



Annual Report 2009

President's message

A year or two in the life of the Landscape Ontario president



Robert Adams

I have experienced the opportunity of a lifetime. A lifetime that ended momentarily four years ago. If there is anyone under the Landscape Ontario umbrella who I missed with my thank you, then THANK YOU from the bottom of my heart.

For this year's message, I decided to create a record of my time in office.

Perhaps this type of record keeping might become a habit for future presidents. This would be beneficial for our archives.

This snapshot of my two years as your president is not complete, as I did not record everything I did, or everywhere I have been. However, it is what I can recall. Believe me, the memories are wonderful.

- Jan. 2008, Congress four days, taking office
- Jan. 14 to 16, off to Ottawa, then down to Napanee for chapter meetings
- Feb. 5, Guelph AAC conference, then over to Oshawa to speak at Durham chapter
- Feb. 7, Georgian Lakelands meeting at Deerhurst Resort
- Feb. 12, London chapter meeting
- Feb. 19, Congress meeting at the Doubletree
- Feb. 20, Finance meeting
- Mar. 5, To London for IPM Symposium, then over to Waterloo for the evening chapter meeting.
- Mar. 6, Hamilton chapter meeting the next morning (MTO)
- Mar. 11-14, Canada Blooms
- Mar. 20, CNE board
- Mar. 27, Georgian Lakelands MTO meeting
- Mar. 28, Windsor for Winter Blooms at St. Clair College
- Mar. 29, Stop at Canadale open house and then Waterloo Home Show on the way home
- Apr. 17, Sheridan Nursery open house in Unionville
- June 11, TBG meeting
- June 17, Retirement party for Terry Murphy
- July 3, AAC meeting
- July 12, LO member's retirement celebration in Acton
- July 24, Toronto golf tournament

- Aug. 2, Humber Nursery's 60th anniversary
- Aug. 13, CNLA meetings in Toronto
- Aug. 14, CNLA, and then over to CNE for opening night festivities
- Aug. 20, Grounds Management meeting
- Aug. 25, CNE
- Sept. 8, Garden Club
- Sept. 9, Canada Blooms and then Grounds Management
- Sept. 11, Canadian National Exhibition Association (CNEA), contractors meeting and Hamilton chicken roast
- Sept. 12 to 14, Community in Blooms Awards in Gravenhurst
- Sept. 23, Durham chapter meeting
- Sept. 24-26, Great Lakes meetings in Indianapolis
- Oct. 2, London meeting
- Oct. 3, Windsor meeting
- Oct. 5-8, Greening the Industry conference in Las Vegas
- Oct. 16, CNE
- Oct. 20-22, Garden Expo
- Oct. 27, Canada Blooms meeting
- Nov. 4, Durham chapter meeting
- Nov. 11, London chapter
- Nov. 14, London ribbon cutting for Banting House
- Nov. 20, David Suzuki presentation
- Nov. 21, Waterloo Fall Freeze-up
- Jan. 1, 2009, The week that Congress started, and my second year as president. First day consisted of finance, past presidents' meeting, designers' social and then Prosperity Partners meeting. Glad this is considered a holiday, and not work.
- Jan. 20, Ottawa chapter meeting.
- Jan. 21, Upper Canada meeting in Napanee
- Feb. 5, Meeting for special funding disbursement
- Feb. 10, Congress meeting
- Feb. 11, Growers meeting
- Feb. 12, CNE
- Mar. 4, Vineland meeting
- Mar. 10, London meeting
- Mar. 11, Irrigation meeting
- Mar. 17-20, Canada Blooms
- Mar. 27-28, Windsor Winter Blooms, Canadale open house and Waterloo garden show
- Apr. 1, Toronto chapter meeting

- Apr. 7, Publishing Committee meeting
- Apr. 22, Arbor Day in Kitchener
- May 6, CNE
- May 21, CNE
- June 17, Vineland meeting
- June 25, Windsor AAC meeting
- July 23, Toronto Golf Tourney
- Sept. 3, Vineland, greening highways
- Sept. 10, Growers' Auction
- Sept. 17, Chicken roast in Hamilton
- Sept. 22, Durham chapter
- Sept. 30-Oct. 2, Hershey, Pa., Great Lakes meetings
- Oct. 2/3, Community in Blooms, Vaughan
- Oct. 13, CNE
- Oct. 15, CNE AGM
- Oct. 19-21, Garden Expo
- Oct. 28, Vineland dinner meeting
- Oct. 30, Ottawa for Day of Tribute at national cemetery
- Nov. 4, Waterloo meeting
- Nov. 5, Growers dinner
- Nov. 10, London chapter

These events were in addition to the regular governance and finance meetings that are held throughout the year. I was privileged to attend open houses, retirements, celebrations of life, golf tournaments and anniversaries. I was also honoured to meet the ambassadors of Thailand and Ireland. I have no regrets about what I have done, or the time I have given. I only wish everyone involved with Landscape Ontario would have the opportunity to experience what I have over the past two years.

I hope that I have represented you, the members, in a way that makes you as proud, as I am in the fact that we are LANDSCAPE ONTARIO.

Thank you to Tony for all that you have taught me and thank you to all of the staff at Landscape Ontario who helped me on this great journey. It has truly been a privilege to have served this great association.

Respectfully submitted,
Robert Adams,
President 2008-2009

Treasurer's Report

Good Stewardship and responsible leadership leads to another great year



Phil Charal

Landscape Ontario had another great year from a financial perspective. However, this was mainly because of the sale of a small parcel of land to Union Gas. In reality, the association was not immune to the decline in the economy.

We experienced a reduction in trade show and membership services revenue.

The Congress Committee and staff increased sales activity, slashed costs and partnered with the Fence Institute and Ontario Parks Association, in order to reverse this trend. We believe that this trend will cycle as the economy improves and exhibitors become aware of the huge benefits in face-to-face relationship building in the impersonal world of the Internet.

Revenue in *Landscape Trades* and *Horticulture Review* also dipped slightly, however, we experienced net growth because of expense reductions.

In times of economic difficulty, it is more

important than ever that the association stimulates demand by investing in member promotion and business education opportunities. We have done this by allocating substantial funding for the new Green for Life branding program. The potential to stimulate demand and raise awareness for the societal benefits of our industry is huge, as long as all members use the Green for Life co-brand to communicate to our collective points-of-contact. We also invested in the Prosperity Partners Program, designed to help members focus on their business skills and thrive through any economy.

Once each year the surplus is allocated to various funds. This year we put \$18,000 in the Horticultural Centre Improvement Fund, \$373,567 in the Horticultural Industry Development Fund and \$20,000 towards promotion.

Your association has always had a responsible and conservative attitude towards your money. The funds are utilized to support programs that reflect the priorities of the association. We only spend on extra activities, if we have the money in the bank first. The association is blessed with incredible members and competent staff who continue to work hard to build

a prosperous, professional, ethical, recognized and trusted industry.

We are also blessed with financial stability, because of the prudent and conservative policies we have had in place for many years.

Respectfully submitted,

Phil Charal,
Treasurer 2008-2009

Landscape Ontario 2008/2009 Board of Directors

PROVINCIAL BOARD:

President: Robert Adams

Past President: Bob Tubby CLP

1st Vice-President: Tom Intven

2nd Vice-President: Tim Kearney CLP

Treasurer: Phil Charal

Members at Large: Gregg Salivan,
Jacki Hart CLP

CHAPTER BOARD REPRESENTATIVES:

Durham: Mark Humphries

Georgian Lakelands: Mark Goodman

Golden Horseshoe: Walter Hasselman

London: Peter Vanderley

Ottawa: Bruce Morton CLP, CIT

Toronto: George Urvari

Upper Canada: Paul Doombos CHT, CLP

Waterloo: Mike Hayes

Windsor: Garry Moore

COMMODITY GROUP REPRESENTATIVES:

Designers: Beth Edney CLD

Garden Centres: Bob McCannell

Grounds Maintenance: Brian Marsh

Growers: Dave Braun

Interiorscape: Stephen Schell CHT

Irrigation: Steve Macartney CIT

Landscape Contractors: Bruce Warren

Lawn Care: Alan White

Lighting: John Higo

Snow and Ice: Gerald Boot CLP

Executive Director's Report

Industry shows its resilience



Tony DiGiovanni

Annual reports are both reflections of the past, as well as attempts to glimpse into the future. This report is a chronicle of the activities and events of 2009, however, it is much more than that. It is a reflection of the spirit and enthusiasm of many amazing, hardworking, contribution-

oriented, principle-centred, forward-thinking members who care about the industry, the public they serve and each other.

Although it is a little presumptuous to predict the future, especially when the pace of change has never been faster and uncertainty is a normal part of life (especially for entrepreneurs), the association will continue to flourish as long as it remains a community for mutual benefit and improvement determined to build a prosperous, professional, ethical, recognized and trusted industry.

State of the economy

In September 2008 and continuing into 2009, the economy rapidly declined after many years of unprecedented growth. The horticultural industry in Ontario was not immune, however, it was resilient. We also fared much better than most other jurisdictions.

Many members did what they had to in order to survive. Some even thrived. Some sectors did better than others. The two most challenged groups were irrigation and lawn care. Irrigation was hit by weather, as well as economy. It was one of the wettest seasons in recent memory. The lawn care sector was forced to react to a sudden ban on traditional pest control products. No transition period was allowed. Personally, I believe the government actions were callous and insensitive, and caused unnecessary hardship especially for smaller companies. It would have been far better to transition into the new rules.

Landscape companies serving the higher-end market reported much tougher competition, however as a group, they probably did the best. A recent

Continued on next page

Executive Director's Report

Continued from previous page

survey found a general downward trend of about 10 per cent, with some as low as 20 per cent. It was interesting to note that 15 per cent stayed the same and 36 per cent actually increased sales, although 56 per cent reported reduced margins. When asked how they felt the year went, six per cent reported a terrible year, while 11 per cent said they were disappointed, 53 per cent were satisfied and 19 per cent reported a terrific year.

In spite of this performance, we are blessed with optimistic members. A recent survey showed that 51 per cent feel that next year will be better, while 31 per cent feel it will be the same and 15 per cent are apprehensive.

Three main priorities

At the beginning of the year, we set three main themes. These areas of focus are based on listening to the membership:

1. Help members improve business skills.
2. Educate the public about the benefits of our industry and using professional members.
3. Make Landscape Ontario relevant to each member right in his own community.

Priority 1(a)

Focus on business skills

We refocused the winter workshops, conferences, seminars and chapter meetings to reflect more business-related subjects. We now offer over 220 seminars. Business-related stories and profiles are featured in the magazines. We worked with Jim Paluch to offer free business webinars to members. The highlight of the business improvement activity was the continuation of the Prosperity Partners program.



Prosperity Partners Program

The concept was started by Bob Tubby two years ago. The program is managed by the Prosperity Committee and is coordinated by Jacki Hart. It has evolved over the last couple of years, but the principles are the same. We want the association to be a partner in your prosperity. This is broadly defined to include increase in financial position as well as improvement in the quality of life.

The program introduces a common language of business. It also aims to re-focus our association's infrastructure to support and reinforce improvement in these five common areas. The program is now mandatory for all new members. It currently includes an introductory seminar, best practices seminar, templates and a prosperity forum. A round-table seminar will be introduced in 2010. See Table 1 for a diagram of the concept.

Priority 1(b) Professional development

Your association has evolved as a professional development school and mutual mentorship network. Education opportunities abound. There is no horticultural association, nor formal education institution, in the world that offers as many programs. In addition, informal professional development happens at each event and meeting. Here is an approximate attendance list:

- 1,800 enrol in over 220 seminars
- 800 in the IPM symposia
- 2,000 at conferences at Congress, Garden Expo and Green Trade Expo
- 1,000 attend chapter meetings
- 12,000 attend Congress
- 1,200 at Green Trade Expo
- 4,000 at Garden Expo
- 220 attend Growers Short Course
- 1,000 take part in golf and ball tournaments, chicken roast, auction and other events
- 24,020 industry members engage directly in Landscape Ontario activities. These are impressive numbers and give relevance to our purpose and value.

Priority 1 (c)

Human resource development

What a difference a year makes. Since 1991, the availability of skilled labour has been a perennial problem. We tackled this situation through long- and short-term strategies. Although priorities have shifted because labour is easier to attract, there is an ongoing need to develop our future. It is interesting to note that the industry in Ontario generates over 70,000 full-time equivalent jobs. By comparison, Chrysler employs 5,000. Combined, horticultural programs might graduate a total of 200 per year. This means that the vast majority of training happens at the employer and company level. No wonder there is a shortage of skilled labour!

In order to improve the competence level of our industry, we must focus on providing tools for employers to train their own employees. We must focus on the apprenticeship program.

This year has seen a major breakthrough in the apprenticeship system. Thanks to the efforts of CNLA, Sally Harvey, Terry Murphy, Abate Wori Abate of the Ministry of Training, Colleges and Universities, and many others, horticulture has



Table 1

become a Red Seal trade. This means that federally we will no longer be seen as an insignificant seasonal occupation and that the road to improved image, credibility and professionalism will be greatly accelerated. It also means that employers need to step up and take advantage of the apprenticeship system. Every employee should be provided training opportunities. All should be given the option of become an apprentice.

In addition to these highlights, we continue to be involved in many long-term future building activities including the following:

- High school career promotion
- Apprenticeship promotion
- Partnership with Skills Canada
- Youth chapter development
- High school co-op programs
- Ontario Youth Apprenticeship program
- High school curriculum development
- High school major in landscaping
- Scholarship availability to high school graduates, etc.
- Certification programs
- Working to integrate and ladder all skills training processes to incorporate high school, college, university and especially industry training certification and apprenticeship models

Priority 2

Focus on branding LO to the public

Branding Landscape Ontario to the public was identified as our second priority. The new Green for Life campaign was launched in March 2009 at Canada Blooms. The simple message of the brand is:

- Green space enriches life
- LO members form a special green force that contributes green for life benefits to their community.

Members have a choice of two images. The 'little girl on a swing' icon communicates the nurturing and legacy benefits of our occupation to women. The tree communicates stability, longevity and beauty. Men relate better to it.



It was entirely appropriate to mark the launch of the new brand by building a spectacular garden that was centred on a 30-foot oak, donated by Paul Offierski.

Tim Kearney and his team at Garden Creations, with the help of many members, built the Green for Life garden, wowing the public and making members very proud. Like the message of the brand, the garden told the story of our professional members enriching their community by building public gardens that will confer Green for Life benefits for generations.

Members contributed over \$500,000 worth of labour, material, expertise and goodwill in their chapter communities. This is astounding.

The new website www.landscapeontario.com was also launched at the same time.

