

2009

General Membership Meeting

March 12, 2009
Hilton Garden Inn, Airport



2009 Agenda • Minutes (2008 GM Meeting) • Financial Report • Executive Director's Report • Committee Reports



**Landscape
Nova Scotia**

**HORTICULTURE TRADES
ASSOCIATION**

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2009 General Membership Meeting

Hilton Garden Inn - Airport
Thursday March 12th, 2009



Guest Speakers: 9:00 am - 12:00 pm
2009 General Membership Meeting: Beginning at 1:00 pm

Guest Speakers

9:00 am - 10:30 am

“Greening the Green Industry:” *a shift towards environmental goods and services.*

Jeff Morton, M2 Horticulture Inc.
Tracey MacKenzie, Nova Scotia Agriculture College

“Green” has developed a whole new meaning to consumers leaning towards recycling and environmental friendliness. The green industry has been left somewhat in the dust thinking our product was the true green product. A continued focus on aesthetics and luxury will further erode this value. A shift in thinking and values is required to position our products and services to appeal to modern consumers and specifiers. Come and learn to shift gears and find the opportunities and solutions to capture the environmental market.

10:30: am - 11:00 am *Coffee Break*

11:00 am - 12:00 pm

The Current State of the Canadian Insurance Industry
Presenter: Mike Fralick, Bell & Grant

Mike will give us a review of the HortProtect Insurance Program. Mike will discuss the benefits of the program and the stability of the program. He will identify some of the “typical risks” that landscapers and nurseries face and the types of insurance coverages available for these risks under the HortProtect Insurance program. Mike will share some examples of claims we have paid under the HortProtect Insurance program to further illustrate what the HortProtect Insurance program covers.

The Transition to Profitable Farming

Presenter: Henry Visser, Executive Director, NS Federation of Agriculture &
Richard Melvin

Will come to the general management to talk about ecological goods and services and transition to profitable farming.

12:00 pm - 1:00 pm *Lunch*

2009 GENERAL MEMBERSHIP MEETING

Agenda

Hilton Garden Inn - Airport
Thursday March 12th, 2009
1:00 pm - 4:30 pm

Meeting Call to Order (1:00 pm)

Welcomes & Introductions

President's Remarks - Scott Mosher, LNSHTA President

1. Approval of Meeting Agenda

2. Approval of Minutes - March 6th, 2008 General Meeting

3. Business Arising from Minutes - March 6th, 2008 General Meeting

4. Financial Report: November 2008 – February, 2009

- Presented by Peter Budgen Treasurer

5. Executive Director's Report - Discussion and feedback on written report already distributed

- Submitted by Pam Woodman, Executive Director

6. Committee Reports - Discussion and feedback on written report already distribute

- Membership & Marketing Committee: Submitted by Carol Goodwin, Chair
- Certification: Doug Conrad CHT, CLD, CLP
- Skills Canada: Doug Conrad CHT, CLD, CLP
- CNLA Report: Doug Conrad CHT, CLD, CLP, CNLA Rep.
- HortEast Report: Submitted by Scott Mosher
- Education Report: Submitted by Kirk Fletcher, Chair
- Patio & Garden Show: Submitted by Russell Beakhouse, Chair
- Specifications: Submitted by Stan Kochanoff, Chair
- Retail Garden Centre: Submitted by Robin Godfrey

6. New Business

- Evaluation of LNSHTA Membership Dues Structure

7. Adjournment



In Attendance: Robin Godfrey, Chair, Russell Beakhouse, Scott Mosher, Ryan Streach, Doug Conrad, Michelle LaVigne, Sandy Roberton, Peter Bugden, Alan Streach, Paul MacPhee, Karen Verboon, Jim Verboon, Leslie Savoy, Kevin McGinnis, Andrew Wheelock, Kirk Fletcher, Craig Roberts, Linda van Vulpen, Scott Mosher, Stan Kochanoff, Paul Grimm, Rupe Clarke, Bob Howard, Rob O'Brien, Gordon Zwicker, Chris Urcharhart, Kirk Fletcher, Glen MacDougall, Sandra MacDougall, Morgan Cronin, Jerry MacInnis, Kim Ellis, Clinton Pinks, Keith Thompson, Blair Humphrey

Regrets: Christene LeVatte, Tara MacDonald, Gary Mesics, Tracey MacKenzie, Wayne Burke, Carol Goodwin, Jeff Morton

**NOTE: Where names have been highlighted, action is noted and timelines have been established.
Copies of all Reports are available by calling the LNSHTA Office.**

The meeting was called to order at 8:55 a.m.

Robin welcomed all to meeting.

No Additions to agenda:

Sandy Roberton / Craig Roberts

Move for Adoption of the March 1, 2007 Minutes as circulated

Russell Beakhouse/Russell Beakhouse

Discussion:

- ◊ Committee expenses are related to the Budget and some are not being spent. Jeff Morton has asked for some money for his growers' chair and it was not granted. Why are committee dollars not being spent?
- ◊ Peter Bugden noted that it is not unusual to have unspent dollars in the budget. LNS is six months into its budget. While the growers asked for funds, it was also understood that any event would be cost recoverable.

