloo salt standard research project

We are into year five of a pioneering research project that will become a standard for how much salt is required for snow and ice operations. This research will form the basis of a risk management program that will reduce liability in the snow and ice sector. We are partnering with the Snow and Ice Management Association (SIMA) on this project.

Water Smart Irrigation Professional (WSIP) program

We partnered with York, Peel and Halton Regions in developing a Water Smart Irrigation Professional program. Last year 25 contractors were certified. The program will continue in 2017 and the City of Hamilton is now on board.

Garden TV

In 2017, we will continue to explore the idea of a Garden TV channel on cable.

Respectfully submitted,
Tony DiGiovanni
Executive Director 2016

2016 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

Provincial board representative: Brian Baun

Treasurer and Secretary: Carol Fulford

Vice president: Norm Mills

Past president: Brian Marsh

Directors: Edward Hewis, Mark Humphries, Christopher Muller, Mike Pennington (social media), April Scarlett (Christmas parade), Brian Shelfoon (meeting sponsorship), Janice Shingler, Alex Zalewski

The Durham Chapter held meetings on the first Tuesday night of each month, typically at the Quality Suites in Oshawa.

October 2015: Our meeting featured a presentation from the Durham Chapter's own Alex Zalewski of Parklane Nurseries who discussed Parklane's efforts in sustainability with rain gardens.

November 2015: Our annual beer and wings night featured a presentation from Fred Young of Workplace Safety and Prevention Services (WSPS). Fred provided all attendees with the requirements for employers and employees to be compliant with current safety regulations. This meeting also showcased the projects and staff of LO Durham Chapter members.

February 2016: Social media took over our February meeting. Guest speaker Perry Monaco shared his passion for social media to demonstrate the value and return on investment that is possible when being engaged with social media. Our second guest speaker, Tracy Hanes, discussed the key strategies with social media that can be used to promote your business. Tracy also offered valuable tips on building a portfolio as well as tips on photography.

March 2016: To prepare for the coming season, the March chapter meeting featured presentations from the Ministry of Transportation (MTO) and WSPS. This was a great opportunity for attendees to get the latest updates and to ensure their vehicles, policies, procedures and staff are in compliance with regulations for the new season. In addition, a pickup truck and enclosed trailer were used for a sample road-side inspection which included many great questions from the crowd. Elections were held for the Chapter's Executive Board and we were excited to welcome some new faces for 2016.

It has been another successful year and I would like to take the opportunity to thank all board members for their continued support. Thank you to all of the companies who donated door prizes items for our meetings. Thank you to Carol Fulford who always goes beyond the call of duty as secretary and treasurer and keeps all of our meetings running smoothly; and the additional time spent organizing events for the Chapter. As president of the Durham Chapter, I have

enjoyed another year of being a part of our board.

Respectfully submitted,

Greg Scarlett CLT

President, 2015-2016

Georgian Lakelands

President: Lexi Dearborn CLD

Vice President: Georgie Hamilton

Past President: Jeff Lee

Treasurer: Laurie-Ann Stuart

Secretary: Lynne Barnes

Provincial Rep: Margot Byers

Directors: Andrew Beattie CIT, Jen Cuddie, Michael Di Nunzio, Jeff Eichenberger, Brenda Maitland, Teresa Matamoros, Debbie Wood

Happy 20th anniversary Georgian Lakelands Chapter.

We're on the move! Chapter meetings were held in five major regions of our chapter this year: Collingwood, Huntsville, Wasaga Beach, Barrie and Owen Sound. We are always working to meet members where they live. The meeting format of three topics, three speakers, and three times the fun was very successful. Each meeting had a morning speaker or panel followed by a group lunch and then an afternoon speaker. Meeting attendees were able to select all, or part, of a meeting, allowing them to choose speakers and topics relevant to their businesses. All chapter meetings were promoted on the Georgian Lakelands Facebook page, Twitter, LinkedIn, and supported with a weekly eblast. We have had great success this year with our Facebook page. It has become the go-to place for all chapter information. It has also become a great way to communicate information for the mutual benefit of our members.

Chapter meetings

Our January chapter meeting featured the 'Battle of the Bugs,' 'Photography for Landscapers' and 'Perennials for English Cottage Gardens — The Canadian Approach.' Held in Barrie, the meeting was well-attended by over 60 members and staff.

For the meeting in Huntsville in February, we chose to contact members using a voice messaging service. The message was pre-recorded by one of our board members and the messaging service took care of the rest. It was very simple and a great way to get the word out to our members. We were Busting at the Seams in February for our Huntsville chapter meeting. The morning session, 'Growing your Business Profitably' was followed by a great lunch and time to chat about 'What I Wish I knew THEN....' The afternoon session 'Landscape Lighting' was very illuminating. The topics were geared towards helping members to build their businesses.

The LO Designers sector group held their 'New Product Showcase' in early March. Products and services were presented by Clearview Nursery, Muskoka Rock, Lynx Outdoor Kitchens, and Ikes

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Turf. With 25 designers attending the morning session, they gained relevant information about what is trending in new products and how to sell to prospective clients.

Our March meeting was held in Collingwood. The morning session, 'Getting a Building Permit' featured a panel of experts from building departments and conservation authorities. There were lots of questions from members as well and we ran out of time. The lunch session was an update for the Ontario Regional Common Ground Alliance (ORCGA) while the afternoon session, 'MTO Annual Spring Tune-Up,' was a great success and an essential topic for members to consider before the start of the season. With close to 60 members and staff in attendance, Officer Hank Dubee was entertaining and educational. The meeting was designed to help members and their staff take a proactive approach to safety compliance, both on the roads and during construction.

In March, we took an inspiring field trip to Sheridan Nurseries. It was great to get a look at new and popular plants for the upcoming season. The morning nursery production tour was amazing and gave members an opportunity to learn about how plants are grown. In the afternoon, industry experts talked about the latest trends in the nursery industry.

Our final chapter meeting of the season was held in Owen Sound in early April and featured a lunch and learn about 'Programs and Grants for Employers.' The early afternoon session dealt with Rain-scapes, Low Impact Development and profits.

Socials, fundraising and the LO community

Fore! The second annual Cascades Putting Challenge was held at Blue Mountain Village in Collingwood on a t-shirt-weather-day on Sept. 18. Over 50 golfers attended. It was a wonderful opportunity for employers and their staff to team-up against each other, and against other member companies. Proceeds from the event will be used for community projects.

And the winner is... Georgian Lakelands Chapter Awards of Distinction was held Nov. 26 in Orillia. Our first awards night was a huge success! We thanked those who go the extra mile to make a difference by encouraging online nominations for various categories, including: Best Hardscaping Material Supplier 2015, Best Plant Material Supplier 2015, Best Supplier to the Landscape Trades 2015, Best Salesperson of the Year 2015, Best Boss of the Year 2015, and the Georgian Lakelands Chapter Volunteer of the Year 2015. Congratulations to all our 2015 winners.

Show us your LO pride

We started a campaign where we asked members to share their LO pride with the world in a post to the GL Facebook page or on Twitter. We saw pictures of trucks and trailers sporting the LO decal, great ways to use the LO logo, and loads of requests for the LO and CNLA logos. Our members got very creative with their pride.

Winter activities

The annual 'I Survived Ski and Spa Day' was held at Osler Bluffs and Scandinave Spa in Collingwood on Feb. 25, with 50 LO members, staff, and family taking to the slopes and the water. Skiers participated in a 'Poker Run' where participants collected clues for making a poker hand. The annual 'Fun Race' down the hill awarded prizes for the Fastest and Most Cautious skiers. Spa goers were transported to Scandinave Spa for an amazing, relaxing, cold day. A little snow created a winter wonderland setting. Everyone met back at Osler for après ski and some great networking. Money raised at the event provides funding for chapter community projects.

Easter egg weekend

Each year on the Saturday of Easter weekend, our Thornbury chapter members set-up at the Beaver Valley Outreach's Eggstravaganza, held at the Beaver Valley Arena. This spring, our 'Fill the Landscape Trailer' food drive collected food for the local food bank. The Easter food drive has become tradition at the Eggstravaganza and within our chapter. Members definitely like to help in their local communities.

At end the summer, Clearview Nursery hosted our annual August BBQ. Tours of the nursery and the opportunity to network with fellow industry professionals was a great break after such a long summer. With over 50 people in attendance, members had lots of questions for our guest speaker about 'Submitting your winning Awards of Excellence entry.'

Respectfully submitted,

Lexi Dearborn CLD

President 2015-2016

Golden Horseshoe

President: Jeff Smith

Provincial Board Rep: Tim Cruickshanks

Treasurer: Andrew Barz

1st Vice President: Fran MacKenzie

2nd Vice President and Gear Up for Spring Chair: Tim Rivard

Past President and Chicken Roast Chair: Fiore Zenone

Directors: John Bos, Chris Church, Allard DeVries, Scott Duff, Christopher Utter (golf chair)

What a busy year it's been!

In September 2015, the Golden Horseshoe Chapter partnered with Landscape Ontario's Thrive event to host the annual Chicken Roast at the Ancaster Fairgrounds. The event was a great success — complete with pony rides, face painting, bouncy castles and planting activities. Partnering with Thrive was a new experience for us and brought a lot of new faces to the event. Chief Chicken Chef Paul DeGroot and his crew of volunteers perfectly cooked 300 lbs. of chicken on a 930 ft. charcoal barbecue.

The Chapter continued our February tradition of hosting a family-friendly event and combined Family Day and Valentine's Day to host a family bowling day at Splitsville Entertainment in Hamilton. The day was a complete success and a great way for members to network and have fun with other members and their families.

In preparation for the upcoming season, the Chapter hosted our annual Gear Up for Spring trade show at the Ancaster Fairgrounds. This event continues to grow each year and we had a record turnout of over 300 visitors, and sold out of exhibitor booth space. The event also featured presentations from the Ministry of Transportation (MTO) and the Halton Police Commercial Vehicle Inspection Unit, who performed a vehicle walk-around inspection, as well as seminars on safety from Workplace Safety and Prevention Services (WSPS). None of this would be possible without the hard work and dedication of the MTO committee meeting chair, Tim Rivard and chapter coordinator Lee Rozon. We're looking forward to an even bigger event in 2017.

Continuing with our theme of growth this year, our annual golf tournament also had a record turnout, and very generous support from sponsors. We hosted this year's tournament again at Willow Valley Golf Course in Hamilton. The golf tournament also hosted representatives from Be A Donor and the MS Society of Canada. The

MS Society said our event was the most successful fundraising golf tournament of the season for them. Hats off to the golfers for being so generous. It was a gorgeous day and a great time was had by all.

Thank you to all Chapter members, the Chapter board, and all those who have attended events and supported the Golden Horsehoe Chapter.

Respectfully submitted,

Jeff Smith

President 2015-2016

London

President: Peter Vanderley CLM

Provincial board representative: Michael Pascoe CLT

Vice President : Matt Hart

Secretary: Kevin Marshall CLT

Treasurer: Bill Beamish

Directors: Cindy Buelow (member recruitment/retention), Bill Degraaf (golf), Derek Geddes (membership recruitment/retention), Nicole Kamp (education), Michael Martins, Tyler Rancourt (meetings), Paul Snyders (social and trade events), Jarrett Woodard (social and trade events)

London Chapter Events Coordinator: Wendy Harry CLT

September 2015 marked the 10th anniversary of the chapter's annual golf tournament — our main fundraiser for the year. Thanks in large part to our wonderful sponsors, the tournament raised \$12,000 for community gardens and chapter initiatives. We enjoyed a beautiful sunny day with 124 golfers in attendance. It is a great networking and near-end of season event for members. We also raffled off about \$3,000 worth of prizes donated from sponsors.

At our chapter meeting in October, Adam Carter from KPMG taught us how to value our business when the time comes for us to sell and retire.

In November, Nathan Helder talked about ways to enhance and grow a business. Nathan shared his experiences which have helped him transition into taking over the family business as well as how growth has been team driven by the senior staff of Gelderman Landscaping.

In January 2016, the chapter board sent an official letter to the Veterans Memorial Parkway Board stating that after participating in the Veterans Memorial Parkway (VMP) for the past five years, our commitment was completed and we resigned from any further commitment.

Our March meeting featured a presentation and Q and A session with the Ministry of Labour (MOL). The MOL representative provided a very comprehensive overview of our legal obligations as employers. There was a great deal of interaction between members and MOL about a variety of labour issues. It was a very worthwhile event for all attendees. We also got information on the new unlimited telephone legal advice hotline available to members from DAS Canada. Attendees enjoyed a free lunch sponsored by Unilock.

Also in March, chapter members took a bus trip to Sheridan Nurseries in Georgetown for nursery tour, lunch and a mini-speaker series. The 30 attendees were greeted by Sheridan staff and joined by a second group of members from the Georgian Lakelands Chapter. Members got a tour of the production facilities at Sheridan, including the Glen Williams container farm and Norval perennial and propagation operation. After a delicious lunch at a nearby golf course, members heard from several speakers:

- Spring Meadows Nursery showed us “New Proven Winners plants for 2016 and Beyond”
- Presented by Sheridan Nurseries presented “New and Innovative Perennials”
- Plant Breeder Martin Quinn spoke about “Ornamental Grasses, How and Where to Use Them”
- Tim Miotto of Devron Sales discussed “Green Living Fences (indoors and out)”

Many thanks to our bus sponsor Permacon. We got to enjoy a comfy coach bus!

Navy memorial garden

During the summer months, the Chapter board began corresponding with personnel from the Battle of the Atlantic Memorial at HMCS Prevost in London. The site, located near the forks of the Thames by Blackfriar bridge on Becher St., pays tribute to the ships and men of the Royal Canadian Navy who were lost during the Second World War. After several meetings, the board voted to get involved with the installation and landscaping of the site as their main community project for 2016 with plans to install the garden in October.

Members, sponsors and suppliers were sent information on the project and how they could be involved. The Navy also received grants which enabled them to have hardscaping already put in place that allowed for easier access to the site. This included an extensive stone staircase that allows visitors to easily access the bottom of the hill to best view the gardens and memorial headstones.

There will be a grand opening in the spring of 2017.

Respectfully submitted,

Pete Vanderley CLM

President 2015-2016

Ottawa

President: Sundaura Alford-Purvis CLD

Vice President: Chris Urquhart CLM

Treasurer: Steve Neumann

Past President and Provincial board representative: Ed Hansen

GreenTrade Expo Chair: Bruce Morton CLM CIT

Directors: Ashely Cochrane, Michael Fulcher, Tyler Owen

Chapter Coordinator: Martha Walsh

Eastern Ontario Regional Manager: Theresa Whalen

For the Ottawa Chapter, 2016 was a year of continued success — with membership growing by 17 per cent from Sept. 1, 2015 to Sept. 1, 2016.

The Eastern Ontario Regional Manager pilot project was initiated, with financial support from both the Ottawa Chapter and LO home office in Milton. This three-year pilot project is intended to help continue the expansion of membership, increasing government relations, and broadening chapter initiatives such as GreenTrade Expo and Living Landscapes in support of Eastern Ontario membership and LO brand recognition.