The strategy is to drive traffic to the website through the members' significant points of public contact. It is very important for all members to use the new landscapeontario.com Green for Life co-brand to create the amazing communication potential unleashed by working and acting together.

The more people visit the site, the more they will learn about the economic, environmental, aesthetic, health, lifestyle, tourism, therapeutic and spiritual benefits of our industry. Most importantly, they will also be exposed to the competent and trustworthy professionals in our membership.

Here are the statistics for the site:

Month	Unique visitors 2009	Unique visitors 2008
Jan		
Feb		
Mar	8,026	11,590
Apr	20,595	22,450
May	27,284	22,735
Jun	16,845	14,376
Jul	14,660	11,944
Aug	11,816	9,293
Sep	11,017	9,049
Oct	8,961	8,025
Total	119,204	109,462

Important note: The new Green for Life site was launched on March 19, 2009. This is the rea-



The new website www.landscapeontario.com was also launched at Canada Blooms.

son that January and February are blank and March 2009 numbers are low. November and December are missing, because this report was written in early November. One thing is for certain, the more that members use the logo the better the results.

Telling our story

As an industry we have been very modest. As a result, the public is not aware of the benefits our sector provides. Judith Willmott, executive director of Toronto Botanical Garden, recently introduced to me the term "plant blindness." A research project in the U.S. asked participants to identify what they noticed in a series of pictures. Most people saw buildings, people, road and other features, but missed the plants. Many people are plant blind. Recently, Tom Intven gave me a book entitled, *Last Child in the Woods*. It concerned a similar concept termed "nature deficit." We are entering a world where the majority of people live in urban areas and their connection to the land and green space is limited. This means our industry has never been as important, especially in a world of plant blindness, nature deficit, climate change and pollution.

It is time to tell our story in more direct ways. There is hidden wealth and value waiting to be exposed, when the public realizes the diverse life-benefits of our green space industry. The Green for Life campaign can help, but only if you use it. Collectively, we enjoy points of public contact that rivals any multinational advertising campaign. It is also heartening to know that other associations in Canada and the U.S. are interested in carrying the Green for Life branding. It is exciting to connect and unify the entire industry through a common message.

Focus on environmental stewardship

Part of the Green for Life story is internal. We have a better chance at communicating a public Green for Life message by living it. The first job of the Environmental Stewardship Committee, chaired by

Nathan Helder, is to help members improve their environmental stewardship activities. The committee developed an excellent environmental scorecard to help members identify their strengths and weaknesses. It also provides a guide for improvement. The scorecard is available on www.horttrades.com. Find the scorecard under the Resources tab.

Green Infrastructure Coalition

We are a founding member of the Green Infrastructure Coalition, which includes Green Roofs for Healthy Cities, LEAF (an urban tree planting organization), Toronto Region Conservation Authority, Evergreen Foundation and Ontario Parks Association. The coalition is an important initiative of Steven Peck, executive director of Green Roofs for Healthy Cities.

We had one very interesting meeting, where we brought together 40 other groups. The information from the meeting resides at www.leafforonto.org/gio.

We believe the interest in Green Infrastructure and the emotion and passion it generates will translate to huge benefits for our industry. Young people relate to the benefits of green infrastructure, where they do not seem to relate to the words horticulture or gardening.

In a way, the Green Infrastructure movement is a reinvention and repackaging of the horticultural industry. The movement will change the way most people look at gardens, landscapes and plants.

Right now, most people use plants for aesthetic purposes. The Green Infrastructure movement will encourage people to use plants for environmental, economic, health, community and therapeutic purposes. The movement is an opportunity to take back ownership of the word green from the energy and other industries to the "real green" of green infrastructure. An excerpt from the planning documents follows:

Continued on next page

Executive Director's Report

Continued from previous page

Mission statement

To develop a provincial vision and legislation to create green jobs, clean the air and water, conserve energy and increase access to local, sustainably produced food within our urban areas through significant investment in and protection of green infrastructure.

The coalition aims to broaden the definition of infrastructure in Ontario to include green infrastructure: natural vegetation and vegetative technologies in urban settings. Our definition of green infrastructure includes the following, urban forests, green roofs, green walls, green spaces (such as turf, meadows and manicured areas), rain gardens and bio-swales, community gardens, greenways, natural and engineered wetlands and stormwater ponds and porous pavement systems.

The benefits of green infrastructure are numerous, scientifically proven and include: local and regionally based green jobs creation in design, manufacturing, installation and maintenance; recharging our groundwater, cleaning surface water, reducing stormwater runoff, reduction of combined sewer overflows, improving soil quality; stripping particulate from our air; cooling our buildings; reducing the urban heat island effect; improving energy efficiency at the building scale and community wide scale; storing carbon from the atmosphere to reduce climate change; providing opportunities for renewable biomass and more efficient solar power; supporting biodiversity of both flora and fauna; helping communities adapt to climate change impacts such as severe heat and storm events; strengthening the beauty of communities and their liveability; improving the productivity of employees; reducing health care costs by facilitating active play for children; allowing children to have an experience of nature, thereby addressing the nature deficit; improving social cohesion in our communities; feeding our hungry and disadvantaged; reducing noise pollution; improving the marketability of buildings; increasing tax revenue from improved property values; energy conservation at a building and community-wide scale and reducing the capital and operational costs associated with traditional gray infrastructure.

Other public promotions and relations

- HGTV Link with Denis Flanagan. He is a well-know garden communicator and frequently appears on television promoting horticulture and LO. We have restructured our office to give Denis more time for promoting LO to the public.
- Global TV weekly spot by Denis Flanagan.
- Canada Blooms. This is our main public event. Our logo is featured prominently on all advertising. There are millions of public



LO's garden at 2009 Canada Blooms.

impressions achieved through this venue.

- *Garden Inspiration* magazine. With 50,000 copies for distribution through Canada Blooms and garden centres. The themes of the magazine are new plant introductions and our awards program. It also includes a member directory.
- How-to sheets. Thousands of these are distributed through garden centres.
- Consumer website. Our new site, landscapeontario.com, continues to increase in popularity.
- Press releases. We now have a focused public relations campaign using a professional publicist.
- Links to promotional information. We maintain an archive of media mentions.
- There are a number of Landscape Ontario vignettes on YouTube.
- Support for Toronto Botanical Gardens.
- Support of Communities in Bloom National and Ontario.
- Project Evergreen involvement. We continue to be involved in this exciting project, which will eventually unite all of the industry's stewardship projects under one banner.
- Bowden's and Google News tracking. We track all instances when Landscape Ontario is mentioned in the news. We are mentioned frequently, resulting in millions of impressions.
- Windsor chapter developed a very successful Winter Blooms public show with proceeds supporting the Hospice of Windsor, as well as the St. Clair College Foundation.
- Ottawa chapter Julie Moir Messervy event with the Ottawa Botanical Gardens Society.
- Ottawa Ronald McDonald House landscaping.
- Ottawa Cancer Survivors' Park.

- Toronto's Evening with David Suzuki.
- Toronto also participated in building Rachel's Garden. This Make a Wish Foundation project was spearheaded by Beth Edney and had wonderful support of members in her chapter and CNLA.
- Sharon Urqhart and David Stewart organized the 5th annual day of tribute at the National Military Cemetery.
- Georgian Lakelands helped with the Gilda's House project, which provides a place for cancer survivors and their families to heal.
- The Waterloo Chapter continued its partnership with Evergreen Foundation.

Special note

There is no better way to brand the industry and members to the public than using our contribution ethic and horticultural skills to participate in community projects that improve the quality of life. The chapter community events reflect the best of the industry and make all of Landscape Ontario proud.

Priority 3 – Local relevance

Local relevance is the third priority of Landscape Ontario. We are in the third year of executing a chapter renewal plan that is aimed at engaging members in their local communities. As part of the local relevance priority, the association is engaged in a membership recruitment program under the capable leadership of Warren Patterson and his committee of Hank Gelderman, Brian Lofgren, Bruce Morton, Frans Peters, Michael Van Dongen and David Wright. The committee has developed an exciting plan for reaching new members. They also surveyed existing members in order to better understand and communicate relevant benefits. We are investing more time in orienting and developing

our volunteer leadership.

In addition to the focus on the three main priorities, we continue to work on many events and projects, and deal with hundreds of ongoing issues.

Industry sector Issues

Following is a brief overview of the issues facing the specific sectors:

Landscape

Landscape contractors' issues relate to improving business management, especially in the area of financial systems. We continue to encourage members to know their costs as the basis for becoming prosperous. We are also encouraging members to take the Prosperity Partners program. We have endorsed a number of consultants such as Jacki Hart, Jim Paluch, Paul Lamarche, Jeffrey Scott, LandscapeSafety.com and Mark Bradley with his exciting Landscape Management Network initiative.

Lawn care

Unfortunately, the unwillingness of the province to offer a transition before a complete ban has hurt many of the small members. Larger members have the resources to make rapid changes. We are focused on helping members survive and eventually thrive in this new reality. Our role is to assist in the transition. Our members are survivors.

Garden Centre

The group is focused on business improvement, understanding the unique value of independents in a market of box stores and in improving systems and communications to serve a new younger demographic group. The Garden Centre Symposium was an excellent well-attended event. There was a positive and optimistic buzz at Garden Expo this year.

Nursery

There is a definite downturn in plant sales this year. Growers have had to cut costs and improve processes. Over-production was made more challenging because the situation in the U.S. is worse and many U.S. growers are supplying the Canadian market with low-cost plant material. Even with these challenges, the general mood of the growers is optimistic. We hired a new nursery specialist. The government also allocated over \$80,000 per year for the next four years, targeted to member-directed research to grow the sector. This year the growers supported a project at Vineland Research and Innovation Centre. The project has a dual purpose. It is trying to create an expanded Ontario-based liner production market by growing liners in retractable roof greenhouses. It is also using the liners as part of the highway greening demonstration project that is documenting best practices to ensure survival of plants on highways. The growers are also engaged in a project aimed at

finding new species of street trees. They continue to support the development of an online resource for identifying pests. This is under the supervision of Dr. Marshall at the University of Guelph.

A huge amount of work has been done to mitigate business risks associated with introduced regulated pests. The group has also supported a project that will help growers identify pests using online tools. They are also involved in encouraging the new Vineland Research and Innovation Centre. We are also seeding the idea of creating a Centre for Highway Greening at Vineland. The group is experiencing widespread concern about the economy for 2009. A downturn will mean high inventory, which will put downward pressure on prices. We will need to focus on stimulating demand. The Green for Life program will help.

Grounds Maintenance

Improvement of business and environmental practices drives the agenda of the Grounds Maintenance group. They are also engaged in a benchmarking exercise. It is interesting to note that this group has not been as affected by the pesticide ban. They are offering expanded services, especially over-seeding and aeration.

The annual trial gardens, organized by the group, were a huge success and attracted hundreds of members and media to an open house. The size of the gardens has doubled. This project is a partnership with the University of Guelph. John Hewson, Rodger Tschanz and Robert Ellidge deserve special recognition for their efforts building the garden.

Lighting

The main activity is developing a certification program. The group is also launching the first lighting symposium in February.

Interiorscape

The main focus this year is telling the story of Green for Life benefits to their customers. The interiorscape breakfast at Garden Expo was a huge success.

Landscape Designers

The main activity of this group is centred on professional development. Members continue to host a very popular design symposium in conjunction with Congress. The newsletter, published four times per year, is an excellent communicational and promotional vehicle.

Snow and Ice Management

Education and professional development is the primary focus of the Snow and Ice group. The snow symposium sold out for the third year in a row. The trade show portion tripled in size. We will be developing another symposium and trade show in the Ottawa market next year. The special July snow

issue of *Landscape Trades* continues to experience great success. The group has endorsed the Region of Waterloo's Smart about Salt program. A new organization called the Smart about Salt Council has been created for this purpose. The council includes Landscape Ontario and BOMA (Building Owners and Managers Association and the Region of Waterloo). The program will elevate professionalism and stewardship in the snow services sector.

Irrigation

Irrigation is often seen as wasting water. The group is focused on changing this image through education. The sector has also experienced a significant challenge this year, because of the abundant rain.

Government relations

Government issues always affect the industry in positive and negative ways. We are involved in many levels and with many issues. This summary builds on the issues described in last year's annual report.

Ministry of Environment

- Promotion of a public information and relations campaign promoting responsible gardening
- Encouragement for fast-tracking the approval of low-risk pest control products
- Availability and quality of water
- Green roof promotion
- Green Infrastructure Coalition

Agriculture and Agrifood Canada

- Crisis and risk management for growers
- Invasive species threat
- Working with CNLA on the Nursery Certification Institute to mitigate the risk and facilitate trace-forward activity in the event of an infestation of an exotic pest
- Federal Identity Program funding of industry development projects
- Promotion of a national botanical garden on the experimental farm in Ottawa

Ministry of Labour

- *Occupational Health and Safety Act*
- *Labour Relations Act*
- *Labour Standards Act*

Canadian Food Inspection Agency

- Plant protection issues

Municipalities

- Our activities respond to zoning and permit issues. The complex issue emerged this year in Halton Region. Most of our members in Halton are located on residential properties in rural and agricultural areas. The region considers these businesses to be illegal.

Continued on next page

Executive Director's Report

Continued from previous page

Ministry of Agriculture Food and Rural Affairs

- Support through extension services
- Safety Net Program inclusion
- Inclusion within the agricultural umbrella
- Commodity council
- LIICC (Labour Issues Coordinating Council)

Ministry of Training Colleges and Universities

- Apprenticeship development
- OYAP (Ontario Youth Apprenticeship Program)
- Industry development planning work
- Red Seal designation.

Ministry of Education

- Develop a common horticulture curriculum for high schools. There has been great progress on this issue.
- The pilot high-skills major program provides high school graduates the opportunity to graduate with a major in landscaping. It worked so well, that it is now expanding.

WSIB

- Safety training
- Audits

Special Note:

There are five government relation activities of special note:

1. We are trying to convince the federal government to allocate the GST collected on plant material to a national planting program, aimed at reducing energy. If successful, this Landscaping for Energy Efficiency initiative will provide huge public and industry benefit. It will also encourage the horticultural sector of agriculture. Currently, all other agricultural crops are exempt from GST. We believe plant material, the largest farm gate crop in Ontario (\$1-billion in farm-gate value), should be treated similar to other crops.
2. We are trying to convince the Ministry of Transportation to green our highways. We are working with Vineland and the ministry to develop a number of research and demonstration projects that we hope will stimulate this activity.
3. We are fighting the proposed HST. We do not believe that a general consumer tax on all services will stimulate the economy. Although we are not against the concept of a merged GST and PST tax, we are protesting adding tax on previously untaxed services. It is interesting to note that the Ontario Chamber of Commerce report, used by the provincial government as the rationale for introducing the tax, also suggests

consideration of an option to exempt service-intensive industries.

