

GreenScene



Landscape Nova Scotia Horticultural Trades Association

Winter 2002

Landscape Nova Scotia Honors Its Finest ~ Putting a Little Spring Into Winter ~

In spite of the cold winter weather conditions, the membership and sponsors of Landscape Nova Scotia Horticultural Trades Association (LNSHTA) gathered at Oak Island Resort and Marina last month to salute the finest landscape projects undertaken in 2001.

The LNSHTA's Awards of Excellence Program showcases landscape projects from around the province in the categories of **Landscape Design/Build Residential and Commercial, Landscape Installation Residential and Commercial, Landscape Maintenance Residential and Commercial** and the **Community Involvement Award**. 2001 also marked the introduction of two Specialty Awards. Nova Scotia Power Inc. an Emera Company sponsored the **Nova Scotia Power 'Planting in the Right Place' Award for Excellence in Design, Placement and Selection**. Nova Scotia Power is currently partnered with Landscape Nova Scotia promoting sustainable planting with its province wide campaign; *Plant the Right Tree in the Right Place*. **The Shaw Group** sponsored **The Shaw Brick Award for Excellence in Interlocking Concrete Products/Segmented Retaining Wall**

Installation.

The category winners were presented with beautifully hand crafted slate plaques sponsored by **Scotia Slate Products Limited**.



Doug Conrad (R), welcomes Paul Olsen and thanks him for his "shoot from the hip" comments and insights into business practices
For the third year running we had CNLA members present at our Annual General Meeting. Mr. Paul Olsen, was the guest speaker at the Thursday Marketing Session and he also gave a keynote luncheon address on Friday.

Paul is President and CEO of Brookdale Treeland Nurseries and is past President of Landscape Ontario.

During his presentations, Paul treated us to good plain, straight business talk.



Doug Conrad (far right), LNSHTA's President congratulates 2001 winners, (L-R) Brooks Carmody, Matthais Lange, Maryanne Elliot, Daniel Comeau, Christene LeVatte, and Sandy Robertson.

"Identify opportunities and capitalize on them," was Paul's advice to the membership. "I talk an awful lot about opportunities and have come to the realization that they always look bigger going than coming."

Paul left the membership with much good advice, and a challenge - to grow LNSHTA to 203 members by 2003. "This Association has everything to offer members - you just need to keep repeating the benefits - membership growth will follow."

We thank Paul and his wife Linda for joining us and encouraged all to rise to Paul's challenge. **Together we can grow!**

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President's Corner

- by Doug Conrad, President, LNSHTA

This was the challenge Paul Olsen directed to our membership at this year's Annual General Meeting. In spite of the fact that 2001 proved to be another banner year for Landscape Nova Scotia (we saw our membership grow from 94 members to 119 in 2001) Paul challenged us to almost double our numbers in one year!

I thought that our 20 per cent growth was fantastic and could not imagine that we could grow bigger much faster. But Paul spoke about the power of our Association and the potential we have to make Landscape Nova Scotia even stronger. He shared with us the success of Landscape Ontario and the risks and challenges they undertook during their journey to become what is now the largest membership organization in Canada and beyond.

Paul did not pause during his keynote

address to discuss the barriers that would keep us from this goal. Rather, he took us to a level that punctuated all the plusses we gain from being part of such a diverse and strong network. He reminded us that Landscape Nova Scotia is an integral component of a greater whole and that our dues reward us with more than the obvious financial benefits we gain from membership.

Indeed, our industry is vast, plentiful, and full of economic promise. It is estimated that the non-edible horticulture industry in our province has over a \$30 million dollar farm gate value. Thirty million dollars! Imagine how many businesses contribute to this number. Surely we can invite even a few to become members of our Association.

In the upcoming months we will be undertaking a membership drive. Paul reminded us it was better to have

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the competition with us rather than against us. There is strength in numbers. If we truly want to raise the level of professionalism we must welcome newcomers to the fold and provide them with the inspiration and tools they require to uphold quality standards and workmanship.

Overall, the key is to educate the public to request and demand quality. With more members, Landscape Nova Scotia will have the resources to attain this goal. So, who do you know that needs to belong to our Association? **We need to hear from you and them!**



To Volunteer or Not?