In January, members celebrated at the AGM with new LO president Paul Brydges, whose mandate is to promote the professionalism of the industry.

In February, the 23rd edition of GreenTrade Expo, Eastern Ontario's Green Industry Buying Show, continued to grow with over 115 exhibitors and over 1,400 attendees. Combined with the second annual Ottawa Awards of Distinction suppliers gala, GreenTrade con-

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GreenTrade Expo in Ottawa is attracting more and more professionals each year.

tinues to be the highlight of the winter season for the Ottawa Chapter.

March was a busy month for the chapter with many new initiatives and events. Our March chapter meeting helped prepare members for Ministry of Labour inspections by outlining how the process works and what they need to know ahead of time. The Eastern Ontario apprenticeship initiative launched with the new LO Eastern Ontario Apprenticeship Program Coordinator, J. Alex Gibson. March also included the launch of a partnership between the Ottawa Chapter and the Ottawa Home and Garden Show in the form of Living Landscapes, an early spring garden and landscape event which featured 10 full-sized landscapes packed with blooming plants and great ideas for homeowners — all created by LO member companies and volunteers. Living Landscape will be returning in 2017, highlighting the local landscape and horticultural industry in the nation's capital where we celebrate 150 years of Canada. Members have already begun preparing for the event.

In July, we held a member appreciation barbecue at Geosynthetic Systems. Over 50 members gathered to network over a free lunch.

In August, the annual Ottawa Chapter Charity Golf Tournament raised \$6,700 for the Children's Hospital of Eastern Ontario (CHEO) foundation. The Ottawa Chapter, thanks to the participation and donations of members and suppliers, has now donated over \$25,000 to CHEO over the last five years.

The fall meeting season resumed in October with an "All you need to know about utilities" panel, made up of representatives from Enbridge Gas Distribution Systems, Ottawa Hydro and the Ontario Regional Common Ground Alliance. Members were able to ask many questions, and get many answers related to locates and their businesses. Over 60 Ottawa chapter members attended this meeting.

The 11th annual Day of Tribute took place at National Military Cemetery at Beechwood on Nov. 4 with 34 members and individuals from the Canadian Armed Forces participating. Volunteers received official greetings from Ottawa Deputy Mayor Bob Monette, Chief Warrant Officer David Snyder, Captain Joe Sipos, Canadian War Graves Commission, and event chair Retired Master Chief Warrant Officer Pete Campbell of Geosynthetic Systems.

Respectfully submitted,
Sundaura Alford Purvis CLD
President 2015-2016

Toronto

President: Ryan Heath

Treasurer: Sabrina Goettler

Vice President: Jonas Spring

Secretary: Janet Mott (golf and holiday social)

Directors: Gus Amro, John Bouwmeister, Chris Clayton (Toronto Island tour), Paulo Domingues, Lindsay Drake Nightingale, Jon Durzi (baseball), Shawn Foley, Steve Hary (Toronto Island tour), Chaz Morenz, George Schellingerhoud

In 2015, the chapter partnered with James Robinson Public School in Markham to create an accessible outdoor learning space for students and members of the community with unique physical and developmental needs. This is the first universally accessible schoolyard in York Region. Chapter members came together to donate time, supplies and equipment to make this special project happen. The park

has been designed to meet the needs of people living with low vision, mobility issues, physical disabilities and sensory needs. The generous donations from members allowed the school to raise funds for an accessible play structure. This project has been recognized for a 2014 Character Award, the Premier's Award for 2015, and was nominated for the David Onley Award.

Our chapter meetings began in November with guest speaker Nathan Helder of Gelderman Landscape Services, who led an engaging presentation on building a successful team. The chapter partnered with Humber College and had a great turnout with a mixture of business owners and future professionals.

The end of the season went out with a bang and we certainly celebrated in high-style at our annual Holiday Social, hosted at Against the Grain Urban Tavern.

Meetings returned in January at Ryerson University with a panel discussion featuring Jay Smith and Sabrina Goettler dissecting the horticulture industry and professional practice. Sabrina and Jay provided an inside look at how to manage a successful project, handle different types of clients and deal with mistakes onsite.

It was a full house at the chapter's full-day February meeting. Attendees joined in a health and safety boot camp with Workplace Safety and Prevention Services (WSPS) representative Janet Bowers. In addition, the Ministry of Transportation (MTO) provided an update that included a sample vehicle inspection.

The meeting season concluded with another installment of our popular 'What's up with that?' lecture series with a panel discussion titled, 'What's up with wet cast?' We look forward to continuing the 'What's up with that?' series in the future.

It wouldn't be summer without our annual golf and baseball tournaments. We returned to the beautiful Nobleton Lakes Golf Club with over 120 golfers and shared a gorgeous day of golf; despite some rather warm temperatures, we had incredible food and prizes galore. Richmond Greens hosted six teams for the 2016 baseball tournament in memory of long-time supporter, Hank De Jong of Sheridan Nurseries, who passed away suddenly in June. Thank you everyone who took time out of their extremely busy schedules to attend these events.

Thank you to the Toronto Chapter board members for their hard work in organizing our many events and taking care of all the behind-the-scenes work. Thank you to our members, our generous sponsors, volunteers and everyone else who continues to support our events and help to make them so successful.

We look forward to seeing you in the New Year as we continue to bring you learning opportunities to foster the growth and strength of the Toronto Chapter.

Respectfully submitted,
Ryan Heath
President 2015-2016

Upper Canada

President: Sian Pritchard

Past president /Provincial board representative: Terry Childs

Vice president and Seminar Coordinator: Andre Ypma

Treasurer: Judy deBoer-Bell

Secretary: Paul Doornbos CLT CLM

Fundraising Chair: Pamela McCormick CLM

Directors: Neil Bouma, Diana Cassidy-Bush CLM CLT, David Gunn, Jesse Perrin CLT

The Upper Canada Chapter hosted two special events this year. Our 4th annual squash tournament was held in Trenton in February and our annual golf tournament was held at Trillium Woods Golf Club in August. The golf tournament continues to grow each year and proves to be a fantastic day thanks to our generous sponsors.

In October 2015, our meeting season began with a round table discussion hosted in Belleville. The November chapter meeting featured a presentation from Scott Wentworth about the Come Alive Outside Design Challenge for students to work with landscape professionals to design and build outdoor learning environments.

In January, the calendar year began with a presentation from Lexi Dearborn that focussed on design, from concept to completion.

In February, a round table meeting allowed all participants to discuss business challenges amongst their peers and fellow professionals.

The March meeting featured our AGM and annual elections, as well as presentations from MTO and WSPS to ensure all members were up-to-date on safety policies, procedures and regulations.

This spring, the Upper Canada Chapter hosted a two-day International Concrete Paver Institute (ICPI) concrete paver installer course in Brockville. Many LO members took advantage of this opportunity to work towards their Concrete Paver Installer Certification.

The Chapter also partnered with the Upper Canada Stone Company to present a two-day, hands-on dry stone introductory course, presented by Dean McLellan and other professional dry stone wallers in Madoc.

Upper Canada Chapter was also well-represented this year on the Congress Show Committee, as well as on many other provincial committees.

Respectfully submitted,

Paul Doornbos

Secretary 2015-2016

Waterloo

President: Jeff Thompson

Provincial Board Representative: Thomas Blatter

Treasurer: Scott Durst

Vice President: Richard Burch

Past President: Randy Adams

Secretary: Blake Sicard

Directors: Ryan Chuchmach, Jason Dietrich, Trevor Garner, Eric Horst, Alphonse Murray, Mike Silva, Robert Tester

The Waterloo Chapter had an exciting and eventful year with chapter meetings and social events which continue to grow each year.

While the fall is still a busy time of year in the landscaping world, our September meeting continues to have a great turnout. Andrew Wall from Sandler training shared an engaging presentation on sales

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strategies and customer engagement to turn leads into clients.

The annual School Yard Greening Project took place at Sir Isaac Brock Public School in Guelph. This event was attended by local politicians, media, and senior school board staff. In addition, it was celebrated by the students and staff at Sir Isaac Brock. The students and faculty arranged a wonderful ceremony including poetry, songs and a butterfly release from the new outdoor classroom. Our members donated their time, equipment and materials to enrich the school with shade trees, shrubs and an outdoor classroom, complete with stone seating.

October featured a safety update from Workplace Safety and Prevention Services (WSPS). This meeting was beneficial to both employers and employees to ensure everyone understood their role and responsibilities for maintaining workplace safety.

It wouldn't be November in the Waterloo Chapter without our annual snow and ice meeting. With an extensive background in the snow and ice management field, guest speaker Jim Hornung Jr. shared a best practices checklist to help companies in all areas of snow management. The meeting also included a panel discussion on the dos and don'ts for snow maintenance.

November also included the annual Fall Freeze-up Dinner and Dance. Over 150 members and guests enjoyed dinner, live music, dancing, and raffles. The event was a great way for members, their staff and families to end the season.

2015 ended with a 'Whine and Cheese' roundtable discussion to address business challenges and find solutions to various topics facing the landscape profession including: staffing, financing, sales, customer service, and new technologies.

The 2016 chapter meeting season began in February with a presentation from Sally Harvey on leveraging Landscape Ontario resources to support the development of businesses and staff, including the many education and professional development opportunities offered by LO.

Spring was a busy time for the chapter. Each spring, we sponsor the Kitchener-Waterloo Home and Garden Show. Our booth saw over 2,500 attendees — each taking home a pine or spruce seedling for their yard. Our March meeting saw the continuation of December's round table discussion to address business challenges as the new season got underway.

Before everyone was out working in full force again, the chapter hosted the annual Ministry of Transportation (MTO) meeting in April to ensure member companies and staff were educated on all regulations and requirements for vehicles.

While this summer was a busy season for all, members, their families and staff joined us in July for the second annual Family Day at Bingemanns. The day included full access to the water park, lunch, face painting, a bouncy castle, mini golf, volleyball and a wonderful raffle for the kids, thanks to our generous sponsors. We're looking forward to holding the event again in 2017.

We are looking forward to another eventful season of strengthening the Landscape Ontario brand while supporting each of our members in developing their businesses. Thanks to our wonderful members who plan and participate each of these events and our numerous social activities. It is great to be a member of the Waterloo Chapter.

Respectfully submitted,

Jeff Thompson

President 2015-2016

Windsor

President/Treasurer/Provincial Board Representative:

Donald Tellier

Vice President/St. Clair College Liaison: Jay Terryberry

Secretary/LOWC Assistant: Jay Rivait

Directors: Jessica Aytoun (Meetings), Sal Costante, Dan Garlatti, Joe Santarosa, Jr

Members of Landscape Ontario Windsor Chapter (LOWC) have been very active in the community, working on a number of different projects this year.

Our new season of chapter meetings kicked off in October 2015, with Michael Tirado, CEA for the Snow and Ice Management Association (SIMA) talking to us about best management practices for snow and ice.

In November, Rob Naraj from Sheridan Nurseries spoke about New Plants and Proven Winners for 2016, including some award-winning plants.

In January 2016, Scott Sim presented How to SucSEED in Growing Turf: A discussion on proper seeding practices, dispelling seed myths and choosing quality seed.

In February, members had a great discussion on how to use social media as a tool for promoting their business, led by LO member, Mike Pennington from Lakeridge Landscaping.

The March meeting was an information session from the Ministry of Transportation (MTO) on the latest rules of the road along with a practical overview of on-site equipment.

In late March, LOWC member volunteers and horticulture students from St. Clair College teamed up to build a large feature garden at the 2016 Windsor Home Garden Show. In addition to the large display, LOWC presented the speaker series, utilizing LO members for the shows educational component.

In April, we held a tree dedication ceremony at Lakeside Park in Kingsville, Ont., to honour industry pioneer Fred Evers, one of the founding members of Landscape Ontario, who passed away in 2014.

In August, LOWC members spent two days at the Children's Safety Village to install a new garden and patio and do some overall site clean-up that included pruning and mulching. A special thank you goes to the many companies and individuals who donated materials or volunteered their time.

LOWC will be very busy this fall on a number of local initiatives. In addition to our annual golf tournament this September and fall clean ups of both Children's Safety Village and the Hospice of Windsor, a major project will take place on the grounds of St. Clair College in October. Chapter members and St. Clair College students will construct a large Legacy Garden at the college. Utilizing funds from LO home office, LOWC promotional funds and generous donors, the garden aims to recognize the efforts of some of the original members of LOWC and provide space to also recognize individuals in the future.

Respectfully submitted,

Donald Tellier

President 2015-2016

2016 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/Provincial board representative: Michael Van Dongen CHT
Members: Perry Grobe, Diane Hutchinson, Kevin Jack, Kennedy Johnston CLT, Kristin Ego MacPail, Frans J.R. Peters, Art Vanden Enden CHT

With the support of the Landscape Ontario team, the Garden Centre group has once again put tremendous effort into the 2015-2016 year. Our focus this year was on the events that bring the garden centre sector together. With rapid changes in the garden centre industry, such as purchasing behaviours, and the desire to bring the industry together in a suitable location, the group revisited its fall trade show, Garden Expo. The result was a merger of several popular fall activities including the Golden Horseshoe Chapter Chicken Roast, Growers' Industry Auction, Growers Awards of Excellence Program and Garden Expo under the canopy of new event, called Thrive '15. At the event, Judy Sharpton once again captivated the group with a fresh look at the new consumer and shared many of her garden centre insights. However, with location and timing challenges, a beautiful fall season (which kept garden centres very busy), and an ever-changing pattern in fall purchasing behaviours, the show's attendance was average despite the efforts to lower the cost and attract more participants.

Overall participation with garden centre programs has been well received. The online training program for new staff continues to grow, as garden centres see the incredible value in being able to train staff online prior to the start of a busy spring season at a very marginal cost. We continue to offer the industry knowledge and customer service products, along with the safety components. This year, we were able to work with LS Training to include enhanced products on new workplace accommodation procedures.

CNLA and Garden Centres Canada, under the leadership of Anthony O'Neill, have also had a productive year. The focus this year has revolved around many projects, however the most closely related one is that of the International Garden Centre Association (IGCA) coming to Ontario in 2017. This year, the national and provincial groups worked together to formulate what looks to be one of the most exciting tours to date. A committee of garden centre owners has come together to highlight what this region has to offer, and have already extended themselves to ensure we have strong representation on the world stage for garden centres. I am very proud to announce that the world has responded and shown they too want to visit Ontario. At the 2016 IGCA Conference in Switzerland, CNLA set a record for pre-registered international delegates. However, shad-

owing this is the calibre of leadership that has stepped up to volunteer their time to help plan and coordinate the 2017 tour. I personally feel I couldn't be in better company, and take these moments to be proud of our sector.