Motion carried

~ BUSINESS ARISING FROM MINUTES OF MARCH 1, 2007 GENERAL MEMBERSHIP MEETING ~

- ◊ No business arising from the March 1, 2007 Minutes

BUSINESS ARISING FROM ANNUAL GENERAL MEETING

- ◊ Sandy Roberton commented on the quality of soils. There is an issue of soils being used in industry that are so rife with weed that this causing an issue with maintenance. It does not look very professional and as an industry we are not doing anything about this.
- ◊ This should be an industry issue and we should be moving away from Kentucky bluegrass
- ◊ Ryan Streach noted that there will be some other options available this year – tall fescue grass.
- ◊ George Coupar has asked for some standards for soils and to date we have received some from Ontario, British Columbia.
- ◊ The quality of the process, how soil is handled, stored etc. is an issue and so is the pricing. If we strive for quality in our workmanship we should also strive for quality in the products we purchase.
- ◊ Even if standards are in place we are not achieving them and the products are not acceptable.

Action: This issue will be directed to the Soils and Sods committee.

- ◊ We have not had reports on Education or Environment at the AGM. Sandy stressed the importance of these two committees. Sandy has worked with Tracey MacKenzie at the NSAC to move forward with the establishment of some training days sessions and noted that there was very low attendance at these sessions with only two companies in attendance.
- ◊ Kirk Fletcher addressed this issue as Chair of the Education Committee. He noted that the committee was late in meeting this year and that there have been some movement in committee activities. Much is noted in his written report.. The two speakers that we have in place today are a result of a survey undertaken to the members. They expressed a need to have some

professional development sessions. He also noted that there has not been much response by the membership to support the past training day sessions and that this was one of the goals of the survey – to determine who would support these sessions.

Robin introduced Malcolm Pelley of the Canadian Food Inspection Agency (CFIA)

- ◊ Malcolm Pelley of the Canadian Food Inspection Agency delivered an overview of what is happening with the Japanese Beetle over the course of the last year. He noted that NS is a Category 2 area, a region that shows low levels of pest infestations.
- ◊ Kings, Shelburne and Cumberland have been added to the list as there have been low level JB finds in these areas. We have asked industry to tell us what they would like to have happen and feedback has shown that there is a move toward a Category 3 status. There is some indication that this is the way the CFIA should proceed, but there is still some consultations that need to be done.
- ◊ As of today we are still under a category 2 status, which means that the CFIA should be notified of any shipments that will be made so that movement certificates can be issued. Malcolm noted that there will be some leniency during this transition period. If there were only domestic movement the CFIA will address each situation on a case by case. There are no fees associated with the application process. Any movements should have requests made to the CFIA by April 1, 2008.
- ◊ If NS is moving toward a Category 3 wouldn't these capital costs be redundant. There should not be any more delay in NS. Where do PEI and Newfoundland fit? Malcolm noted there have been some support for category 3 but there is no scientific evidence to support a complete infestation. The CFIA asks that there be extra caution paid when shipping to the Category 2 area.
- ◊ Alan Streach commended the CFIA for asking industry for their feedback and communication to industry. Malcolm expressed appreciation to industry for their consultation and their support.
- ◊ Is it true that annuals will not be affected? This is covered off in the directive and is dictated by time lines if they are shipped before June 15th.
- ◊ Reference in Appendix 6 in the CFIA policy discusses US imports and harmonization.

~ FINANCIAL REPORT

Peter Bugden presented the financial reports..

- ◊ We are struggling to keep our current members and we have seen a decline in our membership revenue. We need to be realistic about new members – the numbers are remaining flat for the last four years. We see new members joining each year, but this is offset by a decrease in renewals. We do capture the reasons that members do not renew.
- ◊ Sandy Robertson asked Michelle what she considers to be the reason for flat membership. Michelle noted that members join for different reasons, some are based on the financial benefits, and others join for networking and industry developments. The key is to continue to provide value with programs – if membership with LNS equates to value companies will join.
- ◊ Alan Streach noted that he has seen value in working through the organization to address CFIA issues and water management will hit the radar soon. We need to ring our own bell louder and get the message out that there is value. The financial benefits of belonging to LNS will warrant being a member. Are we communicating our benefits enough? The information is on the website and we do send out information in the GreeNScene.

Event Center Revenue:

The Garden and Patio Show is down \$10,000 from last year with 9 booths still left to sell. There is a potential of a \$20,000 shortfall in the revenue line if we do not meet our Garden and Patio Show and membership other revenue targets.

- ◊ Hort East is a good revenue stream for us but next year we will see these dollars.
- ◊ We were \$1300 over in the AGM and have incurred other organizational expenses – i.e. Postage etc.
- ◊ We have a bottom line on our income statement that is showing a net income to date of \$45,813 vs. a difference of \$59,200 over last year. It leaves \$8000 less in equity over next year.
- ◊ We have less receivables over last year, and we are showing \$11,000 less in assets over this time last year.
- ◊ HST Rebate is due to the Association. We need to continue to control expenses and find revenue streams.
- ◊ Robin asked why the Directory expenses are higher this year over last. Michelle noted the expenses are on par and that there were unpaid bills for the Directory Mail costs that were not yet posted and therefore are not showing on the Income statement.

Motion to accept Financial Statements as presented.

Peter Bugden/Alan Streach

Motion carried



- EXECUTIVE DIRECTOR'S REPORT

Michelle delivered a written report.

