

# **LANDSCAPE ONTARIO**

Vol. 1 No. 1—MARCH, 1973

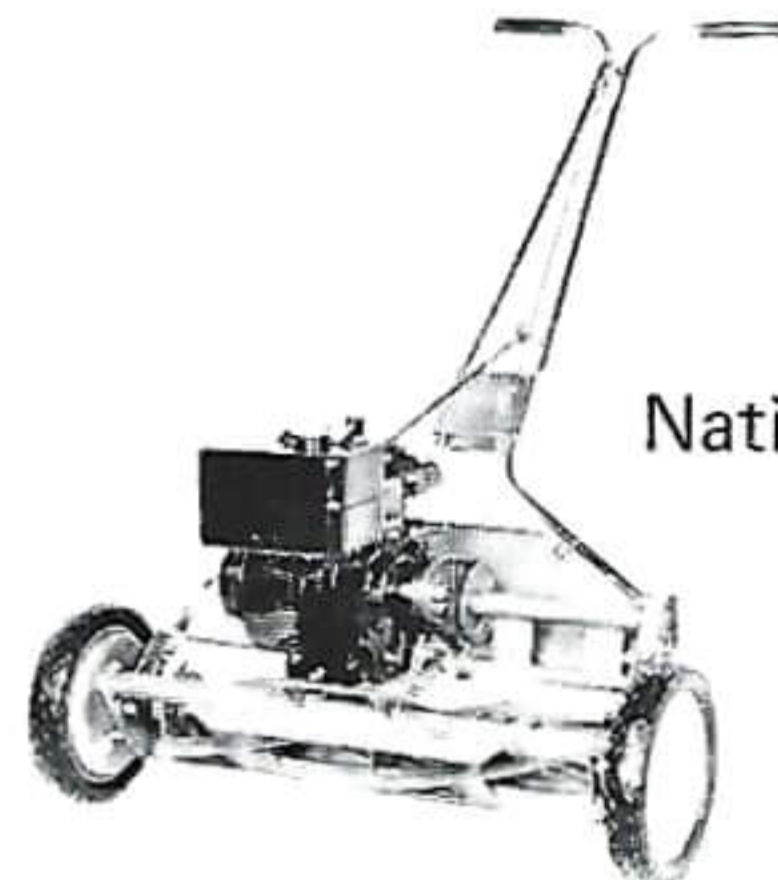


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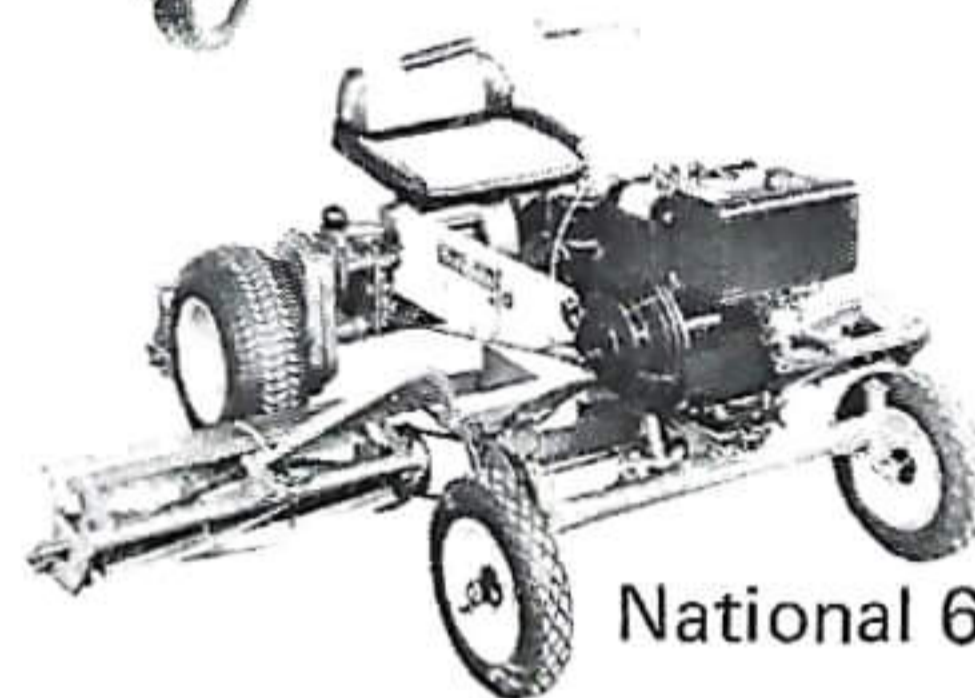
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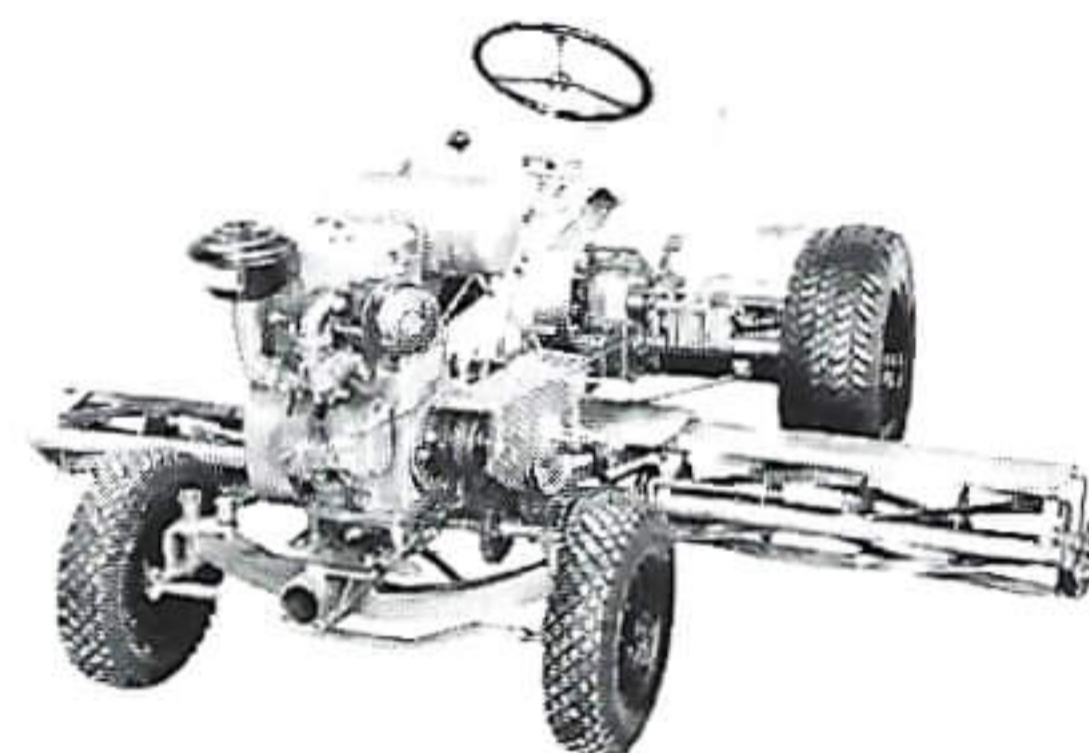
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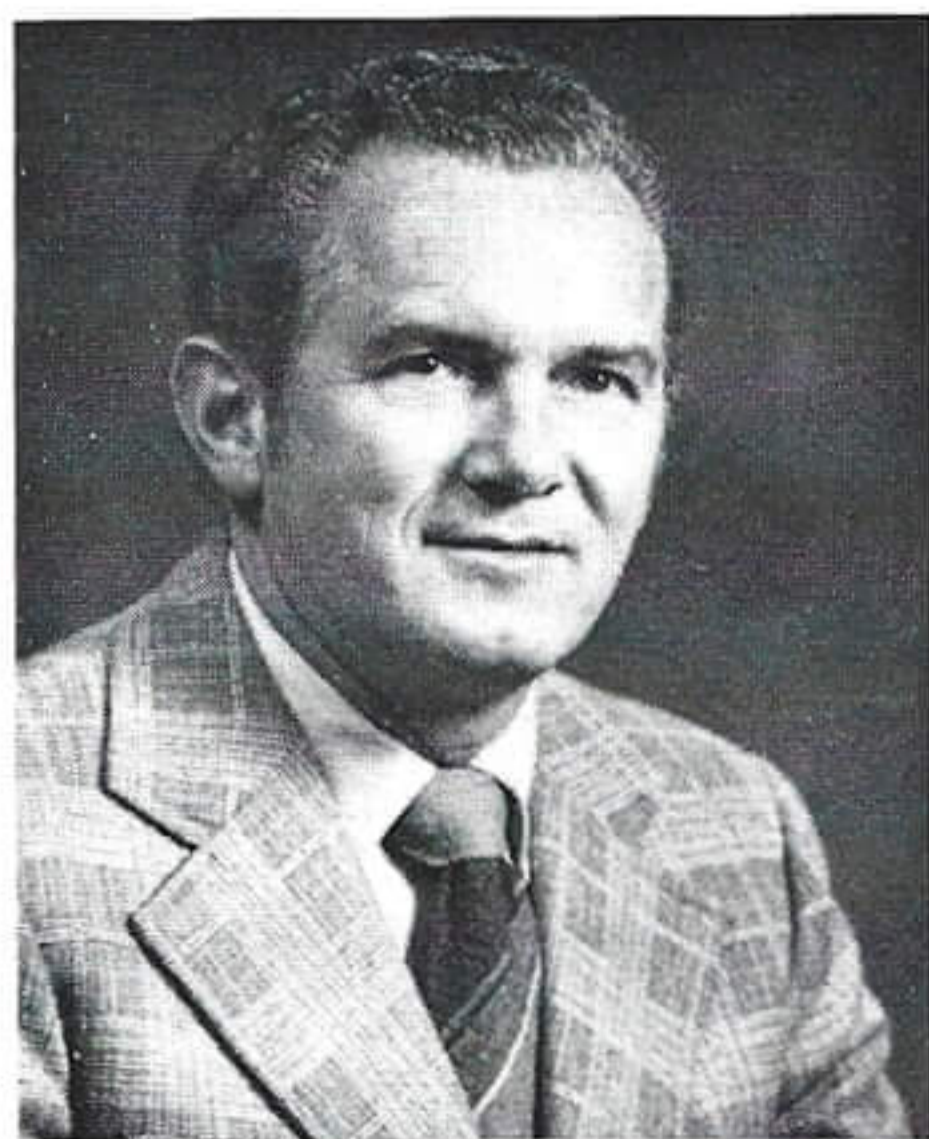
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# PRESIDENT'S MESSAGE



**Glenn Peister**

The founding of Landscape Ontario marks another important milestone in progress for Ontario's horticultural industry. Members of the three parent associations represented by nursery, maintenance and landscape sectors, have overwhelmingly voted to support the concept of unity. "Landscape Ontario" officially came into being at Toronto's Skyline Hotel, January 24, 1973 at the close of the Ontario Horticultural Trades Congress.

It culminates years of effort by unselfish, far sighted people who sought to improve and promote their chosen vocation. Consequently, Landscape Ontario, while new in one sense, is an "instant" association in another. We immediately inherit the combined history, accomplishments, membership, assets and experience of the three founding bodies, O.N.T.A., O.G.M.L.A. and O.L.C.A. This background, together with renewed energies, optimism and an all out effort, will guarantee attainment of current goals, success and growth of Landscape Ontario in the future.

There are advantages to be gained immediately. Certainly the name "LANDSCAPE ONTARIO" is an obvious one. Easy to remember, modern in concept, brief, descriptive and catchy, it is an imaginative name that can be successfully promoted to the Ontario consumer.

Our publication, 'Landscape Ontario', inherited from the Ontario Garden Maintenance Association, is an excellent means to communicate to all members and industry with one well produced magazine. We are fortunate indeed to be able to 'go to press' so well, so soon.

Our large "ready made" membership of nearly four hundred companies, will support establishment of permanent offices, staffed by an Executive Director and assistants. In this respect following lengthy interviews in response to advertisements, the directors of Landscape Ontario are pleased to announce the appointment of Mr. Neville Richards to the position of Executive Director. Elsewhere in this issue you will find Neville's resumé and profile,

which indicates his particular and unique suitability to our needs.

In addition to the more obvious routine administrative advantages of a full time Director, sufficient time can now be devoted to seeing particular programmes through in short periods of time. The emphasis is on action, accomplishment, and do it today, and we intend to keep it that way.

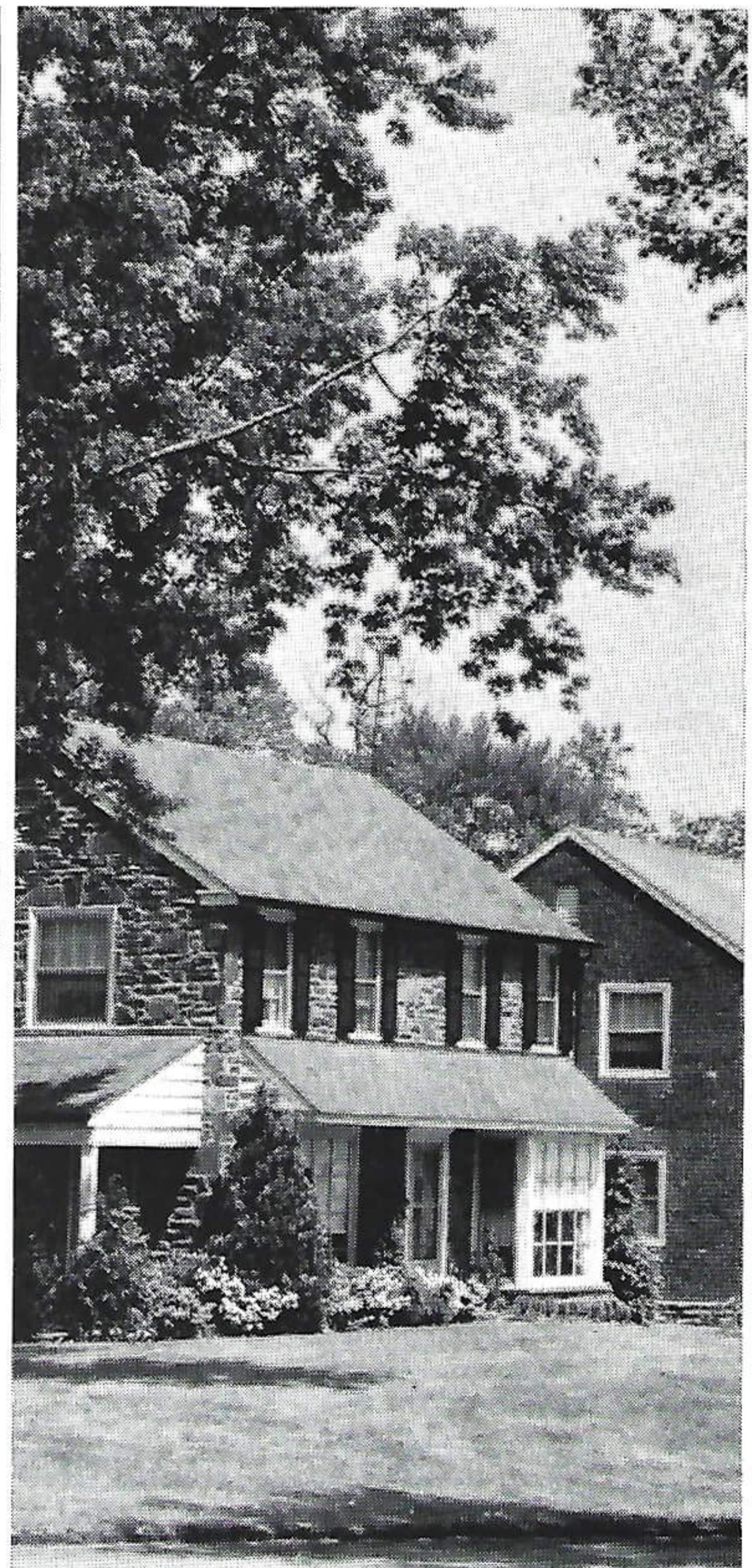
You can appreciate, particularly in the first few months, the many items that require early attention in order to establish a smooth working, efficient organization. In addition to several 'special' meetings, your board of directors is meeting every two weeks during this initial period. Much will be happening and you will be kept informed.