Our group has much to look forward to this coming year. We will once again be looking at Garden Expo, and have worked hard at consolidating it with Congress. Bringing vendors and garden centres owners together to discuss orders will remain a focus for this group, however, we are looking forward to seeing the other benefits to Expo uniting with Congress. Garden Centres and vendors can finally connect at a time of year that allows for many more staff to attend and where they will also have the opportunity to speak with vendors and discuss new products and effective sales techniques.

As always, we welcome garden centre owners and operators to join our group. We now host many meetings online which makes contributing to the sector easier than ever.

Respectfully submitted,
Michael Van Dongen
Chair 2015-2016

Grounds Management

Chair: Brad Paton
Provincial board representative: Brian Marsh
Members: Kevin Almeida, Sarah Beckon, Carmine Filice CLM, Anthony Kampen, Jeff Lowartz CLT, Jeff McMann CLT, Rodger Tschanz, Jay VanGelder

The grounds management symposium has been a main focus for our group over the past year. It was decided to make this a joint effort with the successful contractor lecture series, held at the Mississauga Grand Banquet and Convention Centre on Feb. 24. Speakers for the grounds management sector were up first, with keynote speaker, Eric Miltner PhD, a turfgrass and ornamental agronomist who talked on "Effective Nutrient Management and the Science of Fertilizer." Rodger Tschanz from the University of Guelph talked on "Bullet Proof Plants," followed by dinner and the contractor portion of the event.

Rodger Tschanz had another successful season with the trial gardens at the LO home office in Milton — even with such a dry summer. The rose trial gardens were removed last fall and replanted this spring in the existing beds and in a new, more sheltered bed that includes hybrid tea and climbing cultivars. A new hydrangea trial was also added to the trial garden. The expropriation of about an acre of property along the Highway 401 border (for widening of the highway) prompted some changes to the configuration of the trial gardens. Plans are being made to add shrubs and ornamental grasses in the future.

An open house was held on Aug. 18 with over 110 people in attendance for the presentations and tour.

Group member Jeff McMann of Mount Pleasant Cemetery hosted a tour of the cemetery which has some rare and unusual trees. It was

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The annual growers auction continues to raise thousands of dollars each year for industry research and scholarships.

a great opportunity to view the grounds and listen to Jeff's knowledge and awareness of the many trees on the acres of property.

Respectfully submitted,
Brad Paton
Chair 2016

Growers

Chair: Jeff Gregg

Board Rep: Gerwin Bouman

CNLA Representative: Mark Ostrowski

Members: Jamie Aalbers, Rob Albrecht, Dave Braun, Harry de Vries, Serge Leclair, Jennifer Llewellyn, Glen Lumis, John Mantel, John Moons, Rob Naraj, Paul-Britman Rapai CHT, Joel Schraven, Fred Somerville, Mark Verbinen, Shane Way, Rita Weerdenburg, Jeanine West, Youbin Zheng

The Nursery Growers Sector Group continued to work on its strategic priorities throughout the year. As well, the growers research sub-committee continues to identify projects that align with our key research and development priorities.

In 2015, the group held another successful Industry Auction at the Ancaster Fairgrounds on Sept. 17. Held in conjunction with Thrive '15, the event raised \$16,500 for industry scholarships and research. The day included live judging and awards for LO's Awards of Excellence Growers program, with a certificate presented to each of the 12 winners. Special thanks to the dedicated group who judged the awards and continue to run the operations of the auction.

The annual Growers Fall Dinner meeting was held Nov. 18, 2015 at the Teatro Conference Centre in Milton with over 70 growers in attendance. Guest speakers included:

- Sam Zhand, AgCredit Corp, spoke about recent changes and improvements to the Advance Payments Program.

- Patricia McAllister, Manager of Horticulture Section for the Canadian Food Inspection Agency (CFIA) spoke on modernization initiatives by CFIA.
- Chris Clayton and Chris Mace from the LO Designers Sector Group provided thoughts from a design perspective and ideas on the future demand for landscape plants.

The Growers Short Course was held Feb. 9, 2016 at the Royal Botanical Gardens (RBG) in Burlington. Keynote speaker, Dr. Heinrich Losing, a seasoned nursery consultant from Germany, presented novel methods of IPM with a focus on weed management and production efficiency. Dr. Losing also provided insights into the many trends and challenges faced by both nursery growers and plant retailers in Canada and Europe. Attendees also received updates on continuing and concluded research projects from OMAFRA's Jen Llewellyn, PhytoServ's Dr. Jeanine West., University of Guelph's Dr. Youbin Zheng and many others.

This spring, under the nursery scout program, a new management tool was released to assist growers in planning Integrated Pest Management (IPM) activities at their nursery. The "GDD app" is now online and uses the current growing degree days to determine what pests growers should be scouting for and what stage they're at. Susceptibility timing for treatment or action is also included for common nursery pests. The program was developed through a Growing Forward 2 grant awarded to Landscape Ontario with the collaboration of PhytoServ, OMAFRA, Uxbridge Nurseries and the Nottawasaga Valley Conservation Authority. To access the online tool, visit gdd.nvca.on.ca and contact Dr. Jeanine West at jwest@phytoserv.com to get a farm code and copy of the user guide. PhytoServ will then track the use of the tool to collect confidential data for long-term support and maintenance of the tool.

A database of plant phenology criteria integrated with an application that includes an inventory of pests makes great sense for growers. This spring, under the nursery scout program, the "Bug Finder"

app was released to assist growers in this area.

I would again like to thank the directors, volunteers, staff and many sponsors who support the Nursery Growers Sector Group throughout the year.

Respectfully submitted,

Jeff Gregg

Chair 2015-2016

Hardscape

President and Chairman: Mike Riehm

Vice President: John Sanchez

Secretary and Treasurer: Shawn Giovanetti

Directors: Bill Beldham, Andrew Colautti, Dave O'Malley (Social and fundraising), Joe Santarosa Jr., Collin Shotlander (education), Alan Van Haaster BLA, Jason Vettese (marketing), Mark Wilkie, Jarrett Woodard

LO Hardscape golf tournament

The 2016 golf tournament was a huge success for the committee. With over 120 golfers and tons of on-course experiences, the committee saw attendance and customer feedback exceed expectations. From food tastings, to hole-in-one contests for thousands of dollars, our tournament had it all — and the golfers agreed. All proceeds from the event go towards making HardscapeLIVE! a dynamic experience at Congress. We are very excited about adding even more excitement for our tournament in 2017.

HardscapeLIVE! at Congress 2016

Three years in the making, and a tireless effort by our volunteer committee, HardscapeLIVE! added both education and excitement to the show floor during the three days of Congress 2016. Our live demo endeavour saw over 100 attendees watching each of the six unique sessions. Crowds poured into the aisle ways to catch a view and host Pat McCrindle and his team were a hit. With education as the fabric of the experience, HardscapeLIVE! brought Congress to a whole new level. We are very excited to build upon this experience for 2017, with even more dynamic topics planned for attendees.

Respectfully submitted,

Mike Riehm

President and Chairman 2016



HardscapeLIVE!, presented by LO's Hardscape Committee was a very popular event each day at Congress '16.

Interior Plantscapes

Chair: Stephen Schell CHTI

Provincial Board Representative: Stephen Schell CHTI

Members: Sue Blaney, Hella Keppo CHTI, Nanthankumar Paramanathan, Fred Prescod CHTI, Phil Van Alstyne CHTI

During the fiscal year of 2015-2016, the group's main concern was the lack of participation by those in the interiorscape sector. The group reviewed their strategic plan in order to find ways on how to promote to other industry sectors, as well as to promote the value and importance of living plants in office spaces, malls, etc. to consumers and property owners.

An email campaign was sent out to all Landscape Ontario members in the interiorscape field to solicit new members for the group. Unfortunately, there was a lack of replies so it was decided to postpone meetings while a re-evaluation of the industry is carried out.

Respectfully submitted,

Stephen Schell CHT

Chair 2015-2016

Irrigation

Chair and Provincial Board Representative:

Steve Macartney CIC, CLIA, CIT

Members: Dean Armstrong, Paul Barker CIT, Steve Hernandez, John Lamberink CIC, Chris LeConte CIC, CLIA, Steve Marysiuk CIT, Roy Neves CLIA, CID, CIC, Paul Proulx, Matt Sandink, Tony Serwatuk, Natnael Taera

I would like to take this opportunity to say thank you to the members of the Irrigation Sector Group for their hard work and dedication over the past year.

Wow, what a summer! This year's warm and dry weather kept everyone busy with their shovels in the ground. The work carried into the fall and will continue until the ground freezes up. This weather has kept companies extremely busy, something we haven't seen in many years.

Technology continues to play a big role in our sector with the introduction of smart controllers and remotely-controlled irrigation systems. I find customers are more aware of what is out there and are demanding better systems and better components for their systems.

In January 2016, the annual Irrigation Conference was held at Congress. The following speakers presented:

- Ken Nentwig, Canadian Association for Rainwater Management, spoke about Rainwater for Landscape Irrigation.
- Eric Meliton, Toronto and Region Conservation Authority, discussed Working Together to Reduce Risk Through Collaborative Green Infrastructure Projects.
- Jeremy Harris, Region of Peel, provided an update on the WSIP program.

We had a very successful second-year pilot for the Water Smart Irrigation Professional (WSIP) program. Expected training dates in 2017 will fall in late March to early April, so as not to conflict with any of LO's professional development seminars.

I encourage all contractors to get involved in the WSIP program. Not only will this program help you in your business, it will also improve your client scheduling and systems as a whole. Other municipalities are watching this program closely. As water rates rise,

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building owners are looking for ways of saving water to improve their bottom line, while maintaining the same healthy appearance of their properties.

- The sector group is currently working on the following projects:
- Updating the content on the Irrigation sector web page
 - Reviewing the *Labour Standards Act* in regards to overtime
 - Employment recruitment issues

The future looks good for irrigation contractors who keep up with new technologies and training. The Irrigation Sector Group will continue to work with municipalities to be part of the solution.

Respectfully submitted,

Steve Macartney

Chair 2015-2016

Landscape Contractors

Chair/Provincial board representative: Peter Guinane

Members: Ken Bekendam, Thomas Blatter CLM, Janet Ennamorato, Jason Gaw, Ryan Heath CLM CLT, Arvils Lukss, Brian Marsh, Joseph Morello

This year we lost one of our sector group committee members, Arthur Skolnik. His enthusiasm and professionalism will be greatly missed.

The group hosted the annual Lecture Series on Feb. 24, at the Mississauga Grand Banquet and Convention Centre. New this year, a grounds management lecture program was held in the morning, with the contractor lecture held in the afternoon. Attendees had various options to attend either or both programs. Guest speakers included: Eric Miltner PhD, Rodger Tschanz, Brad Paton, Scott Torrance and Peter Guinane (a last minute replacement).

The Landscape Contractors Group also assists with the feature gardens at Canada Blooms, reviewing entries to ensure they meet industry standards and quality. The 2016 Canada Blooms Flower and Garden Festival was a great success and the group is continuing to assist with the feature gardens for the 2017 festival.

The group is working on the following initiatives:

- A benchmarking study to assist contractors, with the support of Dynascope and Landscape Management Network (LMN).
- Municipalities – licensing of landscape contractors.
- Support for an accredited company designation to be available in 2017.
- Review of the Labour Rate Card.

To ensure the best participation by all members of the group, it was decided that every second meeting would be a conference call. New members from each LO chapter are encouraged to participate in the group through our conference call meetings.

Respectfully submitted,

Peter Guinane

Chair 2015-2016

Landscape Designers

Chair/Provincial board representative: Chris Mace

Vice chair: Chris Clayton OALA, CLD

Treasurer: Sabrina Goettler CLD

Members: Paul Brydges OALA CLD, Don Chase CLD, Jen Cuddie CLD, Brandon Gelderman, Kelly Keates, Mark Kimmerly, Fran Moore, Ron Koudys OALA CLD, Carolyne Planck, Fred Post CLD, Haig Seferian OALA CLD, Ron Swentiski CLD

I would like to thank all the members of the committee for all their hard work, commitment and dedication that they contribute to the Landscape Designers Sector Group. They are an inspiring group of people to work with.

The group hosted the annual Landscape Designer Conference at Congress on Jan. 11. The full day event featured guest speakers Ron Koudys, Catherine Smart, Jim Brandle, Haig Seferian and keynote speaker Adam Bienenstock. Landscape Ontario's very own Kristen McIntyre was the recipient of the annual Outstanding Service Award presented at the conference. Without Kristen's tireless commitment and continued support, the conference would not be the success it is today.

We would like to thank our sponsors for their continued support. Without them, the event would not be possible. Presenting Sponsor, Dynascope; Supporting Sponsors, Unilock, Select Stone, Connon NVK, and Ed's Concrete Products. There was a networking reception after the conference where sponsors of the event were able to display their products and connect with participants.

It has been another busy and eventful 12 months for the sector group, and we have been working away on a number of projects including:

- Successfully developing and launching a new CLD portfolio evaluation review process that reflects the CLD manual and new exam. Paul Brydges and I conducted a webinar presentation in conjunction with CNLA to teach other provincial associations how to evaluate CLD portfolio submissions using the new review criteria.
- Continuing to work on a proposed *Name Act* for landscape designers in conjunction with the OALA as they pursue a *Practice Act* for landscape architects. This is a very important agenda item for the association as a whole. Ron Koudys and Paul Brydges have been busy working with both Landscape Ontario and OALA to push this agenda item.
- Continuing the new website to promote landscape designers and the CLD certification. The new website is up and running and can be found at certifiedlandscapedesigner.com.
- Planning for the upcoming Landscape Designer Conference in 2017, which will be presented in association with the OALA for the first time.
- Working with the Peel and York Region on a new program called Fusion to promote environmentally friendly and water-smart gardens.

Respectfully submitted,

Chris Mace

Chair 2012-2016

Lawn Care

Chair: Steve Tschanz

Provincial board representative: Alan White

Members: Gavin Dawson, Paul Gaspar, Paul Grotier, Rohan Harrison, John McIntosh, Don McQueen, Mike Miltenburg, Ken Pavely, Richard Reed, Bill Van Ryan, Tom Somerville, Kyle Tobin, Gary Van Haastrecht, Don Voorhees, Kerry Whale.

The Lawn Care Sector Group started the year with the annual IPM symposium at Congress on Jan. 11. This annual event is always the Monday preceding Congress and is a great day for LO members to stay up-to-date on new products, techniques, research and practices within the sector.

It goes without saying, government relations were a big part of the year. Communications with the Ministry of the Environment and Climate Change (MOECC) on pesticide compliance was a focus as the consistency of enforcement seems to vary from one region to the next. Hopefully, with some new key changes within the MOECC, there will be some new insight on making the cosmetic pesticide ban work consistently.

The sector continued its involvement in Canada Blooms and promoted healthy turfgrass as the lungs of the urban environment.

Our relationship with the local residents and groups around St. James Park in Toronto continued with our annual spring clean-up, aeration and overseeding this year. I invite anyone from the other sectors to spend just a few short hours as a volunteer for this project. The residents are very appreciative of our services, talent and expertise and many of the volunteers have formed strong friendships with the community. It makes for a very rewarding and special day.