4. We are promoting the idea that Green Infrastructure Coalition should also be considered when funding infrastructure (please see above).
5. Telling our story on the benefits of the horticultural industry is an attempt to end a well-kept secret. We are planning a major government relations campaign to inform all elected leaders about the immense societal benefits that our sector represents. We are using two very credible documents as a resource. One is the Deloitte study on the Impact of *Ornamental Horticulture on Canada's Economy*. The other is a report entitled *Documented Benefits of Plants*, compiled by the George Morris Centre.

Other comments and highlights:

CNLA

The Canadian Nursery Landscape Association represents our federal interests, but most importantly it provides us the structure to align our common agendas and plans across Canada. CNLA gives us the opportunity to expand our team, community and results in the common work at business competency development, labour issues, education/training/certification, apprenticeships, national government relations work, especially labour and risk management, green industry promotion and long term business development

Landscape Ontario office

The staff mission statement is, "To support our members and implement their vision of a respected and valued green industry."

LO's staff are an amazing group of talented and unique individuals, who care about the mission of the association and its members. We are blessed with amazing staff that "own the mission:" Gilles Bouchard, Rachel Burt, Paul Day, Allan Dennis, Robert Ellidge, Denis Flanagan, Wendy Harry, Sally Harvey, Lee Ann Knudsen, Lynn Lane, Francesco Pacelli, Jane Leworthy, Angela Lindsay, Kristen McIntyre, Kathy McLean, Steve Moyer, Linda Nodello, Lorraine Pigeon-Ivanoff, Kathleen Pugliese, Paul Ronan, Joe Sabatino, Ian Service, Stephanie Smith, Tom Somerville, Melissa Steep, Sarah Willis and Mike Wasilewski. I also want to acknowledge the contribution of Susan Therrien, who left us this year to pursue her passion for quilting.

Future

The future of our industry continues to be bright, even though there may be a temporary downturn in the next few years. Opportunities flow from all cycles.

The greatest opportunity comes from the ben-

efits of green infrastructure, outlined above. Our industry has always been utilized, because we make customers look good, literally and from a pride perspective. People landscape their properties, because of beauty and pride. However, society is beginning to understand the profound connection we have with our living environment.

Other factors that will impact positively on our industry include:

- The huge segment of baby boomers who will be retiring soon. They will transition from the work world to gardening and spending time in their gardens.
- Challenging economic times means less travel and more time to spend in the garden.
- Concern for the environment will cure some of the plant blindness, especially when the public becomes aware of the huge environmental benefits provided by plant material.
- Environmental stewardship is very important to the younger generation. We just need to tell our benefit story. People forget about the oxygen production and carbon dioxide fixing capacity of plants. They also need to be reminded about the energy and soil saving benefits as well as the water retention and cooling qualities of well designed landscapes.

Here is a relevant quote from: *The impact of Ornamental Horticulture on Canada's Economy-Deloitte* (2009):

"Use of ornamental horticulture presents consumers with a number of natural advantages which address some very relevant challenges of the 21st century (i.e. pollution, the urban heat island effect, rising heating and cooling costs, etc.). Moreover, well-considered investments in ornamentals have also demonstrated financial benefits to homeowners, vis-à-vis appreciating resale values. Firms within the sector need to improve upon how they communicate these benefits to consumers, to fully exploit this advantage, especially at consumer key purchase decision points."

We are in a great industry that provides profound societal benefits. We need to communicate better about what we do.

Have a great 2010!

Respectfully submitted,

Tony DiGiovanni,

Executive director 2008-2009

Chapter reports

The regional needs of the members are served through a network of nine chapters. Through monthly meetings and promotional activities, the chapters represent an ideal way for member companies to keep abreast of local industry concerns. The two most sought after membership benefits — education and networking opportunities — are provided through the association's regional chapter structure.

Durham

President: Brian Marsh
Past president/provincial board representative: Mark Humphries
Vice president: Ed Hewis
Secretary/treasurer: Carol Fulford
Directors: John Fulford, Greg Scarlett CHT, Ian Andrews, Norm Mills, Phil Bull

The Durham Chapter held meetings on the first Tuesday night of each month at the Holiday Inn in Oshawa.

September 2008: We held our first annual barbecue, and it was a great success. A total of 50 members attended this meeting. Ten vendors showcased their products, which was followed with everyone enjoying a supper of roast beef-on-a-bun, corn and salad.

October 2008: We had a great presentation by Mark Bradley. He spoke about setting up a budget for a company. We also had the Investment Guild at this meeting. This meeting was attended by 24 members.

November 2008: During this meeting, we had representatives from Landscape Ontario attend to inform everyone about resources that are available to the membership. Our Durham Chapter also received a letter thanking us for the help with the Whitby Mayor's Gala. We had 16 members in attendance.

February 2009: Jacki Hart from Landscape Ontario attended this meeting. She introduced chapter members to the Prosperity Partners Program. It was a very informative and interactive meeting, with an attendance by 22 members. The outcome of this meeting was that we were able to organize the first Prosperity Partners session for the Durham Chapter.

March 2009: We had a representative from the Ministry of Transportation speak to 65 members. This meeting is always well attended. The Durham Chapter sponsored the photography for the Parkwood Estates 16th Gala. We also had our board elections during this meeting. I stepped down as president, but am not leaving the executive.

I enjoyed my time as president of the Durham Chapter, and I am excited to be part of an ever-

growing and evolving industry. It takes dedicated members to make a board of directors run successfully. I would like to take this opportunity to thank all the board members for their continuous support. Also, I offer a big thank you to all the companies that donated items towards door prizes at our meetings. The Durham Chapter thanks Fred Young from the Farm Safety Association. His knowledge on health and safety issues is a great resource for our chapter. A big thank you to Carol Fulford for keeping me organized over the past five years. I also would like to wish Greg Scarlett all the best as incoming president of the Durham Chapter.

Respectfully submitted,
Brian Marsh
 President, 2008-2009

Georgian Lakelands

President: Michael LaPorte CHT
Vice president: David Emms
Secretary: Ken Adair
Treasurer: Sheila Allin
Past presidents: Robert Adams, Nick Soltz, Earle Graham, Mark Goodman
Provincial representative: Mark Goodman
Directors: Terry Kowalski, Owen Burmania, David Holmlund

We began September with a journey to Thornbury, for a chapter meeting at Lora Bay Golf and Country Club. It was an introduction to the association for most attendees. An overview explained the association's operation. Tim Morrison and Unilock sponsored the meeting, with displays of new products. Rob Vogel discussed the unique area of Collingwood, and the possibilities of growing our industry if we can work together. Thanks to Gary Nordeman of The Landmark Group for his work organizing this meeting.

In November, we hosted Brad Rice with Central Credit. Unfortunately, we had poor turnout, competing with the David Suzuki presentation for attendees. However, we gained valuable knowledge regarding small claims and how to deal with them.

In December, the chapter visited the horse races at Georgian Downs. It was part of our annual Christmas party. After a great meal, we were entertained by the horse races, and the terrible dancers, trying to keep to the beat of the DJ.

Nick Soltz out-did himself with our Ski Day. We had the best participation ever for this event. George Urvari joined us for the skiing, and also helped members understand the economic environment

as we prepared for the upcoming season. Although he stepped up our attendance, Nick lost a step on the slopes, as Rob Vogel claimed the fastest time in the fun race.

As usual, the MTO meeting in March was the best-attended of the year. Hank Dubee, with MTO enforcement, helped members again this year become compliant with the rules of the road, so to avoid any unnecessary situations.

Sharing in our community doesn't always mean planting a tree or installing a patio. On Easter weekend, we held a food drive to benefit the Elizabeth Fry Society. We collected nearly 2,000 pounds of food. Many of our local politicians and media joined in our efforts. We hope to see them out again next Easter. Thanks to Warren Patterson for hosting at Barrie Botanix and Lexi Dearborn and Sheila Allin for organizing the event.

With our Gilda's Club project fast approaching, our golf committee got into fundraising mode, and put together a fantastic tournament that raised nearly \$8,000 for this large and deserving project. Nearly 80 golfers took to the links for the afternoon. Just after we sat down to dinner, the rain began. We were lucky seeing just rain, as many surrounding areas had tornadoes.

I thank all the directors and volunteers who helped put on the events of the past year. I would also like to thank all of our sponsors for their support. I look forward to working with all in the future to build trust, image and many more green spaces in and around the communities that make up our Georgian Lakelands Chapter.

Respectfully Submitted,
Michael LaPorte CHT
 President, 2008-2009

Golden Horseshoe

President: Tim Cruickshanks
Provincial board representative: Walter Hasselman
Treasurer: Bruce Wilson
Secretary: Michelle Cocks CHT
Directors: Erik Kuijvenhoven, John Bos, Patrick Evangelisto, John Harsevoort, Brad Malton, Jeff Smith, Deanna Van Varik, Fiore Zenone

The past year was an interesting one for the Golden Horseshoe Chapter, with a number of social events, educational opportunities and great networking.

Our report begins with September 2008, when Hamilton Sod hosted the Chicken Roast. The turnout



Golden Horseshoe Chicken Roast.

was great with many children in attendance. The event has become a memorable and very successful event for the chapter.

The November meeting took place at the Niagara Parks School of Horticulture. Highlighting the meeting was Haig Sefarian.

The chapter's Christmas social took place at the Dundas Valley Golf and Curling Club. It was well-attended with everyone enjoying food, refreshments and great social interaction.

Mark Bradley gave a popular presentation on business practices. It ended with rave reviews from those taking part in the February meeting at the Dundas Valley Golf and Curling Club.

One of the most popular and informative meetings of the year was held in March at Connon Nurseries NVK, with MTO officials. Members were able to hear all about the current and ever-changing rules of the road. Board elections also took place at this meeting.

The next chapter event was in June, when the annual golf tournament was held at the Willow Valley Golf Club. The sold-out event saw golfers not just battle the course, but also the extreme heat of the day. Everyone still had a great time, and great appreciation is given to everyone who worked on organizing the event. A special thank you to Bruce Wilson who went over and above to ensure the tournament was a successful chapter event.

I would personally like to thank all the board members for their efforts this past year. We look forward to next year's meeting schedule.

Respectfully submitted,
Tim Cruickshanks,
President, 2008-2009

London

President: Tim Craddock
Past president: Kees Govers
First vice president: Grant Harrison
Second vice president: Daryl Bycraft CHT
Treasurer/provincial board representative: Peter Vanderley
Directors: Darcy DeCaluwe, Jerry Hakkers, Nicola Kamp, Jay Murray CLP, Michelle Peeters, John Perriman, Stephen Sutcliffe, Jason Zehr

Once again, the London Chapter's year was one of many achievements.

The chapter partnered with the London Home Builders Association to provide a feature garden at the show. This allowed the chapter to bring exposure to all of the members in the various sectors. The home show was also the media launch for the Gardens of Distinction Tour, which took place on July 11. This one-day garden tour saw nearly 400 people pass through 12 private and community gardens across London. With a wide variety of specialties at every site, tour participants were able to visualize many aspects of these backyard retreats at their own homes. Our hope is to expand the tour in 2010 to include several communities near London. The members who took part in the tour, said that being at a landscaped garden they created for a client, generated a considerable number of leads and several landscape jobs were sold as a result of this event.

The Banting House Project is drawing to a close. Without the support of the members of the chapter and a large number of donations made by various vendors and suppliers to assist in the completion of this very worthwhile community garden, this project would never have happened. The community garden that has been created, as a result of these efforts, helped rejuvenate a small section of the Old East Village. It has brought people back to the park

to reflect. The completion of the garden will see a globe statue erected as the focal point. A time capsule, dedicated over 20 years ago by the Queen Mother, will once again be enclosed until a cure for diabetes is found.

The annual London Chapter Golf Tournament, held at Pine Knot Golf Club, was a resounding success. A total of 144 golfers took part. This year, for the first time ever, we had a waiting list. The weather was cool and the rain held off during play. The prize table was plentiful, with several big items donated by local suppliers drawing a lot of interest of everyone in attendance.

Our chapter meetings are also drawing record numbers, with a variety of topics that have covered a number of hot issues. We hope to provide our members with the tools to be proactive in the future in addressing these issues. Subjects included green roofs, rainwater harvesting, an open forum with the MTO to address areas of concern, as well new and interesting perennials for 2009. We hope to attract a variety of interested members with topics that relate to the success of their business.

For 2010, the International Plowing Match is being hosted by Elgin County. This is right in our own backyard, with over a quarter-million people passing through the gates over the course of the entire event. The London Chapter has been asked to design and construct the main entrance to the plowing match. Once again, it's a huge opportunity for this chapter to promote the LO brand to not only the local community, but the province and the nation.

We have also seen a huge boost in the involvement of members on the board of directors. The London Chapter has not had a board of this size or diversity in many years. Without the many volunteer members on the board, we would not be able to achieve all of the projects or events that we do each year. I want to applaud these members for taking time from their very busy businesses to make the chapter the success it is today.

Respectfully submitted,
Tim Craddock
President, 2008-2009

Ottawa

President: Sarah Johnston
Vice president: Welwyn Wong
Past president/secretary: Tim Dyer
Treasurer: Hank Mollema
Provincial board representative: Bruce Morton CLP, CIT
Directors: Chris Burns CIT, Jean-Paul Gervais, Sonja Hirsig, Darrell Kekanovich, Patricia Stanish, Dave Stewart CHT

The past year proved a challenging one for many of our members. The grounds maintenance sector faced the cosmetic pesticide ban, irrigation companies coped with as much rain this year as last, and commercial landscapers, nurseries and designers dealt with dwindling client budgets resulting from the downturn in the economy.

The Ottawa chapter fashioned its seminars around these challenges, starting in December and continuing into April.

Education

Going Greener in the Industry and the Integrated Pest Management symposium in February gave members information on the new regulations and alternatives available.

Focusing ON your company and not just working IN your company was the message of the Prosperity Partners program seminar in December. Leonard Lee of Lee Valley Tools spoke to owners about Growing your Business at GreenTrade in February. Three local business owners also discussed their challenges and solutions during downturns in the economy.

WHMIS, First Aid and SCIP programs ensured member companies had the opportunity to fulfill annual requirements and employees were updated and acquired new skills on the skid steer and chain-saw training programs.

Monthly chapter meetings focused on how to reduce insurance claims, the ins and outs of vehicle leasing and an update by Bob Adams and Tony DiGiovanni on issues facing the industry as a whole.

Accreditation

Members tell us they want to increase professionalism in the industry and each year the Ottawa chapter has made it a priority to offer accreditation programs.

More than 12 apprentices took courses at the Kemptville campus of the University of Guelph and continued on-the-job training this summer with their employers. There are 16 students enrolled in the program this November.