On behalf of the board of directors, I invite you to actively participate in your association. Please volunteer your time and talent, communicate your ideas and criticisms, and attend all meetings wherever possible.

Landscape Ontario can and will be a success.

The horticultural industry is on the move and will be increasingly in the public eye in the 70's. A strong, active and progressive trade association must grow with it; to guide and direct, to promote, to establish and maintain standards and ethics, to advise government, to educate our members and the consumer, and to liaison provincially and federally with other like groups.

There is no time for a negative approach, a wait and see attitude, pessimism or procrastination. We need positive thinking, optimists, persons with vision and energy who believe in their work. Landscape Ontario was created from three hard working, success-oriented, involved associations. It will develop, serve and prosper directly in proportion to the degree to which we collectively support it. We have a wealth of all the ingredients needed to make Landscape Ontario a vital force in the industry. Your BOARD is confident of solid membership support and involvement to make it happen soon.



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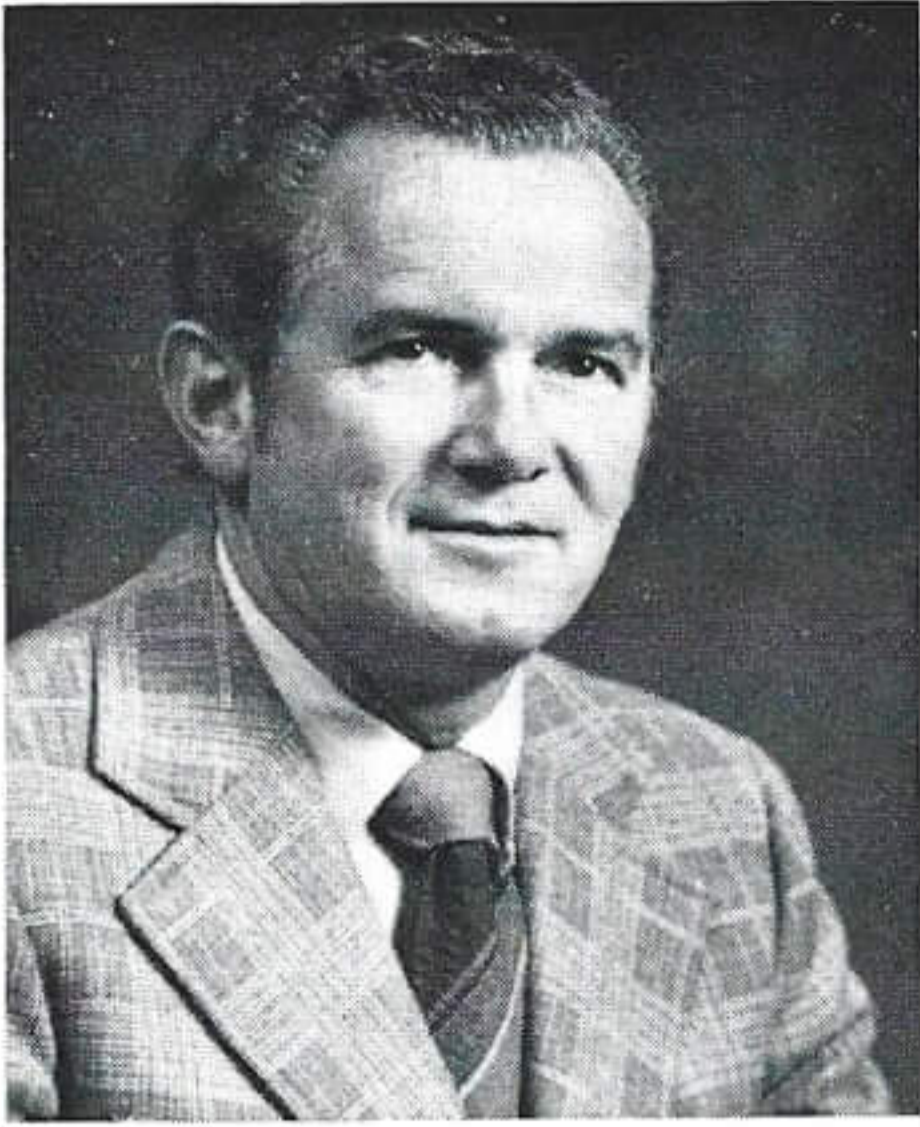


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# “MEET YOUR EXECUTIVE . . .”



**GLENN B. PEISTER**

Glenn Peister, first president of Landscape Ontario, is president of McLean-Peister Ltd. of Kitchener.

Born and raised on a farm at Brighton, Ont., in Prince Edward County, Glenn graduated in 1950 from the University of Guelph with a BSA degree, majoring in landscape horticulture. McLean-Peister Ltd. was formed that year and now operates throughout Ontario and Quebec undertaking commercial site development and landscaping projects. The firm employs up to 125 men during the season and operates a fleet of 25 trucks and other back-up equipment. Sod is grown on 500 acres of the company's two farms as well as a calibre tree facility at Tavistock, Ont.

McLean-Peister Ltd. is a member of the Ontario Landscape Contractors Association, Ontario Nursery Sod Growers Association, Ontario Garden Maintenance and Landscaping Association and the Toronto Construction Association.

Glenn Peister has been active for many years in association, business and community affairs. He served on the board of directors of the Canadian Association of Nurserymen and was first president of the OLCA. For several years, he was chairman of the OLCA's education committee and assisted in establishing the landscape technology program now offered by Humber College in Toronto. He was made an honorary life member of the Ontario Diploma in Horticulture Association for work in that field.

In addition to his interest in McLean-Peister Ltd., Glenn is involved in five other companies interested in Land development. He is president of two of these and a director of the other three.

On the personal side, Glenn is a nine-handicap golfer, avid skier, squash player and sports fan. He is an active committee member of the Westmount Golf and Country Club in Kitchener and with two other squash fans, helped to found the Kitchener-Waterloo Racquet Club of which he is a charter and

life member. His other community activities include serving as a school trustee for six years, both as chairman and board member.

Glenn married his college sweetheart, Fran Strath, in 1953. They and their four children — Linda 19, Susan 18, Allan 15, and Brad 13 — live in a semi-rural area outside Kitchener.



**NEVILLE RICHARDS**

Neville Richards is the recently appointed Executive Director of Landscape Ontario, the newly formed “unified association” founded January 24th, 1973, by the Ontario Nursery Trades Association, the Ontario Landscape Contractors Association and the Ontario Garden Maintenance & Landscaping Association.

Born and educated in England, Mr. Richards came to Canada in 1955 bringing with him some 10 years experience in agricultural chemicals such as fertilizers and pesticides as used by the horticultural and professional turf grass industries.

Shortly after arriving in Canada he became the Editor of a new trade magazine, Garden Supply & Equipment Dealer, which was distributed throughout the industry from coast to coast.

Following six years as an Editor, Neville then joined a large International organization to initiate the marketing of a new brand of fertilizer and pesticide products in Canada.

During the nine years he spent in these positions, Neville became very well known to the nursery and garden centre trades throughout the country. He then moved to Manitoba to become the Advertising Manager for North America's largest independent farm equipment distributor and manufacturer.

After a few years in Manitoba he returned to Ontario, became the Vice President of a Toronto based



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advertising agency. In 1970 he started his own business as a consultant in advertising, marketing and communications. One of his clients, being OGM&LA, for whom he has edited and produced a monthly magazine for the past two years. He also represented this organization in the initial development of the Unity Committee.

Neville has accumulated more than 25 years experience in all areas of sales, marketing and advertising concentrated in the agricultural and horticultural disciplines.

Neville Richards has also been active in many associations, business and community affairs. A co-founder of the Canadian Agri-Marketing Association and the first President of the Manitoba Chapter, he has also held several executive positions in such organizations as the Canadian Institute of Journalism, Sales & Marketing Executives, Canada Farm & Industrial Equipment Institute and the Ontario Garden Maintenance & Landscaping Association.

For relaxation Neville enjoys boating, fishing, travel and photography, with an occasional game of cricket, golf or some swimming.

Married and only a year away from their silver anniversary, Neville and his wife Margaret have four children, Paul 21, Raymond 20, Andrea 7 and Ward 8. They reside in Pickering Village just east of Toronto.



**CASEY VANMARIS**

Casey came to Canada from Hillegon, Holland in 1955 and started his own business in 1958.

He is the owner of Park Lane Nurseries Ltd., Finch Avenue East, Agincourt, where he operates both a Garden Centre and Landscape Contracting business.

Long recognised as a leader in the horticultural industry, Casey now 39, together with four other business operators, initiated the formation of the Ontario Garden Maintenance & Landscaping Association.

A board member of the O.G.M. & L.A. from 1965 through 1968, and from 1972 until the present, Casey has devoted his talent, experience and time to serving the industry in general.

On April 6th, 1972 he presented the Ontario Horticultural Landscape Council with a proposal for Unity. It was this proposal which served as the starting point for Unity as we know it today.

Casey is married to Monica and they reside right at their Garden Centre, along with their family of six children, Pat 14, Anna 12, Carol 10, Barbara 9, Lynn 7 and Roger 5.



**MARC EDWARD  
THIEBAUD**

Born in Luzerne, Switzerland, Marc was brought to Canada by his parents in 1952, who immigrated to Canada to establish their own business because of the lack of opportunity in their native country.

Marc's father, a graduate of the Geneva Horticultural College, started his own business in the City of Oshawa in 1953 and due to his failing health, Marc, only fifteen at the time, joined his father in 1958 to assist with the Company's operation.

In 1963 Marc married his wife Sharon and they now have a three year old daughter and a two year old son.

Now the President of The Oshawa Garden Service Ltd., the Company founded by his father, Marc has expanded the operation into several functions including a retail garden centre, landscape contracting, maintenance contracting and garden supply distribution.

Located in the Village of Brooklin, The Oshawa Garden Service Ltd., serves a very wide range of clientele.

Marc is an active Kinsman at the Oshawa Club, which is the fourth largest in Canada, having held such positions as Maintenance Chairman, Treasurer and he is presently Board Co-Chairman. For the past two years he has been an active member of the OGM&LA and has served as 2nd Vice-President. Recently he was elected 1st Vice-President and District Chairman for this Association and he also served as a member of the Unity Committee.



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## April-May

- As soon as weeds begin to show but before lilac buds open, spread four-way action CIL Lawn Doctor® 12-4-8 at 2 lb./100 sq.ft.
- Stops crabgrass, kills all weeds and grubs *and* feeds the grass safely.



## June-late August

- If tough weeds are still showing, use CIL Weed & Feed® 12-4-8.
- It kills all upright and creeping weeds *and* feeds the grass.
- If no weeds are showing use CIL Golfgreen 12-4-8 again.



## September-October

- To condition the lawn, trees and shrubs against winter-kill, snow-mold and bark-split, spread on 2 lb./100 sq.ft. CIL Winterizer 3-6-12.



## Some Garden Tips

- Fertilize first thing in season with 3-5 lb./100 sq. ft. CIL Flower & Vegetable 5-10-15.



- After transplanting or after growth starts, apply 3 lb./100 sq.ft. (3/4 cup/sq.yd.) CIL Rose Doctor® 6-9-6.
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## Lawn & Garden Products

# LANDSCAPE ONTARIO



By Burke McNeill

Last July it appeared that unity would take place, but it seemed to me to be a long way off. However, with the formation of the Congress in 1969 and the Council about the same time, much of the spade work had been done and a majority of the members of the three groups were convinced that unification was the only route to take.

Then along came Task Force 2000 Committee's recommendations, if they did nothing else, they acted as a catalyst to bring the whole thing to a boil.

January 22nd, 1973, was a memorable day for the industry when all three associations voted in favour of unity. I'm sure that there were not nine more relieved people in Canada that day than Casey vanMaris, Neil Vanderkruk, Glenn Peister, Peter Laven, Don Salivan, Howard Stensson, Marc Thiebaud, Bud Hebel and Bill DeLuca.

These men had put in long hours of discussion and argument for features they thought should be a part of a constitution for the protection of the rights of all members, big or small. I know that many people had felt that they had set an impossible deadline when they chose the 1973 Congress as a target date.

Believe me, there were meetings when I was of the same opinion, but it always seemed as if a week's reflection encouraged mellowing, and compromises came forward. However, the desire for unity seemed so great that there was no stopping it and on December 20th the last details were worked out so that the membership could have the final say on the matter at a General Meeting to be held at the Congress.