Discussion:

- ✦ Sandy addressed two issues that he would like to see the association address: specifications and compliance with the landscape specs and the movement and promotion of Integrated Pest Management. These are two very important initiatives. The IPM movement is taking place outside of the HRM, where for the most part IPM Accreditation would not apply. There is a movement in Cape Breton and Truro to embrace IPM. Stan Kochanoff also noted that compliance to standards is an important issue and we need to continually promote these. Andrew Wheelock commented that IPM Accreditation did die in the HRM, but that the IPM Accreditation Council is moving forward and LNS is involved in this.

Motion to accept the Executive Director's report.

Sandy Robertson / Doug Conrad

Motion carried

- ORGANIZATION CHART AND COMMITTEE REPORTS-

- ✦ Scott Mosher provided an overview on the new organizational structure (Organization Chart included in the Membership package. He noted that the 1st and 2nd Vice Presidents will oversee the activities for the three groups: Marketing, Professional Development and Affiliates and Commodities. Both he and Paul MacPhee will ensure that the committees that are included in this new organizational chart are staying on track and reporting to the Board and membership.

Some of the committees included in the Marketing Group delivered their reports:

- Garden and Patio Show -

Paul MacPhee delivered a written report.

- ✦ We have nine booths left to sell and Paul is looking for volunteers to assist with set up, tear down and to host in the LNS booth. He noted that he will be stepping down as Chair to spend more time and attention on his role as 2nd Vice President and encouraged the membership to support the committee in either a support or chair position.

- Hort East -

- ✦ Doug Conrad delivered a written report to the membership. He noted that the show is going well and there is a budget in place that should reward LNS with some revenue in 2009. Doug Conrad and Scott Mosher are the NS contacts for the show. Rebecca Wetselaar, Atlantic Region Coordinator working out of the CNLA, is working with the committee on the coordination of the show.

- Golf Tournament -

- ✦ Scott Mosher is the Chair of this event and he noted that the date for the tournament will be held in August. This tournament will be a Texas scramble where a team will win, not an individual. We can handle 90 golfers in this tournament and the course is in the process of being selected. Scott will share more information with the membership in the next few weeks.

Action: All chairs of each committee will be shared with the general membership and will be included in the next GreenNScene issue as well.

- NEW BUSINESS -

Office Move

- ✦ Sandy Robertson has heard that the LNS office will be moving. He commented that he was unaware of this action and asked the Board for some explanation on how this came about and what the implications to the Association will be.
- ✦ The Executive determined that the administration of the office and the current staff is in the area of \$80,000. There has been a discussion to rent an office as there has been some opposition from the old guard to purchase property. Robin, Scott and Russell viewed some office space at the Executive Suites in Burnside Industrial Park and have found a location that has office



space, a receptionist and a board room that the association can use free up to 14 times a year. All Board and Committee meetings can be held there and it will serve as a constant location for the association.

- ❖ Robin feels that there is an opportunity to have an office. A Board meeting was held on February, 2008 and it was agreed that the office space would be confirmed and that the office would be moved to this space effective June 1, 2008. He noted that the Contract in place with Michelle is a separate issue.
- ❖ Scott agreed that the office move is a separate piece from the contract that is in place with Michelle LaVigne. Negotiations with Michelle are due to happen in June as the contract will expire in September. There is a clause in the contract that allows for a 60 notice to Michelle that would provide for a move of the office. This 60 day notice also applies to discontinuation of the Contract all together.
- ❖ Sandy noted that it is not separate issue if this action could affect the continuity of the ED contract. Sandy Robertson cautioned the Board to move forward and is concerned that LNS will wake up and find itself without of our Executive Director. The Association is not in a financial crisis. He noted that there has been much progress made within LNS under the current arrangement, and through Michelle's efforts and that if something is not broken why fix it? Sandy suggested that there are many unanswered questions here and that an Extraordinary Meeting called to further discuss this issue.
- ❖ Andrew Wheelock agreed and seconded the Motion.

Motion that we call an Extra Ordinary meeting be called to have a presentation to the membership on the movement of the office and how it will affect the relationship we have with our Executive Director and staff.

Sandy Robertson / Andrew Wheelock

The Chair called for a vote and he took a count from a show of hands:

Those in favour of the Motion: 7 / Those opposed to the Motion: 7

Discussion:

- ❖ Jim Verboom recognized that the Chair has the ability to cast the tie breaking vote but asked to speak to the Motion as this was the first he had heard of this issue. He said he would like to have an opportunity to discuss this issue as he did not know of any plan to move the office and move toward merging job descriptions into one full time position. This membership deserves the opportunity to discuss the issue and its implications to staff and to the future of Landscape Nova Scotia.
- ❖ Doug Conrad noted that he is in favour of this Motion because he feels it is important to have a clear discussion on the logistics of how three distinct job descriptions could be fulfilled by one person.
- ❖ There was continued discussion on this topic and it was noted there were members present registering votes that were not in good standing in the association due to non payment of membership dues
- ❖ It was noted by Russell Beakhouse that several members had left the room and had been absent for the vote and suggested to the chair a vote be retaken.
- ❖ The Chair did not proceed with that recommendation.

Action: Motion defeated. Robin indicated that if members want to continue with a discussion on this issue that they could come to the next Board meeting which will take place on from 1 – 4 pm on April 7 at Atlantic CAT.

Motion to adjourn the Meeting

Ryan Streach

10:55 a.m.

