

# EXECUTIVE DIRECTOR'S REPORT

*Submitted by Pam Woodman, Executive Director*

Landscape Nova Scotia's mission is to promote high standards in product quality, professional service and conduct in the horticultural trades industry; and to encourage the use of Association members by the public. Your board and Executive Director of Landscape NS headed off another busy season doing just that.

The last couple of months, your Executive Director has been working with the committees and supporting their initiatives.

## **Directory**

Directory advertising had been a down a bit this year. Some of the bigger advertisers had decided to make cut backs in marketing or the regular contact is no longer with the company and the new individual in that position had was unsure of spending the money.

Still waiting on some ads to be sent in their ads and information from Landscape New Brunswick and Newfoundland. Once that has been receive, the directory should only be a week way from being printed.

## **Membership Listing Brochure**

The 2010 Membership Listing Brochure has been printed and distributed. This brochure will be used at the 2010 Ideal Garden & Patio Show to promote the membership.

Please review the brochure and contact the office if there have been any misprints. These members will published in the 2010 Atlantic Canada Directory as long as they are in good standing with LNS.

## **GreeNScene**

A winter issue of the GreeNScene was published and distributed. Some members may have already received it.

## **Canada Home Renovation Tax Credit**

Recently, the Canadian Nursery Landscape Association has been lobbying the federal government about extending the Home Renovation Tax Credit. To assist with this initiative, Landscape Nova Scotia wrote letters to all the Nova Scotian MPs requesting the re-evaluation of the program.

Although we had some support from MPs, our efforts unfortunately failed and the program was not extended.

## **Development of an Environmental Brochure**

With all the bad press about the landscaping industry and environment lately, a brochure outlining the environmental benefits of green spaces will be created and available at the Garden & Patio Show to the general public.

## **Working with other Industry Associations**

Many of our members have become involved with other related industry associations and feel there may be some benefit to working closer with these associations. Raising the profile of the LNS membership and collaborating with other industry associations to assist with indentifying business opportunities for the industry and an initiative we hope to accomplish during the summer.

The CNLA have recently become members with the Canadian Land Reclamation Association. CNLA feels there may be some opportunities with working with this association. The office has made contact with the Atlantic Chapter of CRLA and extended the opportunity to exchange memberships and collaborate on future business initiatives for the industry.

As Executive Director, quarterly meetings with the NS Federations of Agriculture continue to take place throughout the province. NS Federation of Agriculture has been very supportive of LNS by allowing us to make a brief presentation to the council regarding LNS position on the proposed pesticide issue. The NSFA also posted the LNS position on the NSFA web site and encouraging its members to respond to the discussion paper.

## **Certification / ARCC / Red Seal**

Many inquire to the LNS office about Certification / ARCC / Red Seal on what it means to the industry, how to get the training, cost and how it can help raise the professionalism of the industry. There seems to be the need for a clear and comprehensible document to be created and distributed to the membership and posted on the web site.

# COMMITTEE REPORTS

## **MARKETING & MEMBERSHIP COMMITTEE**

*Presented by Carol Goodwin, Chair*

Marketing Budget has been reduced for 2010.

Activities planned for 2010 include:

- Promoting of Award winners on New 97.5 for mainland Nova Scotia and CJCB for winners in Cape Breton
- Promoting the Professionalism of a Landscape NS member on New 97.5 for mainland Nova Scotia and CJCB for winners in Cape Breton.
- Quarterly articles Atlantic Business Journal – Promoting Award Winners, HortEast, and informing on other issues that come around
- Development of an Environmental Brochure explaining the benefits of green space. To be distributed at the Garden Patio Show
- Continuation of GreeNScene, and electronic news bulletins
- Still continuing to make changes to the LNS web site.
- Visits to areas with a group of LNS members - not visited in 2009
- We would like to conduct a field day and are looking for an indication of interest, and suggestions for what you would like to see.