The new Board of Directors comprised of Glenn Peister, Casey vanMaris, Bill DeLuca, Knox Henry,

Bill Schrieber, Marc Thiebaud, Dave Watkins, Howard Stensson and Sid Queripel were elected at the first official meeting of Landscape Ontario on Wednesday, January 24th.

These men have a big task ahead of them in the next twelve months but they are all excellent representatives and will carry Landscape Ontario forward to greater heights than we thought possible.

I was most pleased to learn that Neville Richards has been appointed Executive Director.

Neville was a tower of strength to the unity committee when his help was needed and has a good concept of the aims of Landscape Ontario. He also has the experience in advertising and public relations to give the association the push it will need in the future as the landscape industry matures.

The industry in Ontario, and the rest of Canada, can be assured that Ontario is in good hands but, the Directors are going to need a lot of help from all the members.

So, if you are asked to participate, do so!

It is your best way of getting something out of the organization. There will also be many problems to face in the next twelve months, and your Directors will need all the moral support they can muster.

Give it to them!

Finally, I'd just like to say that it was a real pleasure for me to work with the committee as their chairman. I enjoyed every minute of it and the satisfaction of seeing Unity implemented within the target date brought a great deal of pride and renewed my faith in this great industry.

The future is there for the asking, we just have to take advantage of it.

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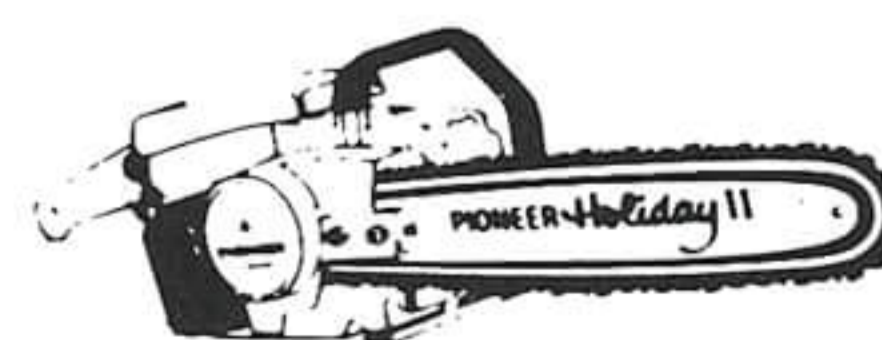
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# OGM & LA ANNUAL GENERAL MEETING

## January 22nd, 1973 - SKYLINE HOTEL

There were some 60 members and guests present at the meeting held at the Skyline Hotel on January 22nd and 23rd during the Allied Horticultural Trades Congress.

Mr. Jack Kroon, President was in the chair and officially opened the annual meeting. In his address he recalled the year's events and remarked on the prospects for 1973.

Marc Thiebaud, Secretary, read the minutes of the last General Meeting of December 19th, 1972. On a motion by Ernie Kunsch and seconded by J. Wright, the minutes were accepted.

Mr. Kroon read a letter from Mr. Smith, of the Ministry of the Environment, in reply to our request that more inspectors be hired to enforce the regulations. He stated that staff had already been increased and that there were more improvements in mind for the future. Mr. Tony Vandenberg suggested that this was an item which should be given further attention.

Marc Thiebaud informed the members that the deadline for applying for the Canada Manpower Training on the Job programme had been extended to January 31. Casey vanMaris informed the group that there are two kinds of programmes available and that more would be written about them in the Landscape Ontario magazine.

### ELECTIONS OF OFFICERS

Mr. Kroon thanked Mr. P. Spicker and V. Palmer for their work on the nominating committee. He then asked for nominations from the floor. Nominations from the floor were Mr. W. Eeuwes, on a motion by B. Bouwmeister and seconded by Ernie Kunsch and on a further motion by J. Wright, seconded by C. Beuving, nominations were closed.

Mr. Burke McNeill and J. Randal were asked to serve as scrutineers for the elections. The following were the slate of nominees and their number of votes each received.

D. Duplain (2) J. Fost (0) J. Nobuto (32) E. Mast (14) D. Salivan (52) P. Vanderwerf (50) E. VanHelsdingen (3) B. Bouwmeister (52) J. Vanstaveren (39) B. Eeuwes (21)

Five board members were required. The candidates who were elected are as follows: D. Salivan, B. Bouwmeister, P. Vanderwerf, J. VanStaveren and J. Nobuto. The runner-up was Mr. B. Eeuwes.

On a motion by J. Wright and seconded by E. Kunsch, the ballots were destroyed.

### LANDSCAPE GARDENER

Casey vanMaris, Editor of the Landscape Gardener, reported that with the improvements that have been made in the magazine in the past year, it can now truly be called a "professional magazine".

He hoped that it would become the voice of the Horticultural industry in Ontario during 1973. It has already played a great role in promoting 'Unity'. He closed by stating that he enjoyed being the Editor and he asked for support from the members in the form of their written comments for the magazine.

Some of the suggestions, as a result of Mr. vanMaris' comments, were that both partners of a company should be eligible to receive the magazine. This can be done by simply phoning to the Landscape Gardener office and asking to be put onto the mailing list.

It was recommended that we should start the new year with a picture of the original board members. This has not been done before because of the difference of opinion on details of starting the Association.

Neville Richards and his staff have pulled together all of the history on the Association and it is hoped that in the near future, we'll be able to produce, a brief histology of the OGMLA.

Further recommendations included that the magazine should have a women's column and that we should put more emphasis on getting new members, however, it was pointed out that this is already being done, at least every other month. It was further explained that any member can get into the article "Spotlight On", by simply offering information on his Company to the Editors.

### COFFEE BREAK

Coffee was supplied for our coffee breaks, over the two days of meetings, by Agincourt Motors Ltd. All of the members of our organization and delegates to this Congress, certainly appreciated this courtesy, which we trust will be repaid many fold.

### LUNCHEON

There were 80 members and guests present at the luncheon, which was sponsored for our Association by Agincourt Lawn & Garden Equipment, C.I.L., Drake Sales and Service Ltd., Duke Lawn Equipment Ltd. and the United Co-Operatives of Ontario. Neville Richards was the Master of Ceremonies.

Following our luncheon, Mr. Kroon introduced the representatives from the OGMLA, who served on the Unity Committee. Mr. C. vanMaris, D. Salivan and M. Thiebaud.

Casey vanMaris read the minutes of the last meeting of the Unity Committee, held on January 11th. Questions were answered on both the minutes of the last meeting and the Constitution.

It was explained that the name "Landscape Ontario" was chosen because "Landscape" covers the entire industry and "Ontario" is required to be eligible to apply for the levy system.

Each association involved in unity is putting all of their assets into it.

Chapters will be called chapters of Landscape Ontario, from the inception. If the OGMLA opt out after the two year period the Chapters can go with either Landscape Ontario or with the OGMLA.

The fee for every active member will be based on the total assessment from Workmen's Compensation records which includes the 'owners of the business'. A condition of membership will be that a copy of the previous years assessment from the Compensation Board, will have to be sent into the head office of Landscape Ontario.

On a motion by T. DeGroot and seconded by E. VanHelsdingen, the Constitution as shown, was accepted by popular vote.

It was pointed out that two men are to be appointed to the Board of Directors of Landscape Ontario from each Association. The remaining Executive positions on the Board of Directors are to be filled by election from the floor. It was stressed that everyone must attend the Wednesday afternoon meeting to vote for the nominees at that time.

### **ELECTION OF EXECUTIVE**

Don Salivan asked all members of the new Board of Directors of the OGM&LA to leave the room to discuss election of the Executive.

In their absence, Neville Richards explained and answered questions on the problems of getting the levy system on nursery stock, as proposed in the Constitution of the newly formed Landscape Ontario Association.

The results of the meeting of the Board of Directors, to select an Executive, were as follows.

On a motion by Marc Thiebaud and seconded by Casey vanMaris, Don Salivan was elected President. Moved by Syd Queripel and seconded by Don Salivan that Marc Thiebaud be 1st Vice-President.

Motion by Casey vanMaris, seconded by Wayne Underhill that Ernie Kunsch be 2nd Vice-President.

Motion by C. vanMaris, seconded by Wayne Underhill that J. Van Staveren be Treasurer.

Motion by Syd Queripel and seconded Wayne Underhill that Clarence Beuving be Secretary.

Motion by Ernie Kunsch and seconded by Don Salivan that Marc Thiebaud be District Chairman. Don Salivan, President, appointed Mr. Syd Queripel as a Director.

Upon their return to the General Meeting, Marc Thiebaud introduced the new Board and Executive.

President: Don Salivan, Past President: Jack Kroon, District Chairman and 1st Vice-President: Marc Thiebaud, Secretary: Clarence Beuving, 2nd Vice-President: Ernie Kunsch, Treasurer: J. VanStaveren, Directors: B. Bouwmeister, Wayne Underhill, Jim Nobuto, Peter Vanderwerf, H. Schmitz. Casey vanMaris and Syd Queripel.

### **CONSTRUCTION SAFETY ASSOCIATION**

A seminar is to be held by the C.S.A.O. on March 1st at the Skyline Hotel. Jack Kroon urged everyone to attend.

Mr. B. Litster of the C.S.A.O. answered questions from the floor at this time. He stated that assessments are based on accidents that occur in the Horticultural industry **not** in the Construction industry.

Do's and don'ts for accident prevention are available to all members, in different languages, upon request. It is anticipated that unity will affect Workmen's Compensation, because we can work better as a unified group. Mr. V. West is our representative at the C.S.A.O. and will be willing to help with any difficulties that individuals may have.

At this point, Mr. Don Salivan presented Casey vanMaris with a special award as one of the original founding members of unity from this Association.

The meeting was adjourned at 4:00 p.m. to be reconvened at 9:45 a.m. on January 23rd, 1973.

On reconvening the meeting, there were some 60 members present, with Mr. Jack Kroon in the Chair.

He announced that at the Board of Directors meeting the previous evening, it had been decided that Casey vanMaris and Marc Thiebaud would be this Association's choice, as appointed representatives on the Board of Directors of Landscape Ontario. Syd Queripel and Dave Watkins would stand for election at the joint meeting of all the Associations.

Marc Thiebaud read the minutes of the previous day's meeting. On a motion by Ernie Kunsch and seconded by Jim Bauer, the minutes were accepted.

### **MINISTRY OF THE ENVIRONMENT**

Mr. G. Kurys, representing the Ministry of the Environment, was present and answered questions regarding new regulations.

An information sheet on classification, licensing, storage and display of pesticides by a retail vendor was available to anyone at the Ministry's booth in the trade show. It was noted that pertinent information would be recorded by the retailer when selling pesticides to license holders. In this way the Ministry can effectively control the use and sale of pesticides. These records must be kept for several years. The license necessary to purchase is under the new legislation called the Environmental Protection Act. The license to spray is under the Pesticide Control Act, however, you cannot have one without the other.

It was also pointed out that under the new legislation the retailer still does not have to pass an examination to hold a license to sell and since many people who sell pesticides do not know anything about them, this is a very serious problem. Mr. Kury's assured the members that they are aware of this problem and are looking into it.

It was suggested that the Association should suggest legislation to outlaw part-time sprayers. There is new legislation which states that, if a person has a criminal record the Ministry can reject or cancel his license.

Dave Watkins thanked Mr. Kurys for his help and noted that we had been very fortunate to have the assistance and co-operation of the Ministry of the Environment.

#### COMMITTEE REPORTS

Marc Thiebaud asked every member to send in his copy of the wage guide questionnaire, so that the wage guide can be made up, as soon as possible. The Chapters asked if a wage guide could be made up for each of their areas. Copies of the questionnaire will be made available to the Chapters, and if they will send the completed questionnaire, a guide will be made up for them.

Tony Vandenberg, District Chairman, thanked all of the members who volunteered their homes to out-of-town guests. He then asked Mr. Dave Watkins to

stand and address the members, since he would be running for election on the new Board of Directors of Landscape Ontario.

Dave Watkins stressed the point, that he would be representing the outlying areas in Western Ontario.

Tony Vandenberg continued his report by saying, that all of the Chapters had been visited over the past year, at least twice. He had found the Chapters very eager to grow, however, they need the support of Toronto. He felt that the future growth of the Association would take place in the outlying areas. In closing he thanked the members for their confidence in him.

A report from the Membership Committee indicated that there are 129 members in Toronto, 19 members in Hamilton, 23 in London, 14 in Windsor and 15 in Ottawa, for a total of 198 members.

In Toronto, 9 new members have joined, however, for one reason or another, we lost 7 members during the year.

Membership Chairman, Clarence Beuving, felt that every member should be working to get new members since this is a very frustrating job for just one or two men.

T. DeGroot presented a motion that a questionnaire be sent to all members who did not attend the Congress, asking them why they did not attend. This motion was seconded by J. Frech.

Discussion on this motion indicated that some of our members thought it was because they had to pay \$10.00 before being admitted to the meeting. Mr. Kraft from Windsor stated that they have 94% of the gardeners enrolled in the association of Essex County. He suggested that Toronto is not doing a good enough selling job.

Dave Watkins from London thought perhaps we are stressing quantity and not quality. M. Jambrits suggested that many gardeners are afraid of unions. However, it was pointed out that if we unify we will have the strength to fight unionization.

*continued*

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Mr. R. Beausejour thanked Clarence Beuving for his efforts as Membership Chairman. He stated that he knew of many gardeners who are seriously thinking of joining.

At this point Ernie Kunsch thanked everyone responsible for helping at the Christmas Party. He noted that the stockings which were left over were given to the entertainer, who in turn gave them to some very needy children. He felt that everyone needed to do the work of Public Relations in our Association. He reminded the members that we will again take part in the Pool and Patio Show.

### INCOMING PRESIDENT

Don Salivan thanked the members for the confidence they had in him. He promised to do the best job he possibly could.

Mr. Salivan outlined his proposals for the coming year as follows: General Meetings will start at 8:15 p.m. sharp and adjourn at 10:30 p.m. A cash bar is to be introduced into our meetings and will be scheduled from 7:00 p.m. to 8:00 p.m., to allow members to socialize and discuss problems. There will also be door prizes at every meeting.

Education programme. In February there will be group discussions on Landscaping, in March there will be group discussions on Maintenance and in April there will be group discussions on Maintenance Records and in September or October there will be group discussions on Snow Removal.

The remaining months will be taken up with speakers. There are no definite arrangements being made for social events because of unity, however, he felt that there should be a ladies' night once or twice a year and definitely a ladies' page in the Landscape Gardener (Landscape Ontario).