Workshops provided owners and the irrigation and horticulture sectors with business courses on the five pillars of the Prosperity Partners program.

A total of 15 new Certified Horticulture Technicians graduated from the evaluations held in August at Kemptville College.

Promotion

Green Trade Expo in February attracted almost 1,000 attendees. This is the stellar event of the Ottawa chapter when it comes to promoting our industry suppliers to members. Over 100 exhibitors showcased their products and services this year.

Many member companies volunteered their time to community projects, including the Ottawa Cancer

Survivors Park and the Ronald McDonald House. Many LO members showed up to do fall clean-up at the annual Day of Tribute at the national military cemetery at Beechwood.

In February, 500 people attended a public lecture and industry workshop by Julie Moir Messervy, an award winning designer.

The weekly electronic and the monthly printed newsletter continues to update our members on chapter activities, such as the golf tournament and this year, past presidents updated new board members on the proud traditions of the chapter.

Future activities

Several new activities are planned for the coming year, including a Christmas party for members and their families in December, the Canadian Nursery Landscape Association AGM in Ottawa during February, a tour of the Governor General's gardens in April and a snow symposium in August.

As I finish writing this, I am amazed at how much is achieved by all our volunteers and board members. Kudos to everyone. Many hands make light work, so if you are interested in volunteering your time to any of these activities, please contact our member services coordinator, Lynn Lane, at 613-796-5156. We welcome your help.

Respectfully submitted,

Sarah Johnston

President 2009

Toronto

President: Fiona Penn Zieba

First vice president: Arvils Lukss

Second vice president: Lindsay Drake Nightingale

Past president: George Urvari

Secretary/treasurer: Sabrina Goettler

Provincial board representative: George Urvari

Directors: Dennis DeVecchio, Janet Ennamorato, Allan Kling, David Nemeth, Caroline DeVries

My goal as president of the Toronto Chapter is to have interesting events for our members at least six times per year. These events could be social or educational, but all are with an aim to benefit the members.

October 2008: Darren Bosch's subject was Branding and the Company Image. It was a well-attended chapter meeting.

November 2008: The annual November special event was fortunate to have David Suzuki as the guest speaker. Suzuki spoke at the trades-only luncheon, held at the Toronto Botanical Garden. After the luncheon, Suzuki took a few moments to plant a tree on the grounds of the TBG with a group of school children, who were full of enthusiasm to meet him. The evening event, along with a book signing, was held at

the John Bassett Theatre. Suzuki was introduced by Rachel, a recipient of a Toronto Chapter-built garden through the Make-a-Wish Foundation. Suzuki spoke on general environmental issues. Both events were very informative.

February 2009: Information concerning bylaws and permits, right-of-ways and transportation, trees and ravines were the topics of the February day-long educational session and panel discussion for the Toronto Chapter. This informative day was very well attended by our membership.

March 2009: The Contractors' Lecture Series was held at Canada Blooms this year.

April 2009: The focus of the April chapter meeting was safety and the bottom line, with guest speaker George Urvari. We also held elections for the 2009-2010 term of office. Toronto Chapter held its first, and hopefully annual, Green Day Park Clean Up. This year, we were in High Park in central Toronto to clean the north side of the park. A chill was in the air, but the enthusiastic chapter members and community volunteers were out in full force.

July 2009: This year's golf tournament was held at Glen Eagle Golf Course. Despite a very wet day, the event raised approximately \$12,000 with the proceeds going to Sick Kids Hospital Foundation. Everyone enjoyed the golf, lunch and prizes. Michael Pinball Clemons gave a motivational address during the lunch, that was well received by all in attendance.

August 2009: Again this year, the baseball tournament was held on a balmy summer Sunday at Richmond Green in Richmond Hill. The tournament trophy was won by Sheridan Nurseries in a tie-breaker game, with the runner-up team, Arbordale/Moonstruck. Everyone enjoyed a great day and a delicious barbecue.

The annual past presidents' barbecue was held at the current president's abode in August. It was a good networking experience for all in attendance, as it allowed the torch to be passed to the future, while learning from the past.

Respectfully submitted,

Fiona Penn Zieba

President, 2008 - 2009

Upper Canada

President: Paul Doornbos CHT, CLP

Past presidents: Russ Loney, Terry Childs

Provincial representative: Paul Doornbos

Vice president/secretary: Pam McCormick

Treasurer: Eugene Lazier

Directors: Diana Cassidy-Bush CLP, Stuart Sprout

At the completion of another year, I would like to take this opportunity to thank members of the chapter

board and all those who gave of their time and talents to help run the events of 2008-2009, and thereby continue to grow and promote our industry throughout the chapter area.

January 2009: Chapter members enjoyed a visit from LO president Bob Adams and executive director Tony DiGiovanni, along with a presentation of the new brand of LO and how members could begin to use it to promote their companies.

February 2009: Green Trade show in Ottawa.

March 2009: There was a huge promotion of LO through participation in Canada Blooms by building the display garden. As well, LO was promoted at the Quinte Home Builders Show through the sponsorship of a speakers' series.

April 2009: A successful meeting was held with MTO creating a mock-up roadside inspection in order to provide answers to common questions and more clarity to requirements on vehicles.

July 2009: A successful golf tournament was held at Briar Fox Golf Club in Marysville.

October 2009: Members kicked off the meeting and seminar schedule with a presentation from Ontario One Call and a profile of Garden Creations of Ottawa by owner Tim Kearney CLP.

November 2009: Dan Clost CHT was in town to talk about sustainable landscapes and plants, versus native species and how to utilize them for stewardship, along with marketing and promotion ideas.

December 2009: Enjoy time to refocus and prepare for a new season.

Respectfully submitted,

Paul Doornbos CHT, CLP
President, 2008-2009

Waterloo

President: Dave Wright

Vice president: Randy Adams

Provincial representative: Mike Hayes

Treasurer: Rob Tester

Directors: Cor Bultena, Todd Schwindt, Helmut Zgraja, Jason Dietrich, Jeff Thompson, Dale Schiek, Don Prosser

September 2008: Our first meeting of the year was held at the Waterloo Knights of Columbus with a good showing by the membership. Guest speaker, Sean James, talked about sustainable landscapes as a selling feature. Our sponsor for the evening was Elmira Farm Service and the company profile was presented by Rob Tester from TNT.

The Sept. 7 ball tournament was rained-out, so there was no winner this year.

October 2008: The second meeting was well attended and Dave Schnarr from the Centre for Family Business talked about the challenges



Waterloo Earth Day

of succession planning in a family business and the resources that the Centre provides during the process. Sponsors were Tri-City Bobcat and MDKS (productivity software). Gary Heble from York Nursery presented his company's profile, showing how things have changed over the last 60 years.

November 2008: During November's meeting, Rob Witherspoon of the Guelph Turfgrass Institute discussed changes in turf varieties. Kissner and HortProtect were sponsors for the evening and Chris Moser from Moser Landscape Group presented the company profile, showing a love for big toys.

Our 29th annual Fall Freeze-up dinner/dance was well-attended and had lots of great door prizes.

The chapter board met with Tony DiGiovanni for a strategic planning session in late November and aligned chapter goals with those of the rest of the association.

December 2008: This meeting was more of a social event, with speaker Deb Lloyd talking about humour in the workplace. Our meeting sponsors were Duke Equipment and Ontario Marketing Productions.

January 2009: Our January meeting is never well attended, due to time conflicts with Congress. Jo Taylor is a great speaker, who talked about developing employee handbooks to better manage HR issues within our companies. The meeting was sponsored by CRS and the company profile was presented by

John Cruickshank of Outdoor Services. Everyone was encouraged to find opportunities for growth during a down economy, as John did in the 1980s.

February 2009: Mike Hayes presented a talk on How to Kill a Tree, which was very well received. Mike showed the top 10 ways on how the lack of maintenance or misguided practices will kill a tree. Meeting sponsors were Nisco and Santerra.

Our business workshop, presented by Michael Lewis, was well attended.

March 2009: The March meeting is always jam-packed with activity. We started with the usual business meeting, followed by elections. Our feature presentation was by Ginny Dybenko, dean of the school of business at Wilfrid Laurier University. He spoke about the state of the local economy. Meeting sponsors were Envirobond and Coleman Equipment.

The Kitchener Waterloo Home and Garden Show was presented by Ontario Marketing Productions at the Kitchener Memorial Auditorium on March 27 through the 29. The Chapter manned a small booth that showcased our school yard greening projects and the Green for Life program. Members built beautiful displays that pulled in the crowd.

April 2009: Our first April meeting in years was the best attended of 2009. Compact Sod hosted the meeting at its new facility. Ron Schiedel and his crew took everyone on a tour, followed by a great barbecue.

Denis Flanagan spoke about new trends in plants and landscape for 2009. Dave Wright presented the newly-drafted Chapter Strategic Plan.

May 2009: Mike Hayes led volunteers through a successful school yard greening project at J. W. Gerth Public School in Kitchener. Trees and rocks were placed by an army of volunteers in less than half a day, creating a great outdoor learning environment. We received great media attention and the Green for Life logo became better known.

August 2009: Don Prosser led another army of volunteers to build a new landscape at the Kitchener-Conestogo Rotary Dream Home. The landscape included rainwater harvesting, a bioswale and permeable pavers. A Green for Life display was set up for the duration of ticket sales in the showroom of the home.

In summary, I would like to add that as a chapter, we are excited about the continuation of Green for Life initiatives in our community, and hope that this is a trend that leads to greater community projects and even more exposure in years to come.

Respectfully submitted,

Dave Wright

President 2008-2009

Windsor

President: Karl Klinck

Vice president: Vacant

Past president: Dan Garlatti

Treasurer: Don Tellier

Provincial board representative: Garry Moore

Secretary: Jay Rivait

Directors: Chris Power, Nino Papa, Chuck Pronger

Another year gave witness to the typical fluctuations by the usual suspects: the regional economy and the local weather. The old adage about making lemonade when handed lemons is apt now more than ever. Business success is always achieved by adapting to our current situation, while at the same time charting a course for the future. The economic challenges of Windsor-Essex-Kent are serious, but our most successful companies focused on their own reality and not on the hyperbole of the media. The local challenges are well-known to all and don't deserve to be re-hashed here. But, there were also some real bright spots in our region.

An unusually snowy winter gave some contractors their best year in a number of years. The Home Renovation Tax Credit also helped to push some consumers off the fence and into ordering work. Staycationing seemed to be more than a buzzword. Some of the uncertainty regarding the future of Chrysler was alleviated when the president of Fiat recently referred to the Windsor-produced minivan

as a sacred cow. Ford has promised new investment in local facilities. As well, there is evidence of slow but sure progress by the federal and provincial governments in preparation for new access roads to the American border.

Volunteer renewal

Our all-volunteer local executive board provides leadership in organizing all of our events and meetings. New blood is crucial to maintaining a fresh perspective and to expanding our partnerships in the community. Congratulations to Nino Papa and Chuck Pronger for joining the board of directors this past year. We are also excited to welcome Mark Williams to the board for the coming year. Thanks, as well, to the numerous members who volunteered at Winter Blooms, the golf day and chapter meetings

Meeting highlights

Attendance at chapter meetings was steady this year with a typical crowd of 12 to 20. Not a bad turn-out for our small chapter. Thank you Dan Garlatti and Wendy Harry for coordinating an interesting speaker program at our chapter meetings.

October 2008: Williams Nursery hosted an after-work barbecue in conjunction with an open house at the farm in Leamington. On display was quality nursery stock produced by one of LO's founding members, and also some interesting vintage and custom equipment and artefacts from the barn. Over 100 people visited over the course of the day, including provincial board members Bob Adams and Tom Intven.

November 2008: The November meeting took the form of a reception to honour the Awards of Distinction winners. The event was held at the St. Clair Student Centre restaurant, Gryph's. The student centre manager has always been a strong supporter of Winter Blooms. Thanks again to judges Jay Terryberry and Don Tellier for making this event a reality.

December 2008: In December, we welcomed Michael Lewis, who led a discussion on the subject, Typical Business Blunders and How to Avoid Them!

February 2009: One of our newest members, Santerra Stonecraft, hosted a strong contingent that turned out to hear Dan Bissonette speak about the native plant movement of Essex County.

March 2008: Tracey McAllister of Valleybrook Gardens visited the Windsor Chapter in March to talk about new introductions. Tracey also spent significant time sharing her recent experiences in retail and discussing changing demographics, as they relate to the garden centre consumer.

Special events and other activities

Bursaries: Once again, the Don Klinck Memorial Bursary was awarded to a St. Clair College horticul-

ture student. The funds raised from Winter Blooms and donated to the St. Clair College Foundation have allowed for the creation of a new bursary, the Lex Kraft Legacy Award. In fact, the first award was given out in February 2009.

Newsletter/calendar of events: The newsletter continues to be an excellent communication tool for advertising events, meetings and sharing business and industry insight. Thanks to Jay Rivait for all the hard work.

Winter Blooms: Landscape Ontario Windsor Chapter again partnered with St. Clair College to produce Winter Blooms IV. This consumer show and garden symposium in March attracted over 1,000 people again this year. Returning features included a whimsical children's garden, a clown, and cooking demonstrations. New this year was a spectacular display, assembled by the local orchid society. The LO display featured the new-look Green for Life branding and booth. Staff reported a keen interest in the tax credit hand-outs. All speakers were excellent and sessions were well-attended. As usual, many attendees showed up early just to watch the live broadcast of the CKLW garden phone-in show.

Once again, over 20 different members' companies participated. The volunteer support of our members (especially Chris Power), St. Clair College staff (especially Don Tellier, Jay Terryberry, Jason Milling, John Lien and Shannon Arnold) and the horticulture students was invaluable. Proceeds from the silent auction and gate receipts allowed us to donate \$3,000 to the St. Clair Scholarship Foundation.

President's message

On behalf of the Windsor Chapter, I want to thank all the volunteers and members whose time, effort and input allowed us to promote the green industry in the Windsor, Essex and Chatham-Kent areas. Serving LO as a volunteer often requires a large personal commitment of time and energy. It is a very rewarding experience, because volunteers get back far more than they put in. We have had excellent participation by members again this year. I encourage all of our members to continue to step up and volunteer in this coming year. The outcome can only be positive, when we work together.

On a personal note, thank you to all who have volunteered on the board over the past five years, during my extended term as president. You are a passionate, determined and honest group of leaders. I have learned a lot from all of you and look forward to continuing to serve the chapter from a different vantage point, as your past president.

Respectfully submitted,

Karl Klinck

President 2008-2009

Sector reports

The scope and mandate — and therefore the needs — of the various industry sectors served by Landscape Ontario are distinctly different. The specific requirements of each of these groups are facilitated by the association's sector group structure. The objective of each sector group is to respond to current concerns resulting from marketplace pressures and government legislation.