Respectfully Submitted  
Carol Goodwin, Chair

## **ATLANTIC REGION CERTIFICATION COMMITTEE**

*Presented by Jeff Morton*

### **2010 Testing**

Testing 2010 - Current NS Level - 43 individuals holding 83 separate certifications  
April 24th, Truro, Nova Scotia Provincial Exhibition Grounds/NSAC Campus

- Expecting 20-25 individuals

Four Test Components available: SoftScape Installation, Hardscape Installation, Turf Maintenance, and Ornamental Maintenance

- Note: Components of this test also apply to the Retail Technician designation

One-year industry experience required

### **Apprenticeship - Journeyperson**

The ARCC has applied through the CNLA to initiate a strategic project to provide Qualifier Training that would enable certified industry individuals to bring their qualifications up to the level suitable for journeyperson status. The current requirement is to hold the four exterior CLT certifications and have at least 6000 hours of experience. This upskilling program would be available to industry individuals currently holding on or more certifications. The intent of the project would be to get at 20 workers upskilled for their certificate of qualification. This is the first step in developing an

apprenticeship program. This project will be initiated sometime over the next few weeks or months depending on the funding application.

Respectfully Submitted  
Jeff Morton

## CNLA REPORT

*Presented by Jeff Morton*

### Financial Issues

The CNLA has recently discovered fraudulent activities by one of its employees. The issue is before the police and was significant in nature. The due to the nature of the problem and previous accounting systems the theft was not detected with the normal auditing procedures used by the CNLA.

The CNLA executive director and CNLA executive board were able to rapidly prevent any further fraudulent activity and the individual in question submitted their resignation effective March 1<sup>st</sup>. To date some of the funds have been recovered, a portion will be recovered through insurance and some asset seizures have taken place. In short there will be some losses not recoverable but the CNLA has presented a balanced budget for this fiscal year.

The CNLA has enacted a number of accounting procedures that will hopefully prevent this type of theft from occurring in the future. The main changes have involved separating bank reconciliation more ongoing third party review of daily recordkeeping, more individual coding and formality to subject area managers.

### Strategic Planning

Strategic Planning activities have been ongoing at the commodity group levels. Planning sessions were recently held by Garden Center Canada, Growers Canada and Landscape Canada. Major strategic objectives will soon be forthcoming from these processes and be used by the CNLA board over the next 6-8 months to renew the strategic plan for the entire CNLA. This process will encompass looking at the major programs of the CNLA such as HR development, Industry Promotion, Government Relations, BMPS and Environmental Standards, International Relations and Research.

### Research

The AAFC Research Station at Morden, Manitoba has been closed. The Morden Research Station plant breeding line materials are in the process of being transferred to the CNLA. This is a unique line of hardy breeding material that will continue to be selected from for the next 5-10 years through a joint venture of Industry and the new private Vineland Research Facility. Part of this agreement is to transfer the existing AAFC plant royalties to the CNLA as part of a research program development. At the current time this will general funds of \$75-000 to 200,000 dollars per year to support research for the landscape industry.

### Landscape NS - Green For Life



This marketing program is a joint initiative of Landscape Ontario and the CNLA and is being offered to member organizations at virtually no cost. The program is a \$400,000 dollar marketing initiative to appeal to the most significant section of the consumer buying public. The program also contains a postal code driven locator which identifies business activity of the members and generates this information into an internet based consumer tool to identify members working in their area. The site also contains a consumer website which has significant resources to direct consumers to industry qualified information. This is all adaptable by LNS and the first visual look of the website (skin) will be that of LNS. Basically this is a joint venture between associations in Canada to create a powerful consumer website, something which we do not currently have.

***LNS should strongly consider taking part in this venture.***

## Environmental Horticulture

The CNLA and member associations are seeing development favoring the environmental benefits to our Horticulture Industry. All the organizations are beginning to focus resources on this complex sector of the industry and see it as an area of continued development. Other sectors of agriculture are not seen as promoting these benefits to the public and our industry is developing a unique place in government's eyes because of these actions by CNLA members. CNLA is now being invited to more consultation by the federal government and federal agencies on these issues.