Mr. Lappan from Windsor suggested that the Congress organizers should look into a program for the ladies spanning the full three days. Since every lady, in our Association, helps us to work he felt they should be given more recognition.

We also suggested that sample letters similar to the ones supplied by the Association for raising rates for Garden Maintenance should also be supplied for Snow Removal.

At this point, incoming President, Mr. Don Salivan presented the Past-President, Mr. Jack Kroon with a plaque as a memento of his service to the Association as President in 1972.

Mr. P. Spicker brought to the attention of the membership, the fact that one of our members had a serious accident and was unable to work and because his business depended on him working he lost many of his customers and faced a great financial loss.

Mr. Spicker suggested that in order that this should not happen again, a committee should be set-up to give immediate assistance in the form of taking over, without pay, the distressed members customers, so that his business would not suffer.

The meeting was then adjourned at 12:00 noon.

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Dear Mr. Bouwmeister:

It is always a very difficult task for us to put into words our gratitude for the kindness and generosity of associations like yours on behalf of our severely physically handicapped young people. The donation of the nursery stock to landscape the grounds at Participation House can only add to the beauty of our residence and we look forward with anticipation to the Spring when it will look even more beautiful.

You will be interested to know that Participation House opened its doors to our first residents on November 23rd, and it was an occasion we will long remember. It was the culmination of a long time dream and a great deal of hard work by a small group of parents concerned for the future welfare of their sons and daughters. None of it would have been possible, of course, without the help of hundreds of friends like those belonging to the Ontario Garden Maintenance & Landscaping Association.

Our apologies for not getting this letter off to you much sooner. We can only say it has been a very hectic and trying time to our Building Committee in getting Participation House operational and sometimes the more important things like this letter are delayed.

From all of us on the "Participation House Team", but especially from our young men and women now residing in Participation House, will you please accept a simple but very warm thank you for your wonderful contribution.

Sincerely,

Clarence Meyers,  
Building Committee Chairman,  
PARTICIPATION HOUSE.





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## Our Self Defeating Policies in Advertising

What am I talking about?

Well, it struck me the other day, that in our industry we are always advertising price.

We are forever selling our customers on the premise that we can do a job cheaper than another contractor or that our plant material is cheaper than the other Garden Centre down the road.

We are always trying to beat our competitor in price.

This is really silly, because there is enough work around for everyone and there are always people that are interested in nice evergreens and trees.

Why then do we always advertise cheaper prices?

I guess we all think that this is the only criteria that our customers use when deciding whether to buy. Or, is it because we think that people do not have enough money to landscape their own backyard.

This is not true because, the public has never spent more money on such items as swimming pools, snowmobiles, cottages and holiday trips etc.

We should advertise our products and the benefits that people derive from a beautiful, cosy landscaped yard.

We should advertise such things as the fact that greenery insures us of fresh air, sound barriers from traffic noises or that it beautifies our environment and hides ugly scenes.

A quiet backyard with a waterfall would give them a restful place. A place to unwind **every night** without driving to the cottage.

We have to get away from the bad habit of always advertising cheaper prices because *our prices will have to go up.*

The growers cannot grow trees cheaper now than ten years ago. Their taxes are going up, machinery costs more and labour costs are constantly rising, therefore, their prices have to go up.

At the same time, the Contractors prices have to go up because his largest cost of all, labour, keeps going up.

The Garden Centres are more modern. They are on more expensive land and their labour costs too, keep going up. They also need more indoor sales area etc.

It all adds up to only one conclusion.

Our prices have to go up too, and the only way to do it is by advertising quality and the other benefits that I talked about before.

It is certainly not going to happen if we stress price in all of our advertising efforts.

I remember, a couple of years ago, we had a "special" every month, in order to compete with another Garden Centre only a few miles away.

The results were that the next year, people were constantly asking when are the roses on special or when do the evergreens go on special or when is your sales of trees.

They (the Consumer) expected sales and they were waiting for them. This is wrong and can never be profitable. (See chart below) Profit is the name of the game.

Let's smarten up and start advertising the right way.

### THE % INCREASE NEEDED IN SALES TO MAINTAIN THE SAME PROFIT . . . . .

	% Price Cut Under Consideration				
	5%	10%	15%	20%	25%
	% Sales increase required to make same dollar profit				
15%	43	170			
17½%	33	110	495		
20%	27	80	240		
22½%	23	62	155	620	
25%	19	50	113	300	
30%	14	35	70	140	350
33 1/3%	12	29	55	100	200
35%	11	26	49	87	163
40%	9	20	36	60	100
50%	6	13	22	33	50

Normal % of Profit Mark-up from Cost Price

If, for instance, you had a prospective sale of a landscaping job, that sale estimated to be \$5,000.00 with a margin of profit of 25%, your gross profit at 25% of \$5,000.00 equals \$1,250.00. If you propose to cut your price by 10%, do you realize that in order to achieve a profit of \$1,250.00 the new sales volume that you require to create the same amount of profit becomes \$7,500.00. Just check the chart above.

*continued*

The way to use this chart is to first select your normal mark-up under the first column, then the amount you intend to reduce your price (5-10-15% etc.), where the two meet will show you what percentage of sales increase is required to bring your dollar profit back up to the same figure you had before you cut the price.

This should clearly indicate to you that as we expressed in our example a 10% price cut where a normal margin of profit is 25%, means that you have to increase your sales volume by 50%, which in many cases is almost an impossibility.

It means that you are going to have to get half as many jobs again, work half as hard again, in order to realize the same profit margin that you started out with before cutting your price.

I think you'll agree when you consider this, it really isn't worth price cutting.

You'll have to cut your service somewhere. The job won't be done properly, the quality of materials will not be the same, and you could end up with a whole string of dissatisfied customers.

In my opinion, nobody wins when you cut prices. Have a good Spring. ●

# ANNOUNCEMENT

Otto Pick & Sons Seeds Ltd. are pleased to announce that W.J. (Bill) McKitterick has joined our company.

Bill's area of responsibility will be in turf grass seeds. In that respect he is extremely well experienced to fill this position. Bill has had 15 years experience in the turf horticultural field in Ontario. He is well known and has been well exposed to the problems of this particular industry.

We would hope that his many friends will feel free to call on him with their problems regarding turf production. We are extremely pleased to have been able to engage a man of Bill's calibre to fill this important position.

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## WANTED

### WANTED – SUMMER EMPLOYMENT

Hugh Gair, 1492 Islington Avenue, Etobicoke, is looking for summer employment in our industry.

He has just completed his first semester in Landscaping technology and would like to work during the summer with a landscaping company to further his knowledge and interest. Please write direct for more information.

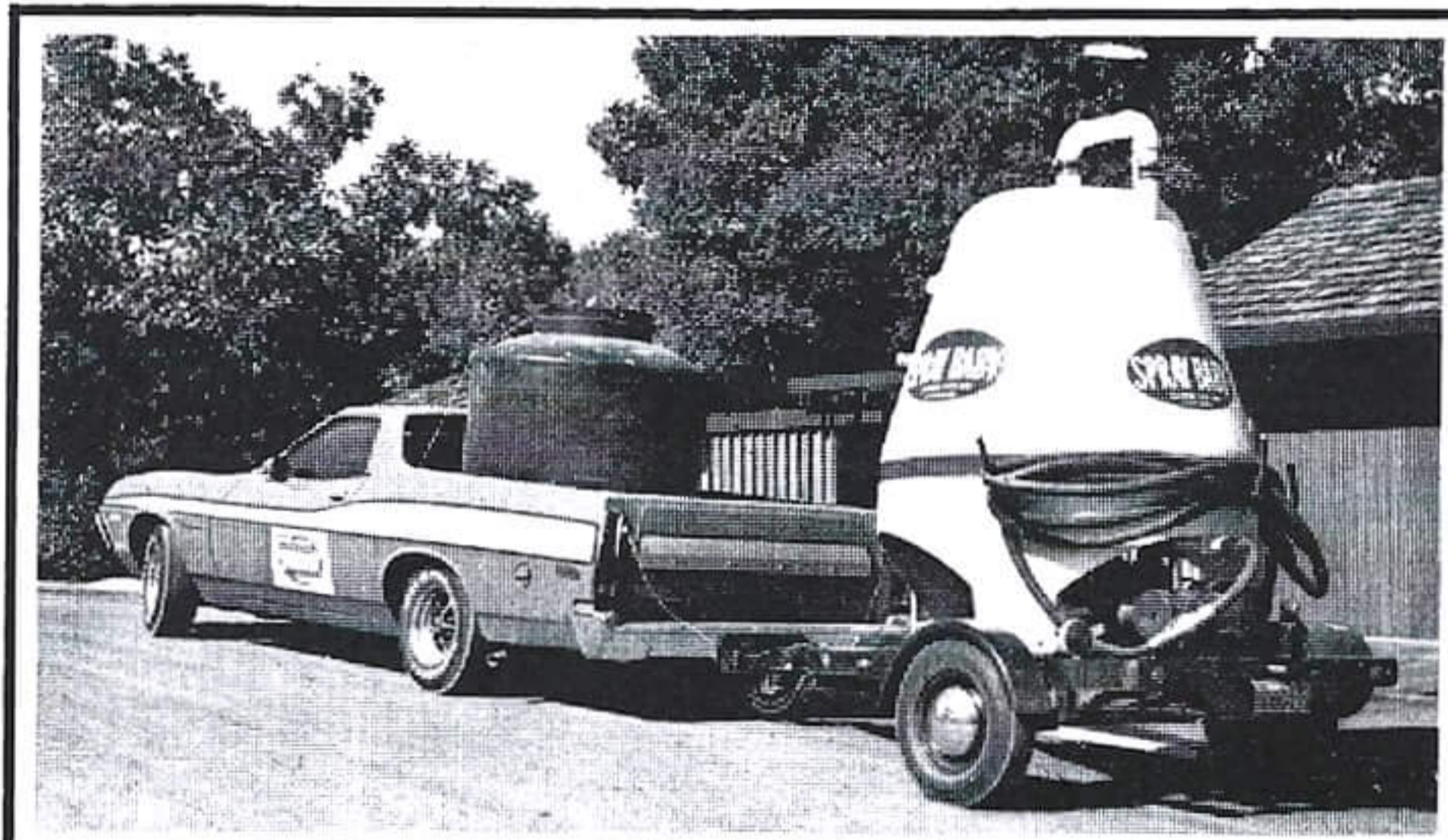


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# The CHAPTERS

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## Ottawa

On Tuesday, February 6th, the Ottawa Chapter held their sixth general membership meeting at the Gyro Little League Club Building.

The meeting started at 8:15 p.m., when our President, Mr. B. Hogeveen got things underway. He welcomed two prospective members, as well as the members present.

The minutes were read and approved by Herman Ruhland and seconded by Herb Koel. The six Ottawa Chapter members that attended the Allied Horticultural Trades Congress, discussed the program of events and the results of Congress at our meeting.

The history making vote was welcomed by everyone and now we are all going full speed ahead with "Landscape Ontario".

We heard that Mr. Glenn Peister was chosen President and Casey vanMaris is the first Vice President, also that Mr. Neville Richards is now the Executive Director of Landscape Ontario.

We, the Ottawa Chapter, and I am sure all the members throughout Ontario, would like to put all our support behind Neville and wish him all the strength to carry out his demanding task.

After our discussion of the Congress and the founding of Landscape Ontario, we went into the 1973 rates to our customers.

We all agreed that we are going to have more and more problems with labour and recognize that we have to pay more to get top performers. This means that the rate to our people has to go up to \$6.00 or more per hour.

After coffee break, courtesy of Koel's Nursery and Complete Garden Service, we had our elections. Everybody supported Mr. Herb Koel as our new President, and Herman Ruhland is our Vice President. The position of Secretary-Treasurer is held by Jim Bauer and with Anneke Bauer doing the secretarial work.

As Directors we have Jake Schmiedel, Bert Hogeveen, Peter Smit, Peter VanZyl and Norm Mulligan.

As would like to thank Mr. Hogeveen for being our President for the past two years. As a Chapter, we had difficult times in keeping things together and without the help of Bert Hogeveen, our Chapter might have fallen by the wayside. Bert is now in with the Directors which will thus keep him very busy. "Thanks Bert, from all of us."

The meeting adjourned at 10:10 p.m.

## London

The Board Meeting was held on January 26th, at the home of Joe VanderWerf.

The main reason for this meeting was to discuss the Canada Manpower Training Program.

Mr. Dave Watkins introduced Mr. Gerry Chafe, from the Canada Manpower, who was kind enough to come to our meeting to explain to us which way a plan would have to be set ready for presentation to the local Canada Manpower office, in order to qualify for this program which is available from the Government.

The Training Program will require a few of the following terms in order to qualify for this program.

The plan will have to be set up showing the work that will be introduced to the trainee. The trainee can be replaced if this is done before the four weeks training period ends. The job must last from eight months of the year or over, and before someone can be hired, he must be unemployed for at least one week.

We would like to thank Mr. Chafe for the helpful information which he has supplied us with.

Joe VanderWerf reported that a room at the Seven Dwarfs Restaurant was reserved and we hope to have another successful evening.

The general meeting was held on February 12th, at the Glendale Sports Centre.

The meeting was called to order by Dave Watkins at 8:30 p.m., who, at that time thanked the members and guests for attending the meeting.

The Minutes were read and accepted by Joe VanderWerf and seconded by John Vandelaar.

The Canada Manpower Training Program was our first topic of discussion, with certain points to be explained to the members and the questions answered by the Board Members. There were at least ten Gardeners present that were interested in hiring a trainee.

*continued*

The outcome of Congress was reported to the members at this meeting.

The speaker for our next meeting will be Professor Ormrod, Director of the Horticulture Department at the University of Guelph.

We do hope to have a good turn out of members and guests.

The meeting adjourned for a coffee break sponsored by Flora Nova Landscaping. We would like to thank John again for his hospitality.

The guest speaker, Mr. John Aarts a chartered accountant, was introduced by John Vandelaar. Mr. Aarts pointed out several expenses that could be Income Tax deductions, such as, office space, storage space, car expenses and the capital gains tax. There was also the question of employment expenses that were made clear to us.

The members were very interested in Mr. Aarts' helpful information and thanked him for the time he spent with us at the meeting.

The meeting adjourned at 11:00 p.m.