- By Christene LeVatte

There I sit, amongst the best and the brightest, discussing the age-old conundrum of volunteer recruitment. Around the table are those that hold degrees and then some, in such 'people' fields as Communications and Commerce and such non 'people' fields as IT, and Engineering. I'm listening to the various points, methodology and logic and looking at a somewhat benign, dull document being proofed for release as a recruitment tool.

What is clear is the recruitment of volunteers is a serious issue and an on-

going problem to all associations. It is neither about a body count nor a revolving door. As a business runs successfully with consistent, qualified personnel, so it is with a not-for-profit Association. The eighty/twenty rule applies, without prejudice, across the board!

What are the barriers to volunteer recruitment? An interesting argument in the search for the volunteer is the notion that a Type 'A' personality is required. I really couldn't disagree more. Another notion suggesting that a volunteer position be assumed to be a long-term commitment is also not correct. Another false'ism is that being

a volunteer for an Association is an all give, no take situation....Hell no! oops...heck no! and my personal favorite....the fear of the 'clique', a statement that has always offended me.

I think everything is about motivation and to truly motivate people, they must be apprised of the facts. To attract volunteers we should start by dispelling some of the myths.

Do all volunteers need to be Type 'A's'?

No, not every volunteer position requires front and center duty. In fact,
(continued on pg 5)



2001 Landscape Awards Program A Celebration of Excellence!

This year's 2001 Awards Program saw many milestones, banner attendance, increased submissions and a marked interest from sponsoring companies. LNSHTA thanks the following companies for their support and extends a special thank you to **Nova Scotia Power Inc., Shaw Brick** and **Scotia Slate Inc.** for their contributions to the development and growth of the Awards of Excellence Program.

Thank you for your support!

Signature Sponsors:

Investment Guild - HortProtect and Webby's Interlockers & Topsoil.

Participating Sponsors:

Weed Man - Dartmouth, Blomidon Nurseries, Granview Landscape Group, Halifax Seed Co. Inc., Highland Sod Farms Ltd., Linden Landscaping, and Construction Inc., Valley Sod and Landscaping Ltd., Underground Irrigation Systems, Earth-Craft Landscape Ltd., Integrated Lawn Care Systems and Springvale Nurseries Ltd.



Above: Joe Price, Shaw Brick, (centre) recognize (L-R) Ken Timmons and Daniel Comeau, ACME Environments, with the Shaw Brick Award for their work on IWK Healing Garden.



Matthais Lange (center) receives this year's Community Involvement Award from Tracey Mackenzie(L) and Joe Bidermann.



(L - R) Russell Beakhouse, Darren Loner and Sandy Roberton proudly display their slate awards



Allan Eddy, NSPI, (right) congratulates Christene LeVatte and David Stenhouse of Highland Sod Farms Ltd. with the Right Plant in the Right Place Award

AND HERE ARE THIS YEAR'S

WINNERS!

Landscape Design/Build Commercial Under \$25,000

ACME Environmentals Ltd.

Landscape Design/Build Commercial Over \$25,000

Highland Sod Farms Ltd.

Landscape Design/Build Residential Under \$10,000

ACME Environmentals Ltd.

Landscape Design/Build Residential Over \$10,000

Oceanview Landscaping / Natural Expressions Garden Centre

Landscape Installation Residential Under \$10,000

ACME Environmentals Ltd.

Landscape Design/Build Residential Over \$10,000

Groundcover Landscape Services

Landscape Installation Commercial Under \$25,000

Rousseau Irrigation

Landscape Installation Commercial Over \$25,000

Down to Earth Gardening & Landscaping

Landscape Maintenance Residential Under \$5000

Groundcover Landscape Services

Landscape Maintenance Commercial Under \$10,000

Down to Earth Gardening & Landscaping

Landscape Maintenance Commercial Over \$10,000

Earth-Craft Landscape Ltd.

2001 SPECIALTY AWARDS:

The Nova Scotia Power 'Right Plant in the Right Place'

Design, Selection and Placement
Highland Sod Farms Ltd.