Respectfully submitted  
Jeff Morton



## 2010 GARDEN & PATIO SHOW

*Presented by Paul MacPhee*

*Committee: Russell Beakhouse – Chair, Paul MacPhee, Scott Mosher, Mark Thornton  
Show Venue, Dates  
Exhibition Park, Halifax, NS - Friday, March 26, 2010 – Sunday, March 28, 2010*

### What's New?

The most exciting news of all for this years Garden and Patio show is that we are completely **SOLD OUT**. We even managed to shift our layout around a little add 2 more booths, so we could accommodate additional exhibitors. Every possible space has been utilized.

### Our Feature Area and Something different...

We have also sold additional space in what has traditionally been our feature area and partnered with Play Rainbow, a play equipment manufacturer out of Ontario and the local distributor, Patio Perfect Plus out of Bedford. They will be setting up a top of the line play equipment structure in that location and giving it away at the conclusion of the show! The final value is still to be determined, based on what they can physically configure in that area, however it will have a prize value of approx. \$3,000!!

This will be a tremendous draw to our venue, added value to the Garden and Patio show and to the visiting public and will be heavily promoted throughout Master Promotions advertising.

### Information Exhibitors need to know

- 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 prior to set-up

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 24 – 8:30am – 6:00pm and Thursday March 25 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.

### **Sponsors**

Our needs are being finalized as we speak, however we thank all those Companies in advance who support our show either by supplying equipment, materials, supplies workers and their time and will be acknowledged on our thank you poster at the venue.

### **Volunteers**

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

Have a Wonderful show and kick-off to another successful season!!

Respectfully Submitted by

Russell Beakhouse  
Garden and Patio Show Committee Chair and Past President.

## **HORTEAST 2009 REPORT**

*Presented by Scott Mosher, Chair*

The 2009 HortEast Trade Show was an extremely successful event – with the move from a bi-annual to an annual show, the committee was very pleased with the turn out and participation at HortEast this year. This was the second year that HortEast has run with the new committee structure, with representation from Landscape New Brunswick, Landscape Nova Scotia, and Landscape Newfoundland and Labrador volunteers, and staff support from the CNLA office. The committee consisted of Kevin Nauss (Chair) and Darrell Nameth with Landscape New Brunswick (with staff support from Jim Landry), Scott Mosher and Paul MacPhee with Landscape Nova Scotia (with staff support from Pam Woodman), and Jeanette French with Landscape Newfoundland and Labrador. Rebecca Wetselaar and Patricia Polo coordinated the show from the CNLA office, with additional accounting support from Lydia Couture-Comtois and graphic design support from Kim Burton.

The show was held at the Moncton Coliseum Complex, and delegates and exhibitors all commented on the convenient and central location of the venue. The show featured an excellent line-up of speakers, coming from across Canada, the US, and even Switzerland. Delegates commented that this was the best speaker program in the history of HortEast. While attendance was slightly down from 2008 (which was expected by the committee due to the shift to an annual event), most exhibitors commented that the quality of delegates had improved, and four of our biggest players (Sheridan Nurseries, Shaw Brick, Caterpillar and John Deere) all expressed that they had a great show. While the 2008 show featured a snowstorm the Monday of HortEast, this years show attendance could have been affected by the great weather that the Atlantic Region has experienced into Fall.

One tour with 30 people took place on Monday prior to the trade show, visiting Green Village, MacArthur's Nursery, the Molson Brewery, the Greater Moncton Sewerage Commission, and an Aquascape Pond at Stuart Gillies' home. Participation in a first-ever Landscape Workshop on Monday for both staff and owners (led by Mark Bradley of the Beach Gardener, Tracey Mackenzie of the NSAC, and Jim Paluch) was greater than expected – the workshops were well attended (117 participants) and extremely well received by participants. The committee has taken note of this high level of interest in staff training at HortEast.