## Windsor

At the general meeting, held January 10th, the elections were held and the following will hold office for 1973:

President	A. Buster Lappan
Past President	Quint Slabbekoorn
1st Vice President	Leo Bezaire
2nd Vice President	Lex Kraft
Secretary Treasurer	Leo Mascarin
Director	Anthony Caporale
Director	Joe Matte Jr.
Director	Pierre Phillippe

The members also voted to have a display at the 'Windsor JayCee Home Show', March 27th through April 1st, 1973.

They decided it would be an excellent opportunity to promote, not only their own business, but the association as well. The members agreed to an assessment to finance this project.

The background will feature a large replica of the Association emblem and a list of all members. The 20 x 10 booth will be attractively landscaped to represent our skills to the public.

Promotion material will also be available, listing our individual firms and the services and products we have to offer.

Two new members, Robert Pulleyblank of Suburban Landscaping and Paul Spagnuolo of Paul's Landscape Service were welcomed into the Windsor Chapter.

## Hamilton

The general meeting of the Hamilton Chapter was held January 5th, at the Royal Botanical Headquarters in Burlington.

Mr. Nick Torenvliet President, extended a hearty welcome and wished a Happy New Year to all members and guests present. Since there was not a guest speaker at this meeting, we directly had an informal talk on matters concerning the Association.

The Minutes of the November general meeting were read and accepted.

The attendance at the meetings so far has been unsatisfactory by both members and guests. The members were contacted by telephone for this particular meeting, instead of receiving the usual mailed invitations. The results were a nearly perfect attendance.

The suggestion of screening the invitations that are usually sent out each month, should be cut down and we should concentrate on just the Hamilton and surrounding districts only. There are some ninety invitations sent out every month within the area covering Niagara Falls to Brantford, with little results.

The suggestion was also made to contact prospective members in person by one Board Member and one General Member.

The prospect to have other special guest speakers from outside the Association to speak on subjects that we are not familiar with, from which we all could benefit. Some of our own members can speak on subjects they are familiar with and in this way we can teach each other.

The Board Members suggested that we should just have a guest speaker at every other general meeting and to limit the speaker to approximately thirty minutes.

The intermission for coffee break was at 9:30 p.m. After the intermission our general election was held and the sixteen of our nineteen members were present.

### ELECTION RESULTS

#### Re-elected:

President:	Nick Torenvliet
Board Members:	Peter Kamerman
	Larry Sjonnesen
	Jack Umetsu*
	Arthur Whipps

#### New Board Members Elected:

Albert Kenel  
Peter Roubos

\*Mr. Jack Umetsu has since officially resigned and

# GREEN SIDE UP



Following the success of last years "Green Side Up" program, a similar Symposium has been prepared for 1973.

The program will be presented by personnel of the University of Guelph, Grounds Maintenance Department to aid superintendants and managers of institutional landscapes.

The Symposium is designed to present a "grass roots" approach to maintenance techniques.

Anyone interested in attending this program should contact Mrs. V. Gray, Department of Continuing Education, telephone 824-4120, Extension 3988, at the University of Guelph.

## MORNING

Chairman, Mr. B. O'Riley, Supervisor, Grounds Department, University of Waterloo.

8:45 a.m. Registration

9:15 a.m.

Dr. D.P. Ormrod, Chairman, Department of Horticultural Science, O.A.C. University of Guelph.



9:30 a.m. Weed Control and Growth Regulation of Turf.  
Dr. J. Eggens, Turf Specialist,  
Department of Horticultural Science.

10:30 a.m. Coffee Break

10:45 a.m. Foliage Plants in the Office Landscape.  
Mr. P.J. Tucker, Head,  
Grounds Department,  
University of Guelph.

12:00 noon Lunch Break

1:30 p.m. Ground Covers for Erosion Control.  
Dr. E.M. Watkins, ARDA Branch,  
OMAF.

2:30 p.m. Coffee Break

2:45 p.m. Waste Disposal Systems.  
Mr. Al Gaeler, Marketing Manager,  
Superior Sanitation, Kitchener.

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# Government Grants

## to assist you to hire Trainees

Several opportunities for government sponsored trainee programs are available to employers.

Of particular interest to all of our Association members, is the following program which enables you to hire trainees to fill positions where you are not able to find fully skilled employees.

You will see from this reprint of the Canada Manpower program that employers are entitled to a considerable reimbursement of employee salaries.

This is an excellent way to find the right people for the jobs you have vacant and train them in accordance with your needs.

Landscape Ontario, highly recommends this program. We suggest that you read the following and then contact your local Canada Manpower Centre for further details and assistance.

### **CANADA MANPOWER TRAINING-ON-THE-JOB FOR SKILL SHORTAGES**

#### **1. INTRODUCTION**

Shortages of certain types of skilled workers continue to exist on a national and on a regional basis. This inadequacy of the supply in meeting the demand is reflected by the number of job openings for which Canada Manpower Centres have been unable to find suitably skilled workers, and by the difficulties employers experience or anticipate in filling jobs in certain occupations.

The Canada Manpower Industrial Training Plan allows the Department of Manpower and Immigration greater flexibility to respond to the different regional, economic and social conditions across Canada. One of the elements of this plan, Canada Manpower Training-on-the-Job for Skill Shortages is especially designed to encourage and assist employers to train workers on the job for occupations for which qualified workers are in short supply. This element is intended to further the Federal Government's efforts to develop manpower resources by supplementing and complementing other programs and services and at the same time to provide an impetus to stimulate the economy.

#### **2. OBJECTIVES**

Within the program's overall perspective of providing meaningful training, work experience, and maximum benefits to workers most in need, the specific objectives of Canada Manpower Training-on-the-Job for Skill Shortages are:

- (a) to assist employers to hire trainees and develop in them the necessary skills to perform jobs for which a local, regional or national shortage of skilled workers exists and is expected to continue for a period of time;
- (b) to provide unemployed workers with the opportunity for employment and training in occupations for which they would not otherwise qualify.

#### **3. EMPLOYER REIMBURSEMENT**

##### **I. Trainee Wage Costs**

Employers will be reimbursed for trainees' direct wage costs as follows:

- (a) During the first half of the training period: *50% of wages paid to trainee.*
- (b) During the last half of the training period: *25% of wages paid to trainee.*

**II. Maximum Reimbursement:** \$118 per week per trainee.

**III. Agreement Ceiling:** \$100,000 to any one employer (firms operating under one charter name) in a fiscal year in one region.

**IV. Definition of Trainee Wages:** Trainee wages refers to the basic salary paid. It does not include cost of living bonuses, isolation pay, shift or other differentials, overtime, nor other expenses incurred by the employer on the basis of wages, such as, employer share of Canada Pension Plan (or Québec Pension Plan), Unemployment Insurance Commission contributions, etc.

**V. Workmen's Compensation:** Benefits payable to a trainee under the Workmen's Compensation Act are not reimbursable.

**VI. Foreign Training:** In the event that a portion of the training must be conducted outside Canada, no reimbursement will be paid to the employer for that portion of the training.

**VII. Trainee Travelling and Relocation Costs:** Trainees may be eligible for exploratory and relocation expenses under the Canada Manpower Mobility Program.

No reimbursement will be made for trainees' commuting expenses.

#### **4. TRAINING PERIODS**

The average amount of training time in which the Federal Government will participate financially with employers is expected to be about five months. Training periods may range in duration from a minimum of six weeks to a maximum of 52 weeks and will be carefully determined according to the following factors:

- (a) previous experience by the Department with other employers to train workers for similar occupations;
- (b) the complexity and number of skills to be learned;
- (c) prior training or experience trainees are expected to possess;





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- (d) anticipated productivity of trainees at various stages of training.

## 5. EMPLOYER CRITERIA

### I. Types of Employers Eligible

All employers not financed primarily by tax revenues, including non-profit private agencies, are eligible.

The program is also available to public employers, either government owned or controlled, who are financed primarily from public fees or sales, even though their losses may be underwritten by tax revenues, e.g., public transportation companies, provincial hydro or telephone companies, municipal recreation facilities, private hospitals, and hospitals which are not wholly owned, staffed and funded by provincial governments, etc.

Public employers excluded from the program are federal, provincial and municipal government departments, school boards, police and fire departments, etc.

### II. Employers eligible for limited participation

An employer who is in receipt of grants, contributions, or subsidies from any level of government *specifically to offset the cost of proposed employment or training* or whose training costs are paid in whole or in part by a jointly administered union/management training fund may be eligible for assistance at a reduced rate. The total amount reimbursed to employers for the proposed employment and training from other government sources or training funds, and from this program, must not exceed the amount which would be reimbursed if there was no other such funding.

An employer who is in receipt of grants or incentives from any level of government for the purpose of subsidizing job creation may qualify for wage reimbursement for:

- (i) those trainees who are hired in excess of the employer's commitment to the other government department or agency;
- (ii) that period of time for which trainees are hired in advance of that commitment;

N.B. Employers in doubt as to their eligibility under the program should contact their nearest Canada Manpower Centre.

## 6. EMPLOYER ROLE AND RESPONSIBILITIES

### I. Prior to Approval of Proposal

Employers who wish to participate in this Program must undertake to:

- (a) prepare a training plan and submit it with a completed proposal form (see application procedure below) to the local Canada Manpower Centre;
- (b) provide reasonable evidence of financial and technical competence to implement and complete the project;
- (c) ensure that trainees will not replace other workers and that the normal working hours of regular employees will not be effected by the hiring of trainees;

- (d) certify that regular workers, for the occupations involved in the proposal, are neither on lay-off nor expected to be laid off;
- (e) agree to hire trainees as regular, full-time employees. (Normally proposals will not be approved for seasonal workers.)
- (f) obtain the agreement of their union or employee representatives concerning the training program;
- (g) agree to pay trainees adequate wages and provide other benefits and working conditions conducive to worker stability in relation to other employers and industries in the area;
- (h) agree not to impose any pre-conditions upon trainees restricting their future employment;
- (i) agree to all information forming part of the agreement becoming the property of the Department.

### II. After Approval of Proposal

When a training proposal is approved and the employer enters into an agreement with the Department of Manpower and Immigration, he will, in addition to meeting the standard requirements of the agreement, be required to:

- (a) select only trainees who have been referred or approved by the CMC;
- (b) substantiate reasons for rejecting CMC referrals;
- (c) ensure trainees are aware the Federal Government is participating in their training;
- (d) provide training and job experience in accordance with the training plan;
- (e) pay trainees in negotiable form in accordance with the agreement;
- (f) maintain trainee attendance and evaluation records;
- (g) notify the CMC concerning any trainee who discontinues training;
- (h) provide trainees completing the program with Certificates of Achievement (supplied by the Department);
- (i) supply, wherever possible, additional information that might be requested to assist in evaluating the program.

## 7. HIRING OF AND ADVERTISING FOR TRAINEES

No commitment by the Department of Manpower and Immigration is involved or implied through the receipt of a proposal. Therefore, no reimbursement will be paid on behalf of any trainee hired before the agreement has been signed by the department and the employer.

Normally all trainees must be hired within thirty days of the date the agreement is signed. In the event advertising is necessary to locate suitable trainees it must be approved by the CMC.

## 8. TRAINEE CRITERIA

Trainees must be, "adults", that is, one year beyond the

school leaving age of the province where prospective trainee resides.

In addition, a trainee under this program must:

- (a) have been unemployed or on layoff for at least one week;
- (b) be unqualified or underqualified for employment in available job opportunities;
- (c) be approved for training and refereed by the Canada Manpower Centre to the employer for his selection. In areas where the CMC is not accessible to the job site, or to prospective trainees, or has been unable to refer suitable trainees, the employer's selection may be accepted without CMC referral. However, the eligibility of such trainees will be subject to the approval of the CMC, and should an employer request a trainee who possesses partial qualifications that will reduce the length of training required, the CMC will recommend an appropriate adjustment and an amendment to the agreement will be negotiated prior to the trainee starting work.
- (d) not be a member of the immediate family of the employer (i.e., father, mother, son, daughter, brother, sister, husband or wife).

## 9. TRAINING CRITERIA

### I. Type of Training Eligible

Training conducted under this program will consist of full-time experience, on-the-job, possibly supplemented

by some classroom or other form of instruction. The training must be meaningful and work experience must be provided in skills which will be useful to and in demand among other employers in related industries. Projects can be approved under this program which propose training in:

- (a) occupations for which an employer's order has been registered at a Canada Manpower Centre *for at least 30 days* and when skilled workers are not available for the position; or
- (b) respect to *an anticipated need* in occupations for which there is a known shortage of skilled workers.

### II. Ineligible Proposals

Proposals will not be approved:

- (a) which do not meet applicable provincial training standards;
- (b) in occupations not in demand;
- (c) in certain occupations where workers are normally remunerated primarily on a commission basis;
- (d) in certain professional occupations which require specific obligatory post-secondary preparation.

### III. Departmental Consultation

Departmental industrial training consultants are available through the CMC for advice and assistance concerning the structuring and preparation of training proposals.