Drought played havoc with our sector this year — making 2016 very challenging for everyone. The lack of water and extreme temperatures allowed weeds to germinate and grow nicely and the extreme temperatures then made it difficult to treat them. Developing a weed control in the future that will work in higher temperatures is definitely on the wish list for our sector.

Respectfully Submitted,

Steve Tschanz

Chair 2015-2016

Lighting

Chair: Carl Hastings

Provincial board representative: Jamie Riddell

Members: Terry Childs, Frank DiMarco, John Higo, Leon Hordyk, Ron Iserhot, Tim Kraemer, Cory MacCallum CIT, Ken Martin, Rob Redden, James Solecki

The Lighting Sector Group had a busy year and continues its work in the areas of professional development, education, and eventually certification. The group is also working on initiatives that will help raise the awareness of professional outdoor lighting design and installation.

In January, a sub-committee of the group met with the Electrical Safety Authority (ESA) to clarify the standards for electrical permits within the industry. In April, the committee found five important issues to clarify and communicate with members who install outdoor lighting fixtures. The information was communicated in the June issue of *LO magazine* and has also been posted to the sector page on the trade website.

The 7th annual Landscape Lighting Conference was held on Feb. 8 at the Teatro Conference Centre in Milton. Guest speakers; Michael

Deo offered his expertise on selling landscape lighting, Mark Carlson spoke about lighting design and Ken Martin shared award winning lighting projects from around the world. The event also hosted a supplier showcase that was well-attended between speakers.

The group also participated in judging of the LO Awards of Excellence program for the Landscape Lighting categories.

Priorities in the coming year include a valued and significant role to promote the professionalism of the lighting industry. The group is working on a video to be shown at the 2017 Lighting Symposium with the goal of demonstrating proper lighting with proper techniques.

For Canada Blooms, the group offered their services to feature garden builders and assisted with the planning of the 2016 event and will continue to support the 2017 event.

Respectfully submitted,

Carl Hastings

Chair 2015-2016

Snow and Ice Management

Chair: William Jordan

Provincial board representative: Mark Humphries

Committee: Craig Armstrong, Michael Boffo, Robert Boffo, Gerald Boot CLM, Dan Booth CLT, John Fulford, Eric Gordon, Lee Gould, Jeff Lowartz CLT, Jim Melo, Brian Mettel, Jim Monk, Brian Perras, Fred Persia, Robert Roszell, Robert Tester, Dan Winstanley

Key objectives and results:

Deal with slip and fall issues

- Continue the Salt Standard work with University of Waterloo.
- Endorse contractor education through Smart About Salt.
- Continue promoting the use of the *Standard Snow Contract* developed by the group.
- Host workshop on legal process
- Educate lawyers on snow issues

Government Relations

- Investigate the Ohio and New Hampshire legislative models for dealing with liability issues.

Environmental Stewardship

- Investigate verification, technological, accountability and operational processes that would reduce our negative impact on the environment.
- Educate the public on the benefits of using LO contractors from the perspective of legal exposure and environmental stewardship.
- Outline equipment solutions related to environmental stewardship, ie: calibration and equipment choices.

Salt Study Update

- University of Waterloo to continue to verify the application data which was collected over the past three years.

The annual Snowposium was held in conjunction with Thrive'15 at the Ancaster Fair Grounds in October 2015. Those who attended enjoyed the event but overall attendance was down. We had a great turnout with speakers from Canada and the United States. Due to the new timing, location and venue, it was decided not to hold a Snowposium in 2016. The 2017 event is being developed and will be held at LO home office in Milton sometime in September.

Respectfully submitted,

William Jordan

2015-2016

2016 Committee reports

Branding Committee

Co-Chairs: Paul Doornbos, Alan White

Committee members: Paul Brydges, Terry Caddo, Tim Kraemer, Mark Ostrowski

Staff: Tony DiGiovanni CHT, Robert Ellidge, Denis Flanagan CLD, Ian Service

Started in 2007, LO's Branding Committee was tasked with the responsibility of raising public recognition of the Landscape Ontario name and logo. The resulting effort was the launch of the 'Green for Life' brand demonstrating the many therapeutic, health, environmental and lifestyles benefits associated with hiring an LO member. Together with the new logo, a consumer-targeted, state-of-the-art website at landscapeontario.com and a spectacular feature garden at Canada Blooms in 2008, the Green for Life brand was launched.

In 2016, the committee became active once again. Dubbed Branding 2.0, our latest effort is to revisit the LO brand and align it with current president Paul Brydges' mandate of "increasing public awareness and understanding of our profession and the professionalism of our members." With many years of rapid change in technology since our first effort and an ever-increasing reliance on digital communications by both the current and upcoming generations, the committee is also tasked with how to get our message across to those audiences in the digital age.

To achieve this, the committee explored a variety of tactics and had presentations by two separate, external organizations on how to reach the maximum number of people in an age of digital marketing and communications. In addition, we also looked inwards and asked LO's communications staff to present an option for accomplishing this goal.

The result is a combination of the three proposals that will utilize our current communications department to engage in the development of a hybrid model of internal and external contractors to achieve our objective of increasing online traffic and raising consumer engagement.

One tactic everyone agreed upon was to utilize the current method of content marketing in order to "tell our story" to the general public. By utilizing the wealth of content from the LO Communications Department (ie: our publications), we can show our members as the true leaders in their respective professions who are passionate, knowledgeable, skilled and committed to making a difference in the lives of both their customers and their communities.

The second tactic we plan to employ is to upgrade the Find a Company component of the existing website to a model similar to both Houzz and Homestars — sites that are becoming popular for homeowners to connect with various contractors and professions. There will also be a consumer rating component similar to the Trip Advisor model.

We believe these tactics will increase our audience and provide the proper platform to connect our members with the right audience and exclusive access to that audience will also be a deciding factor

to convert non-members.

Our long-term sights are set on creating a digital, one-stop-shop for everything related to our collective professions, not only for Ontario or Canada, but for all of North America. The efforts put into this project so far and in the near future will provide the foundation for that end goal.

I would like to thank the members of the committee for their contributions of insight, opinions and expertise in helping to realize our goals.

Respectfully submitted,

Paul Doornbos and Alan White
Co-Chairs 2016

Building Committee

Chair: Karl Stensson

Directors: Hank Gelderman CLT, Paul Olsen, Haig Seferian CLD, Marc Thiebaud, Rene Thiebaud, Bob Tubby CLM, David Turnbull, Neil Vanderkruk, Charlie Wilson

Since the sale of half the LO property to Broccolini Construction, we have been very busy preparing for an addition and renovation to our existing structure. Our goal is to create an efficient and modern office space, as well as more and larger classrooms to accommodate our ever-expanding educational programs.

The board has approved an overall budget of \$5 million to demolish the greenhouse, completely renovate the current space, add approximately 20,000 sq. ft. of new space, upgrade the office furnishings and parking lot, and add landscape features.

We have engaged an architect, landscape architect, planner and engineering firm to guide us through this process. As part of our agreement to sell the half of the property, the purchaser agreed to connect our building to town water and sanitary sewers. Both services have now been installed, providing much better and healthier services for our staff and guests.

In the next few months we are going through the site plan approval stage. Once this is complete, we will hire a contractor. So far, Maple Reinders have been contracted to provide key budgeting numbers. It is hoped the project can start sometime in 2017.

Respectfully submitted,

Karl Stensson
Chair 2016

Canada Blooms

Canada Blooms celebrated its 20th anniversary in 2016. It is hard to believe how this tremendous event has grown from a dream of Tony DiGiovanni and Cathy Dembroski to one of the largest horticultural events in the world.

Canada Blooms is an outstanding public outreach opportunity for Landscape Ontario. In 2015, Canada Blooms generated \$3 mil-

lion of positive public relations to trigger purchases. The festival also inspires and educates close to 200,000 visitors on the importance of the green industry professions. The Landscape Ontario feature garden and messaging aims to inspire young people to become landscape professionals.

One of the highlights of Canada Blooms this year was having our board and LO executive invited to open The Toronto Stock Exchange. The ability of Canada Blooms to have a voice beyond the 10 days of the festival is very important. The Blooms team had built a database of over 40,000 people who regularly receive newsletters promoting all sectors of the industry.

I am proud to announce that Canada Blooms has signed a four-year extension with the National Home Show. This followed a complete business review and long-term strategy development.

On the financial side, Canada Blooms is on solid footing. We have completed our second year of exceeding budget and are looking forward to being able to make investments in community greening projects in the future.

I would like to thank the following individuals who had the foresight to create Canada Blooms and were original signatories on the founding documents: Tony DiGiovanni, Marc Thiebaud, J. Peter Bride, S. Heinonen, Phil Charal, Bill Hewick, Chris Clayton, Terry McGlade, Hank Deenen, George Urvari, Ron Dubyk, Dan Passmore, Ian Gray, Syd Queripel, Don Salivan, Dorothy Shand, Arthur Skolnik, Robert Tubby and Robert Smith.

LO members who served with me on the Board of Canada Blooms for 2015-2016 included Janet Ennamorato, Greg Salivan and Denis Flanagan. Jeff Winkelmolen will be joining us for 2016-2017.

Respectfully submitted,
Ryan Heath
Co-Chair 2015-2016

Canadian Nursery Landscape Association

Landscape Ontario members represented on the CNLA

Board of Directors:

President (2015-2016): Rene Thiebaud

Provincial Representative: Alan White

Member Services and Insurance Chair: Gerald Boot CLM

Human Resources Chair: Harold Deenen CLM

The Canadian Nursery Landscape Association (CNLA) is a national not-for-profit federation of nine provincial landscape and horticulture trades associations, which represent over 3,800 member companies in the landscape, retail garden centre, and nursery sectors. Once approved, all Landscape Ontario members automatically become members of CNLA. CNLA administers national Member Savings programs, and acts as a national face for the industry in terms of government relations, industry human resources, certification, apprenticeship, etc. CNLA's mission is to undertake initiatives and form alliances in order to achieve sustainable prosperity for members and stakeholders. Just like LO, CNLA is an association working hard for its members. Below is a summary of some the activities that CNLA participated in this past year.

Commodity activities

CNLA has three commodity committees representing the three core sectors: Landscapers, Garden Retailers, and Nursery Growers. Gar-

den Centres Canada has launched a garden centres benchmarking program that is available for free to members with the goal of collecting valuable data about customer purchasing trends and regional sales figures. In September 2017, CNLA will also host the International Garden Centre Association Congress in Niagara Falls, Ont. Over 200 delegates are expected to attend from around the world. Landscape Canada held a summit in March 2016, helping to set the priorities for the sector across Canada, including the desire to create a social shift and affect policy on climate adaptation using the landscape industry's products and services. Growers Canada held a strategic session this August, identifying seven focus areas: government, environment, labour/human resources, awareness and promotion, attracting new/young growers/business owners to participate in the provincial associations, marketing/communications, research/development.

Climate adaptation

The CNLA Board of Directors has approved the creation of a Climate Change Adaptation Committee that will work with all of CNLA's existing committees to ensure they include climate adaptation in their goals and priorities. The newly-elected Liberal government places a high emphasis on the environment and is committed to making serious inroads in terms of climate change and existing environmental policies. CNLA sees a huge opportunity to engage with the government and leverage the green industry in Canada as a solution to climate change challenges.

National standards

This spring, the first edition of the *Canadian Landscape Standard* was launched. Based on the *British Columbia Landscape Standard*, this is the single authoritative resource for landscape construction projects across Canada. It is the first national guideline to set the standard for landscape work in every province across the country. Next January, the newly revised 9th edition of the *Canadian Nursery Stock Standard* will be launched. This document establishes a minimum standard of quality for the production of woody ornamentals and herbaceous perennials.

Member savings programs

CNLA is the administrator of an extensive list of affinity programs available to members. Huge savings are available from suppliers such as: GMC, Caterpillar, Kubota, HortProtect, Chrysler, etc. Simply taking advantage of just some of the savings programs can easily cover the cost of membership dues at the provincial level many times over. A detailed list of money saving programs is available on both the LO and CNLA websites.

Government relations

CNLA is involved with many federal government agencies, such as Canadian Food Inspection Agency (CFIA), Pesticide Management Regulatory Agency (PMRA), Service Canada, Employment and Social Development Canada and Agriculture Canada. Most of the advocacy is performed by the Canadian Ornamental Horticulture Alliance (COHO), which also includes Flowers Canada and our Quebec counterpart, Fédération interdisciplinaire de l'horticulture ornementale du Québec (FIHOQ). The government relations work is detailed and complex, but is always related to achieving our collective vision of a prosperous, professional, ethical, recognized and valued industry.

Human resources

The committee has continued to participate in numerous meetings

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and conference calls in regards to the Canadian Agricultural Human Resource Council (CAHRC), EI Forum, Agricultural Forum, Canadian Apprenticeship Forum, Canadian Federation of Independent Business and lastly a strong focus on the Skills Canada National Competition. The Effective Leadership toolkit is available at elpathway.ca for all provinces to use and distribute.

Roses and research

The transition of the rose program (breeding and commercialization) to Vineland is almost complete. The Oscar Peterson rose, launched this year, was the last of the Canadian Artists series. The Canadian Shield rose will be the first of Vineland's 49th Parallel collection. Currently nine projects on behalf of the ornamental sector are funded through the COHA-ACHO science cluster. Most are scheduled for completion in early 2018.

Professional development

This year, we solidified the policy for recertification. As always, individuals holding a CNLA certification must recertify by earning 24 continuing education credits (CEUs) every two years. If 24 CEUs are not obtained, a six-month grace period now exists. The grace period can then be extended up to one year, for an extension fee of \$50. After one year of not qualifying for recertification, the individual must then start over in the process. An apprenticeship subcommittee has been created, with goals including: gaining more statistics on apprenticeship enrollment, graduation rate; and determining long-term apprenticeship goals for the industry.

Respectfully submitted,

Alan White

CNLA Representative

Communications Committee

Chair: Hank Gelderman CLT

Members: Gerald Boot CLM, Laura Catalano, Mark Fisher, Marty Lamers, Bob Tubby CLM, Nick Winkelmolen, David Wright

In my many years serving on the Communications Committee, I have always been impressed with how our team consistently delivers great service to LO members. We have seen changing conditions due to the economy, trade show strategies and personnel transitions. Through it all, the team consistently delivers excellent products, always on time.

We are pleased with this year's financials, showing an overall 23 per cent increase in net proceeds. *Landscape Trades'* sales are up nicely, and costs are under careful control. While *Landscape Ontario* magazine looks to be down in this year's financials, the overall trend is upward; we simply had an outstanding year for sales in fiscal year 2014/2015.

Our weekly enews continues to serve an important role in keeping members updated and driving participation in events. Your communications team is currently busy with an ambitious web renewal program; watch for a launch announcement soon.