ROBIN GODFREY, PRESIDENT

MICHELLE LAVIGNE, EXECUTIVE DIRECTOR

DATE: _____

Financial Report

(Nov. 1, 08 - Feb 28, 09)

LNS Financial Report

28-Feb-09

	Budget 2009	02/28/09	02/28/08	+/-
Revenue:				
Membership	\$49,000	\$50,053	\$43,418	\$6,635
Committee	\$2,000	\$2,260	\$0	\$2,260
Event Centre	\$90,000	\$66,348	\$47,912	\$18,435
Organization	\$29,000	\$23,835	\$26,024	(\$2,189)
Other	\$8,500	\$622	\$107	\$515
Total Revenue	\$178,500	\$143,118	\$117,462	\$25,656
Expenses:				
Committee	\$17,580	\$3,223	\$554	\$2,668
Event Centre	\$21,700	\$8,569	\$14,227	(\$5,658)
Organization	\$14,800	\$699	\$20,036	(\$19,337)
Management/Administration	\$73,910	\$30,310	\$27,135	\$3,174
Other	\$30,300	\$8,813	\$12,188	(\$3,376)
Total Expenses	\$158,290	\$51,613	\$74,141	(\$22,528)
Net Income	\$20,210	\$91,505	\$43,321	\$48,184

Budget Highlights:		Revenue	Expenses	Profit	Revenue	Expenses	Profit	Revenue	Expenses	Profit
Event Centre										
Garden & Patio Show	\$40,000	\$11,700	\$28,300	\$32,100	\$3,000	\$29,100	\$33,090	\$6,074	\$27,017	
Auction	\$3,000	\$0	\$3,000	\$0	\$0	\$0	\$0	\$0	\$0	
Rodeo				\$0	\$0	\$0	(\$250)	\$0	(\$250)	
Golf Tournament	\$8,500	\$6,000	\$2,500	\$0	\$0	\$0	\$49	\$207	(\$158)	
Hort East	\$30,000	\$0	\$30,000	\$25,750	\$60	\$25,690	\$2,612	\$2,767	(\$155)	
AGM/Awards	\$8,500	\$4,000	\$4,500	\$8,498	\$5,509	\$2,989	\$12,411	\$5,180	\$7,232	
Total Event Centre	\$90,000	\$21,700	\$68,300	\$66,348	\$8,569	\$57,779	\$47,912	\$14,227	\$33,685	
Organization										
Directory	\$25,000	\$9,250	\$15,750	\$23,835	\$338	\$23,497	\$25,465	\$18,655	\$6,810	
Newsletter	\$1,500	\$2,550	(\$1,050)	\$0	\$0	\$0	\$75	\$879	(\$804)	
Meetings/Misc	\$2,500	\$3,000	(\$500)	\$0	\$361	(\$361)	\$484	\$502	(\$18)	
Total Organization	\$29,000	\$14,800	\$14,200	\$23,835	\$699	\$23,136	\$26,024	\$20,036	\$5,989	
Committees										
Committee Meetings	\$1,000		\$0	\$0	\$0	\$0	\$0	\$130	(\$130)	
Marketing Committee	\$4,080		\$0	\$0	\$1,296	(\$1,296)	\$0	\$424	(\$424)	
Education Committee	\$2,500		\$2,260	\$2,260	\$1,927	\$334	\$0	\$0	\$0	
Marketing Opportunities	\$5,000		\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Committee Opportunities	\$5,000		\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Committees	\$17,580		(\$17,580)	\$2,260	\$3,223	(\$963)	\$0	\$554	(\$554)	
Management/Administration										
Salaries/Benefits	\$51,000		\$0	\$0	\$20,279	(\$20,279)	\$0	\$21,505	(\$21,505)	
Bank Charges/Fees	\$2,360		\$0	\$0	\$744	(\$744)	\$0	\$1,364	(\$1,364)	
Professional Fees	\$2,250		\$0	\$0	\$0	\$0	\$0	\$300	(\$300)	
Rent	\$7,800		\$0	\$0	\$2,651	(\$2,651)	\$0	\$1,170	(\$1,170)	
Telephone/Internet	\$1,800		\$0	\$0	\$880	(\$880)	\$0	\$780	(\$780)	
Postage/Courier	\$1,000		\$0	\$0	\$269	(\$269)	\$0	\$745	(\$745)	
Office Equipment/Software	\$3,500		\$0	\$0	\$2,768	(\$2,768)	\$0	\$84	(\$84)	
Director's Insurance	\$1,400		\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Office Expenses	\$1,800		\$0	\$0	\$2,342	(\$2,342)	\$0	\$653	(\$653)	
Miscellaneous	\$1,000		\$0	\$0	\$376	(\$376)	\$0	\$535	(\$535)	
Total Mgt/Administration	\$73,910		(\$73,910)	\$0	\$30,310	(\$30,310)	\$0	\$27,135	(\$27,135)	
Other										
CNLA	\$5,500	\$23,000	\$28,500	\$12	\$8,013	(\$8,000)	\$0	\$7,588	(\$7,588)	
Interest	\$3,000		\$3,000	\$563	\$0	\$563	\$107	\$0	\$107	
Awards/Support	\$3,800		\$3,800	\$0	\$800	(\$800)	\$0	\$3,600	(\$3,600)	
Communities In Bloom	\$500		\$500	\$0	\$0	\$0	\$0	\$500	(\$500)	
Certification	\$2,000		\$2,000	\$35	\$0	\$35	\$0	\$0	\$0	
Skills Nova Scotia	\$500		\$500	\$0	\$0	\$0	\$0	\$500	(\$500)	
Merchandise	\$500		\$500	\$0	\$0	\$0	\$0	\$0	\$0	
Miscellaneous	\$500		\$500	\$12	\$0	\$12	\$0	\$0	\$0	
Total Other	\$8,500	\$30,800	(\$22,300)	\$622	\$8,813	(\$8,190)	\$107	\$12,188	(\$12,081)	