30

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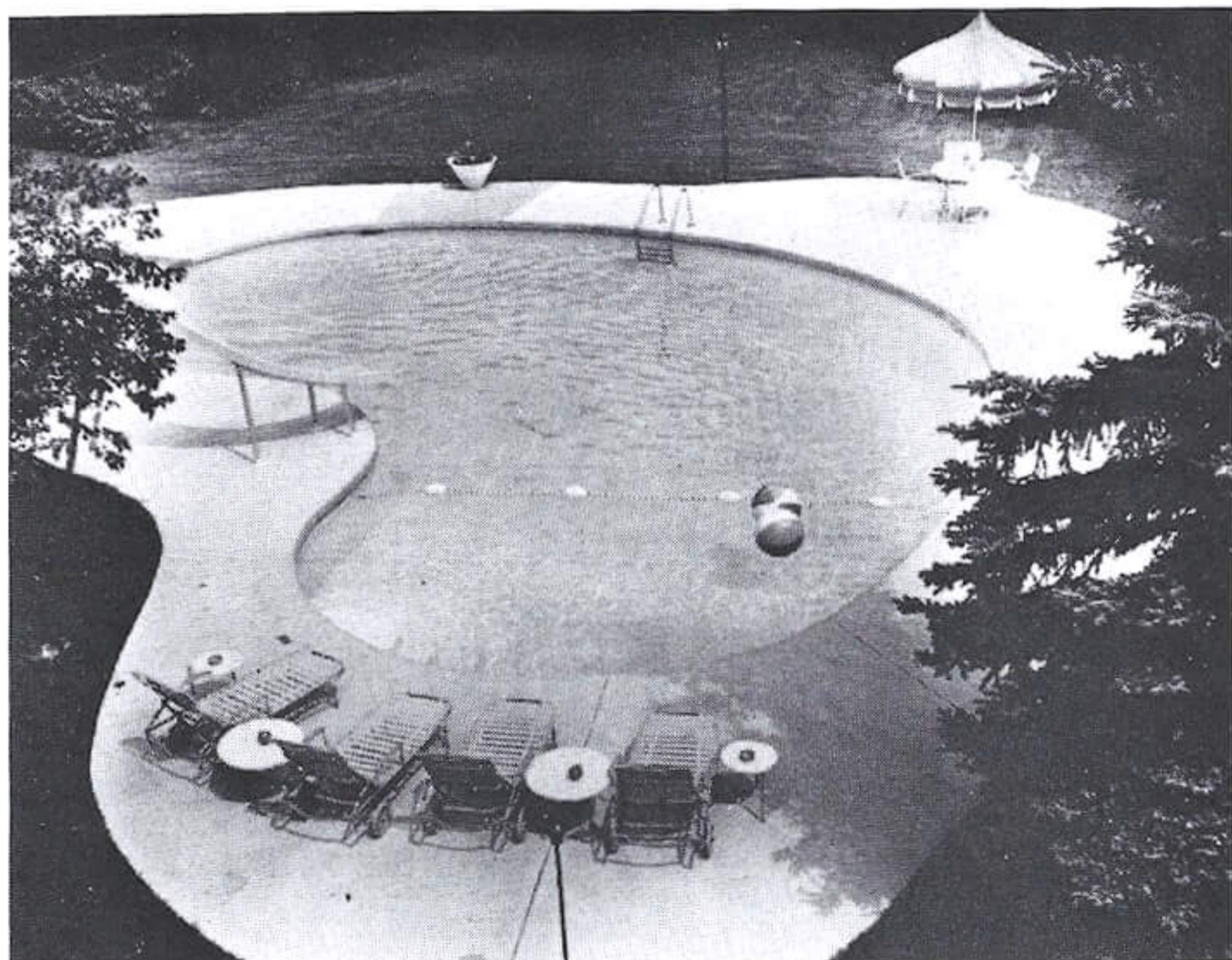
# POOLS & PATIOS

An architect, a visual design authority and an industrial designer judging the best swimming pool installations in Ontario last year, gave high marks to the pool builders' aesthetic and engineering abilities. It is expected that more than 20,000 people will see the plans and illustrations of the award-winning pools when they attend the 1973 Canadian Pool and Patio Show at Toronto, March 8 to 11.

"We studied the designs of some sixty pools to select the OSPA Pool-of-the-Year Awards and in virtually every category there was clear evidence that the pool builder is providing much more than a useful facility," said William R. Templeton. "These award-winning pool builders had obviously sited the pools to best advantage; designed them to enhance their surroundings — and in several cases they had applied considerable engineering skill to meet grade,

soil or other structural problems."

The Pool-of-the-year Awards were judged for Ontario Swimming Pool Association by William Templeton and Steve Laskoski of Hunter Straker Templeton Limited, international corporate industrial designers and by Prof. Ants Elken, University of Toronto School of Architecture. Mr. Templeton, whose firm has authored such visual concepts as Ontario Hydro and Canada Post Office corporate identity, looked at the Ontario pool builders' submissions with a consumer's eye. Laskoski, a member of the Association of Canadian Industrial Designers, examined designed validity and Prof. Elkin of Lee, Elkin and Beckstead, Architects, looked at the pools from an overall architectural design viewpoint.

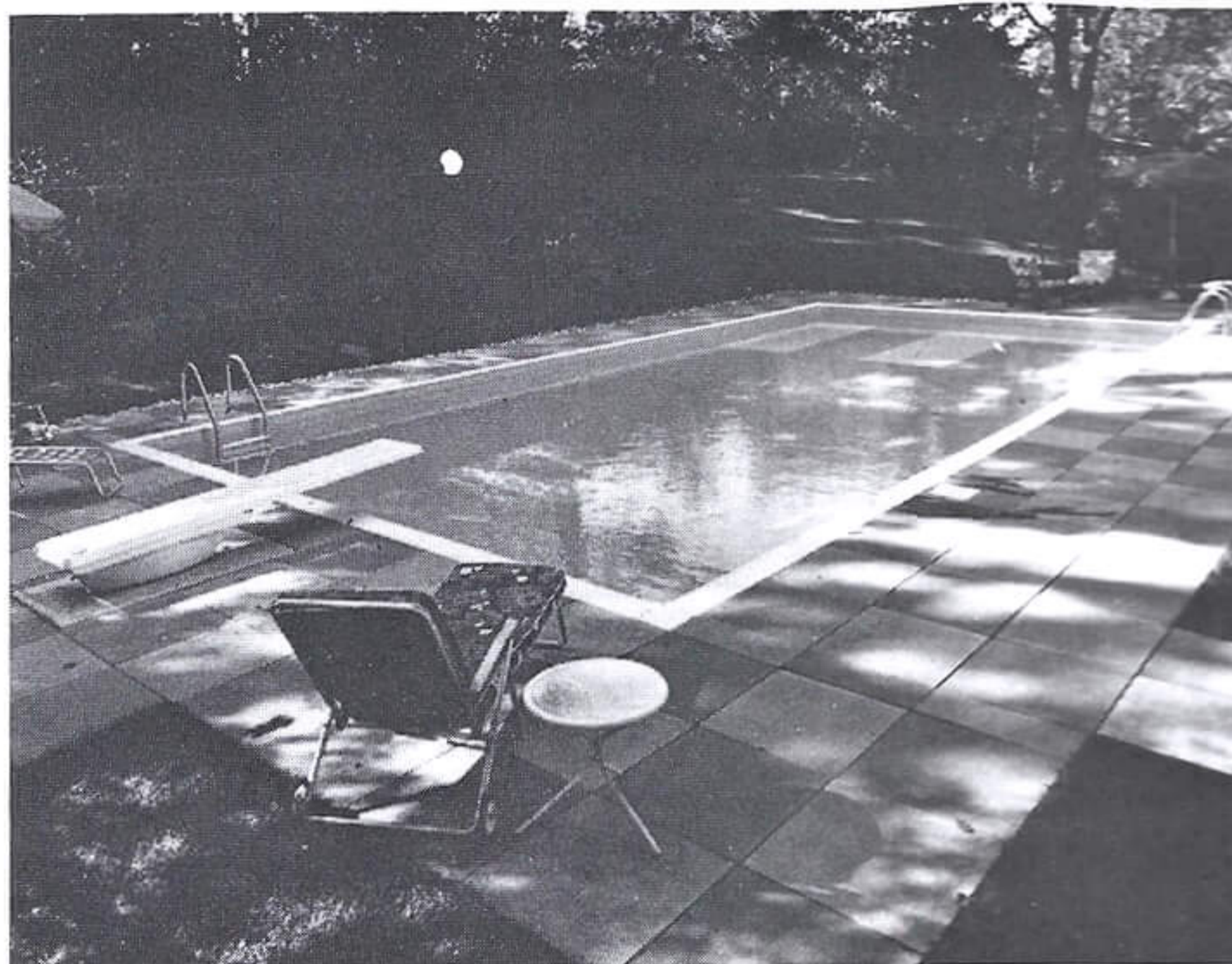


**a**

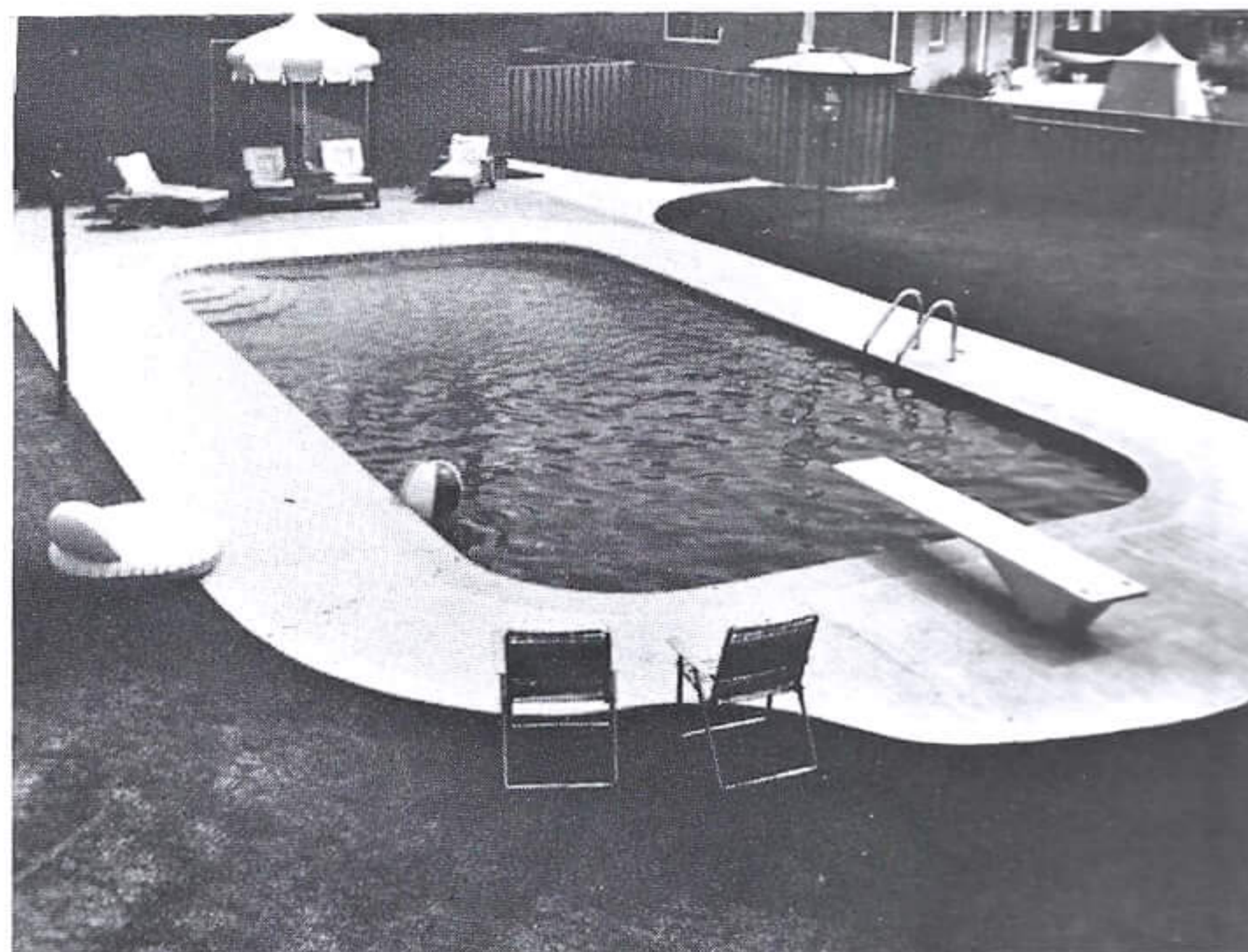
**a** Sanelli Pools Limited of Weston, Ontario had the best steel-reinforced concrete pool; a reinforced gunite, free-form, L-shaped pool that met the owner's demand for good diving facilities in a pool that would enhance an unusually large lot. A deck-over design, in place of conventional coping, provided an unbroken deck expanse to give the installation good visual identity.

**b** Best vinyl-liner pool was built by Aluminum Pools of Canada, Toronto. The 20 by 40 foot aluminum pool with 30 mil vinyl liner was installed in a soft, sandy hill on a large, treed backyard. Aluminum coping and corners, stainless steel fastening and other technical features went into the award-winning design.

**c** Best private pool (other than concrete or vinyl



**b**



**c**

liner) was built by Sanelli Pools as well. "A functional part of the owner's rear yard," this vacuum-

*continued on page 32*

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**IV. Provincial Role**

In cases where assistance of a technical or pedagogical nature is required by the employer, the Department of Manpower and Immigration will direct him to the appropriate provincial agency. A copy of each employer's proposal shall be sent by the Department of Manpower and Immigration to the provincial government for their review.

**10. CMC ROLE**

The Canada Manpower Centre is the initial point of liaison between the employer and the prospective trainee. Consultation will be provided to the employer on the structuring and duration of training and the preparation of proposals. Potential trainees will be screened by a CMC Counsellor as to their suitability for a particular training program and referred to the employer for final selection.

The CMC will arrange to have the training project monitored approximately every six weeks and will consult with the employer concerning the progress of trainees providing whatever counselling or other assistance which may be required.

The CMC and the employer may agree to replace a trainee who discontinued training. Normally, replacements will not be approved if more than 25% of the training period for the original trainee has elapsed.

When a trainee interrupts his training (for legitimate cause), both the trainee and the employer may, with the approval of the Department, be allowed full benefit of the agreed training period.

**11. APPLICATION PROCEDURE**

**Employers:** Standard application and proposal forms, sample training outlines and other employer guides are available at Canada Manpower Centres.