The trade show was held on Tuesday and Wednesday and featured 101 booths (as compared to 120 in 2009), but with the addition of lounge areas on the show floor the show appeared to be full and was well decorated. There were 70 exhibiting companies, of which 22 of these exhibitors were new to HortEast (had not exhibited at the 2006 or 2008 shows). A number of sponsors were secured (Shaw Brick, John Deere, Atlantic CAT, Permacon, CNLA, Nova Tree, PinPoint GPS Solutions, Garden Centre and Nursery Magazine/Greenhouse Canada Magazine, Envirem Technologies, HortProtect Insurance, Downham Nurseries, Plant Products, Green Village, Bremner Farms, and Chase

Paymentech), as well as funding from the New Brunswick Agricultural Council.

We had 462 delegates register for the show (compared to 482 in 2008), outside of exhibitor booth staff. With approximately 193 exhibiting booth staff, we reached over 650 people registered for the trade show and conference. The following is a break down of numbers of delegates registered by commodity group (please note that many people selected multiple commodities, and some people did not indicate their commodity at the time of registration):

- Landscape contractors 174 (124 in 2008)
- Landscape Maintenance 133 (107 in 2008)
- Landscape Design 81 (81 in 2008)
- Retail Florist 2 (21 in 2008)
- Student 19 (43 in 2008)
- Greenhouse Wholesale 20 (47 in 2008)
- Greenhouse retail 45 (100 in 2008)
- Nursery Wholesale 32 (16 in 2008)
- Nursery retail 43 (59 in 2008)
- Trade Supplier 54 (43 in 2008)
- Sod Grower 5 (5 in 2008)
- Vegetable Grower 4 (10 in 2008)
- Lawn Care 66 (56 in 2008)
- Garden Centre 54 (92 in 2008)
- Government/Municipality 56 (24 in 2008)

The following is a break down of numbers of delegates registered by province:

- New Brunswick 296 (represents 64% of delegates)
- Newfoundland 16 (represents 3% of delegates)
- Nova Scotia 99 (represents 21% of delegates)
- Ontario 7 (represents 2% of delegates)
- PEI 31 (represents 7% of delegates)
- Other 13 (represents 3% of delegates)

A silent auction was held during the trade show, with donations received by exhibitors. \$650.00 was raised and will be donated to Moncton HeadStart. Exams were held for CHT (written), CLP and CLD, and the ISA. Workshops were held by Plant Health Atlantic and Communities in Bloom. ISA credits were given to Arborists for attending seminars led by Gary Johnson, and CHT, CLP, CLD credits for all seminars. The committee held an Early-Bird reception on Monday night that was well attended by exhibitors, sponsors, speakers and delegates in an effort to add more networking time to the show, in addition to our regular Kitchen Party on Tuesday night that had great attendance (as usual).

The profits from the show are anticipated around \$45,000.00 (includes \$6,000 of expenses for 2010 show - \$5,000 deposit on Cunard Centre and \$1,000 for 2010 start-up costs). We look forward to hosting HortEast again in 2010 at the Cunard Centre in Halifax, NS.

### **2010 HortEast**

2010 Show is taking place at the Cunard Centre November 22-24<sup>th</sup> – booths have already started selling (13) and \$1000 of sponsorship from Atlantic CAT has already been confirmed. Speakers are being investigated but suggestions from members are encouraged and should be passed onto Rebecca Wetselaar.

Plans include a tour on Monday, and workshops for landscape foreman and owners/managers. Seminars will be run throughout the two-day trade show. New social activities are also being considered.

I would like to take this opportunity to thank our dedicated volunteers for their support of the show – we have held monthly conference calls leading up to the show, and their onsite help was invaluable.

Respectfully Submitted,  
Rebecca Wetselaar, Manager of Provincial Relations, CNLA

## EDUCATION REPORT

Presented by Kirk S. Fletcher, Chair

The education committee has not met since the Annual General Meeting. There has been however Winter training opportunities available.

There have been ongoing courses offered at the NSAC and information on the courses on our web site. There also have been several updates and reminders sent out. We have had very low attendance and sadly courses have been canceled because of the low attendance.

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

- January 15 -Job Site And Equipment Safety/ Operation - Canceled
- January 22- Instrument, Grading & Drainage - Canceled -1 person registered.
- February 19 - Hardscapes – interlocking Pavers - 5 people

Remaining courses :

- March 12- Pruning – Trees & Shrubs – 1 person registered may have to cancel the course.
- March 19 -Tree & Sod installation
- March 26 – Irrigation Systems
- April 9 – Turf management.