The Shaw Brick Award Excellence in Interlocking Concrete Pavers/Segmented Retaining Walls

ACME Environmentals Ltd.,

Community Involvement Award

Lange Granite Cobblestones



2001 President's Award Recognizes Ross

Godfrey took delight in presenting **Ross Godfrey, President of Lakeland Plant World**, with LNSHTA's very first President's Award at this year's Annual General Meeting.

One of Ross' greatest contributions to the Association is his leadership with the Garden and Patio Show. "I saw the success of Landscape Ontario's Congress and felt that we could have an equally successful show in Nova Scotia," says Ross. And indeed we did! Landscape Nova Scotia's partnership with the Ideal Home Show has been successful and a result of Ross' dedication to the Show. He has not retired from the Association and has indicated that he will be back at the 2002 Show, assisting with set up and dozens of other coordination details.

Ross has three daughters (Donna Allison and Kim), with Allison now working with him at Lakeland Plant World. He graduated from the University of Guelph in 1958 with a degree in Animal Husbandry. After



(L - R) Sandy Robertson, Doug Conrad, Shelly Price, Christene LeVatte and Jeff Morton extend congratulations to Ross

leaving university he went into Dairy Farming in Caledonia, Ontario. In 1971, he sold the farm and moved to Nova Scotia to work with his brother Jim and became operations manager with Atlantic Vegetation Control. In 1977, Ross opened Atlantic Gardens retail store where Lakeland Plant World is currently located. In 1984, this store officially became Lakeland Plant World.

In his tribute, Ross was noted for his steadfast presence and generous spirit. Ross has been a beacon for many members and certainly is deserving of this honor and award.



Doug Conrad presents Ross with Landscape Nova Scotia's first President's Award

Congratulations Ross and thank you for all your time and for the many gifts you give to those you meet.

Atlantic Construction Journal & LNSHTA

~ A Win - Win Partnership ~

We were delighted when **Marice Rees** of the Atlantic Construction Journal (ACJ) - published by the Daily News - announced at the Awards Ceremony their sponsorship for the 2002 Awards Program.

The ACJ is certainly worth a look. Their readership includes owners, architects, general contractors, municipal procurement staff, purchasing agents and many of the construction sectors that landscape contractors work with on industrial

and commercial projects. The ACJ offers a perfect venue to expose the landscape horticultural industry to common issues and challenges and offers super advertising value. It provides readers with an excellent resource and offers informative and current information on the latest construction taking place throughout Atlantic Canada. Please consider this marketing opportunity when an ACJ representative calls.



What's The Dirt?

- ♦ Warm welcomes to our newest members **English Garden Designs** of Mahone Bay, **United Farmers Co-Op Ltd.** of Sydney **W. Steeves Landscape Consulting** of Lakeview, the **Town of Kentville** and **L. Q. Landscaping Co. Ltd.** of New Glasgow.
- ♦ Many thanks go out to **Carol Tunnah** and **Joe Bidermann** for Co-Chairing this year's AGM and making it a great event.
- ♦ Warm welcomes to **Susannah Banks**, New Brunswick Horticultural Trades Association's new Executive Director.
- ♦ Look in your mailbox in late February for the 2002 Landscape Atlantic Membership and Buyers' Guide.



2002 Board of Directors Working WITH You FOR You

This year's LNSHTA's Board of Directors is working hard to grow and make Landscape Nova Scotia stronger. **Doug Conrad** was acclaimed President for a third term, and **Jeff Morton** moved into the position of 1st Vice President. **Russell Beakhouse** holds the position of 2nd Vice President. **Christene LeVatte** retains the Past President title. Both **Michael Pink**

and **Sandy Robertson** were elected to the positions of Treasurer and CNLA representative respectively.

We have a full and complete roster of Directors which includes: **Joe Bidermann, Carole Tunnah, Joe Price, Tom Muise, Alan Streach, Kari Hjelkrem, Linda van Vulpen, Andrew Wheelock, Robin Godfrey, and John Bueglas.**



Jeff Morton steps up to the position of 1st Vice President



Joe Bidermann is back on the Board serving as a Director for a second year



Carole Tunnah was elected as a Director for LNSHTA



Andrew Wheelock serves as Director and Chair of the Plant Health Care Committee

To Volunteer or Not

(continued from page 2)

often, there is a greater need for those with specific support skills. Bring on the strong, silent type!