**Trainees:** Local Canada Manpower Centres will advise prospective training candidates of available opportunities.

**ADDITIONAL DETAILS ON THE CMTJP PROGRAM  
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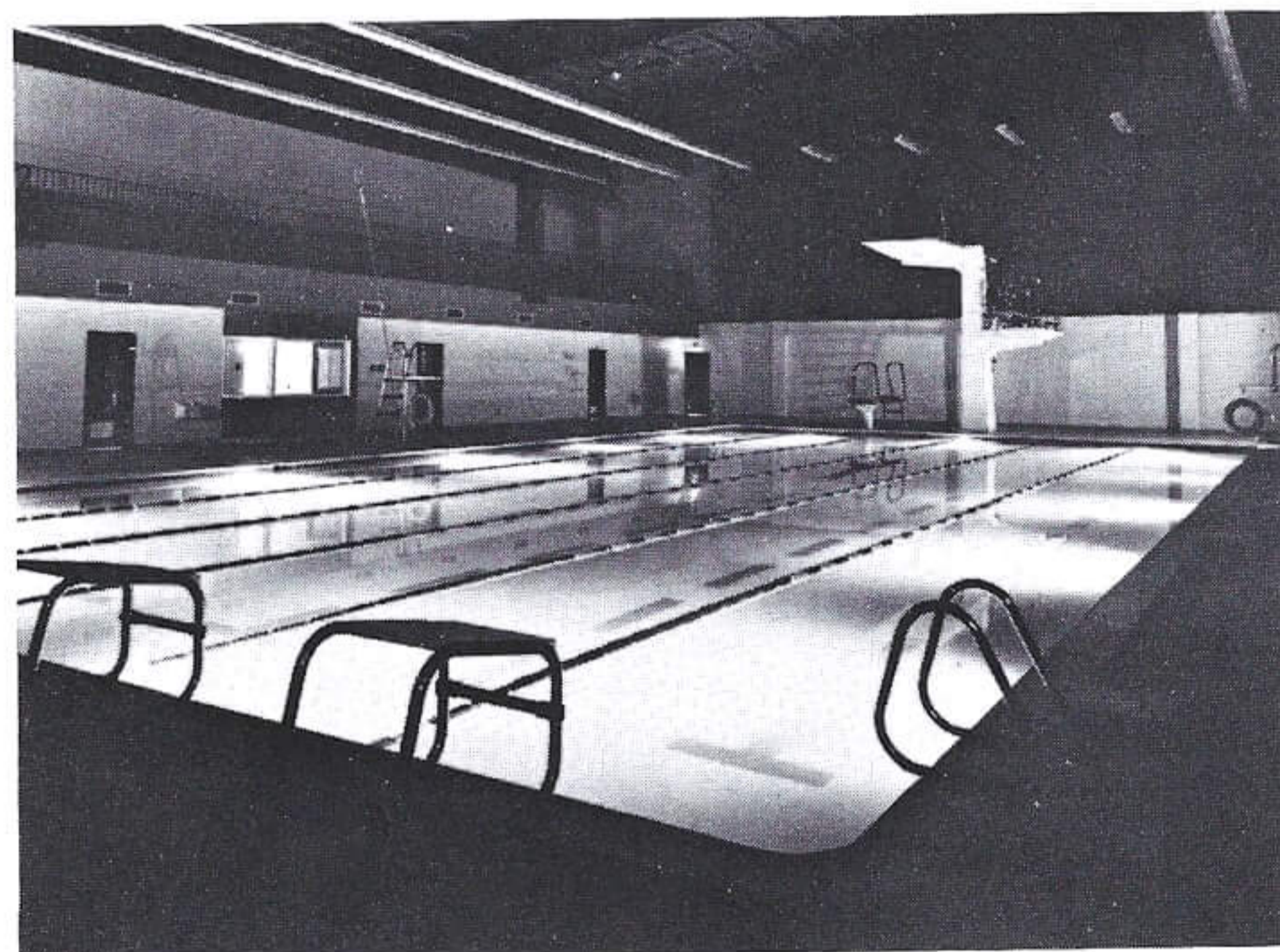
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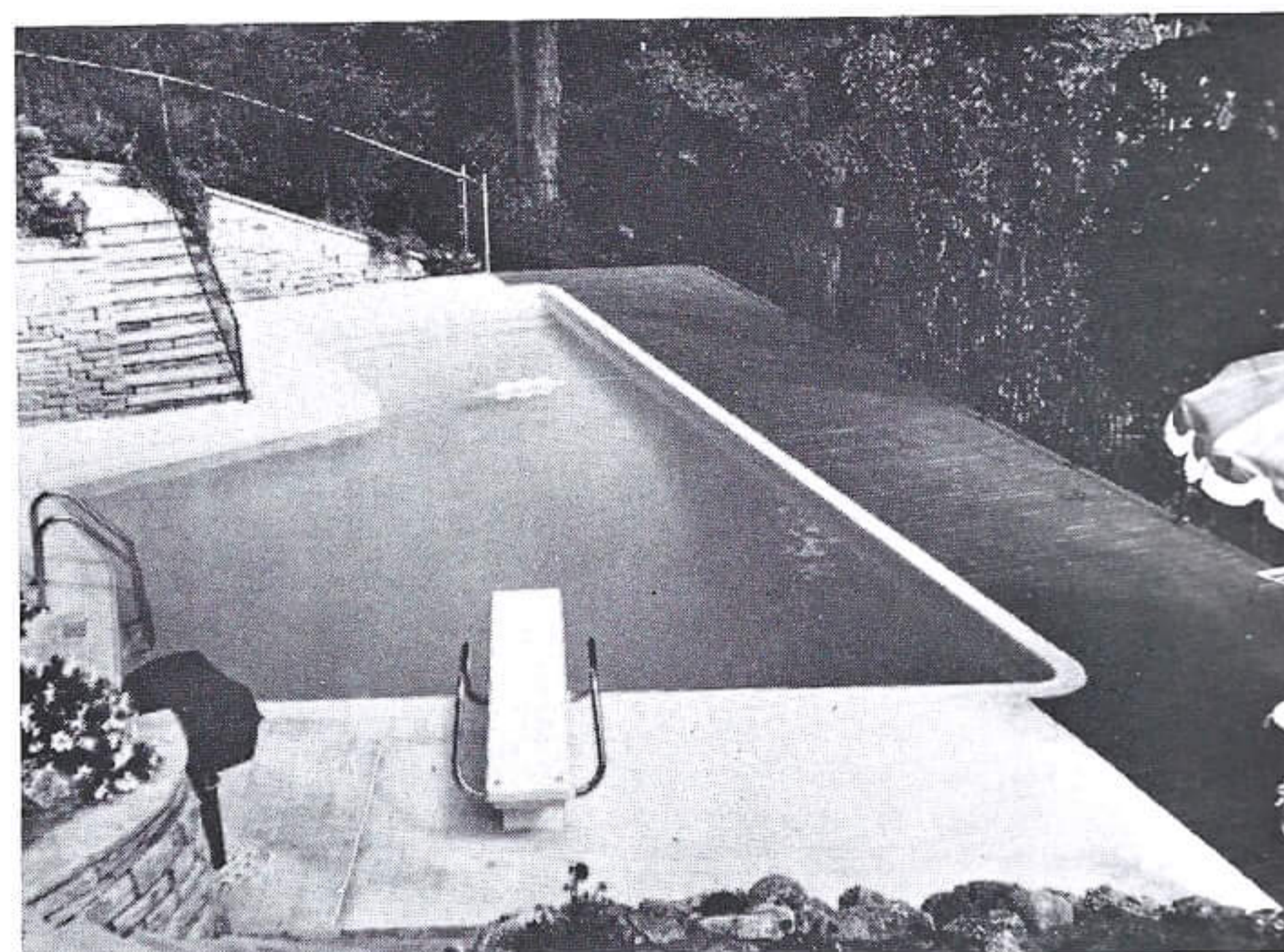
*continued from page 28*

molded fibreglass pool has reinforced acrylic wall with ceramic tile and acrylic bullnose. Walls were installed in sections; bolted and silicone sealed. The smooth, non-porous walls were designed to reduce maintenance.

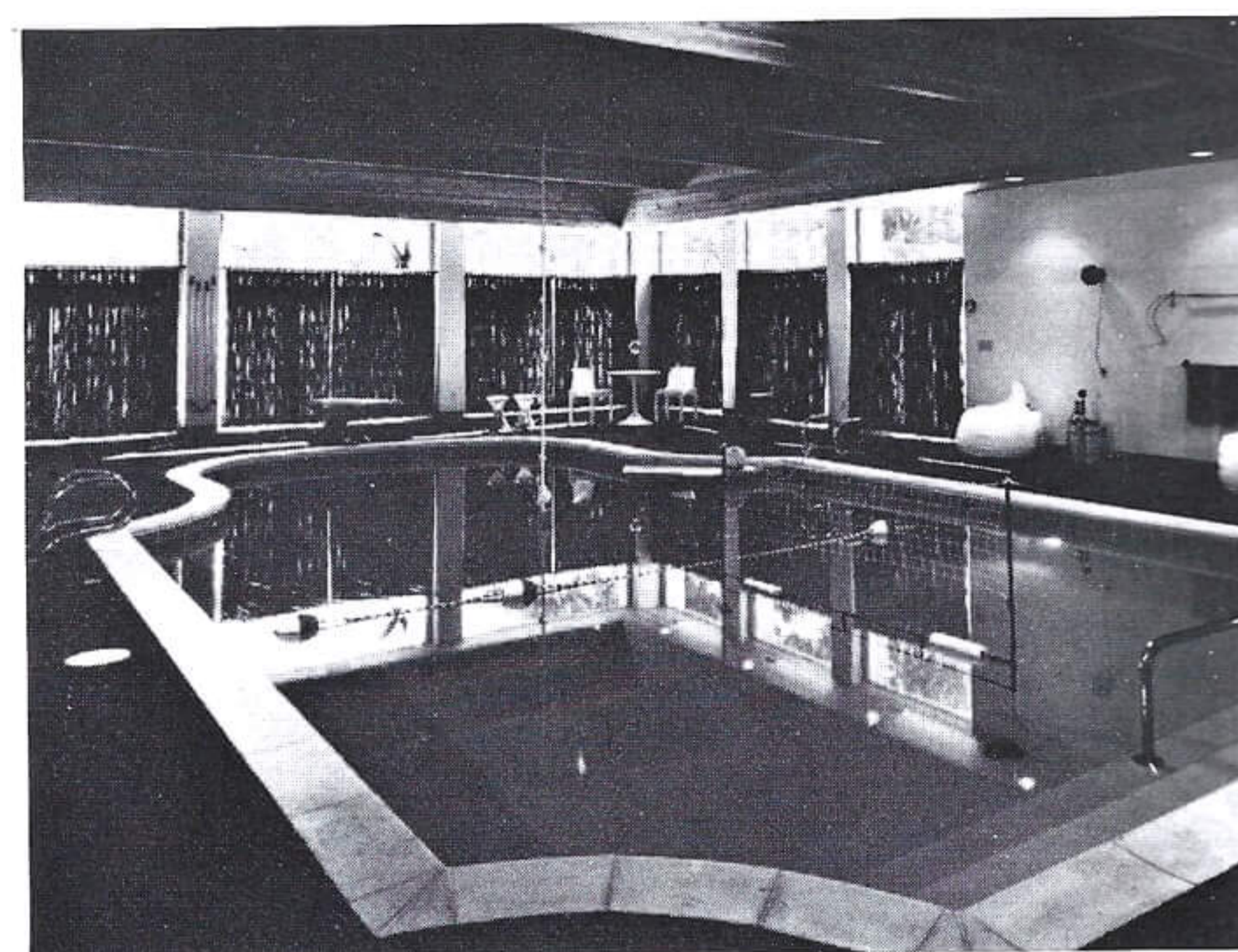


**d** Loaring Construction Limited of Windsor won the Pool-of-the-Year Awards for both the best public pool and best indoor pool built by the industry in Ontario last year. Loaring designed and constructed the 19,000 square-foot pool and building complex for the Town of Ajax community centre. The pool itself is an 82 by 44 foot monolithic reinforced-concrete tank running from 3½ to 13 feet in depth. Climate control by across-pool exhaust fans replaces up to 100 per cent of the air. The pool builder reported excellent insulation results from sprayed on urethane to which cellulose fibres were added for acoustic treatment.

**e** Loaring's award winning private indoor pool was housed in a 3,000 square-foot addition which the company built to tie-in with the owner's existing home. Change rooms, sauna, mechanical room, kitchenette, bar, den with fireplace and sliding glass doors opening onto the pool itself, as well as barbecue and tropical plant area, were integrated into the pool setting. The 30 by 36 foot monolithic reinforced concrete installation is heated and ventilated by a forced air system concealed in a wooden bulkhead.



**e**



**f**

**f** The pool that best solved a unique structural problem to win an OSPA Pool-of-the-Year Award in 1972 was built by Val-Mar Swimming Pools Limited of Scarborough. Constructed on a steep sloping ravine side immediately behind the owner's house, the pool sits on 16 12-inch diameter concrete piers that penetrate to a firm footing. The pier structure is tied to piling to prevent slippage. The site was excavated from ground to basement floor level to provide a flat pool base. The wooden deck sits about ten feet above grade and a tie wall beneath it retains backfill to prevent frost damage.



Terry D. Coulter, of Aluminum Swimming Pools, headed the OSPA committee which organized the Pool-of-the-Year Awards in 1972. The findings of the three Canadian judges were reviewed and confirmed by a three-man committee of the National Swimming Pool Institute at their New York meeting in November. Illustrations and plans of the OSPA award winning pools will be shown to the consumer public when they attend the 1973 Canadian Pool and Patio Show sponsored by the Association.

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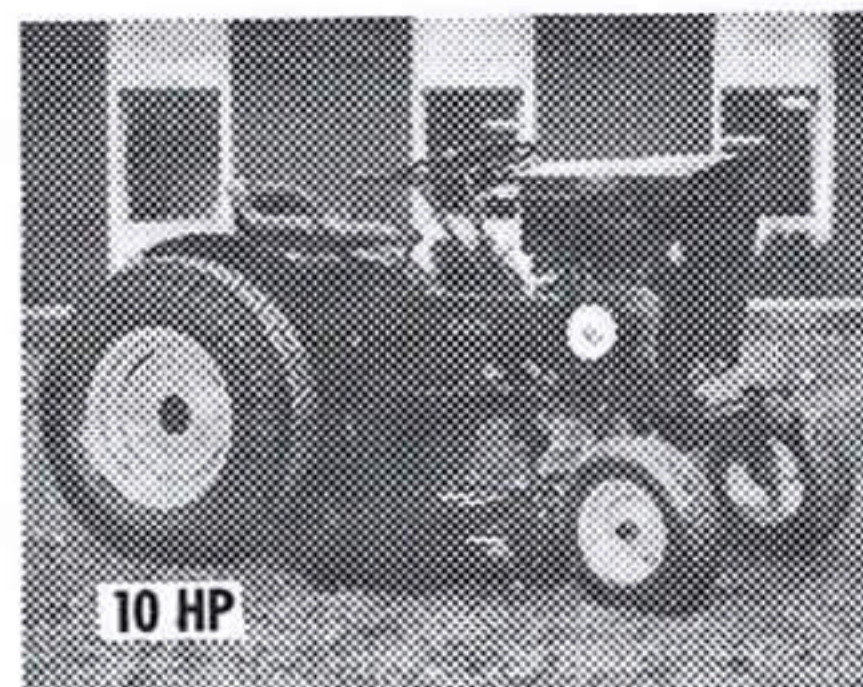
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continued from page 21

at the next general meeting another Board Member will be elected to replace him.