Executive Director's Report

Submitted by Pam Woodman, Executive Director

It has been over six months in new office location and things are well on their way to success! The new office has been transformed into a meeting and resource centre for the LNS membership. The goal to create an office environment with a convenient location and facilities to better serve the membership has been achieved. Furthermore, the flow of members visiting the office and the new Executive Director has been tremendous. Members have been using the office to drop off payments and to discuss association business and industry issues.

New Office

The office changes that have put in place during the summer (reported in the AGM Executive Director's Report) have been successful and shall be continued:

- Bank accounts have been moved to Burnside Industrial Park location;
- LNS continues to expense office related items to the new LNS RBC Visa, approved monthly by board;
- Committee meetings are currently being held at the NS boardroom;
- Ms. Tracy Tees, a Certified General Account continues to perform quarterly financial reconciliations and will remit the HST on behalf of the association to create additional accountability for the staff and board of the association;
- Payroll has been processed through Ceridian Payroll and still continues to be effective. Ceridian submits all payroll taxes to Revenue Canada, relieving additional work and liability for potential accounting errors.

CNLA Meetings in Winnipeg (February, 09)

LNSHTA's Executive Director had the opportunity to attend the CNLA Meetings in Winnipeg, February, 09. Valuable knowledge of the scope and complexity of the issues facing the industry and the organization as a whole was gained. While at the CNLA meetings, the group had an opportunity to participate in a workshop on how to utilize the media and local politicians to an industry association's advantage.

Communications

A spring issue of the GreenNScene will be produced in the spring (May). This issue will focus on events such as the AGM, the Awards of Excellence, HortEast, training initiatives that have taken place during the winter and will provide a forecast for the coming months. There will be advertising opportunities available. Please call the LNS office if your company is interested in advertising.

Today, the world wide web is the main venue for information sharing. It is felt the association should attempt to capitalize on that. Currently, investigations are underway into the possibility of gaining more control over the LNS web site. We hope to encourage more activity resulting in possible advertising revenue, to profile members and their achievements, to provide timely event information and improving the posting of industry reports and the association's activities. A consultant has been contacted to examine the current web site status and will convey his findings in the near future.

Social Activities

The next Annual Grant Mosher Memorial Golf Tournament & BBQ is scheduled for August 6, 2009 at Sherwood Golf and Country Club. And we hope to host our very popular Landscape Rodeo event in the Fall of 2009. We hope that you all can join us.

2009 Membership List and 2009 Atlantic Canada Directory

A 2009 LNS Membership listing has been produced, it is intended to be distributed at the Ideal Garden & Patio Show in March. And the 2009 Atlantic Canada Directory is being proofed this week and will be printed immediately after.

Rebranding Proposal

The NS Office of Economic Development has asked Landscape NS to submit a proposal to assist with the costs of rebranding the image of the association. This proposal is to be submitted the first of April. The move to create an image of a strong and sustainable industry to the public is being examined by other provincial associations in Canada. This funding will be for Landscape NS only and to help raise the profile in NS.

However, Landscape Ontario has recently rebranded its association. The branding needed was to achieve 2 main goals:

- Raise public awareness of the many benefits of our occupation (economic, environmental, health, aesthetic, life style, recreational, tourism, pride benefits etc.); and,
- Help the public choose landscape professionals.

Landscape Ontario Rebranding Survey Summary

A survey was conducted on 800 respondents and determined who is the industries customer? It was decided that most of the purchasing decisions were made by women 35 to 55. Then a number of tag lines and icons were used to see which ones communicated the industries goals to the intended audience. Landscape Ontario chose the “Green for Life” tag line and the little girl on a swing icon. This went for board approval many of the board members felt that the little girl on a swing did not represent their audience because they were involved in commercial and institutional work. So it was decided to have two options.

The strategy is for the logo and tag line to act as a co-brand with the members. If everyone participates, millions of public impressions would be achieved driving traffic to a website. The website would become an excellent source for all helpful public information about gardens and landscapes and would highlight the members as professionals. The PR firms also realized that the word “landscape Ontario” could be used as a verb as in “let’s landscape Ontario because of the life benefits of green space”. It was also noted that the more the tagline and concept was used across North America the more effective it would be as a public education tool. Landscape Ontario is hoping that all associations will adopt the logo. All they have to change is the “Landscape Ontario.com” to their own location. It could easily be “Landscape Nova Scotia.com” Green for Life. The other exciting thing about this approach is that a common website with common content could be used. The website skin could be changed to reflect the location but most of the content would still be relevant no matter where you are.