While it is not always apparent to members, the Communications team is highly-effective at promoting horticulture and LO members. Our website for homeowners, landscapeontario.com, attracts as many as 35,000 unique visitors monthly. It offers great horticulture information, and connects potential customers with members through

the Find a Company interface — our contractor members agree that leads from our website are well above-average. Last spring's *Garden Inspiration* magazine was once again a success, and plans are underway for the 2017 edition.

I would like to extend special thanks to our relatively new committee members: Mark Fisher, Nick Winkelmolen and Dave Wright. Their fresh perspectives have added valuable insights. Please contact me if you are interested in serving on this committee. We meet three times each year, and our members feel like they make important contributions to LO's success.

Respectfully submitted,

Hank Gelderman

Chair 2015-2016

Congress Trade Show and Conference

Chair: Michael LaPorte CHT

Vice chair: Nathan Helder

Past chair: Terry Childs

Provincial Board liaison: Dave Braun

Members: Brian Cocks CLT, Douglas Coote, Lexi Dearborn, Paul DeGroot, Barry Dickson, Beth Edney CLD, Kim Icteton, Mike Riehm, Klaas Sikkema, Peter Vanderley, Monica van Maris, Jason Vettese

The Show Committee hosts Landscape Ontario's Show Congress event each January, which serves the dual purposes of meeting members' needs for product sourcing and professional development. Congress includes exhibitors, education, social events, as well as many special events and features.

Congress 2016

Canada's premier green industry trade show and conference ran Jan. 12-14, 2016, with a Warm-Up Monday on Jan. 11 at the Toronto Congress Centre and the International Plaza Hotel in Toronto. Canada's top green industry event generated a lot of energy among its exhibitors and industry professionals.

For 2016, both exhibit sales and attendance (close to 12,000 delegates) were consistent with previous years. Show partner, the Canadian Fence Industry Association (CFIA), and key sponsors: Banas Stones, Global Arch/Stone Arch, *Landscape Trades*, LO's Hardscape Committee, Permacon, G&L Group, Connon Nurseries/CBV Holdings and Landscape Management Network (LMN) were all a very integral part of Congress' success.

The New Product Showcase was well-represented with innovative products and plants which were displayed in an over 2,000 sq. ft. area. New show features included: Speakers Corner — a platform for Dig Safe experts to share their stories and help those in attendance learn how to operate more safely; and Hardscape LIVE!, a live build on the show floor, led by the LO Hardscape Committee. The build covered all steps of a hardscape installation from start to finish. This new feature proved to be a great success and plans are underway to build upon that success for future shows.

Skilled trades are the backbone of the landscaping profession, and attracting young labour is a top priority. We have partnered with several post-secondary horticulture programs and presented a revitalized 'Education Hub.' Students from Humber College, Fanshawe College, Niagara College and the University of Guelph (Ridgetown

Campus) benefited from the hands-on experience of building student gardens at Congress.

Several sector-focused events ran on Warm-Up Monday (pre-trade show) at the Plaza Hotel and Toronto Congress Centre, as well as during the trade show. The IPM Symposium and Landscape Designer Conference continue to be must-attend events for their respective sectors. The Irrigation Conference and the Peer to Peer Workshop were also well attended.

The Conference program running concurrent with the trade show was formatted to optimize scheduling and deliver maximum value. Each day featured an opening keynote, followed by a wealth of sessions to choose from throughout the day and an energizing lunch. The conference brought together powerhouse industry experts and top-notch panels, to teach delegates how to balance work and play, while improving and growing their business. The program is designed to improve professional development and reduce business expenses. Delegates responded with positive feedback, specifically on the quality of the topics, programming and great lunches.

The Awards of Excellence ceremony, our Oscars of the green professions, continues to be a Congress favourite. Hosted by Frank Ferragine of Breakfast Television and CityTV, more than 650 professionals were in attendance to see who won and take in the stunning visual showcase of winning projects.

The following morning, a large showing of LO members attended LO's Annual General Meeting (AGM) breakfast. The Provincial Board of Directors highlighted the years' accomplishments and future goals of the association.

No Congress report would be complete without a mention of the infamous Tailgate Party. In 2016, the event fed more than 750 guests, with several hours dedicated for socializing. Once again, the DJ and dance floor were popular at the end of the party, and a good time was had by all.

Finally, it is my pleasure to thank the many volunteers and committee members for their guidance, insights and assistance. Our success stems from the personal touch our volunteers add to our events. The Events and Trade Show department has proved to be a strong team of leaders who are willing to take risks and try new things, while they continue to grow our association.

Respectfully submitted,

Michael LaPorte

Chair 2016

Human Resource Development

Chair: Harold Deenen CLM

CNLA observer: Stacey Porter

Members: Jacki Hart CLM, Michael Pascoe CLT, Richard Rogers CLT, John Soychak, Donald Tellier CLT, Alan White

The Human Resource committee has celebrated another active year in terms of connecting dots, developing partnerships, advancing government relations, lobbying to secure a healthy business environment for our members and developing and delivering relevant professional development opportunities to ensure that we continue to develop a skilled workforce to support the needs of our member firms today and for the long term.

The HR committee works diligently on your behalf to ensure that we are maximizing resources that promote and foster a favourable

climate for our industry, producing results that advance recognition of a professional and ethical industry that designs, installs and maintains the green infrastructure that provides a safe and healthy environment that supports the health and wellness of every community. This committee oversees the activity of LO's Education and Labour Development department.

We are pleased to announce the launch of two new, career focused websites this year, the culmination of efforts by many key players in the industry and across the country.

Green Careers Canada

In partnership with CNLA, a new careers website was launched at Congress. Located at greencareerscanada.ca the site is designed to connect educators, industry, guidance counsellors, students and parents. In addition to listing the many resources and opportunities available in the green professions, it utilizes video testimonials from students, young workers, key industry members and educators on how their career started and progressed into their current work environment and what their ultimate career goals are.

The site has a secure portal for educators to share best practices and resources. Overall, the site is a one-stop shop aimed at connecting the various audiences to share and utilize information and further the messaging of the vital role and opportunities the green professions play in helping to make positive change in our environment and providing solutions to common problems.

There has been a lot of traffic on the website and it has been a tremendous opportunity for the Educators Discussion Group. Educators across Ontario and the country can use this application to discuss programs, classes and lesson plans as well as share files and resources in a private section of the website. See greencareerscanada.ca/educators.

The website launch was supported by the association with editorial coverage in the February issue of *LO magazine* and in LO's weekly e-news.

Effective Leadership website

The Effective Leadership pathway website, ELpathway.ca was also launched in 2016 as a foundational pillar where business and its people are enabled to reach their full potential. Developed in partnership with CNLA, the website offers many resources for business owners and managers to develop a clear mission statement and develop plans and strategies to implementing processes to reach full potential. The site includes tools for analysis and implementation of developed plans and strategies, and utilizes the success stories of key industry leaders to educate and inspire others.

The ELPathway website evolved from the five main pillars of LO's Prosperity Partners Program and the Growing People Resource Toolkit (formerly, the HR Toolkit).

Mentorship for women

Continuing our partnerships with Microskills via funding from the Status of Women Canada, a special event was held at Congress 2016. Keynote speaker Elizabeth Mills, President and CEO of Workplace Safety & Prevention Services (WSPS), spoke about Strengthening Women in Horticulture. The event aligns with the goal of this ongoing project to: inspire and encourage women to achieve their highest potential within their careers in the horticultural sector by developing and maintaining a custom mentorship program that will remain with LO and can expand to serve all members.

A website for the initiative is at womenmentoringwomen.ca. In the first half of 2016, the program was able to make 40 mentor matches.

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In partnership with CNLA and the Canadian Apprenticeship Forum, a webinar is now available to encourage women to consider a career in horticulture. The presentation includes information about the industry, career opportunities, how candidates should prepare in terms of education and work experience and how to approach obtaining a job.

A feature article on the program also appeared in *LO magazine* in April.

Apprenticeship

In response to declining employer and employee participation in the Apprenticeship training program, LO and its various partners have been working for a number of years to reverse the trend. Results are starting to be achieved in 2016. Loyalist College in Belleville, Ont. received approval to offer the Horticulture Technician Apprenticeship Program alongside industry partner Connon Nurseries, starting in January 2017.

A second new program will see another 20 spaces available for the Apprenticeship Program at Algonquin College in the Ottawa region begin at the same time.

Preceding this success, LO was able to add a new position to support members in the complex registration process and to provide ongoing support throughout the Apprenticeship program. J. Alex Gibson joined the team as LO Eastern Ontario Apprenticeship Program Development Coordinator.

Gibson has been working one-on-one to assist and educate both employers and applicants on their requirements and expectations of the program, as well as promoting the benefits and need for more participation. Gibson has been writing monthly columns in *LO magazine* to dispel misconceptions about the program and share how employers and employees are improved as a result of their participation.

As a result, all of the new spaces created in the colleges have been filled. Gibson has not limited his role to Eastern Ontario and has been active across the province.

In addition, we launched a specific website for the Apprenticeship Program at horticulturetechnician.ca. The site is a resource for both employers and apprentices and aligns with the Green Careers Canada website.

LO will continue to work diligently in promoting and utilizing the training program to further this committee's mandate.

Skills competitions

We continued our support of Skills Ontario at the 27th annual Ontario Technological Skills Competition (OTSC) at RIM Park in Waterloo on May 2-4. The two-day, post secondary landscape competition had six colleges competing this year, with Durham College as the winner. A total of 11 secondary school districts competed with Bluewater District School earning the highest score. The landscape design competition was won by Humber College and secondary school design was won by Niagara Catholic District School Board.

The Skills Canada National Competition was hosted in Moncton, N.B. from June 5-8. Jim Landry of Landscape N.B. and P.E.I. and Joe Bidermann of Biddermann's Landscape Design were instrumental in making the event a huge success. With seven teams participating, the team from Quebec took home the gold medal in the Landscape Gardening category.

In 2017, the Ontario competition will be held at the Toronto Congress Centre and the nationals will be in Winnipeg, Man.

Secondary and post-secondary

We continue to support the Specialist High Skills Major program in Horticulture and Landscape with 25 programs across the province. We also supported the Come Alive Outside Design Challenge that connects and engages secondary and post-secondary programs in design vignettes that result in outdoor landscapes built for youth.

Landscape Industry Certification

This year, we hosted four tests at two different locations (Milton and Fanshawe College). We continue to work with Fanshawe on integrating the certification program into their second year curriculum so students can graduate with diplomas, a Landscape Industry Certification and other certificates. Although still in the early stages of development, program coordinators have expressed interest in making this happen sooner, rather than later.

The new website, landscapeindustrycertifiedtechnician.ca is functioning as one central location specifically for the technician designation, and landscapeindustrycertifiedmanager.ca is designed to work in the same way for the CLM designation.

Safety Groups

The Safety Group Program did not take place in 2015-2016. It was felt the time and energy invested outweighed the interest for Landscape Ontario to continue offering it. Any interested firms can contact WSPS since they offer the same program.

Water Smart Irrigation Professional training and certification program

Now in its third pilot year in partnership with the Region of Peel and York Region, the program now includes the City of Hamilton. A new online resource at watersmartirrigationprofessional.ca was launched to educate property owners about direct cost-savings that can result from using a WSIP certified contractor. Jeremy Harris from the Region of Peel will be providing an update on the program at the Irrigation Conference at Congress 2017.

Other initiatives

- Joint Health and Safety Certification training became a five-day seminar for Level 1 and 2 in March.
- Horticulture Educators Association: Hosted a very successful Innovation, Creativity and Entrepreneurship (ICE), pilot in May in partnership with Halton Industry Education Council (HIEC), Ministry of Education and Specialist High Skills Major (SHSM) – Horticulture and Landscape
- Awaiting an update on proposed changes to the Labour Standards Act which may impact special overtime exemptions for the Landscape Gardener category.
- Continue Integrated Agriculture & Horticulture Strategy for Ontario in tandem with WSPS.
- WSIB Rate Modernization. Had a productive meeting in April with WSPS and key people from WSIB. Letter of submission requested by WSIB in progress.
- An update of the HR Toolkit for 2016 was delayed until a more effective communication and engagement strategy has been developed. If the information is not updated, it should be removed as we then run the risk of providing outdated information that is no longer compliant.
- We are awaiting response on a grant application submitted in April that bundles On-the-Job Training (OJT), HR Toolkit and Effective Leadership Training for member firms.
- Supported members by participating in career awareness and promotion opportunities aimed at both secondary and post-sec-

ondary students.

- Ongoing projects with CNLA, including: Compulsory Trade/Licensing Research, Industry Accreditation Pilot Framework, Labour Market Information project (CNLA and CAHRC), Wage Survey.

Respectfully submitted,

Harold Deenen CLM

Chair

IPM Symposium

Chair: Steve Tschanz

Committee members: Michael Brownbridge PhD, Gavin Dawson, Paul Gaspar, Rohan Harrison, Martin Horsman, John McIntosh, Don McQueen CIT, Ken Pavely, Lee Ratcliffe, Richard Reed, Tom Somerville, Tim Tripp MSc, Kyle Tobin, Louis Van Haastrecht, Bill Van Ryn Jr, Don Voorhees, Kerry Whale, Alan White

The 51st annual Integrated Pest Management (IPM) Symposium was held in conjunction with the 2016 Congress trade show and conference on Jan. 11 in the Cohen Ballroom of the Toronto Congress Centre.

The full day event featured many technical sessions, focusing on solutions to common problems regarding IPM strategies. The focus of the education was to help provide a sense of community for lawn care operators to learn from each other's successes. The technical sessions capped off with Dr. Eric Lyons highlighting the lessons learned from growing turf indoors for a popular Toronto sports team. The event qualifies attendees for IPM Council of Canada CEC's. Lunch was included as well as a networking reception at the end of the day. John Wright was recognized posthumously for his outstanding contributions to the lawn care industry and this event over the years.

A special note of appreciation to all of the sponsors; we could not achieve the high level of experience to our guests without their contributions. Also appreciated are the returned attendee surveys; the time is appreciated and the comments will help build and shape future events.

We strive to continue to be regarded as professionals in our field of turf and landscape management. For all who attended, I wish to express my sincere thanks.

Respectfully submitted,

Steve Tschanz

Chair 2015-2016

Pesticide Industry Council

Chair: Steve Tschanz

Secretary: Tony DiGiovanni

Manager PIC: 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 the 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 two-part basic pesticide safety program that incorporates both a practical component and an academic exam in the training requirements.

The Pesticide Industry Council (PIC) was formed on behalf of the pesticide industry and has worked with MOE since 2000 to meet the requirements and administer the Pesticide Technician Program. Landscape Ontario agreed to be the administrator of the Pesticide Technician Program on behalf of the Ontario Ministry of Environment under the guidance of a Memorandum of Understanding (MOU).

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 Horticultural Trades Association.

This is the 16th year we have worked with the Pesticide Technician Program and the 8th year working within the *Cosmetic Pesticides Ban Act, 2009*.

In 2015-2016, 695 technicians enrolled in the PTP program.