Garden Centre

Chair and Provincial Board Representative:

Bob McCannell

Members: Barry Benjamin, Perry Grobe, John Hawkes, Alice Klamer, George Kohnen, Robert Kuepfer, Chas Lawton CHT, Shannon Lindensmith, Norm Mills, Robert Richards, Susan Richards, Tony Sgambelluri, Ben Vaan Holt, Michael Van Dongen, Art Vanden Eden CHT

Garden Centre Symposium: The 2008 symposium was held October 13 at the Toronto Congress Centre, in conjunction with Garden Expo. The symposium covered topics such as staffing issues, consumer and industry trends, sales, technology, loyalty programs and more. There was also a networking reception and a chance to see Garden Expo before the show officially opened.

Environmental stewardship: Plastic pot recycling remains a major concern of independent garden centres. An in-depth study was done for LO by a group of MBA students at Wilfrid Laurier University on the possible development of a national recycling initiative. Upon completion, it was brought to the CNLA. The study concluded that each province should tackle recycling on its own. There are a number of independent plastic recyclers in Ontario, and many independent garden centres are working with these companies. Branding to the consumer: The branding committee launched the Green for Life icon and consumer website www.landscapeontario.com this year. The garden centre committee created a pilot program to encourage and support our 240 independent garden members to create their own profile and have it linked to this website. To date, approximately 30 per cent of our members have created profiles. We encourage all members to take advantage of this co-branding opportunity to connect with the consumer.

Strategic plan: On July 7, the committee devoted a full session to strategic planning for the



Growers Auction.

future of the garden centre industry. Issues and opportunities were identified and then prioritized. This session addressed the top six issues and the solutions. The strategic plan creates a roadmap for the committee going forward. These same strategies could be adopted by an independent business. I encourage you to contact LO to obtain a copy of this paper.

Garden Centre Inspection Program – Garden Centres Canada: The CNLA Garden Centre Group, known as Garden Centres Canada (GCC), under the leadership of chair Anthony O'Neil, brought Eve Tigwell to Canada. She performed inspections on 18 garden centres across the country, including three in Ontario. The program was well received with 100 per cent positive feedback. The cost of \$750 included all travel expenses, and was viewed as a very fair investment by the garden centres that participated in the program. The GCC is preparing to bring this inspector back to Canada in 2010. I would encourage Ontario garden centres to participate in this program. Strong participation this year will encourage the development and training of a home-grown trainer to carry on this valuable method of evaluating your independent business.

Projects for 2009-2010

Employee manual – The garden centre committee commissioned the creation of a generic employee manual, which will be available free online to all LO members. The manual will outline company standards, policies and procedures in the workplace. It will also include government standards

that all employees must abide by. This manual is scheduled for completion in March 2010.

Garden Centre Symposium – The annual symposium at Garden & Floral Expo, 2009 had an excellent speaker program, with Tom Shay, Kip Creek and Jeff Morey. A panel discussion was about building your business.

Respectfully submitted,

Bob McCannell

Chair 2008-2009

Grounds Management

Chair: Mike DeBoer CHT

Provincial board representative: Brian Marsh

Members: Robert Adams, Carmine Filice, Jacki Hart CLP, John Hewson, Sarah Johnston, Anthony Kampen, Russel Loney, Jeff McMann CHT, Rodger Tschanz

In 2009, the trial gardens at LO's home office continued to expand. We completed the circle, as well as added the boulevard bed. The irrigation group became involved this year by using the gardens as an irrigation trial. Since this has grown so much over the last couple of years, we decided as a group to start a sub-committee to run this. Rodger Tschanz from the University of Guelph is chairing this sub-committee.

We looked into organizing a symposium again this year. We started compiling a list of topics to

cover and found most of them fit very well with a lot of the topics found at the IPM symposium. We contacted Mark Goodman regarding co-branding the IPM symposium and the grounds maintenance symposium. This was welcomed enthusiastically, and we hope to be able to do this again.

We decided to put together a bi-annual newsletter covering some of the hot topics in the grounds maintenance industry. Our first one went out in mid-July and we will be doing the next one late November. Thank you to Anthony for all the work he put into this project.

The grounds management sector group has also supported the Prosperity Partners program by submitting templates that we feel would be helpful to other companies.

We have grown this year as well, with four new members joining our group. These new additions are welcomed as we plan for the future. Right now we are using the SWOT analysis to help us narrow down some good topics to cover in the coming year. It should help us in the grounds maintenance industry deal with some of the tough day-to-day issues we encounter.

Respectfully submitted,

Mike DeBoer

Chair, 2008-2009

Growers

Co-Chairs: Bart Brusse, Dave Braun

Provincial board representative: Dave Braun

Members: Gerwin Bouman, Tim Dyer, Jeff Gregg, Chris Langendoen, Jennifer Llewellyn, Glen Lumis, John Moons, Keith Osborne, Mark Ostrowski, Fred Somerville, Melissa Spearing, Youbin Zheng, Bill Putzer, Alex Verbinnen, Dave Tillaart

The growers created a strategic plan that developed goals for the year. These goals included, summer tour, fall auction at Mori Nurseries, regular winter meetings, a growers short course (February, 2009), invasive alien pests nursery certification and government relations.

The Growers Research Auction in September 2008 was held at Mori Nurseries in Niagara-on-the-Lake. It was a great success, with beautiful weather and a great turnout. The group raised \$21,000 for horticultural research. It was decided that Somerville Nurseries would host the September, 2009 growers auction.

A number of information and training events were held throughout the year. These include:

- In February, 2009, another successful Growers Short Course was held at the Royal Botanical

Gardens, organized by Glen Lumis. Approximately 180 people attended the seminar. As part of the strategic plan, the group began to organize the Feb. 10, 2010 short course.

- The fall dinner meeting in November, 2008, had guest speakers, Susan Dyer of PricewaterhouseCoopers, and Jim Wheeler of Wheeler Group. The topic covered the scientific research and experimental development program. Approximately 45 attended the event.
- A seminar entitled, Thriving in any Economy, took place at the Copetown Community Centre. Guest speaker was George Koziarz of George Koziarz and Associates. He spoke about making a profit and also understanding your banker. Approximately 45 members enjoyed the presentation.
- A special presentation, Understanding Soil, was given by Jen Llewellyn and Christoph Kessel, both of OMAFRA.

In March, 2009, Francesco Pacelli became the new grower technical analyst. One of his main priorities is to help growers implement the certification program.

This past summer, Jen Llewellyn and Keith Osborne organized a tour to southwestern Ontario. The group visited Sloan's Nursery and Christmas Trees, Downham Nurseries, Elgin Farm, Heritage Country Gardens, Pieper Nurseries and Agrium Advanced Technology. A special thank you is given to Agrium Advanced Technology for sponsoring the lunch and Forterra for sponsoring the breakfast. The tour was a great success with 100 participants taking part.

The group held a special meeting to review priorities of all research projects. A number of the projects involve working with Vineland Research and Innovation Centre.

New members welcomed to the committee are Bill Putzer, Dave Tillaart and Alex Verbinnen.

Respectfully submitted,

Bart Brusse, Dave Braun

Co-chairs, 2008-2009



Trial Gardens.

Interior Plantscapes

Chair: Stephen Schell CHTI

Vice chair: Peter Tigchelaar

Provincial board representative: Stephen Schell

Members: Hella Keppo CHTI, Bill Peel, Fred Prescod CHTI, Peter Tigchelaar, Liane Unwin CHTI, Phil Van Alstyne CHTI, Nanthankumar Paramanathan, Dave DeVries, Robert van Aerts

On Oct. 20, 2008, the commodity group held its fifth annual Interior Landscape Symposium. This year our symposium was held at the Toronto Congress Centre in conjunction with Garden and Floral Expo. The conference was an unparalleled opportunity to meet and learn from some of the industry's best. Keynote speakers were McRae Anderson of McCaren Designs, a top interior landscaping firm, who provided valuable information on pruning tips and techniques, selecting the right orchid varieties and many more, and Roy Prevost, a business coach. Though attendance was down, the conference was a success because of the networking and information sessions.

To ensure success for the 2009 conference, the group reviewed the options of holding a full-day conference, or a half-day luncheon event, or a breakfast session.

In order to make other industry sectors aware of the Interior Plantscape group, a booth was designed and manned in the educational section of Congress 2009. Handouts were given to attendees, providing information on

the mission of the interior group and who they represent, etc.

Sally Harvey and Stephen Schell attended a meeting in Atlanta of the Interiorscape Industry Coalition. They learned about many great networking opportunities. A coalition was formed by U.S. and Canadian members to increase industry awareness of interiorscaping.

Other items of interest the sector group is pursuing include:

- an educational breakfast at LO for technicians in June, 2009
- a supplier evening in March, 2009 to communicate and provide networking opportunities
- change of name, to reflect the industry, from Interiorscape to Interior Plantscape
- review of the strategic plan

Committee members feel they are making steps in the right direction and look forward to a successful year in 2010.

Respectfully submitted,

Stephen Schell

Chair, 2008-2009

Irrigation

Chair: Chris Le Conte CIC, CLIA

Provincial board representative:

Steve Macartney CIT, CHT

Members: Walter Afanasiew, Christian

Brunet, Brian de Caluwe CIT, Andrew

Gaydon, Kara Gibbons, Gillian Glazer, Lorne

Haveruk CWCM-L, CID, CIC, CGIA, CLIA,

Steve Hernandez CIT, Kevin Jensen CIT, John

Lamberink CIT, Mike Ross, Paul Schnarr CIT,

Chuck Yates CIT, Harald Zorn CIT

It has been a challenging year for the Ontario irrigation industry. The recession resulted in reduced demand for irrigation systems and another year of wet weather virtually eliminated service and even use of existing systems. Coupled with the fact that water rates continue to climb, one can say that 2009 was the 'Perfect Storm.'

It is not all doom and gloom out there. There are many stories of new opportunities for our industry. Mainly, there is an opportunity to innovate, learn new techniques, learn about new products and the new 'green consumer.' The irrigation sector group is continuing its efforts to offer new educational opportunities for its members and be the voice for our industry. Currently, the group is focusing on improved communication, using our website as a tool to help consumers make intelligent choices about how to select

an irrigation contractor, and the industry's best management practices.

In water news, it has come to light that the Canadian government is moving forward with investigating the adoption of the U.S. EPA Watersense program. Currently this program speaks to irrigation system installation on single family homes. The EPA is investigating development of an Industrial, Commercial and Institutional program. At this point, it appears very likely that the Watersense program will be adopted for use in Canada. To familiarize yourself with Watersense, visit www.epa.gov/watersense.

The Ontario Ministry of Environment is currently developing Ontario's Water Conservation and Efficiency strategy with consultation from various stakeholder groups. As sector group chair, I was able to participate in these stakeholder meetings and give comment on strategy development, concerning the landscape irrigation industry. Stay tuned for progress reports.

I am excited to report that the Town of Wasaga Beach has instituted an evapotranspiration (ET) controller rebate program. A \$125 water bill rebate is provided if an ET controller is installed by a CIT (Certified Irrigation Technician) or a CIC (Certified Irrigation Contractor). Wasaga Beach is one of the first municipalities to officially recognize and offer financial incentive for SMART irrigation.

One vigorously debated topic this year was the CIT program. Many comments have been made about the criteria of the program and some concern was expressed about a missing "ongoing education component" to the certification. After lengthy discussion and debate, there are currently modifications being made to the education and exam components associated with this certification.

The irrigation sector group is in the early stages of investigating the potential to make landscape irrigation contracting a licensed trade. There will be many ramifications, both positive and negative, of this potential shift. For as long as most of us can remember, the most common beef is that there are many fly-by-night installers ruining the excellent work and reputation of an entire industry. All it takes is one "watering in the rain" complaint to a city representative and we all look bad. Would a licensing requirement fix this? Probably not, but it would allow for a higher standard of work and fair pricing, which would be good for everyone. Currently a licensing sub-committee is gathering preliminary data from regions throughout North America.

Recently, I have been in touch with the IIABC and ACIA (British Columbia and Alberta irrigation associations). They have expressed interest

to work with groups like ours across Canada to develop a potential national strategy for our industry. This is something that will be worked on in more detail into 2010.

Continuing on from a successful 2009 irrigation symposium and AGM, the Irrigation Sector group has once again organized a great event for anyone interested in looking deeper into North American water challenges, or who wants to learn more about green business strategies and rainwater harvesting projects in Ontario. Attendees will hear from industry-leading companies in Canada and the U.S. As a special guest, the 2008 EPA Watersense Partner of the Year (Irrigation), Tim Malooly of Irrigation By Design, will deliver an update from the Irrigation Association and share experiences gained from years of consulting in the U.S. This event is a must for irrigation contractors interested in growing their business and who want to learn about the challenges and opportunities before us. The event is Jan. 11, 2010. Register today!

Finally, I would like to thank the 10 or so dedicated volunteers who comprise the irrigation sector group and make it to meetings, even when they probably should be out running their businesses. In my opinion, they are doing a great job at representing our industry and have made significant contributions to "raising the bar" in our industry. We welcome more volunteers to sit, share and assist us in speaking out and up for the irrigation industry. We especially need contractors to increase their presence and input at these meetings.

Respectfully submitted,

Chris Le Conte

Chair, 2009

Landscape Contractors

Chair: Peter Guinane

Board representative: Bruce Warren

Members: Harry Gelderman CHT, Ryan Heath

CLP, Dave Turnbull CHT, Brian Clegg, Barry

Hordyk, Brian Marsh, Arthur Skolnik, Charlie

Dobbin

Designer group representative: Janet Ennamorato

I would like to thank all of the members of our committee for contributing their time.

The annual lecture series was held in conjunction with Industry Night at Canada Blooms on Mar. 19, 2009. Speakers were Joe Murgel of Stonetech Corporation and Real Eguchi, a landscape architect. The focus of the talks was

about how landscape architects and contractors can work better together. Special thanks to the sponsors of the event: Beaver Valley Stone, Dufferin Aggregate, Eloquip and Unilock. Over 70 attendees at the event enjoyed the presentation and then joined the Industry Night celebration and Canada Blooms awards. Plans for 2010 are now being developed.

The Landscape Contractors group assists with the feature gardens at Canada Blooms by reviewing all entries to ensure they meet industry standards and quality. With the assistance of LO staff and Tim Kearney's vision, the wow factor returned to the show in the Landscape Ontario garden. The group is looking forward to the 2010 Canada Blooms show at the new location, the Direct Energy Centre.