Do all volunteers need to make a life long commitment?

No, volunteer terms are appreciated, regardless of length. Volunteers may choose to become involved in particular projects or offer to help for a particular event. A volunteer simply needs to communicate a length of time available and to be assigned a task that fits.

Is a volunteer position all give?

The essence of my motivation argument was the appeal of volunteering beyond the 'greater good' theory! What is wrong with the notion that you just might walk away from a volunteer position with a briefcase full of additional (dare I say, marketable) knowledge and actual skills training, business connections, friends and relationships and an invaluable knowledge about your industry as it relates to your business that just can't be had any other way! Why would anyone want to go it alone? You can contribute, improve and gain all at the same time...like all things, a balance

needs to be achieved but it is my feeling that the gain is the inevitable byproduct of the contribution...on all levels. I guess that's a yes!

But...it's just such a clique!

I looked up clique....generally it's a group, circle, faction, gang or elite. I would hazard a guess that it's 'Elite' that is the real perception. OK, fair ball, to discount a perception is both naïve and nonproductive. What is perceived as a 'clique' is, in fact, a group of essentially like-purposed individuals who come together to further the advancement of their Industry by way of their Association. They are usually passionate in their views, diligent in their contributions and steadfast in their commitment. So far, so good. The 'clique' perception results in the fact that as a by-product of this group working together, valued friendships develop, respect develops and a familiarity develops. How could it not? But it's not exclusive. On the contrary, it's both welcoming and comforting, this group mentality, this 'clique'. To have, at your disposal, twenty odd persons on whom you can rely for advice, debate, a soundboard,

expertise or a plain 'ole chat is the greatest gift for an Association volunteer.

My father recognized the correlation between belonging to the Provincial Association and the growth of his business back in the seventies. Business owners whose goal is to expand and succeed in business are on a need to know basis and I can't think of a better way of finding out. So much can be said, fingers wagged and general frustration at the lack of volunteers but let me just say that for me it all boils down to this. I quite often look around the table at our productive, if somewhat eclectic group and smile as I consider it such a privilege to know them and to learn from them. Don't rob yourself of the opportunity....consider your strengths, evaluate your limits and whatever motivates you, just pick up the phone and make the call. We need you.





- By Jamie Ellison and Bev MacPhail
LNSHTA Co-Chairs, Growers' Commodity

Growers' Corner

Sudden Oak Death (SODS)

Sudden Oak Death is associated with the fungus *Phytophthora ramorum*. This disease was first identified in California during the mid 1990s and has continued to spread in the state of California and has now been found in southern Oregon. The disease causes rapid death in Oak and a number of other genuses.

The disease does not exist in Canada and if it became established may pose a significant threat to forests, nursery stocks and ornamental plants. Because of this threat the Canadian Food Inspection Agency (CFIA) began discussions with the US Department of Agriculture (USDA) two years ago. CFIA has applied increasing pressure since then for the USDA to carry out surveys and control the movement of plants and soil from infected areas. To date the USDA has not responded to repeated

CFIA requests.

SODS has spread out of California and into the state of Oregon, thereby increasing concern. Unlike California, the Oregon infestation is presently considered eradicatable.

The USDA to date has not engaged CFIA in implementing measures for survey and control. The CFIA therefore has had no choice but to implement restrictions on the movement of host plant material and soil from California and Oregon. These restrictions are described in a memo which prohibits the import of the following commodities from Germany, the Netherlands, California and Oregon.

Jeff Hicks, National Growers' Chair has issued regular updates via the

CNLA office for distribution to the provinces. He says, "What impresses me most with regard to this very serious situation, is the speed with which we can get high level information out to the members for their information and feedback." He adds, "We have developed an excellent working relationship with the Canadian Food Inspection Agency and, as a result, enjoy very early warning and consultation on this and other potential situations."

For more information on SODS log on to: www.inspection.gc.ca/english/plaveg/protect/dir/d-01-01e.shtml#Appendix%201.