Relationship Building with Other Associations

As directed by the Board, the LNS Executive Director has been building relationships with other associations. Landscape NS has been approached by other associations to partner on some training initiatives. The **Nova Scotia Trucking Safety Association** extended an offer to the Landscape NS membership in March a series of Pre-trip/Hours of Service Education Workshop throughout the province at the NSTSA member rates. The **Lifesaving Society** has extended an offer to the membership for an Emergency First Aid training at a special rate of \$55. This Lifesaving Society Emergency First Aid Course is approved by the Department of Labour and is approximately 6.5 hours long. Books and certification are included with the \$55 fee. The Lifesaving Society is hoping to collaborate with LNS on a public water safety awareness initiative focused around residential pools and ponds.

Whenever possible the Executive Director has been attending other association's Annual General Meetings. To date, Executive Director has attended the NS Federation of Agriculture and the Greenhouse NS AGM.

Pam Woodman
Executive Director

Membership & Marketing Committee Report

Submitted by Carol Goodwin, (Committee Chair)

The Membership and Marketing Committee is a new committee, consisting of two merged committees that previously existed but were not active in 2008. Those committees were the Membership Committee and the Marketing and Promotions Committee. The current committee includes Pam Woodman (LNS), Carol Goodwin (NSAC)(chair), Russell Beakhouse (Groundcover Landscape Services), Ryan Streach (MVQS), and Heather Britton (Flora for Fauna). We are seeking two more members for this committee.

The committee last met in February, 2009. There are several committee initiatives which will be worked on this year. These include:

Membership outreach: It is recognized that not all members can participate actively on Association committees and working groups, yet it is this active service that builds membership connection and satisfaction with the association. In an effort to better understand the needs of members while better getting to know them, the committee chair and the LNS Executive Director will undertake to visit as many members as possible during the summer. Members will be contacted and a site visit arranged.

In an effort to better serve our members outside of HRM and central Nova Scotia, LNS Annual General Meeting participation will be available to members via Webinar format. Members can register to participate via distance communication technology, and will be able to listen to the AGM speakers and business meeting from the comfort of their own computer. This technology does not include video streaming.

Also on the subject of on-line communication, we recognize shortcomings in the current web page and will be working to improve your access to LNS news, event information, committee activity, and member services.

Member activities planned for this coming season include:

CHT Testing – April 25-26, at NSAC campus, Truro

Annual Nursery and Garden Centre Tour – August 7 – This tour will leave from Atlantic Gardens in Sackville, and visit the following Annapolis Valley gardens and nurseries

Baldwin's Landscape Nursery, (Falmouth), The Tangled Gardens, (Grand Pré), The Harriett Irving Botanical Garden, (Acadia University, Wolfville), Blomidon Nurseries Ltd., (Wolfville), The Briar Patch, (Berwick), DenHaan's Garden World, (Middleton)

Annual AGM – December 3rd, 2009 (TBC). Part of the day's program will include a series of concurrent round table discussions, run as break out sessions, concerning issues affecting the landscape industry. Choose the table which most interests you and join in!

Advertising and Promotion

LNS will be advertising and running feature articles in select local newspapers (home to Awards of Excellence winners). The 2009 advertising campaign will focus more on radio than newspaper advertising, but look for our ads in Saltscapes and the Atlantic Construction Journal. We will be promoting the possibility of using the 2009 Renovation Tax Credit for landscaping.

The committee will be exploring the opportunity to offer members an advertising package. We will be exploring what is available on the radio and in print media, and what they have to offer.

The Committee will be meeting on the following dates – please consider joining our working group at LNS office building. Meetings are 1.5 hours long:

March 30..... 1:00 pm
May 29.....1:00 pm

June 26.....1:00 pm
September 25....3:00 pm

October 30.....3:00 pm

Carol Goodwin

Carol Goodwin,
Marketing Committee Chair

2009 HortEast Committee Report

Submitted by Scott Mosher

Committee: Kevin Nauss, Darrell Nameth, Paul MacPhee, Doug Conrad, John Evans, Jim Landry, Pam Woodman, Rebecca Wetselaar, Michelle Gregory

The HortEast Trade Show and Conference, held at the Cunard Centre in Halifax, NS on November 25 - 26, 2008 was a successful event due to the dedication of the HortEast committee and association staff from Landscape Nova Scotia, Landscape New Brunswick and Landscape Newfoundland and Labrador. The trade show and conference showcased over 80 exhibiting companies in 120 booths from Canada and the US, and had 482 delegates register for the show, outside of exhibitor booth staff. With 215 exhibiting booth staff, we reached almost 700 people registered for the trade show and conference. We are pleased to announce that the total net profit on the 2008 HortEast show was \$55,694.78. Landscape Newfoundland will receive a share of \$1314.40 based on their delegate participation, with LNS and LNB receiving \$25,690.19 each. The remaining 2008 profits of \$3,000.00 have been used to secure a venue and produce marketing materials for 2009.

Show plans are already well underway for HortEast 2009 at the Moncton Coliseum Complex (NB) on November 23-25th, 2009. Current show plans include a trade show with over 150 booths, offering a Garden Centre Tour and a Landscape Contractors Training Day on Monday November 23rd, bringing in cutting-edge speakers that will appeal to landscapers, nurseries and garden centres, certification opportunities, and our regular Kitchen Party on Tuesday night. Members of LNS, LNB and LNL should note that they will receive special rates when participating as exhibitors or delegates in the show which provides an additional benefit of membership.