Items of interest during 2009:

- Landscape Contractors newsletter is being sent out via email on a quarterly basis. It focuses on issues pertaining to contractor sector.
- The number of members on the group increased. We would like representatives from all chapters, in order to ensure that the landscape contractors group is capturing the needs of the sector. It was decided to visit all chapters and make a presentation to LO members.
- We reviewed issues and developed a strategic plan. The Landscape Summit focused on common problems, such as labour, permits, etc.

The Contractors support the new Green for Life initiative. We are the green industry and need to get the message out to the public.

Respectfully submitted,

Peter Guinane

Chair, 2008 - 2009

Landscape Designers

Chair: Beth Edney CLD

Provincial board representative: Beth Edney

Members: Tony Lombardi CLD, Janet Ennamorato, Jennifer Hayman, Paul Brydges, Don Chase CLD, Harry Gelderman, Sabrina Goettler, Judith Humphries, Alice Klamer, Ron Koudys OALA, CLD, Fred Post CLD, John Scanlon, Greg Scarlett CHT, Haig Seferian CLD, Patricia Stanish CLD, Ron Swentiski CLD

The Landscape Designers hosted the annual conference at Congress on Jan. 4, 2009. It was a very successful event with over 175 people in

attendance. All speakers and topics were well received by the audience. Added to the conference was a special area, where sponsors of the event had tabletop displays and were able to network with participants. The group also hosted its first designers' breakfast at Garden Expo. It was close to being a sold out event. Plans for 2010 are well underway, which includes a breakfast seminar at Garden Expo and another great conference in January.

The designer newsletter continues to be a great success and has been widely circulated. It is available on the landscape designers' sector page on www.horttrades.com.

Certification issues include a founders' luncheon and the CLD committee. A special founders' luncheon, for those who initiated the CLD certification program, was held during Congress. The topic under discussion asked questions about how to stimulate certification, and where do we go from here? It was well received and provided a great networking opportunity. The CLD committee continues to work on reviewing the examination and portfolio. Discussions involve the process, standards and ongoing education opportunities.

An Awards of Excellence sub-committee was formed to look at the criteria of the awards and the review process, to determine how it may be improved and streamlined. The designers' new presentation criteria: black foam board 24" x 36", one board, coloured plans only, must indicate north on plan and the name of the city where the project occurred.

A tour of the Ottawa area was planned in August, 2009. Unfortunately, due to other commitments of members and the committee, the tour had to be cancelled. The group will look into hosting a tour in 2010.

Respectfully submitted,

Beth Edney

Chair 2008-2009

Lawn Care

Chair: Gavin Dawson

Provincial board representative: Alan White

Members: Robert Adams, Thom Bourne CIT, Phil Bull, Pam Charbonneau, Paul Gaspar, Mark Goodman, Rohan Harrison, Martin Horsman, John Ladds, Don McQueen CIT, Nancy Mulhall, Darcy Olds, Danny Passmore, Richard Reed, Dave Soepboer, Tom Somerville, Rod Splane, Kyle Tobin, Steve Tschanz, Bruce Van Haastrecht, Louis Van Haastrecht, Ryan Van Haastrecht, Don Voorhees, John Wright

It has been a very frustrating and challenging year for the lawn care sector. We countered the government and activist concerns over pesticide use by elevating standards of professionalism. We significantly reduced pesticide use by focusing on cultural and preventative processes. We also developed the most stringent and credible third-party-audited Integrated Pest Management accreditation program in the world.

With the escalation of many different municipal pesticide bans, we were hoping that the province would introduce legislation to harmonize bylaws. We were also hoping that the legislation would be phased in over a three-year period and that limited use of four low-toxicity products would still be allowed by licensed and IPM-accredited professionals.

In the end, the government introduced legislation in March and banned most pesticides for commercial lawn care in April. The industry was given one month to adapt. This was a very damaging, insensitive and callous action that has unnecessarily hurt many companies and individuals, especially the smaller companies. To add to the unfairness, the government chose to exempt golf courses, but only if they were IPM accredited through the process that we developed and paid for.

After many years of growth, the industry definitely declined this year. Some of the larger companies had access to Sarritor, a natural fungus of broadleaved weeds, and therefore fared better than most. Many companies resorted to hand-pulling weeds. Others focused on offering additional over-seeding and aeration services.

The lawn care group examined possible legal remedies, however, three different legal opinions did not support legal action.

Another concern is potential cheating. It will be impossible to compete with companies that may be cheating. It is important that companies remain compliant with the legislation, otherwise honest companies will have a serious disadvantage.

Our strategy for next season includes:

- Evaluation of the effects of the ban. A detailed credible survey is required.
- Raising awareness of the importance to comply.
- Expansion of Schedule 11 (exempt pesticides). Hopefully, better products will become available in the near future.
- Asking the ministry to develop rigid, science-based criteria for the exempt list, so that viable alternative product development is encouraged.
- Develop sustainable business models for pest control on larger properties.
- Promote the benefits of turf.

We are focused on helping members adjust to the new reality. We are doing this through education and communication. We also partnered with OTRF in producing a brochure on alternative products.

We will continue our efforts to educate and communicate with all regulatory bodies to foster a fair and realistic perspective. Despite a very challenging year, our members are resilient and hard working. It is these qualities that we will have to rely on to survive in today's environment.

Respectfully submitted,
Gavin Dawson
 Chair, 2008-2009

Lighting

Chair: John Higo

Provincial board representative: John Higo

Members: Pamela Bingham, Frank DiMarco, Jim Ferguson, Jason Fleming, Gillian Glazer, Carl Hastings, Bryan Hobson, Leon Hordyk, Raymond Josephian, Susan Smith, James Solecki, Joe Willemse

One of the main issues for this sector is the Electrical Safety Authority (ESA) regulation. Our goal is to have ESA recognize the competency, credibility and professionalism of the certified landscape lighting industry. We continue to be active on this issue, and are awaiting information and confirmation, re the Act. Unfortunately, there has been little movement. Note: permits and inspections are now required for all jobs.

Training and certification were priorities this year. The group worked on developing a training manual for the writing test and practical test stations. This is an ongoing project.

Other priorities include communication through a newsletter, promotional material, 'Selecting a Lighting Contractor' brochure, and to develop a one-day lighting symposium, including a mini-trade show.

Respectfully submitted,
John Higo
 Chair, 2008-2009

Snow and Ice

Chair: Edward Hewis

Provincial board representative: Gerald Boot CLP

Members: Randy Adams, Vince Arone, John Buikema, Carmine Filice, John Fulford, Steve Hary, Mark Humphries, Keith McDow,



Snow and Ice Symposium.

Jim Monk CSP, John O'Leary CHT, Darren Rodrigues, Robert Roszell, Bob Tester, Willem Tiemersma, Martin Tirado SIMA

This year's focus was to create and implement standard record keeping forms, adopt and promote the Smart about Salt program as a benchmark for good practices, examine and revise the current Landscape Ontario Snow Contract, and produce the Snow/Ice Symposium.

Through hard work from the members of the committee, we succeeded in creating the standard record keeping forms, successfully ran training seminars on the Smart about Salt program, and by all accounts produced an exceptional

Snow/Ice Symposium.

The work on the Landscape Ontario Snow Contract is an ongoing process. It has proved a daunting task, because of the complexity involved in ensuring that all of the stakeholders are adequately protected. However, as a group, we are continuing with the task, and anticipate it will be ready for the 2010 season.

I offer my wishes to all members of Landscape Ontario, who provide winter maintenance services, a safe and prosperous season.

Respectfully submitted,
Edward N. Hewis
 Chair 2008 – 2009

Committee reports

All of Landscape Ontario's affairs are governed by its members. Regional needs are met at the chapter level, while industry-specific issues are dealt with at the sector group level. All other affairs are conducted at the committee level. Some, such as Congress, Publishing or Finance, are long-standing committees that oversee the association's very important, revenue-generating activities. Often, committees are formed on an as-needed basis to deal with specific matters. Once a committee has successfully completed its mandate, the committee is discontinued.

Branding

Co-chairs: Bob McCannell and Paul Doornbos CHT, CLP

Members: Robert Adams, Diana Cassidy-Bush

CLP, Phil Dickie, Tom Intven, Tim Kearney CLP, Shannon Lindensmith, Steve Macartney CIT, CHT, Jim McCracken, Mark Ostrowski, Alan White

Members of LO's Branding Committee are proud of this year's achievements. Our volunteer committee guided the creation of a branding initiative that is catching on with Ontario consumers, and catching the attention of like-minded green industry associations across the continent.

To summarize our task, in 2008 we launched a three-year public promotion project to re-brand Landscape Ontario and its members. It was to be a co-operative effort among branding professionals, LO members and LO staff. Our financial resources prevent us from staging an effective promotion strategy through mass media buys, but we formulated a plan nevertheless, taking advantage of many resources in other forms. We

started with market research to develop a new logo and tagline – Green for Life – that resonated with our female target market. The logo was also designed to drive traffic to our consumer website, www.landscapeontario.com, the centrepiece of the plan. While we cannot buy TV ads, we have a wealth of horticultural knowledge and stunning images to connect homeowners with our industry, and inspire them to enhance their families' lives with the benefits our industry provides. The direct connection is the Find-a-Member page of the website.

Committee, consultants and staff worked diligently last winter to make the effort's launch deadline, March 2009. We are proud to have succeeded. The new site saw an immediate traffic increase.

Our March launch date coincided with Canada Blooms, and we raised the bar considerably by building an ambitious Green for Life feature garden at the show. Even more impressive, the garden was built by Garden Creations of Ottawa – owner and committee member Tim Kearney believed so much in the effort, he brought his Ottawa design and construction team to Toronto.

The garden was a vibrant, colourful showcase of LO chapter projects across the province, underlining the life benefits our industry provides.

The committee continues its commitment to Green for Life after the program's successful launch. We are mindful the horticultural content of our offerings must be kept fresh. We also have a great PR story to tell, and continue our efforts to spread the word on GFL through media and events. Member uptake of the program has been enthusiastic and gratifying, but getting even more members to use the brand is a priority.

The co-chairs sincerely thank all the participants on this branding journey. The stakes were high, the outcome was uncertain, and the effort required was exceptional. Thanks for helping create Green for Life, on behalf of our entire industry.

Respectfully submitted,

Bob McCannell and Paul Doornbos

Co-chairs, 2009

Canada Blooms

Co-chairs: Peter Guinane and Janet Rowley

Directors: Gerald Boot CLP, Mark Cullen, Jeff Olsen, Roz Titley, Michel Gauthier, Joyce Johnson, Jacqueline Tilford Clarke

Canada Blooms is still a great opportunity for Landscape Ontario to showcase our best ideas,

our best builders, and our best products to the public. Congratulations and thank you to the builders, suppliers, staff and volunteers who created this amazing show. A special thank you to David Turnbull and Charlie Dobbin for organizing the materials and move-in again this year. Their enthusiasm has not diminished and their guidance for new builders is invaluable. David will be moving on to allow Kevin Foster to continue his role at future shows. Best of luck to David. Gilles Bouchard has taken over the managing of the marketplace and increased the number of vendors, as well as securing a record amount of pre-booked returning vendors for 2010.

Each year, we are presented with new and unique challenges. This year's event occurred at the depths of the media storm about doom and gloom over the recession. Our message of hope, growth, life, health, energy (and anything else your personal response to gardening evokes) was a welcome counterpoint. Attendance was down this year, however, Gerry Ginsberg, as general manager, was very effective in mitigating many of our expenses and brought the event close to self-sufficiency.

Another stunning opening night party, with phenomenal news coverage, gave Canada Blooms a good start. Special guests, the Lieutenant Governor, the Irish ambassador and the Minister of Tourism for Ontario gave the opening night a very high profile.

This year, Industry Night included the annual contractors' lecture series. Speakers Joe Murgel from Stonetech and Real Eguchi, a landscape architect, shared their unique and interesting experiences, much to the delight of all in attendance. Real exposed a side of himself that was quite unexpected!

We continued with the special discounted ticket price for attendees arriving after 5 p.m., and in recent years promoted group tours.

Canada Blooms 2010 will take place at the Direct Energy Centre. We are very excited about this move, as it is expected to be much easier for the garden builders, as well as the public, to access the event. Many new features, as well as old favourites, will be on display. With your help, Canada Blooms will continue to increase awareness of horticulture and educate the public about our central role in the green industry. Please visit our website www.canadablooms.com to find out more about this great event. We look forward to seeing you there from March 17 to 21, at the Direct Energy Centre.

Respectfully submitted,

Peter Guinane, Janet Rowley

Co-chairs, 2009

CNLA

LO representative: Gerald Boot CLP

The CNLA Board of Directors met at Winnipeg, Man., in February and in Calgary in August. Our industry continues to move forward and a great contributing reason is the alliances that Landscape Ontario has with the CNLA.

The Calgary meetings celebrated a change of the guard on the executive committee, as Paul Olsen stepped off the board after serving CNLA first as the Landscape Ontario representative and then for a number of years on the executive committee, including two years as president. Paul's contribution to the CNLA was huge, especially in the area of fiscal responsibility and financial sustainability. CNLA continues to be represented by Landscape Ontario members on its board and executive committee. Bill Stensson is the current first vice-president, while Rene Thiebaud CLP is the treasurer. Terry Nicholson CHT is the certification chair, Harold Deenen CLP continues as the human resource chair, while Gerald Boot CLP is the insurance chair.

In Winnipeg and Calgary, the board received reports from the provinces and the various CNLA committees. Some of the highlights are:

- Membership benefit programs have seen revenue go down, due in part to GM and the economy. Some concerns were raised on the discount programs not being as good as they could be. The committee will touch base with the provinces to get recommendations.
- The environmental practices scorecard, developed in collaboration with Landscape Ontario, has been sent around the country and received close to 300 responses to date.
- Insurance programs are still performing well, despite the soft market.
- CNLA continues to do great work on the government relations side. Being a national association, it has the teeth to deal with government, as it represents the entire industry across the Canada.
- CNLA dropped out of Canadian Horticultural Council four years ago, as it was not doing much for us. We are now a part of Canadian Ornamental Horticultural Alliance (COHA), along with the Quebec association (FIHOQ) and Flowers Canada. Creating COHA was a response to this need for representation. COHA has since hired a part-time executive director and held a meeting in Ottawa to tell our story to over 40 government officials. The Economic Impact Study was a great result of this group working together. Funding is becoming an issue for the association; it needs \$100,000 to \$150,000 to

move on. FIHOQ and CNLA are willing to put in more funds, but Flowers Canada has indicated that it cannot. We need to keep in mind that by supporting our partners, we are helping ourselves. A total of \$30,000 is needed to help support COHA, and more funds may be needed to help compensate the shortfall from Flowers Canada. COHA has made an application for membership with the Canadian Agricultural Human Resource Council (CAHRC).