The positions for Board Members are to be decided at the next Board Meeting on January 25th, 1973.

The increase of the membership fees were rejected by the general membership and the decision was made to keep the \$60.00 fee for 1973 and to send Toronto their part of the increase they suggested.

The meeting adjourned at 11:15 p.m. The next general meetings will be held on February 1st, March 1st, and April 5th, 1973.

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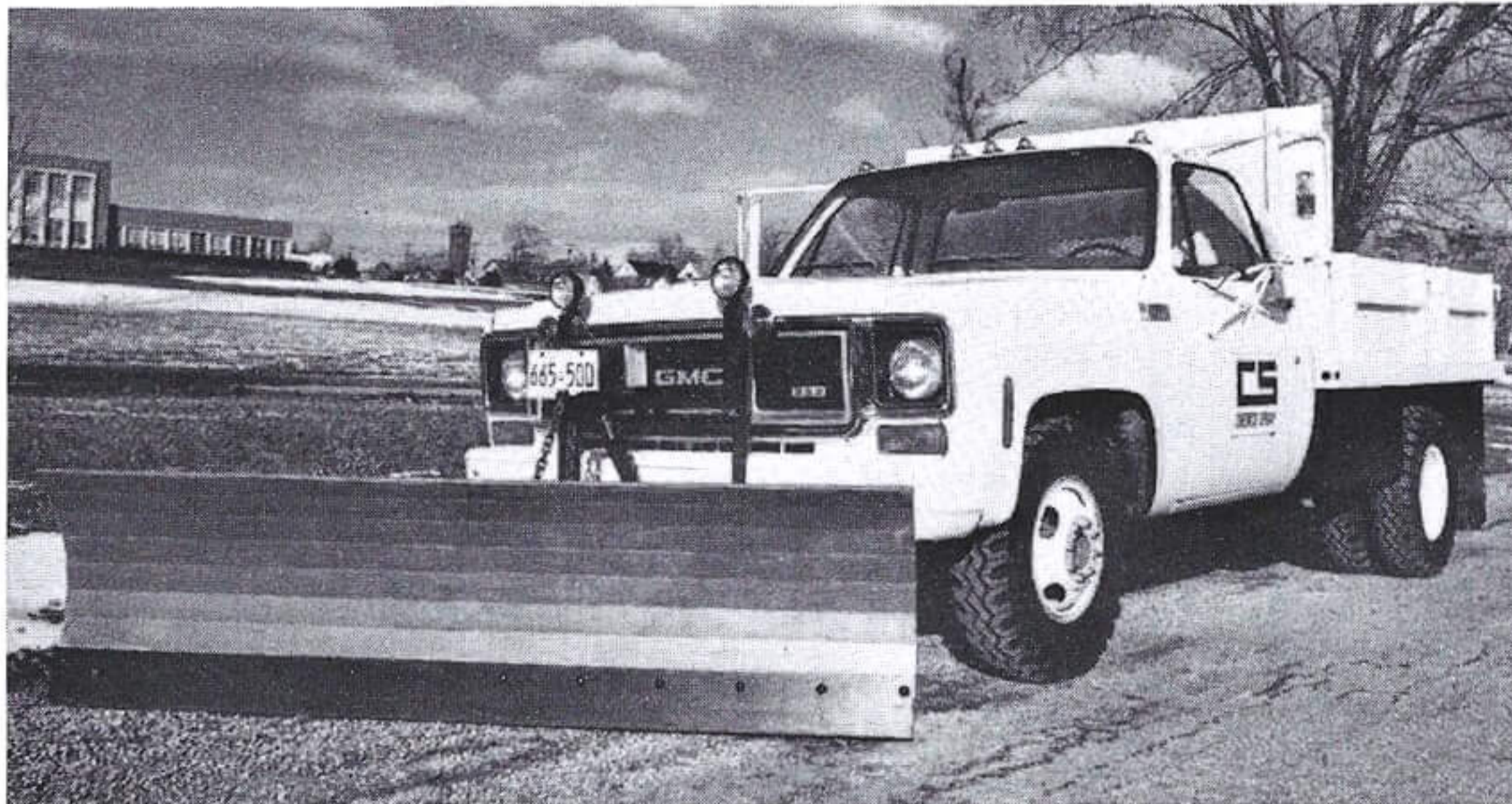


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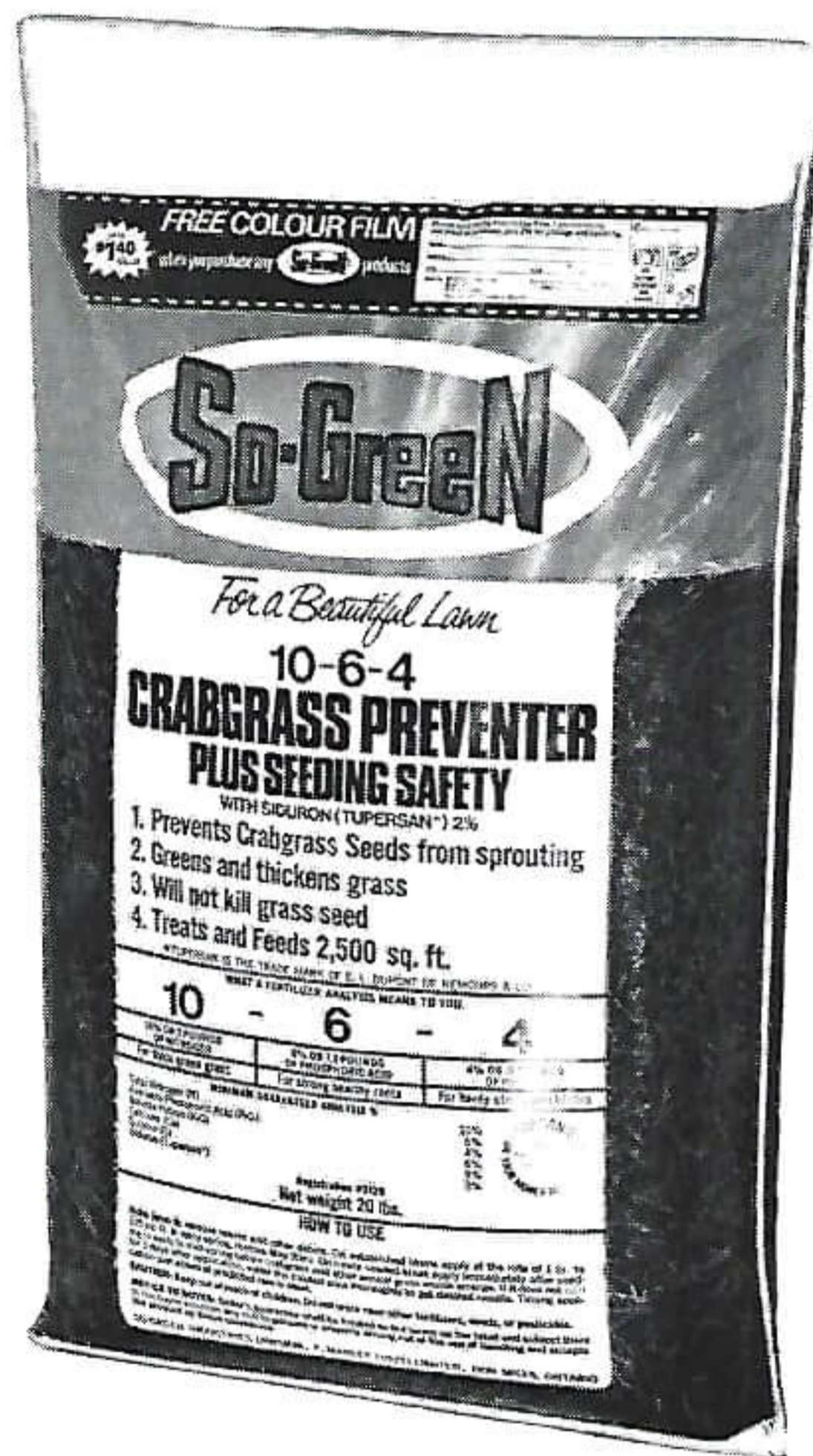
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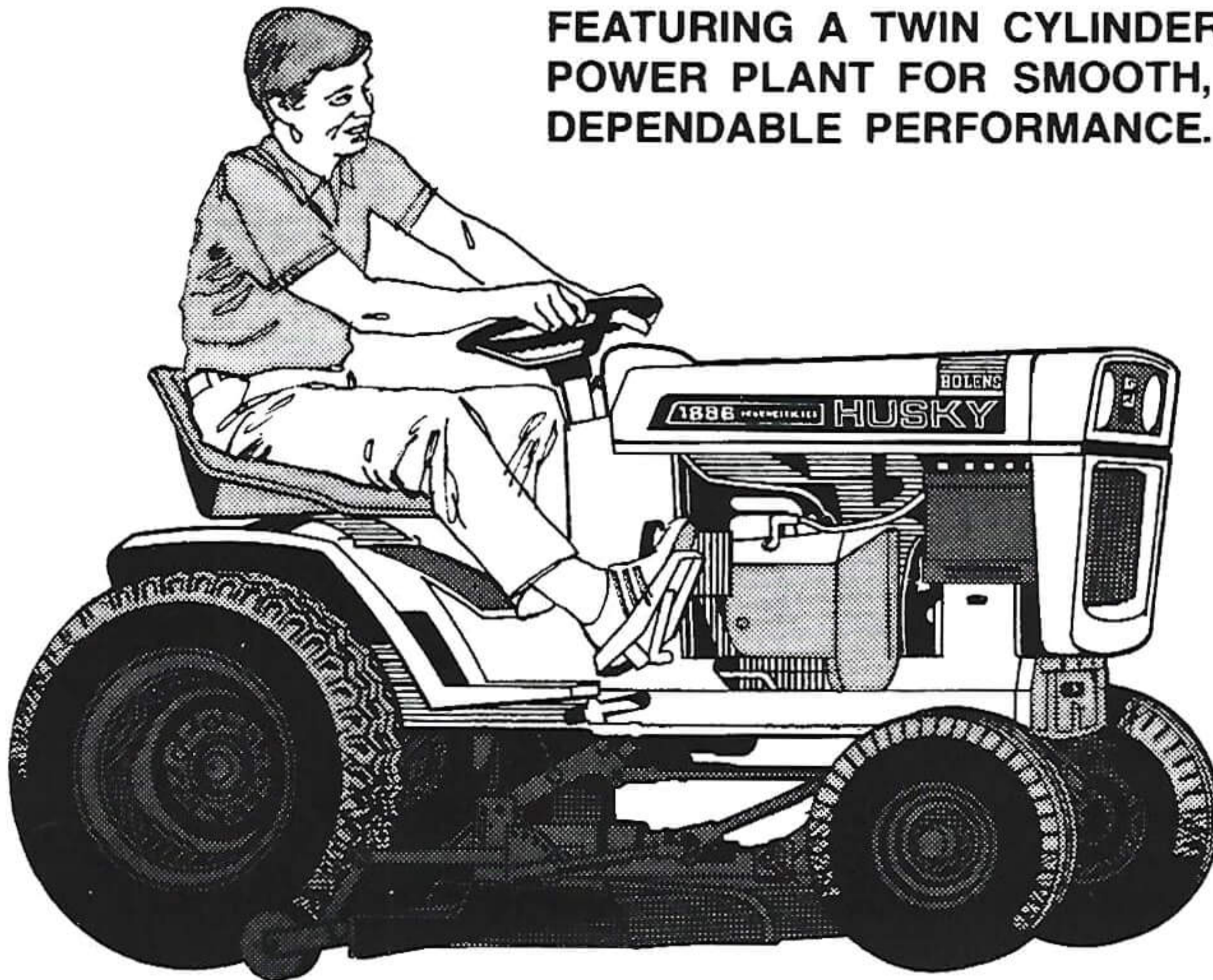
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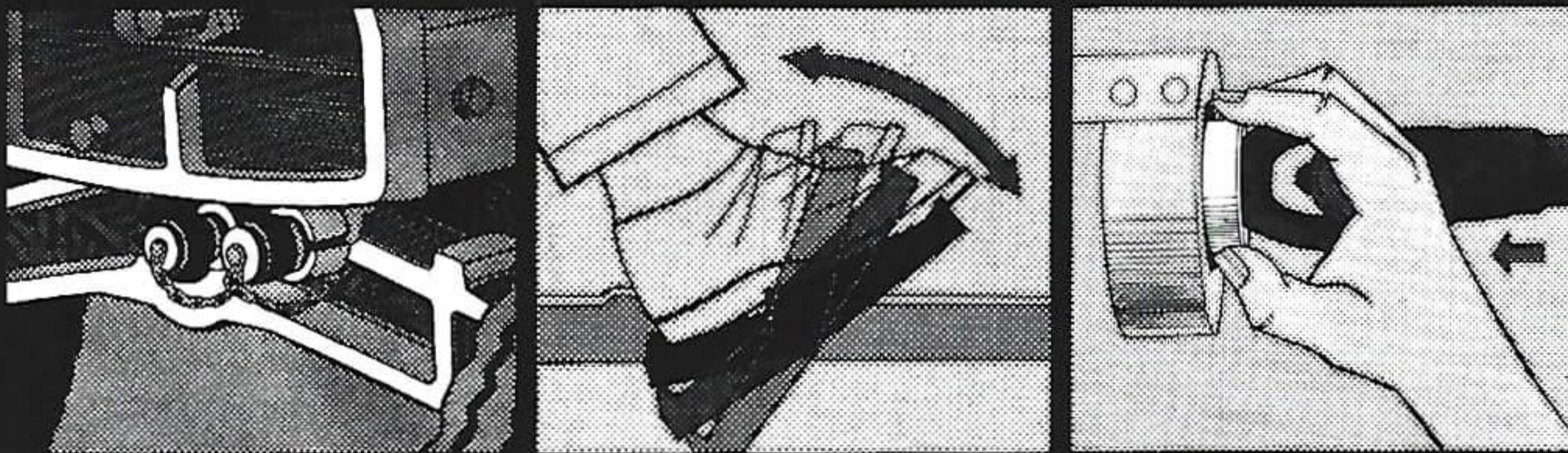


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