The goal of HortEast is to provide the horticulture industry in Atlantic Canada with an opportunity to learn about emerging issues from key industry speakers (both local, national, and international) and exhibitors to ensure the continued growth and prosperity of our industry in Atlantic Canada. In partnership with Landscape Nova Scotia, Landscape New Brunswick, Landscape Newfoundland and Labrador, and with the support of the Canadian Nursery Landscape Association, HortEast 2009 promises to be a success.

For more information visit <http://www.horteast.ns.ca>.



Scott Mosher
President, LNS

Education Committee Report

Submitted by Kirk S. Fletcher (Committee Chair)

Committee: Doug Conrad, Carol Goodwin, Joe Bidermann, Tracey MacKenzie, Tim Amos, Russell Beakhouse, Pam Woodman

The education committee has not formally met but has been involved in numerous training activities. These activities have gone on regardless of attendance and weather. It has been very challenging and frustrating dealing with both.

The courses that have gone ahead are as follows and these are the numbers:

Survey Instrument/ Grading Drainage	3
Natural Stone Workshop	4 industry & 7 students
PICD Workshop	5
Air brake Endorsement	5
Plant ID Course	4

Events postponed / rescheduled due to weather & illness

Paver installation for CHT & Sally Harvey's lectures for CLP

The Sally Harvey lectures are being rescheduled for the 1st week of April. The paver installation course is also being rescheduled hopefully before the CHT testing in April.

We have been actively involved in promoting other events hosted by Landscape New Brunswick and The Nova Scotia Trucking Safety Association. The NS Trucking Safety Association and LNS have teamed up to offer the Pre – Trip Hours of Service Education Sessions. The dates and locations have been sent out in our constant contact to our members. The Lifesaving Society and LNS is also collaborating on an Emergency First Aid Course on April 3rd. These training events are available at a cut rate for our members and are at various locations with in Nova Scotia.

There are some great opportunities for training available and hope our members take advantage of them. Please don't ignore the constant contacts mail outs they contain valuable information !!

We are following the mandate handed down by the board and our membership. We respectfully submit our results to date.

Kirk Fletcher

Kirk Fletcher CHT
Education Committee Chair

Garden & Patio Show Committee Report

Submitted by Russell Beakhouse, (Committee Chair)

Committee: Russell Beakhouse – (Chair), Paul MacPhee, Scott Mosher, Clinton Pinks, Craig Roberts, Mark Thornton, Pam Woodman

Show Dates & Times

Friday, March 27 – 10am – 9pm

Saturday, March 28 – 10am – 8pm

Sunday, March 29 – 10am – 5pm

Sales Pitch

The 2009 Garden & Patio Show is just around the corner, which means winter is almost over and the 2009 Horticultural season is almost upon us. Very exciting!!

This is our premier annual event, which not only generates necessary cash for our Association, but also enables our members to showcase their individual companies to huge crowds and potential customers. For many of our member companies, participation in the Garden & Patio Show represents the kick-off to another season. This is an opportunity for business owners and their employees to talk to prospective buyers, about their products and services and ultimately build their businesses. Participants celebrate an end to a long winter and embrace a unique opportunity to jump-start the season with early sales, potential new prospects and that long awaited cash flow!! Currently we are about 75% sold out which means there are still opportunities available for companies to book exhibitor space. A 10ft x 10ft space is offered to our members at a discounted rate of only \$675 plus HST and \$1,100 plus HST for non-members.

CALL TODAY...463 0519 - DON'T LET THIS OPPORTUNITY PASS YOU BY

What's New

A Demo Stage will be set up in our building where the café is and Niki Jabbour, will be our guest speaker talking throughout the weekend about Kitchen gardening, ornamental grasses and new Perennials for 2009. A special thank you to, Elmsdale Landscaping, who are the Presenting Sponsor for this event.

Silent Auction

The silent auction will be held throughout the weekend and we thank those Companies who have donated their products and services. We are still accepting donations for the Auction, which is a great way to promote your Company and support our Organization.

Information you need to know

Details with everything you need to know about the show has been sent to all exhibitors, however if you did not receive your Exhibitor Manual, you can download it on-line at

**www.masterpromotions.ca/springideal
password 6580018**

- Your booth must be paid for in full before you can set up
- You must provide proof of insurance to Master Promotions (see exhibitor manual)
- Complete the form listing personnel working in your booth (see exhibitor manual)
- You will receive 5 exhibitor badges per 100 sq ft of booth space
- Additional badges required will cost \$5.00 each (payable to Master Promotions)

What is included with my booth space ?

- Booth Drapery
- Aisle carpeting only
- Free fork lift service
- Listing in the Show Guide
- 5 exhibitor badges and exhibitor parking
- 100 sq ft multiples of booth space
- Electrical outlet

What you need to do

It is your responsibility to decorate your booth within the set-up time allotted to us. Read your Exhibitor Manual so you won't run into surprises, which can create uncomfortable disputes.

Move-In / Move-Out

Set-up for exhibitors will be between Wednesday, March 25 – 8:30am – 6:00pm and Thursday 8:30am – 6:00pm. Set-up must be completed by 6:00pm Thursday.

Please Note: The large bay doors to access our building will close permanently at 12:00pm on Thursday, so you must have everything you need for set-up inside the building before that time.

Immediately following the show closing at 5:00pm on Sunday, you may start to dismantle your set-up. NOT BEFORE!! Everything must be removed from the building by 12:00pm, Monday, March 30.