- Since the federal election, activity on the Political Action Committee has ramped up. The goal is to encourage our members to go meet their own MPs. We need participation from the provinces to help make this happen. Canada Revenue posted the exact wording that CNLA had suggested for the description of the Home Renovation Tax Credit. We need to be reminded that government relations is more than just growers' issues, it is for all our sectors.
- Ornamental Working Group (OWG) noted that water is one of the main concerns. Other priorities include health, environment, safety, education and job creation. OWG is willing to fund a feasibility study on the issue of changing the name of our industry to environmental horticulture, to more reflect our activities.
- Garden Centres Canada held an inspection program for the first time in this country. Feedback received from the 18 garden centres was good. Inspection criteria still need to be reviewed and adapted to Canada. The committee is considering creating a garden centre award, based on the results at the provincial awards.
- IGCA Congress in Vancouver last year received great feedback from all of the IGCA members. CNLA is still administering the association, which is doing well. The board wishes to keep CNLA as the administrator. The largest Canadian delegation ever attended the Congress this past September in Manchester, England. Next year's Congress is in Japan.
- Growers Canada reported that the first DPCP certified nursery was in Alberta. Morden Research Station is not going to close completely, only the ornamental section. There is a great deal of enthusiasm around the country about this option to continue and for the industry to have control over this type of research, which has led the growers committee to make a formal proposal for the rights on the genetic material.
- There are always lots happening with human resources. By now, everyone must know that we are a designated Red Seal trade, which means that apprentices are eligible for grants right away, even if the exam is not ready yet. The National Occupation Classifications

(NOC) Codes are being reviewed. Our Landscape Canada committee also assisted with this. For 2009, there was a decreased demand for foreign workers. This is no longer a priority for this year. Human Resources and Skills Development was receptive to having us involved on their foreign workers committee. On-the-job training (OJT) tools were developed in collaboration with CAHRC, but funding is needed to develop the train the master trainer portion. The OJT material is available through the CAHRC office, but it is only available to those who participated in the training session.

- Landscape Canada Committee continues to work on objectives identified at the Landscape Summit last year. It is starting to prioritize the initiatives and create alliances.
- CNLA was directed to become one of the stakeholders or partners of the Vineland consortium. CNLA's national presence at Vineland is vital for our industry. The funds capitalized for the project will be used for research. In order to stay abreast of all the activities of our national association, please pay attention to the CNLA news briefs.

It continues to be an honour and pleasure to represent Landscape Ontario at the CNLA board.

Respectfully submitted,
Gerald Boot CLP
 CNLA representative

Congress and Garden & Floral Expo

Chair: Brian Lofgren

Vice-chair, Congress: Brian Cocks CHT

Vice-chair, Garden Expo/Florist Expo:
 Beth Edney CLD

Members: Scott Beaudoin, Terry Childs, Doug Coote, Paul Degroot, Barry Dickson, Nathan Helder, Michael Laporte CHT, Bob McCannell, Klaas Sikkema, Nick Solty, Monica van Maris

Last year started out well, as Garden Expo's



Congress.

revenue rose six per cent and net income was five per cent. Then the economy started to decline in Canada, after it had in the U.S. the previous year. As a result, Americans stopped spending in Canada and concentrated on their homefront. Subsequently, Congress fell three per cent and 12 per cent in revenue and net income, respectively.

Attendance at both events dropped marginally, as delegates stayed close to home to monitor the economic climate. Also, a snowstorm on the middle day during Congress didn't help.

The show committee has asked staff to cut expenses by at least 10 per cent as we go forward in anticipation of further declining revenue.

Garden & Floral Expo was held Oct. 21 and 22, 2008 and Congress from Jan. 6 to 8, 2009; both at the Toronto Congress Centre.

Garden & Floral Expo 2008

Garden & Floral Expo is Canada's retail buying show for garden centres, gift boutiques, florists and mass merchant retailers with seasonal departments. Flowers Canada's Toronto chapter joined LO in producing the event and sponsors included Pick Ontario, Greenstar, Sester Farms, Fafard, Turf Revolution, Steam Whistle, Floralive, Willowbrook and Qualitree Propagators. From the entire committee, a big thank you to all.

The staff welcomed Gilles Bouchard to the team in a sales capacity. In return, the LO show department staff helped him out at Canada Blooms.

The loss of the co-located National Hardware Show Canada hurt attendance in 2008. We are constantly looking for a replacement to increase traffic.

The Garden Centre symposium and the Interiorscape conference both ran the day before the show. The symposium attendance remained constant, around 100, but the Interiorscape numbers dropped dramatically due to buyouts and amalgamations within the industry.

The New Product Showcase was once again a big hit as 89 per cent of the attendees said the number one reason for attending Garden & Floral Expo was to see new products. A survey conducted after the show indicated that almost 80 per cent came to source new suppliers, 75 per cent to upgrade their product knowledge, 60 per cent to discover industry trends, and 46 per cent planned to purchase.

From the exhibitor side, 87 per cent of those who answered the survey met their objectives, 73 per cent wrote orders and 73 per cent planned to return in 2009, the show's 10th anniversary.

Congress 2009

Congress, Canada's largest horticultural, lawn and garden trade show and conference, offered four full days of education, products, vendors and networking opportunities, running from January 6 to 8, 2009. Delegates from all industry sectors, landscape architects, designers, contractors, grounds maintenance pros and others allied to the trades participated in the show.

I thank our sponsors: Gold – Ariens, Kubota and Banas Stones; Silver- Doubletree Toronto Airport Hilton, Exmark, Sester Farms and SnowEx and Bronze – Bobcat, Radisson Suite Hotel Toronto Airport, Sittler Environmental, Vermeer Canada and Zen Spa.

The year 2009 saw the launch of the Green Forum, which featured 40 leading green products, services and initiatives and was gratefully aided with the sponsorship of Turf Revolution and John Deere. A mayors' breakfast kicked off the Forum, attracting about 20 prominent politicians and was covered live by Breakfast Television. A speaker's stage was set-up on the show floor and coordinated by Project Evergreen, Communities in Bloom and the CNLA.

Exhibit space declined for the first time, as Ford pulled out, GM drastically reduced its booth size and many U.S. companies cancelled at the last minute. However, for those exhibitors who did participate, 100 per cent who took part in the survey said their marketing objectives were met, 95 per cent generated new leads, and 81 per cent said the attendance was good to excellent, despite the snowstorm on the middle day.

The Conference again ran for four days, but attendance was down slightly. Many thanks to Plant Publicity Holland for sponsoring the keynote speaker Jan Habets from Holland, who spoke about the green initiative. Each year the conference is co-promoted with the help of 17 educational partners.

Congress 2009 was our first green show and conference, earning a Zero Waste Certificate. The report received after the show indicated that we



CHT testing - July.

saved 40 trees, 12,478 litres of oil, 29,866 kilowatts of energy, 64 kilograms of air pollutants, 61 cubic metres of land fill, and 132 cubic metres of biogas. Congratulations one and all.

Summary

I take this opportunity to thank the LO staff, volunteers and committee members resolved to stay the course during a year of unprecedented change. It is my pleasure to have chaired this hard-working committee that helped to keep both Congress and Garden & Floral Expo in the top 50 largest Canadian trade shows at eight and 42 respectively.

Respectfully submitted,

Brian Lofgren

Chair, 2008-2009

Education/ Training and Human Resource Development

Education and labour development was identified by the LO board of directors as a top priority for 2009. Using the five pillars of Prosperity Partners, the program is designed to help business owners and managers to be prosperous, and simultaneously develop work and life balance. All programming and services are aligned with our promise to LO members to partner with them in their prosperity journey.

Department activity

Apprenticeship:

- Basic in-class theory will be 12 weeks
- New Apprentice Completion Grant received an additional \$2,000 for apprentices who complete their C of Q exam
- Continue to work with MTCU to expand programs
- LO staff attending regional apprenticeship fairs

Certification:

- It was a very successful year for certification. We have 54 new CHTs, three new CLDs and 18 new CLPs in 2009
- Candidates in the Specialist High Skills Major program came from five secondary schools.
- New logo "Landscape Industry Certified" to be launched in January, 2010.
- Four CHT written test dates provided candidates with the opportunity to challenge any written certification exam (CIT, CLD, CHT, Exterior/Interior/Retail, CLP)
- Landscape Ontario proctored the SIMA certified snow professional exam.
- Dates are set for 2010 for Milton, Ottawa, Kemptville College, London/Fanshawe College and St. Clair College

Skills Canada:

- LO working closely with both the secondary and post-secondary committees, providing support throughout the planning process and judging
- Landscape Ontario will be the host provincial representative for the 2010 Canadian Skills Competition (post secondary school) and a support representative for the Ontario

Technological Skills Competition (secondary school)

Safety Group and SCIP:

- Offer Introductory safety programs across the province that guide employers and representatives towards developing safety policies and procedures that comply with WSIB and the Ministry of Labour
- 2009 Landscape Ontario Safety Group was very successful
- 2010 registration is indicating a strong group
- Rebate cheque totaled: \$32,000 among 17 firms
- Safe Communities Incentive Program dispersed rebates to the Ottawa Chapter
- WSIB is developing a new program for new businesses and new owners within SCIP for 2010

Professional Development:

- The Professional Development Workshops for 2008/2009 were very successful, with approximately 1,400 participants in the 150 seminars. Kathy McLean continues to strive to hear the needs of the industry and to cater to those development requests within the programming
- Various symposia were developed and presented to the industry, including: Snow and Ice Symposium in September, 2008, included a mini-trade show with 15 suppliers and over 100 participants; Garden Centre Symposium, held in conjunction with Garden Expo, with 100 participants; Interior Plantscape Symposium, held in conjunction with Garden Expo, with 55 participants; IPM symposia with four locations, each well attended; Congress conferences included a pre-trade show symposium series, including the landscape designers' conference, CLP seminar and irrigation conference, which were all very successful.

Specialist High Skills Major Programs

The Specialist High Skills Major (SHSM) allows students to focus on a career path that matches their individual skills and interests. Each major is a bundle of six to 12 courses in a selected field, such as horticulture and landscaping. Students who choose a major learn on-the-job with employers, as well as in school and can earn valuable industry certifications. Students completing a major leave confident that they are prepared with the knowledge, skills, and industry-recognized qualifications desired by employers, postsecondary education and apprenticeship programs. In 2008/2009, 14 secondary schools offered the SHSM.

Human Resource Development Committee

The committee concentration for 2009 continued towards alignment of programs available to the trade, and secondary and post secondary students. The goal is to promote an environment for continuous improvement in regards to all education and training opportunities. The underlying focus going forward is to develop a safe industry in possession of a higher competency level, led by business owners and managers operating prosperous companies that fulfill our association's mission.

This committee is comprised of representation from Ontario Horticultural Educators Council, Horticulture Ontario School Teachers Association, Apprenticeship Industry Council for Landscape Horticulture, the Ministry of Training, Colleges and Universities, Canadian Nursery Landscape Association, Landscape Ontario Education and Labour Development Department, the Certification Committee, and industry representatives. Future meetings will strive to include attendance by an Ontario Parks Association representative, as we continue to partner with OPA in education programs.

The Education and Labour Development Department looks forward to continuing to strive towards partnering with our members on their journey towards prosperity.

Respectfully submitted

Sally Harvey CHT, CLP

Manager of education training
and human resource development

Environmental Stewardship Committee

Chair: Nathan Helder

Members: Susan Antler, Anthony Kampen, John Lamberink CIT, Chris LeConte, Keith Osborne, Art VandenEnden CHT, Alan White, Anna Van Maris, Tim Miotto, Sean James, Bob McCannell, Hugh Berry, James Solecki, Alex Zalewski

The year 2008 was busier than ever for the Environmental Stewardship Committee. The committee participated in the first-ever Green Forum at Congress, which was a huge success. The Green Forum, in partnership with Communities in Bloom and Landscape Ontario, brought together contractors, consultants, and municipal leaders to discuss best practices on sustainable green initiatives. Several commit-

tee members were involved in seminars and presentations featured on the Green Forum's staging area.

Throughout the past year, the committee diligently worked on developing the Environmental Report card. Drafts were sent out to the commodity groups for feedback and evaluation. CNLA continued to revise the format (Survey Monkey), each time improving it and making it easier to be completed. An email address was created (environment@landscapeontario.com) to gather comments and suggestions. Finally, on April 22, the first version of the Environmental Scorecard was launched. (www.horttrades.com and watch for the flashcard)

The Environmental Stewardship Committee felt that creating environmental awareness was important, and so it was decided to share the report card with others. The report card was distributed across Canada with many provincial associations using it to further develop their own environmental activities. Articles have been written in *Horticulture Review*, *Landscape Trades*, and in the *Condominium Manager* magazine, promoting the industry's efforts in creating an environmental report card.

I would like to recognize my fellow committee members, staff from LO and CNLA for their dedication and contributions and look forward in working with them in the upcoming year.

Respectfully submitted,

Nathan Helder

Chair 2008-2009

Farm Safety Association

Executive chair: Peter Olsen

Workplace Safety and Insurance Board (WSIB) has adopted the slogan "The Road to Zero," which means ultimately the elimination of all injuries. In order to enhance the delivery of health and safety services throughout the province in a cost-efficient manner, the Ontario Service Safety Alliance (OSSA), Industrial Accident Prevention Association (IAPA) and the Farm Safety Association (FSA), with the WSIB's active encouragement, have formed a new Health and Safety Association (HSA). This new association, called Safe Workplace Promotion Services Ontario (SWPSO), forms one organization that will serve the industrial, service and farm sectors across Ontario, with workplace-related occupational health and safety needs. A transitional board, comprised of OSSA, IAPA and

FSA members, has worked with the assistance of corporate governance advisors and lawyers on the organizational structure of the amalgamated corporation.

The board of directors is composed of knowledgeable and experienced individuals with a successful history of leadership and a commitment to the promotion of workplace health and safety. In addition to the board of directors, there will also be advisory councils. It is anticipated that the amalgamated company will have a minimum of three advisory councils, one for each of the previously-noted organizations. The advisory councils are to serve as a forum to provide sector-specific expertise to assist the new corporation to achieve its mission. The end goal is to enable the workplaces under the umbrella of the new association to be the healthiest and safest in the world.

This amalgamation is expected to improve efficiency at both the field and the office levels. It will give better geographical distinction, meaning more people on the ground to get the word out, and thus increasing the level of service. There will also be much better access to research and product development. Amalgamation will improve support of staff and the level of service, because of partnering with established workplace safety networks and programming.

The Guelph office and its staff will remain as is, although some job descriptions might change, possibly providing more specialization in the respective fields.