Respectfully submitted,

Tom Somerville

Manager PIC

2016 Volunteers

Every year Landscape Ontario benefits from amazing contributions through the volunteer efforts of members, who serve their association throughout the year in a wide variety of duties.

From sitting on committees, to deciding the future of the industry and the association, or helping at special events, LO proudly points to hundreds of members who care. 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, Sector Groups (Garden Centres, Grounds Management, Growers, Hardscape, Interior Plantscapes, Irrigation, Landscape Designers, Landscape Contractors, Lighting, Lawn Care and Snow and Ice Management), IPM Symposium, Past Presidents, Pesticide Industry Council, Congress Trade Show and more.

The following members have freely offered their time, energy and expertise to help keep Landscape Ontario a valuable and strong association.

Jamie Aalbers
Northern Mini Roses

Randy Adams
RM Adams Trucking Ltd

Robert Adams
Adams Landscaping
and Property Maintenance

Rob Albrecht
John's Nursery

Sundaura Alford-Purvis
A Cultivated Art Inc

Bob Allen
RW Allen Horticultural
Services Inc

Gus Amro
So Green Canada
(Landscape Design Build)

2016 ANNUAL REPORT

Daniel Anisz
Clintar Landscape Management
Head Office

Craig Armstrong
International Landscaping Inc.

Dean Armstrong
Vanden Bussche Irrigation -
Milton

Jessica Aytoun
Sutton Creek Golf Club

Andrew Barbour
Connon Nurseries/
NVK Holdings Inc

Paul Barker
Automatic Rain

Lynne Barnes
Heartwood Landscapes

Andrew Barz
Meadowbrook Landscape
Contracting Inc

Brian Baun
B.K. Baun Landscape Ltd

Bill Beamish
Beamish Landscape Services

Andrew Beattie CIT
Ideal Landscape Services

Sarah Beckon
Allweather Landscape Co Ltd

Barry Benjamin
Barry Benjamin & Associates

Thomas Blatter CLP
Dreamestate Landscaping Inc

Michael Boffo
Boffo Landscaping Inc

Robert Boffo
Boffo Landscaping Inc

Gerald Boot
Boot's Landscaping
& Maintenance Ltd

Dan Booth
B.P. Landscaping
& Snow Removal

John Bos
Bos Landscaping

Neil Bouma
Picture Perfect Landscaping
Quinte Ltd

Gerwin Bouman
Stam Nurseries Inc

John Bouwmeister
Bouwmeister Inc

Dave Braun
Braun Nursery Limited

Michael Brownbridge PhD
Vineland Research
and Innovation Centre

Paul Brydges
Brydges Landscape
Architecture Inc

Cindy Buelow
Baseline Nurseries
& Garden Centre

Richard Burch CLT CLP CIT
Burch Landscape Services Limited

Margot Byers
Ladybird Garden Design

Diana Cassidy-Bush
Fresh Landscape
& Garden Solutions

Laura Catalano
Nisco National Leasing

Phil Charal
Allweather Landscape Co Ltd

Terry Childs
Nature's Way Landscaping

Ryan Chuchmach
FlightLine Golf Inc

Chris Church
B.R. Dickson Equipment Inc

Chris Clayton
Christopher Clayton
Landscape Architect

Ashley Cochrane
The Cutting Edge Landscaping

Brian Cocks

Douglas Cooté
DG Cooté Enterprises

Sal Costante
Cedar Springs Decks and Fences

Tim Cruickshanks
Cruickshanks Property
Services Inc

Jen Cuddie
Tyler Speirs Design Build

Gavin Dawson
TRUGREEN Ltd

Paul DeGroot
Connon Nurseries/
NVK Holdings Inc

Allard DeVries
DeVries Landscaping
& Maintenance Inc

Lexi Dearborn
Dearborn Designs & Associates

Judy deBoer-Bell
Treefrog Design

Harold Deenen CLP
Hank Deenen Landscaping Ltd

Bill Degraaf
Permacon

Harry de Vries

Michael Di Nunzio
Vanden Bussche Irrigation
& Equipment

Frank DiMarco
DiMarco Landscape Lighting

Barry Dickson
B.R. Dickson Equipment Inc

Jason Dietrich
Ace Lawn Care Inc

Paulo Domingues CIT
Aquaman Irrigation

Paul Doornbos CLT CLP
Thornbusch Landscaping
Company Inc

Lindsay Drake Nightingale
Yorkshire Garden Services Inc

Scott Duff
Aura Landscaping

Scott Durst
Orchid Gardenscapes

Jon Durzi
Miller Compost - The Miller Group

Jeff Eichenberger
Ikes Turf

Janet Ennamorato
Creative Garden Designs

Carmine Filice CLP
Greentario Landscaping (2006) Inc

Mark Fisher
The Escarpment Company

Shawn Foley
The Waterboys Contracting Inc

Mike Fulcher
Permacon Ottawa

Carol Fulford
Gerrits Property Services Inc

John Fulford
Gerrits Property Services Inc

Dan Garlatti
Garlatti Landscaping Inc

Trevor Garner
LP Landscape Plus Inc

Paul Gaspar
Weed Man - Toronto

Jason Gaw
Sycamore Landscape

Derek Geddes
Coldstream Land Escape
Company

Brandon Gelderman
Gelderlands Inc

Hank Gelderman
Gelderman Landscape Services

Sabrina Goettler
Oriole Landscaping Ltd

Eric Gordon
Gordon Landscape Company

Lee Gould
Smart About Salt Council

Jeff Gregg
V Kraus Nurseries Limited

Perry Grobe
Grobe Nursery & Garden Centre

Peter Guinane
Oriole Landscaping Ltd

David Gunn
Gunn-Duncan Landscaping Ltd

Georgie Hamilton
Cut Above Natural Stone Ltd

Ed Hansen
Hansen Lawn & Gardens Ltd

Rohan Harrison
Premier Turf Inc

Matt Hart
MPH Hardscapes

Steve Hary
The Landscape Company Inc

Carl Hastings
Arbordale Landscaping

Ryan Heath CLT CLP
Kreative Woodworking

Nathan Helder
Gelderman Landscape Services

Steve Hernandez
Turf Care Products Canada Ltd

Edward Hewis
All Ontario Hydroseeding
& Erosion Control

John Hewson
Greenscape Lawn Maintenance

John Higo
Illumicare Group Limited

Martin Horsman
Gelderman Landscape Services

Eric Horst
Alltask Property Improvement Inc

Mark Humphries
Humphries Landscape Services

Kim Icetone
Somerville Nurseries Inc

Tom Intven
Canadale Nurseries Ltd

Ron Iserhot
Vanden Bussche Irrigation - Milton

Joan Johnston
Peter Knippel Nursery Inc

Kennedy Johnston
Peter Knippel Nursery Inc

William Jordan
Urban Meadows

Nicola Kamp
Nicola's Garden Art Inc

Tim Kearney CLP
Garden Creations of Ottawa Ltd

Kelly Keates
Ginkgo Design

Mark Kimmerly
Allweather Landscape Co Ltd

Ben Kobes
Kobes Nurseries Inc

**Ron Koudys BLA MED OALA
CSLA ASLA RLA MI CLD**

Ron Koudys
Landscape Architects Inc

Tim Kraemer
Future Lawn Inc

Michael LaPorte CLT
Clearview Nursery Ltd

John Lamberink
Aquality Irrigation and Illumination

Marty Lamers
Oaks Concrete Products
by Brampton Brick

Chris Le Conte CIC CLIA
Smart Watering Systems

Serge Leclair
Kam's Growers Supply Inc.

Jeffrey Lee
Lee's Landscaping

Jennifer Llewellyn BSc MSc
Ontario Ministry of Agriculture,
Food and Rural Affairs

Jeff Lowartz CLT
CSL Group

Arvils Lukss
Landscapes By Lucin

Glen Lumis
University of Guelph

Cory MacCallum
Greenscape Watering Systems Ltd

Fran MacKenzie
South Oakville Chrysler Fiat

Steve Macartney
Raintree Irrigation
& Outdoor Systems

Chris Mace BA
Gelderman Landscape Services

Brenda Maitland
Second Nature Gardening

John Mantel
 AVK Nursery Holdings Inc

Brian Marsh
 Earth Art Landscapes Inc

Kevin Marshall CLT
 Turf Pro Landscaping

Ken Martin
 Ken Martin Landscape
 Lighting and Design

Michael Martins
 Kimmick Landscaping Inc.

Steve Marysiuk CIT CIC CLIA
 Rain Bird International

Teresa Matamoros
 Garden Holistics Inc.

Pamela McCormick
 Simply Landscaping
 & Garden Designs

Jim McCracken
 Hugh McCracken Limited o/a
 McCracken Landscape Design

Jeff McMann NPD ISA CHT TRAQ
 Mount Pleasant
 Group of Cemeteries

Don McQueen CIT
 Nutri-Lawn - Burlington

John McIntosh
 Enviromasters Lawn Care

Jim Melo
 Melo Landscaping Ltd

Brian Mettel
 B&L Mettel Limited

Norm Mills
 The Gardenin' Guy

Jim Monk
 Markham Property Services

John Moons

Joseph Morello
 Premier Landscaping & Design Ltd

Chaz Morenz
 Gardens in the City Inc

Bruce Morton
 Greenscape Watering Systems Ltd

Janet Mott
 Christine's Touch Gardening Ltd.

Christopher Muller
 O.J. Muller Landscape
 Contractor Ltd

Alphonse Murray
 Murray Enterprises

Rob Naraj CHT
 Sheridan Nurseries

Steve Neumann
 Algonquin College

Roy Neves
 DJ Rain & Co Ltd

Paul Olsen
 Brookdale Treeland Nurseries Ltd

Mark Ostrowski
 Laurel Forest Farms

Tyler Owen
 Thunderbolt Contracting Inc

Audrey Partridge
 Juergen Partridge Ltd

Michael Pascoe NPD ODH CLT MSc
 Fanshawe College

Brad Paton CLT
 Shades of Summer
 Landscaping & Maintenance

Warren Patterson
 Barrie Garden Centre

Ken Pavely
 Lawn Life Natural Turf Products

John Peets
 John Peets Landscaping

Mike Pennington
 Lakeridge Contracting Ltd

Brian Perras
 B.P. Landscaping
 & Snow Removal

Jesse Perrin
 Green Things Landscaping 2010
 (1893872 Ontario Ltd)

Frans Peters
 Humber Nurseries Ltd

JR Peters
 Humber Nurseries Ltd

Carolyn Planck
 Unilock Limited

Fred Post
 Your Designer Landscapes Inc

Sian Pritchard
 The Cutting Garden Inc

Paul Proulx
 Hunter Industries Inc

Bill Putzer
 Putzer (M) Hornby Nursery Ltd

Tyler Rancourt
 Tydan Landscape Design Inc

Paul-Britman Rapai
 Fox Hollow Farms

Lee Ratcliffe
 Dr Green Services

Rob Redden
 In-Lite Design Corporation

Richard Reed
 Lawn Life Natural Turf Products

Jamie Riddell
 SiteOne Landscape Supply

Mike Riehm
 Envirobond Products

Jay Rivait
 Top Grade Landscape
 & Garden Solutions

Tim Rivard
 Bobcat of Hamilton Ltd

Robert Roszell
 Road Equipment Links

Gregg Salivan
 Salivan Landscape Ltd

Matt Sandink
 SiteOne Landscape Supply

Joe Santarosa, Jr
 Santerra Stonecraft

April Scarlett
 Urban Landscape Solutions

Greg Scarlett CLT
 Urban Landscape Solutions

Stephen Schell CLT
 The Plant Lady Inc

George Schellingerhoud
 Bright Lawn and Gardens

Joel Schraven
 Pickering Nurseries

**Haig Seferian OALA CSLA
 FASLA CLD LO**
 Seferian Design Group

Brian Shelfoon
 Permacon

Janice Shingler
 Sheridan Nurseries (Whitby) Ltd

Gord Shuttleworth
 Delaware Nursery Ltd

Blake Sicard
 IPI Energy LP

Klaas Sikkema

Mike Silva
 Platinum Stone Design Inc

Paul Snyders
 PGS Landscape

James Solecki
 Integra Bespoke Lighting Systems

Nick Soltz
 Soltz and Sons Ltd

Fred Somerville
 Somerville Nurseries Inc

Jonas Spring
 Ecoman

Karl Stensson
 Sheridan Nurseries

Laurie-Ann Stuart
 LA Gardens

Ron Swentiski CLD
 Trillium Associates

Natnael Taera CIC
 Landscape Irrigation Systems Inc.

**Donald Tellier ODH CLIA
 CIC CID CLT**
 Deerbrook Landscaping
 And Nursery

Jay Terryberry
 St Clair College

Robert Tester
 TNT Property Maintenance

Marc Thiebaut
 OGS Grounds Maintenance
 Specialists

Rene Thiebaut
 OGS Landscape Services

Michael Thomas
 The Investment Guild

Jeff Thompson BES RHAP
 Native Plant Source

Kyle Tobin
 LawnSavers Plant Health Care

Tim Tripp MSc
 Neudorff North America

Rodger Tschanz
 University of Guelph

Steve Tschanz
 Turf Management Systems Inc/
 Truly Nolen

Blake Tubby
 Arbordale Landscaping

Bob Tubby CLP
 Arbordale Landscaping

David Turnbull
 David Turnbull & Associates

Chris Urquhart CLP
 Green Unlimited

Christopher Utter
 Broadleaf Landscaping
 & Snow Removal Inc

Michael Van Dongen
 Van Dongen's Landscaping
 & Nurseries Ltd

Bill Van Ryn Jr

Jay VanGelder
 DenBok Landscaping
 & Design Ltd

Art Vanden Enden CHT
 Sheridan Nurseries (Whitby) Ltd

Neil Vanderkruk
 Connon Nurseries/
 NVK Holdings Inc

Peter Vanderley
 Vanderley Landscaping

Monica van Maris
 Van Maris Holdings

Mark Verbinen
 Verbinen's Nursery Ltd

Jason Vettese
 Best Way Stone Ltd

Don Voorhees
 Noldus of Durham

Shane Way
 Potters Road Nursery Inc

Jeanine West
 PhytoServ

Kerry Whale
 Allturf Ltd

Alan White
 Turf Systems Inc

Charles Wilson
 Bruce Wilson Landscaping Ltd

Robert Wilton
 Boundless Productions

Nick Winkelmolten
 Mohawk College Horticulture
 Technician Apprenticeship
 Program

Dan Winstanley
 Marsh Canada Limited

Debbie Wood
 CAST-n-STONE Inc.