Newfoundland Plants - Ornamental Plants for Nurseries

The University of BC Plant Introductions, in association with the Canadian Ornamental Plant Foundation have fuelled the nursery and landscape industry with superb introductions. Well, how about an Atlantic version? The Memorial University Botanic Gardens, under the direction of Wilf Nicholls, is in the process of launching this much needed research program. The program, in co-operation with various institutes and business in Atlantic Canada will focus on the following criteria: Under Used Native Flora, Rare and Unusual

Cultivars IE. Heirloom varieties, Cultivars Bred In Atlantic Canada IE. Kentville Research Station and Rock Stars - Great performing plants difficult to obtain in Eastern Canada.

Institutions and companies will work together to propagate, select and breed material to promote new ornamentals for the nursery industry.

We have many interesting plants in the Atlantic Region; most are largely overlooked as ornamentals. This

program will bring to light these wonderful native species, look at selecting superior clones and, perhaps, shed light on some forgotten, but useful heirloom varieties. The program will also look closely at plants that do well in the eastern climate and, hopefully, make them more available for industry. Let's keep our fingers crossed. Stay tuned.





2002 Garden and Patio Show Slated for April 4 - 7

By K. S. Hill, Bunchberry Nurseries, Chair, 2002 Garden and Patio Show
A Show Not To Be Missed

It's the start of a New Year and plans are well under way for the 2002 GARDEN AND PATIO SHOW - Atlantic Canada's Premier Home and Garden Show. Before you know it, the snow and ice will be melting and you'll be making your own plans for the 2002 landscape season. If you haven't already done so, reserve your space today. Currently we're 75% sold out - so don't run the risk of missing out on the best opportunity

your company will have to present its goods and services to eager consumers.

As a past exhibitor, I know it is the one marketing venue that my company will not miss. The qualified sales leads we receive through this Show, sets us up for the entire season! Those 34,000 potential customers that attend the Show need you. Book now and be a part of the most exciting Show to



This Show consistently delivers a qualified audience of over 34,000 visitors

date! Call LNS today to cash in on this **guaranteed** marketing opportunity: (902) 463-0519.

You Missed an Opportunity...Shame On You!

By Sandy Robertson

When it comes to information in the form of targeted courses for certification, college sponsored industry sessions, industry sponsored sessions, surely the N.S. landscape horticultural industry must be the most highly trained, most knowledgeable group of skilled trades people around. Not!

There are a few firms that could fall into this group, but not many. Certainly more than are currently listed in the local half dozen phone books at our disposal. I only hope not too many of their customers ever get to read this.

I feel forced to make mention of this because of an event I attended at Bunchberry Nurseries for their 2001 Open House. Anyone who is familiar with Jamie Ellison and Jill Covill would know that you would not be invited to their event without something at least spectacular occurring. We were treated to two marvellous presentations by none other than Wilf Nicholls. Anyone who has been to one

of his talks would agree as to his immense talent and plant knowledge, liberally punctuated with his keen sense of humour. The evening presentation, 'HOT COLOURS ON A COOL DAY' was filled with an array of spectacular Fall alternatives and some new comers to help liven up tired gardens, decks and patios at this time of year. Wilf's second session 'NEW FOUND PLANTS' introduced us to many little known native species abundantly growing all over Newfoundland as well as some tragically forgotten cultivars (but not if Wilf has his way) together with new developments shortly coming down the pike.

Jamie himself was not too shabby (couldn't resist that and I could go further but in deference to His Lordship...) illustrating major weaknesses in most of this industry's marketing strategies and how we are missing out in so many areas. A presentation to provoke thought and debate.

A lot of preparation went into this function with the only motive being industry educational enlightenment. To those who attended - well done. To those that missed this opportunity - shame on you. Be sure to make an effort to attend future sessions. It can only help you and the industry!

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Pop Quiz



Question?
True or False?

Good organic mulches are basically inert and have little impact on soil microorganisms.

Question?
Symptoms of tree stress from over mulching may include:

- a. dieback of twigs and branches
- b. reduced growth
- c. small or chlorotic foliage
- d. all of the above

Question?
Excessive applications of fine textured mulches on poorly drained soil or overirrigated soils can promote:

- a. oxygen deficiencies in the root zone
- b. the infection of roots by root rot pathogens
- c. poor root growth due to excessive soil moisture
- d. all of the above

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Pop Quiz

Answers

- 1. False
- 2. d. all of the above
- 3. d. all of the above



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