Please come out and support the training initiatives.

We respectfully submit our results to date.

Kirk Fletcher CHT  
Education committee

## NEW BUSINESS REPORTS / UPDATES

### PLANT HEALTH SUBCOMMITTEE REPORT ON PROPOSED PESTICIDE BAN

Presented by David Thompson, Chair

Thank you for the opportunity to submit this report detailing the activities of the Plant Health Subcommittee for LNS. Our committee is a new one, struck in early February, 2010 in response to the release of a Discussion Paper by the Nova Scotia Department of the Environment entitled "Limiting our risk – A discussion paper about a proposed ban on non-essential lawn care pesticides". The Discussion Paper can be found at <http://www.gov.ns.ca/nse/pests/discussing.pesticides.asp>. The Province has called for public submissions on the Discussion Paper. The deadline for those submissions was March 7, 2010.

Our committee consists of myself, Andrew Wheelock of Weed Man, Peter Budgen of Nutrilawn, Ryan Streach of Musquodoboit Valley Quality Sod, as well as our executive director Pam Woodman and president Scott Mosher. I want to take this opportunity to thank the committee members for all their hard work to date.

The mandate of this committee was as follows:

1. To make recommendations to the board and membership on LNS' position on this issue.
2. To formulate and submit a formal response to the Discussion Paper.
3. To solicit input from LNS members and communicate to members on the proposed ban.
4. To communicate with politicians and bureaucrats to explain our position and educate.
5. Speak on behalf of LNS on this issue to media, the public and others to explain our position and educate.

We have been very active in the last five weeks. A summary of our activities to date:

1. Hosted an information session for LNS members to inform/educate about the Discussion Paper and solicit input on a submission to government in response to the Discussion Paper
2. Draft and submit LNS' formal response to the Discussion Paper. Our submission can be found on the main page of LNS' website at <http://www.landscapenovascotia.ca/>.
3. Encourage as many LNS members, employees and supporters as possible to make their own submissions on the Discussion Paper. This was done through phone calls to members, several emails to the membership and emails and calls to employees and supporters.
4. Spoke to members of the media to explain our position.
5. Contact associations/groups that are potentially affected by the proposed ban to explain our position and engage them to make submissions and speak to politicians about this. We have spoken to the Nova Scotia Federation of Agriculture, the Nova Scotia Homebuilders Association, the Nova Scotia Association of Realtors, Plant Health Atlantic and others.
6. Spoke to politicians and bureaucrats to explain our position. To date we have spoken to over 20 politicians in all 3 political parties including the Ministers of Environment and Agriculture, staff members at the Department of Environment and Department of Agriculture, staff in the Premier's office. More meetings are scheduled in the coming weeks.

To assist in our lobbying efforts, we have retained the services of the firm Colour, who specialize in government and public relations. We have worked closely with Robert Chisholm (former NDP leader) and Rob Batherson (former staff member in Premier's office) of Colour who have provided excellent advice and assistance in our lobbying efforts to date.

Respectfully Submitted,  
David Thompson

## ATLANTIC CENTERS FOR LANDSCAPE EXCELLENCE

*Presented by Jeff Morton*

Plans are still underway to develop new facilities for testing in Truro. The budget for the project is still in the \$250,000 dollar range. The CNLA has pledged support for the project as well as Landscape Nova Scotia and Landscape Newfoundland. Landscape NB while planning to develop a training centre in Sussex still sees individuals being tested in the Truro for the foreseeable future but has not pledged specific funding to the project.

The ARCC is looking to solidify support from Landscape NS to bargain with government. The Training Qualifier Proposal maybe an opportunity to commit funds to the process. The NSAC is willing to apply dollars recovered from the training project by the Environmental Sciences Department would be applied to the building costs. A level of \$30,000 is the level of support that should be considered from LNS as an investment in the project.

Respectfully Submitted,  
Jeff Morton