Jarrett Woodard
 Grand River Brick & Stone

David Wright
 Wright Landscape Services

Andre Ypma
 Modern Earthscapes Land Design

Alex Zalewski
 Parklane Nurseries Limited

Fiore Zenone
 Tumbleweed
 Landscape Contracting

Youbin Zheng
 University of Guelph

2016 ANNUAL REPORT

LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2016

BALANCE SHEET

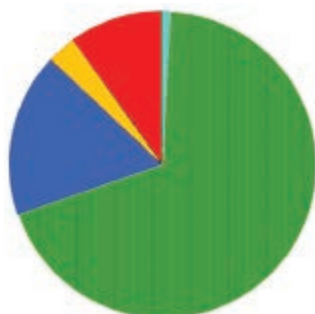
| | 2015 Audited Statements | 2016 Audited Statements |
|--------------------------------------|-------------------------------|-------------------------------|
| Assets | | |
| Cash | 347,479 | 814,939 |
| Investments | 10,439,164 | 10,326,808 |
| Accrued Interest | 91,606 | 127,900 |
| Accounts Receivable | 2,310,036 | 2,603,985 |
| Prepaid Expenses | 625,198 | 636,810 |
| Capital Assets | 14,962 | 7,481 |
| Land/Building-Vineland | 57,645 | 57,645 |
| Land/Building-Head Office | 598,194 | 572,380 |
| Total Assets | 14,484,285 | 15,147,948 |
| Liabilities and Surplus | | |
| Accounts Payable | 545,604 | 570,655 |
| Accounts Payable-Sector Groups | 68,560 | 45,817 |
| Accounts Payable-Chapters | 491,120 | 533,894 |
| Accounts Payable-Special Projects | 18,703 | 10,723 |
| Deferred Revenue | 3,105,998 | 3,179,589 |
| Hort. Centre Improvement Fund | 3,557,645 | 3,998,290 |
| Hort. Industry Development Fund | 1,540,022 | 1,405,114 |
| Technology Fund | 39,058 | 9,973 |
| Promotion Fund | 11,066 | 11,066 |
| Legacy Fund | 5,020,232 | 5,239,530 |
| Surplus-Members Equity | 0 | 0 |
| Net Income | 86,276 | 143,297 |
| Total Liabilities and Surplus | 14,484,285 | 15,147,948 |

FUND ALLOCATIONS

| | 2015 Audited Statements | 2016 Audited Statements |
|--|-------------------------------|-------------------------------|
| Horticultural Industry Development Fund | | |
| Opening Balance | 536,822 | 1,606,298 |
| Expenditures | (72,748) | (226,734) |
| Revenues-Funding/Misc. | 29,380 | 25,550 |
| Transfer from (to) other Funds | 1,046,568 | 0 |
| Transfer from Net Income | 66,276 | 103,297 |
| Closing Balance | 1,606,298 | 1,508,412 |
| Horticultural Centre Improvement Fund | | |
| Opening Balance | 656,349 | 3,557,645 |
| Expenditures | (43,369) | (92,878) |
| Revenues-Funding/Misc. | 7,944,664 | 533,524 |
| Transfer from (to) other Funds | (5,000,000) | 0 |
| Transfer from Net Income | 0 | 0 |
| Closing Balance | 3,557,645 | 3,998,290 |
| Technology Fund | | |
| Opening Balance | 47,259 | 39,058 |
| Expenditures | (8,201) | (29,084) |
| Transfer from Net Income | 0 | 20,000 |
| Closing Balance | 39,058 | 29,973 |
| Promotion Fund | | |
| Opening Balance | 22,416 | 31,066 |
| Expenditures | (11,350) | (20,000) |
| Transfer from Net Income | 20,000 | 20,000 |
| Closing Balance | 31,066 | 31,066 |
| Legacy Fund | | |
| Opening Balance | 0 | 5,020,232 |
| Expenditures | 0 | 0 |
| Revenues-Funding/Misc. | 20,232 | 219,297 |
| Transfer from (to) other Funds | 5,000,000 | 0 |
| Transfer from Net Income | 0 | 0 |
| Closing Balance | 5,020,232 | 5,239,530 |

MEMBERSHIP BREAKDOWN 2016

| |
|--------------------------------|
| ACTIVE (1758) - 67.9% |
| ASSOCIATE (499) - 19.3% |
| CHAPTER ASSOCIATE (150) - 5.8% |
| HORTICULTURAL (166) - 6.4% |
| INTERIM (15) - 0.6% |



INCOME STATEMENT - DEPARTMENTAL SUMMARY

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|--------------------------|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | | | | | |
| General | 311,371 | 265,958 | 252,400 | 266,400 | 266,400 |
| Membership | 1,153,111 | 1,261,694 | 1,182,000 | 1,260,000 | 1,260,000 |
| Publications | 893,869 | 889,878 | 907,700 | 912,700 | 912,700 |
| Congress | 2,046,835 | 2,139,742 | 2,043,600 | 2,107,440 | 2,107,440 |
| Expo | 325,948 | 189,759 | 184,100 | 0 | 0 |
| Education | 253,484 | 258,085 | 243,000 | 242,000 | 242,000 |
| Total Revenue | 4,984,617 | 5,005,116 | 4,812,800 | 4,788,540 | 4,788,540 |
| Expenses | | | | | |
| General | 2,437,262 | 2,525,370 | 2,458,075 | 2,509,120 | 2,509,120 |
| Membership | 728,567 | 754,116 | 738,566 | 737,774 | 737,774 |
| Publications | 233,886 | 227,365 | 228,250 | 217,500 | 217,500 |
| Congress | 1,091,790 | 1,117,987 | 1,124,900 | 1,184,200 | 1,184,200 |
| Expo | 269,226 | 100,701 | 121,400 | 0 | 0 |
| Education | 137,610 | 136,280 | 136,000 | 133,000 | 133,000 |
| Total Expenses | 4,898,341 | 4,861,819 | 4,807,191 | 4,781,594 | 4,781,594 |
| Net Income (Loss) | 86,276 | 143,297 | 5,609 | 6,946 | 6,946 |

LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS

YEAR ENDED AUGUST 31, 2016

INCOME STATEMENT, GENERAL

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|---|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | | | | | |
| Rent | 115,801 | 106,799 | 108,000 | 100,000 | 100,000 |
| Administration Fees | 74,745 | 78,434 | 74,000 | 85,000 | 85,000 |
| Earned Interest | 47,544 | 72,009 | 60,000 | 71,000 | 71,000 |
| Gains/Losses-Investments | 64,038 | 0 | 1,000 | 1,000 | 1,000 |
| Information Technology/Web Fees | 8,400 | 8,400 | 8,400 | 8,400 | 8,400 |
| Miscellaneous | 843 | 315 | 1,000 | 1,000 | 1,000 |
| Total Revenue | 311,371 | 265,958 | 252,400 | 266,400 | 266,400 |
| Administrative Expenses | | | | | |
| Property Taxes | 84,876 | 74,648 | 77,000 | 75,000 | 75,000 |
| Telephone | 20,231 | 20,200 | 21,000 | 22,000 | 22,000 |
| Hydro | 47,224 | 46,549 | 44,000 | 50,000 | 50,000 |
| Heat | 18,497 | 13,666 | 20,000 | 20,000 | 20,000 |
| Maintenance-Yard | 38,523 | 66,350 | 40,000 | 50,000 | 50,000 |
| Maintenance-Building | 83,143 | 112,886 | 65,000 | 70,000 | 70,000 |
| Office Supplies | 21,479 | 29,895 | 21,000 | 26,000 | 26,000 |
| Office Equipment | 6,746 | 7,222 | 10,000 | 7,000 | 7,000 |
| Computer Equip/Software | 8,913 | 10,181 | 6,000 | 7,000 | 7,000 |
| Information Technology/Web Exps | 22,001 | 22,509 | 22,000 | 22,500 | 22,500 |
| Postage | 10,196 | 13,428 | 10,000 | 11,000 | 11,000 |
| Courier | 1,129 | 1,276 | 1,500 | 1,000 | 1,000 |
| Audit | 19,500 | 21,000 | 20,000 | 21,000 | 21,000 |
| Legal Fees | 2,326 | 3,108 | 2,500 | 2,000 | 2,000 |
| Advertising | 1,808 | 1,583 | 500 | 1,000 | 1,000 |
| Insurance Expense | 19,443 | 20,296 | 22,000 | 20,000 | 20,000 |
| Meeting Expenses | 16,503 | 24,672 | 16,000 | 16,000 | 16,000 |
| Travel | 58,013 | 68,026 | 60,000 | 60,000 | 60,000 |
| Dues and Subscriptions | 8,493 | 10,168 | 8,000 | 9,000 | 9,000 |
| Donations | 705 | 1,590 | 1,000 | 1,000 | 1,000 |
| Training (Staff) | 1,878 | 1,786 | 4,000 | 3,000 | 3,000 |
| Miscellaneous Expenses | 13,020 | 15,572 | 10,000 | 13,000 | 13,000 |
| Bank Charges and Interest | 72,002 | 76,211 | 75,000 | 75,000 | 75,000 |
| (Gain) Loss on Foreign Exchange | (26,382) | (15,473) | (5,000) | (6,000) | (6,000) |
| Total Expenses | 550,265 | 647,348 | 551,500 | 576,500 | 576,500 |
| Compensation | | | | | |
| Wages | 1,662,664 | 1,653,714 | 1,687,575 | 1,703,620 | 1,703,620 |
| Benefits | 122,905 | 127,246 | 121,000 | 126,000 | 126,000 |
| Source Deductions | 101,427 | 97,061 | 98,000 | 103,000 | 103,000 |
| Total | 1,886,997 | 1,878,022 | 1,906,575 | 1,932,620 | 1,932,620 |
| Total Expenses | 2,437,262 | 2,525,370 | 2,458,075 | 2,509,120 | 2,509,120 |
| Net Income (Loss) | (2,125,891) | (2,259,412) | (2,205,675) | (2,242,720) | (2,242,720) |
| Wage Allocations | 1,452,037 | 1,423,595 | | | |
| Overhead Allocations | 619,678 | 697,325 | | | |
| Net Income (Loss) Net of Allocations | (54,176) | (138,492) | | | |

INCOME STATEMENT, EDUCATION

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|---|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | | | | | |
| Special Projects | 21,000 | 12,300 | 15,000 | 5,000 | 5,000 |
| Trade Courses | 222,689 | 238,595 | 218,000 | 230,000 | 230,000 |
| Certification | 9,795 | 7,190 | 10,000 | 7,000 | 7,000 |
| Total Revenue | 253,484 | 258,085 | 243,000 | 242,000 | 242,000 |
| Expenses | | | | | |
| Special Projects | 1,111 | 6,044 | 5,000 | 5,000 | 5,000 |
| Trade Courses | 101,380 | 105,862 | 104,000 | 105,000 | 105,000 |
| Certification | 17,802 | 8,586 | 10,000 | 7,000 | 7,000 |
| Promotion | 5,318 | 3,788 | 5,000 | 4,000 | 4,000 |
| Foundation Scholarships Funding | 12,000 | 12,000 | 12,000 | 12,000 | 12,000 |
| Total Expenses | 137,610 | 136,280 | 136,000 | 133,000 | 133,000 |
| Net Income (Loss) | 115,874 | 121,805 | 107,000 | 109,000 | 109,000 |
| Wage Allocations | (153,433) | (121,646) | | | |
| Overhead Allocations | (77,460) | (87,166) | | | |
| Net Income (Loss) Net of Allocations | (115,019) | (87,007) | | | |

2016 ANNUAL REPORT

LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2016

INCOME STATEMENT, PUBLISHING: *LANDSCAPE TRADES* MAGAZINE

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|--------------------------|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | | | | | |
| Advertising | 592,777 | 655,712 | 610,000 | 665,000 | 665,000 |
| Web Display Ads | 1,350 | 3,300 | 3,000 | 500 | 500 |
| Polybag | 40,983 | 34,714 | 35,000 | 30,000 | 30,000 |
| Classified Ads | 2,095 | 1,529 | 3,000 | 2,000 | 2,000 |
| Subscriptions | 1,349 | 1,785 | 2,000 | 1,500 | 1,500 |
| Member Subscriptions | 44,000 | 44,000 | 44,000 | 44,000 | 44,000 |
| Total Revenue | 682,553 | 741,040 | 697,000 | 743,000 | 743,000 |
| Discounts | | | | | |
| Member Discounts | 80,799 | 79,698 | 70,000 | 70,000 | 70,000 |
| Agency Discounts | 10,401 | 16,634 | 15,000 | 15,000 | 15,000 |
| Total Discounts | 91,199 | 96,332 | 85,000 | 85,000 | 85,000 |
| Gross Revenue | 591,354 | 644,709 | 612,000 | 658,000 | 658,000 |
| Expenses | | | | | |
| Printing | 53,211 | 56,001 | 47,000 | 50,000 | 50,000 |
| Freelance Editorial | 12,456 | 12,452 | 12,000 | 12,000 | 12,000 |
| Editorial Travel | 987 | 39 | 2,000 | 1,000 | 1,000 |
| Sales Travel | 12,006 | 13,902 | 12,000 | 12,000 | 12,000 |
| Mail Preparation | 2,280 | 2,557 | 7,500 | 2,500 | 2,500 |
| Poly Bag Costs | 11,039 | 8,906 | 10,000 | 10,000 | 10,000 |
| Postage (2nd Class) | 58,113 | 54,693 | 59,000 | 59,000 | 59,000 |
| Postage (Foreign) | 2,999 | 2,712 | 1,500 | 2,500 | 2,500 |
| Courier Charges | 3,021 | 3,107 | 2,500 | 1,500 | 1,500 |
| Subscription Campaign | 1,258 | 645 | 0 | 0 | 0 |
| Promotion/Media Kits | 3,069 | 3,642 | 1,000 | 1,000 | 1,000 |
| CCAB Circulation Audit | 8,256 | 5,364 | 5,000 | 5,000 | 5,000 |
| Miscellaneous | 103 | 261 | 500 | 250 | 250 |
| Bad Debts | 0 | 867 | 1,000 | 1,000 | 1,000 |
| Total Expenses | 168,799 | 165,149 | 161,000 | 157,750 | 157,750 |
| Net Income (Loss) | 422,555 | 479,559 | 451,000 | 500,250 | 500,250 |

INCOME STATEMENT, PUBLISHING: *LANDSCAPE ONTARIO* MAGAZINE

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|--------------------------|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | | | | | |
| Advertising | 191,683 | 172,182 | 190,000 | 190,000 | 190,000 |
| Polybag | 15,621 | 11,778 | 10,000 | 12,000 | 12,000 |
| Classified Ads | 3,549 | 2,935 | 4,500 | 500 | 500 |
| Web Classified Ads | 20,500 | 3,420 | 17,000 | 0 | 0 |
| Enews Ads | 15,200 | 4,500 | 11,000 | 5,000 | 5,000 |
| Subscriptions | 39 | 116 | 0 | 0 | 0 |
| Member Subscriptions | 44,000 | 44,000 | 44,000 | 44,000 | 44,000 |
| Total Revenue | 290,591 | 238,931 | 276,500 | 251,500 | 251,500 |
| Discounts | | | | | |
| Member Discounts | 31,316 | 26,867 | 26,000 | 26,000 | 26,000 |
| Agency Discounts | 1,618 | 1,678 | 800 | 800 | 800 |
| Total Discounts | 32,934 | 28,545 | 26,800 | 26,800 | 26,800 |
| Gross Revenue | 257,657 | 210,386 | 249,700 | 224,700 | 224,700 |
| Expenses | | | | | |
| Printing | 22,334 | 24,859 | 24,000 | 22,000 | 22,000 |
| Editorial Travel | 2,086 | 1,066 | 1,000 | 1,000 | 1,000 |
| Mail Preparations | 3,025 | 3,025 | 4,000 | 3,000 | 3,000 |
| Poly Bag Costs | 4,556 | 4,030 | 3,500 | 4,000 | 4,000 |
| Postage | 17,181 | 17,211 | 18,000 | 17,000 | 17,000 |
| Miscellaneous | 100 | 150 | 250 | 250 | 250 |
| Bad Debts | 0 | 0 | 500 | 500 | 500 |
| Total Expenses | 49,282 | 50,341 | 51,250 | 47,750 | 47,750 |
| Net Income (Loss) | 208,375 | 160,045 | 198,450 | 176,950 | 176,950 |

LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS

YEAR ENDED AUGUST 31, 2016

PUBLISHING, SPECIAL PROJECTS

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|--------------------------|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | 44,859 | 34,784 | 46,000 | 30,000 | 30,000 |
| Expenses | 15,806 | 11,874 | 16,000 | 12,000 | 12,000 |
| Net Income (Loss) | 29,053 | 22,910 | 30,000 | 18,000 | 18,000 |

PUBLISHING, SUMMARY

| | 2015 Audited Statements | 2016 Audited Statements |
|---|-------------------------------|-------------------------------|
| Net Income (Loss)-Publishing Department | 659,983 | 662,514 |
| Wage Allocations | (504,399) | (471,135) |
| Overhead Allocations | (116,190) | (130,748) |
| Net Income (Loss) Net of Allocations | 39,394 | 60,630 |

INCOME STATEMENT, MEMBERSHIP SERVICES

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|---|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | | | | | |
| Membership Dues | 1,063,993 | 1,159,380 | 1,090,000 | 1,160,000 | 1,160,000 |
| Awards of Excellence | 62,102 | 72,102 | 62,000 | 72,000 | 72,000 |
| Merchandise | 3,730 | 3,054 | 5,000 | 3,000 | 3,000 |
| Referral Fees | 23,285 | 27,157 | 25,000 | 25,000 | 25,000 |
| Total Revenue | 1,153,111 | 1,261,694 | 1,182,000 | 1,260,000 | 1,260,000 |
| Expenses | | | | | |
| General | | | | | |
| Cnla Membership Dues | 308,559 | 339,268 | 320,000 | 350,000 | 350,000 |
| Member Subscriptions | 88,000 | 88,000 | 88,000 | 88,000 | 88,000 |
| Awards of Excellence | 104,797 | 103,964 | 99,850 | 104,000 | 104,000 |
| Membership Plaques | 6,608 | 9,818 | 8,000 | 10,000 | 10,000 |
| Annual Report | 2,208 | 2,260 | 2,500 | 2,500 | 2,500 |
| Merchandise | 3,800 | 1,750 | 3,000 | 2,000 | 2,000 |
| Membership Booth | 15,449 | 12,778 | 16,000 | 14,000 | 14,000 |
| Promotion-Members | 28,497 | 29,510 | 25,000 | 30,000 | 30,000 |
| Promotion-Canada Blooms | 76,249 | 73,007 | 45,000 | 20,000 | 20,000 |
| Promotion-GFL/Branding | 9,750 | 12,500 | 25,000 | 10,000 | 10,000 |
| Total Expenses | 643,917 | 672,854 | 632,350 | 630,500 | 630,500 |
| Chapters and Sector Groups | | | | | |
| Windsor | 4,760 | 5,000 | 5,000 | 5,120 | 5,120 |
| London | 8,536 | 8,368 | 8,368 | 8,584 | 8,584 |
| Golden Horseshoe | 9,686 | 9,706 | 9,706 | 9,756 | 9,756 |
| Waterloo | 9,434 | 9,442 | 9,442 | 9,466 | 9,466 |
| Ottawa | 9,016 | 9,184 | 9,184 | 9,400 | 9,400 |
| Toronto | 10,802 | 10,914 | 10,914 | 11,040 | 11,040 |
| Georgian Lakelands | 9,232 | 9,434 | 9,434 | 9,508 | 9,508 |
| Durham | 8,800 | 9,088 | 9,088 | 9,400 | 9,400 |
| Upper Canada | 4,880 | 5,080 | 5,080 | 5,000 | 5,000 |
| Growers | 2,855 | 2,870 | 3,000 | 3,000 | 3,000 |
| Lawn Care | 719 | 545 | 3,000 | 3,000 | 3,000 |
| Garden Centre | 85 | 153 | 3,000 | 3,000 | 3,000 |
| Landscape Contractors | 1,431 | (348) | 3,000 | 3,000 | 3,000 |
| Grounds Maintenance | 183 | (421) | 3,000 | 3,000 | 3,000 |
| Designers | 1,576 | 1,699 | 3,000 | 3,000 | 3,000 |
| Irrigation | (904) | 249 | 3,000 | 3,000 | 3,000 |
| Interiorscape | 2,633 | 0 | 3,000 | 3,000 | 3,000 |
| Snow and Ice | 562 | 70 | 3,000 | 3,000 | 3,000 |
| Landscape Lighting | 364 | 228 | 3,000 | 3,000 | 3,000 |
| Total Chapter and Sector Groups | 84,650 | 81,262 | 106,216 | 107,274 | 107,274 |
| Total Expenses | 728,567 | 754,116 | 738,566 | 737,774 | 737,774 |
| Net Income (Loss) | 424,544 | 507,578 | 443,434 | 522,226 | 522,226 |
| Wage Allocations | (409,410) | (422,115) | | | |
| Overhead Allocations | (154,920) | (174,331) | | | |
| Net Income (Loss) Net of Allocations | (139,785) | (88,869) | | | |

2016 ANNUAL REPORT

LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2016

INCOME STATEMENT, CONGRESS

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|---------------------------|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | | | | | |
| Exhibit Space | 2,021,659 | 2,106,865 | 2,016,000 | 2,076,640 | 2,076,640 |
| Exhibit Space-Partners | 72,863 | 47,438 | 68,500 | 65,500 | 65,500 |
| Registration | 124,225 | 125,682 | 125,000 | 125,000 | 125,000 |
| Sponsorship | 37,375 | 62,454 | 45,000 | 50,000 | 50,000 |
| Miscellaneous | 3,505 | 8,365 | 3,000 | 4,000 | 4,000 |
| Total Revenue | 2,259,626 | 2,350,804 | 2,257,500 | 2,321,140 | 2,321,140 |
| Discounts | | | | | |
| Member Discounts | 206,791 | 207,162 | 207,000 | 208,000 | 208,000 |
| Member Discounts-Partners | 6,000 | 3,900 | 6,900 | 5,700 | 5,700 |
| Total Discounts | 212,791 | 211,062 | 213,900 | 213,700 | 213,700 |
| Gross Revenue | 2,046,835 | 2,139,742 | 2,043,600 | 2,107,440 | 2,107,440 |
| Expenses | | | | | |
| Exhibit Hall | 417,927 | 426,563 | 429,500 | 442,000 | 442,000 |
| Security | 27,141 | 27,466 | 28,000 | 28,000 | 28,000 |
| Show Services | 112,746 | 116,283 | 115,300 | 115,300 | 115,300 |
| Feature Area | 3,500 | 3,500 | 3,500 | 3,500 | 3,500 |
| Garden Subsidy | 14,500 | 15,981 | 14,000 | 16,500 | 16,500 |
| Speakers | 33,722 | 28,989 | 35,000 | 35,000 | 35,000 |
| Conferences-F and B | 27,713 | 31,511 | 29,000 | 33,000 | 33,000 |
| Registration Services | 38,683 | 37,466 | 40,000 | 40,000 | 40,000 |
| Audio Visual Equipment | 17,694 | 19,421 | 22,000 | 22,000 | 22,000 |
| Receptions | 46,849 | 50,755 | 39,500 | 45,000 | 45,000 |
| Printing | 20,451 | 19,991 | 26,300 | 23,000 | 23,000 |
| Promotion | 5,990 | 21,082 | 8,000 | 26,000 | 26,000 |
| Advertising | 31,618 | 30,780 | 32,000 | 44,000 | 44,000 |
| Photography | 1,950 | 2,350 | 3,500 | 3,500 | 3,500 |
| Flowers | 1,009 | 909 | 1,000 | 1,000 | 1,000 |
| Insurance | 5,881 | 0 | 6,000 | 6,000 | 6,000 |
| Move In/Move Out | 108,864 | 110,292 | 117,000 | 117,000 | 117,000 |
| Travel | 52,936 | 48,783 | 44,000 | 50,000 | 50,000 |
| Parking | 13,545 | 14,220 | 13,800 | 15,000 | 15,000 |
| Police | 2,121 | 2,121 | 2,200 | 2,300 | 2,300 |
| Postage | 19,621 | 17,245 | 22,700 | 20,500 | 20,500 |
| Janitorial | 55,900 | 63,815 | 57,500 | 59,500 | 59,500 |
| Software | 9,378 | 10,230 | 9,500 | 10,700 | 10,700 |
| Labour | 1,840 | 4,421 | 5,000 | 5,000 | 5,000 |
| Commissions-Partners | 15,008 | 9,625 | 14,600 | 14,400 | 14,400 |
| Miscellaneous | 5,207 | 4,189 | 6,000 | 6,000 | 6,000 |
| Total Expenses | 1,091,790 | 1,117,987 | 1,124,900 | 1,184,200 | 1,184,200 |
| Net Income (Loss) | 955,044 | 1,021,755 | 918,700 | 923,240 | 923,240 |

INVESTMENTS

| | Year End Aug 31/15 | Year End Aug 31/16 |
|-------------------------------------|--------------------|--------------------|
| Bonds/GICs | | |
| Recorded at Cost | | |
| Res Transalta Utilities | 1,128,182 | 1,128,182 |
| Res Fairfax Financial | 450,000 | 450,000 |
| Prov. of Quebec | 0 | 450,000 |
| Royal Bank GIC (Waterloo Chapter) | 35,000 | 60,000 |
| Bank of Nova Scotia-GIC | 7,300,000 | 0 |
| Halton Ont. Reg. Mun. | 525,982 | 0 |
| Ontario Savings Bond | 1,000,000 | 0 |
| Cash Position | 0 | 0 |
| Totals-Bonds/GICs | 10,439,164 | 2,088,182 |
| Mutual Funds/Equities | | |
| Recorded at Market Value | | |
| Nexus/RBC Portfolio | 0 | 4,137,734 |
| TD Wealth Portfolio | 0 | 4,100,892 |
| Totals Mutual Funds/Equities | 0 | 8,238,626 |
| Total Investments | 10,439,164 | 10,326,808 |

LANDSCAPE ONTARIO AUDITED FINANCIAL STATEMENTS

YEAR ENDED AUGUST 31, 2016

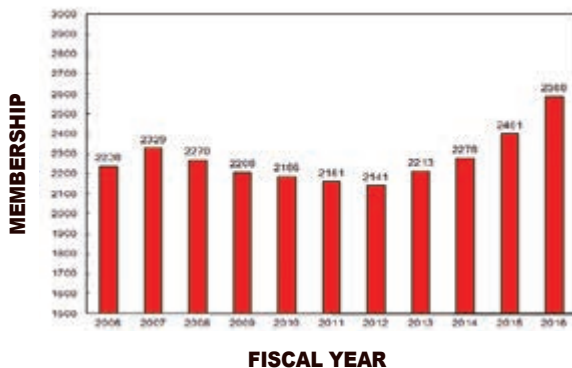
INCOME STATEMENT, GARDEN EXPO/THRIVE

| | 2015 Audited Statements | 2016 Audited Statements | 2016 Revised Budgets | 2017 Revised Budgets | 2018 Proposed Budgets |
|---------------------------|-------------------------------|-------------------------------|----------------------------|----------------------------|-----------------------------|
| Revenue | | | | | |
| Exhibit Space | 334,452 | 192,330 | 190,000 | 0 | 0 |
| Registration | 5,650 | 2,379 | 2,000 | 0 | 0 |
| Sponsorship | 2,928 | 17,500 | 15,000 | 0 | 0 |
| Miscellaneous | 173 | 0 | 100 | 0 | 0 |
| Total Revenue | 343,203 | 212,209 | 207,100 | 0 | 0 |
| Discounts | | | | | |
| Member Discounts | 17,255 | 22,450 | 23,000 | 0 | 0 |
| Total Discounts | 17,255 | 22,450 | 23,000 | 0 | 0 |
| Gross Revenue | 325,948 | 189,759 | 184,100 | 0 | 0 |
| Expenses | | | | | |
| Exhibit Hall | 109,058 | 23,228 | 26,000 | 0 | 0 |
| Security | 11,536 | 3,726 | 3,700 | 0 | 0 |
| Show Services | 47,178 | 11,336 | 9,500 | 0 | 0 |
| Registration Services | 9,854 | 7,004 | 5,000 | 0 | 0 |
| Printing | 6,951 | 3,755 | 5,700 | 0 | 0 |
| Promotion | 1,097 | 1,295 | 3,000 | 0 | 0 |
| Public Relations Services | 6,750 | 0 | 0 | 0 | 0 |
| Advertising | 18,496 | 4,000 | 14,000 | 0 | 0 |
| Photography | 0 | 0 | 1,000 | 0 | 0 |
| Move In/Move Out | 18,012 | 4,565 | 7,500 | 0 | 0 |
| Travel | 7,375 | 6,231 | 7,000 | 0 | 0 |
| Parking | 6,250 | 2,035 | 2,000 | 0 | 0 |
| Receptions | 4,656 | 29,686 | 30,000 | 0 | 0 |
| Postage | 2,927 | 68 | 3,000 | 0 | 0 |
| Janitorial | 10,500 | 2,385 | 2,500 | 0 | 0 |
| Software | 7,303 | 0 | 0 | 0 | 0 |
| Miscellaneous | 1,283 | 1,386 | 1,500 | 0 | 0 |
| Total Expenses | 269,226 | 100,701 | 121,400 | 0 | 0 |
| Net Income (Loss) | 56,722 | 89,058 | 62,700 | 0 | 0 |

TRADESHOWS, SUMMARY

| | 2015 Audited Statements | 2016 Audited Statements |
|---|-------------------------------|-------------------------------|
| Net Income (Loss)-Tradeshow Department | 1,011,766 | 1,110,813 |
| Wage Allocations | (384,795) | (408,698) |
| Overhead Allocations | (271,109) | (305,080) |
| Net Income (Loss) Net of Allocations | 355,862 | 397,036 |

MEMBERSHIP COUNT 2006-2016 ALL MEMBERS



MEMBERSHIP COUNT 2006-2016 EXCLUDING HORTICULTURAL MEMBERS