Volunteers

Help would be appreciated with the set-up and dismantle of the Landscape Nova Scotia feature areas. Please contact Pam Woodman 463 0519 / pam@landscapenovascotia.ca or any of our Committee members to ask how you can lend your support.

Respectfully submitted,



Russell Beakhouse
Chair, Garden & Patio Committee

Specifications Committee Report

Submitted by Stan Kochanoff, LPP, MCIP, RCA # 427

Committee Members: Chair, Stan Kochanoff, Clinton Pinks & Kevin McGinnis

Committee Aims and Objectives:

Representing LNS on The Joint Committee for Contract Documents and the Development of Municipal Construction Standards. The NS Engineers, The NS Road Builders, The Construction Association and Landscape Nova Scotia have representation on this Joint Committee

Committee Work to Date

Following up from our last report, LNS hosted a workshop to review of our Soils Specifications on January 23, 2009 at the Holiday Inn in Dartmouth. We had an excellent turnout of soil producers and suppliers, representatives from HRM design and engineering staff and key LNS landscape construction and design members. Discussion centered around some concerns by HRM on soil consistency and quality being used in municipal contracts. There was some good discussion and suggestions made to improve our soil specs and to improve the inspection process on municipal landscape work.

A seven-page summary of the comments from the meeting was forwarded to our Executive Director Pam and circulated to the meeting participants. As a result of the meeting and some follow-up work by our committee and some very helpful assistance from the Agronomist at NSAC, Gordon Brewster, several changes have been made for the 2009 landscape specs in the "Top soil and finish Grading section. A new Soil Texture Triangle from the Canada Soil Survey committee, Subcommittee on soil classification modified by Mr. Brewster will now appear in the Detail Section of the 2009 Municipal Standards Binder.

The new landscape specification regarding The Protection of Trees on Construction Sites was introduced last year and is now part of the Municipal Standards. Detail sheets for the protection of trees on construction sites is being added to the detail drawing section of the 2009 Municipal Standards binder as well.

Special thanks to Clinton Pinks, Alan Streach, Mark Evans an agricultural engineer from CBCL, Gordon Brewster from NSAC and for all the workshop participants for their input on the soil specification changes.

Respectfully submitted,



Stan Kochanoff, LPP, MCIP, RCA # 427
Past President & Chairman, LNS Specifications Committee

Garden Centre Committee Report

Submitted by Robin Godfrey

Committee: Bob McCannell, LO, Anthony O'Neill, LNL, Mary Ann Van Den Berge, BCLNA, Sheryl Wotherspoon, LANTA, Ken Land, LM, Rebecca Wetselaar, CNLA, Agnes Zawartka, CNLA, Paul Robichaud, LNB, Lise Gauthier, AQPP

Branding initiative 'Green for Life'

There was a positive outcome when the LO branding committee made a presentation to the executive committee and they presented to the board, the Board approved \$127,000 for 2009 for the implementation for the initiative going forward, 3 major goals: icon, the message, positive feedback, a live website is the focus of the entire project, the implementation is based on a framework: logo printed on all documentation, member buy in must be guaranteed, face to face presentation might be necessary to guarantee success with the members, so far a preference might be noticed: when quoting for business then members choose a tree, when quoting for the public then a girl on a swing, LO will use all of its P/R resources to promote it to the public.

There are marketing materials, visibility tools for chapters, website availability, major contribution has been made for Canada Blooms (where it will be rolled out)- 'Green for Life booth', building messages around it and a garden around it, award winners, video production will be played out, the video will be generic – Green for Life that others can use. Creation of assets for the members, it will have an impact nationally about the possibility of using this in some way, 'Green for Life' branding on a reusable bag or a trunk liner; if made generic, then it could be used nationally with the website, where a possibility of answering the public questions; communicating the 'benefits of green' and what we do for life.

It was also noted that the more the tagline and concept was used across North America the more effective it would be as a public education tool. **Landscape Ontario is hoping that all associations will adopt the logo.** All they have to change is the "Landscape Ontario.com" to their own location. It could easily be "Landscape Nova Scotia.com" Green for Life. The other exciting thing about this approach is that a common website with common content could be used. The website skin could be changed to reflect the location but most of the content would still be relevant no matter where you are.

Garden Centre Inspection Program Update

Rebecca (CNLA) will bring Eve Tigwell from June 2- July 4, 2009. The next step is to select the inspectors for the program. Some people came forward, possible 2 (one in the west/one in the east), depending who is picked, there may be a need to adjust the inspection fee.

GCC Survey

Sent out 2 weeks ago, 7 completed surveys came back, respondents comments show they want to know what other people are doing. Another reminder will be sent communicating benefits of being a member of GCC.

Sponsorship and E-bulletin Update

Have confirmed an exclusive sponsor - JVK (\$2500) and PPH as well for \$2500; PPH marketed the perennials last year and this year they are changing their tactics, thank you to JVK and PPH. These marketing tools (prizes) might be used in the future.

National Plastics Recycling Program Update

The MBA students (from Wilfrid Laurier university) are putting together a 'Plastic Recycling Feasibility Study' that will be completed in April; in addition, the government funding will become available in early spring as well for the 'Coordinator position' to run the program.



Robin Godfrey
Landscape Nova Scotia, Past President