Respectfully submitted

Peter Olsen

Executive chair, 2009

Ontario Horticultural Trades Foundation

Chair: John Wright

Members: Bob Allen, Barry Benjamin, Brian Cocks CHT, Hank Gelderman CHT, Ben Kobes, Dan Passmore, John Peets, Mike Thomas, Marc Thiebaud, Dave Turnbull CHT, Neil Vanderkruk, Monica van Maris.

The Ontario Horticultural Trades Foundation is the research and scholarship arm of Landscape Ontario. The Foundation's mandate is to ensure a healthy future for the horticultural industry. This is achieved through financial support of research and scholarships received from the interest generated on capital investments.

The capital in the Foundation has continued to grow, despite very few organized fundrais-

ing activities. Most of the funds are generated through association events and activities.

The Foundation would like to thank donors. Donations received this year are from: John Wright, Monica van Maris, Joerg Leiss, Mario Stellato, Michael Gregorasz, P. Worgan, S. Hirsig, W. Hessenthaler, Ann Jakins, N. Paramanathan, A-1 Landscaping, Armstrong Landscaping, Barry Benjamin and Associates, Birds Creek Development, Blue Jay Sprinkler, Cambridge Landscaping, Cameron Landscaping, Denbok Landscaping, Eastbrook Contracting, Enviroscope, Forecast Landscaping, Forever Green, Garden Holistics, Green Canada, Green FX Landscaping, Griffith Property, Gunn Duncan, Hedgegrow Farms, Home Garden Solutions, Kings Valley, Maitland and Maitlands Landscaping, Nutri-Lawn Durham, Nutri-Lawn Ottawa, OJ Muller Landscaping, Paysagement Trillium, Robert Allen Horticulture, Rosepar Landscaping, Royalty Landscaping, Stevens Large Tree Sales, Tumber and Associates, Underhill Landscaping, Walters Landscaping and Yorkshire Garden Services.

Providing scholarships is particularly close to the hearts of Foundation supporters, who point with pride to the many recipients who are now successful industry members. This year, we distributed \$23,000 in scholarships to students enrolled in horticultural programs across the province.

The Foundation is especially pleased to encourage high school students to enter the landscape industry, by offering scholarship opportunities as they begin their careers. This year, the Foundation initiated a new scholarship program, Scholarships for New High School Graduates.

Congratulation to this year's recipients

Post Secondary Scholarship (\$1,000):

Amanda Barr, Algonquin
Shane Benish, Humber
Patrick Biller, Niagara Parks
Tory Carmichael, Algonquin
Richard Fournier, Fanshawe
Kayleigh Holden, Fanshawe
Jessica Horsburgh, St. Clair
John Levesque, St. Clair
Miriam Palmer, Fanshawe
Katie Rettig, St. Clair
Robert Toste, Sir Sandford Fleming
Christine van den Bogerd, Niagara Parks

High School Scholarship (\$1,000):

Jordan Albers, Niagara Parks
Derek Brick, Univ. of Guelph
David Charpentier, Algonquin College
Telesphore Marie, Niagara Parks
Sean May, Univ. of Guelph

Matthew Owen, Algonquin College
Delor Popplewell, Humber
Shane Rea, Algonquin College
Jackie van der Heyden, Niagara Parks

Casey van Maris Memorial Scholarship (\$1,000):

Henry Sikkema, Niagara College

Tony DiGiovanni Scholarship (\$1,000)

Sonny Parkes, Niagara Parks

At Congress 2009, the Foundation hosted the Legacy Lounge for the pioneers of the industry. Approximately 40 pioneers visited the lounge to talk about old times, what is happening now in the industry and what they hope to see happen in the future. The lounge was a way to thank them for the contribution to the industry. This year, the Foundation invited the Chapter Board and Industry Sector Group members. Approximately 20 visited the lounge, which was a friendly spot to sit, relax, talk with others and enjoy refreshments. The Foundation thanks the following companies that sponsored the Legacy Lounge:

HortProtect
Nutrite
Draglam Developments
Echo Power Equipment (Canada)
Kubota Canada
Stihl
Vanden Bussche Irrigation

Research programs

The Foundation has also contributed to numerous research programs. In 2009, the Ontario Horticultural Trades Foundation contributed a total of \$51,519.51 to the following projects:

- University of Guelph, \$19,944.51, taxonomy and digital identification of insects
- University of Guelph, \$10,000, Biology and management of tar spot of maple in Ontario
- University of Guelph, \$9,375, Leaf and stem diseases of boxwood
- Ontario Turfgrass Research Foundation, \$4,200, literature review of pesticide alternative project
- Ontario Turfgrass Research Foundation - \$3,000 – turfgrass species display garden sponsorship
- Fanshawe College, \$5,000, Skills Canada Competition

Fundraising programs

- "In Memoriam" card for members can contribute a memorial gift to help support Ontario's horticulture industry. Donors receive a charitable tax receipt.
- Donation card for members and others to contribute to sustain Ontario's horticulture industry through research and scholarships.

Donors will receive a charitable tax receipt.

- “Sustain the industry you love” donation card for members to leave a contribution to the foundation through their estate.

Thank you to all the members of the Foundation for their efforts and participation over the past year.

Respectfully submitted,

John Wright

Chair 2008-2009

IPM Symposium

Chair: Mark Goodman

Committee members: Monica van Maris, Doug Smith, Jeff Lowartz CHT, Kyle Tobin, Pam Charbonneau, Jennifer Llewellyn, Gerald Stephenson, Violet Van Wassenaer, John Wright

The year 2009 brought many changes and challenges for the committee and the IPM Symposium.

First, I would like to thank our dedicated committee members who help to ensure the symposia are delivered to our members and others in the industry.

I cannot find enough words to express my sincere thank you to Monica van Maris, for her years of dedication and hard work developing the symposium for our industry. When Monica asked me to chair the committee, I felt honoured and very privileged.

One of the main challenges faced by the committee and the agenda plan for the symposium was the provincial pesticide legislation.

The committee realized that the focus for the symposium includes education, tools and legislation. With that in mind, a great agenda was created for the full-day symposia at four locations. Thank you to Pat Hillmer for helping the committee to organize and structure the events.

Attendance was very good in all four cities (approximately 750 attendees in total), with a record number in Toronto.

Thank you to our sponsors: JB&D Company, LandscapeSafety.com, Rittenhouse, Plant Products and Turf Revolution, whose presence added value to the event

With a year of the provincial pesticide act behind us, we as a committee are very excited and look forward to bringing the 2010 IPM symposia with speakers and topics you will not want to miss.

Respectfully submitted,

Mark Goodman

Chair 2008-2009

Pesticide Industry Council

Chair: John Wright

Secretary: Tony DiGiovanni CHT

Manager PIC-PTP: Tom Somerville

Originally, the Pesticide Industry Council (PIC) was formed on behalf of the pesticide industry by Landscape Ontario's Lawn Care Commodity Group to administer the Pesticide Technician Program (PTP). The Pesticide Industry Council has worked with the Ontario Ministry of Environment (MOE) since 2000 to meet those new requirements of the *Pesticide Act* (Ontario Regulation 914). Under the new requirements at the time, anyone who applied pesticides had to either be licensed or have technician status.

Now all unlicensed assistants working with licensed exterminators must complete a basic pesticide safety course in order to legally apply pesticides. The PTP meets the new requirements. It is a basic two-part safety program that incorporates both practical and academic components in the training requirements. Landscape Ontario is the administrator of the PTP, on behalf of the MOE.

The Pesticide Industry Council has representation from Hydro One, Canadian Golf Superintendents Association, Ontario Golf Superintendents Association, Professional Lawn Care Association of Ontario, Urban Pest Management Council, Crop Protection Institute, International Society of Arboriculture, Ontario Parks Association, Ontario Vegetation Management Association, Structural Pest Management Association and Landscape Ontario Horticultural Trades Association.

This year the PTP, and consequently, the PIC, were significantly affected by the *Cosmetic Pesticides Ban Act*, 2009 (formerly Bill 64) that was passed in the Ontario Legislature on June 18, 2009. The Act amended the *Pesticides Act* to prohibit the use and sale of pesticides that may be used for cosmetic purposes. As a result of this new regulation, the numbers of people enrolling in the PTP were significantly lower and the program material had to be changed to reflect the new law.

The technician enrolment numbers dropped from an average of over 1,200 each year for the last six years to 840 this year. The total enrolment of technicians to date is 10,616. Most of

the decline in enrolment involved the lawn care industry. There were 17 new people who became qualified PIC Accredited Examiners, for a total to date of 640.

Due to the implementation of the *Cosmetic Pesticides Ban Act*, the PIC has been working with the MOE to change the training and testing material to reflect the new regulation. The technician training manual and the question bank now reflect the new regulations.

Members of Pesticide Technician Advisory Council who have contributed significantly to changing the PTP training materials to reflect the changes set out in the *Cosmetic Pesticides Ban Act* include Wanda Michalowicz, Crystal LaFrance, Suzanne Durst of the MOE, John Wright, Tom Somerville from PIC, Gary VanderHeide and Gerald Vander Ploeg of PIRC.

Respectfully submitted

John Wright

Chair, 2008-2009

Prosperity Partners

Chair: Bob Tubby CLP

Members: Gerald Boot CLP, Bill DeLuca, Kevin Ford, Hank Gelderman CHT, Jacki Hart CLP, Michael Van Dongen and Robert Wilton

The successes we celebrate from the past year's efforts include: 160 level one (Intro) and 30 best practices participants, ongoing mentoring relationships between industry members, 28 Prosperity candidates who completed the level one through BCLNA, a template library online with 90-plus templates for best practices candidates to use and corporate sponsorship of the program. There have been countless testimonials from participants of the program that shows it is teaching them to think differently about business.

The program continues to be developed and expanded. Plans for the 2010 professional development season include:

- The addition of a new roundtable seminar, which focuses on networking and creative solutions to business challenges in each of the five Prosperity Pillars: Financial Health, Sales Success, Customer Loyalty, Professional Operations.
- The addition of a new web-based Prosperity Forum, which will enable participants to ask questions and post solutions to their business challenges.
- The delivery of the Prosperity Program information session and each of the three

Prosperity Partners seminars in every chapter (minimum registration of 10 per seminar).

- Training and introduction of additional instructors to help us expand the Prosperity Partners network.

The pillars of the Prosperity Partners program form the foundation on which all Landscape Ontario's professional development programs and resource articles are organized and help guide us on a continuous journey of business development toward a prosperous career and lifestyle.

Respectfully submitted,

Bob Tubby CLP

Chair, 2008

Publishing

Chair: Hank Gelderman CHT

Members: Gerald Boot CLP, Laura Catalano, Marty Lamers and Bob Tubby CLP

LO's publishing initiatives continue to serve Canada's green industry and LO members well, despite a challenging year. Advertising sales were definitely down in 2009, since promotion budgets are the first to get cut when things get tight. However, our sound publication policies and market leadership proved their value during the downturn.

Landscape Trades continues its role as the most respected and authoritative trade maga-

zine for Canada's horticulture industry. While its content has always supported the Prosperity Partners' pillars of business success, the editors are taking special pains to help readers see that connection. *The Landscape Trades Source Book*, now in its 20th year, remains the only product directory for Canada's green industry. LO's custom online database management system has helped dramatically to promote the efficiency and accuracy of this massive project.

As the community that brings members together, *Horticulture Review* continues to shine. We are pleased that a sustainable electronic communications vehicle has grown out of HR's success. The *LO This Week* e-broadcast highlights events and timely news, in an easy-to-read format. It also distributes a link to the digital version of *Horticulture Review*, extending its reach to students, employees or anyone else interested.

Members have also been brought closer together by the successfully-revamped www.horttrades.com. Be sure to bookmark this site to keep in touch with your sector and your chapter.

LO's publishing team was integral to LO's Green for Life promotional initiative, which launched at Canada Blooms. Staff worked hard, along with member volunteers, on brand development, and continues with web and print support. Results of the program have been very successful, and our sister associations across Canada may brand their consumer outreach with Green for Life as well.

At the same time, the team stepped up to the plate and published the Canada Blooms official show guide. In a unique flip format, the full-colour *Garden Inspiration* also featured homeowner-targeted spreads on award-winning landscapes, new plants and how to connect with LO members. The project was self-supporting; no association dollars funded it, and 50,000 free copies of the piece were distributed.

The publishing team is also excited about new ideas coming out of LO's Education and Labour Development Department. It has helped look at print and web support for education with a fresh eye, and has done lots of work to integrate offerings and make education more accessible and appealing to the trades.

Publishing continues working with the trade shows — in everything from developing visual identities and marketing themes to basic print production. We have now relieved the shows of two major expense line-items, the show guides. Instead, we are supporting the cost of producing the guides through advertising, as well as giving Congress and Garden Expo exhibitors new promotional opportunities.

Thanks to our Committee members and publishing staff for turning out products that truly reflect LO's stature and leadership.

Respectfully submitted,

Hank Gelderman CHT

Chair 2008-2009

2009 Volunteers

Abate Wori Abate

Ministry of Training, Colleges and Universities

Ken Adair

Garden Maintenance Only

Randy Adams

RM Adams Trucking

Robert Adams

Adams Lawncare

Walter Afanasiew CIT

Aqua Turf Sprinkler Systems

Bob Allen

RW Allen Horticultural Services

Sheila Allin

Creative Gardens and Waterscapes

Chris Andrews

Greenwood Interlock

Susan Antler

Composting Council of Canada

Vince Arone

Pinpoint GPS Solutions

Danny Bacon

City of Mississauga

Jarrod Barakett

Deer Ridge Golf Course

Stephen Barker CHT, CIT

Ganden Landscapes

Jim Bauer

Bauer Landscape and Garden Maintenance

Brian Baun

B.K. Baun Landscape

Rob Baxby

Nutri-Lawn — Kingston/Belleville

Scott Beaudoin

Greendale Garden Products

Susan Beduhn

Horticare Landscaping

Judy Bell

Treefrog Design

Barry Benjamin

Barry Benjamin and Associates

Pamela Bingham

LUNA

Bill Bitz

Bytowne Lawn Experts

Lynda Blackburn CHT

Garden Creations of Ottawa

Steven Bloom

University of Guelph/Kemptville

Mitch Bloomfield

Green Unlimited

John Bloskie CIT

Nutri-Lawn - Ottawa

Gerald Boot CLP

Boot's Landscaping and Maintenance

Adam Bonin

Jacob's Gardenscape

John Bos CHT

Bos Landscaping

Neil Bouma

Picture Perfect Landscaping Quinte

Gerwin Bouman

Stam Nurseries

Thom Bourne CIT

Nutri-Lawn — Ottawa

John Bowen

Hydro One Networks

Richard Bown

Turf's Up Landscaping

Andrew Boyd

Integrated Forestree Services

Damian Boyne

Green Unlimited

- Dave Braun**
Braun Nursery
- Eric Brooks**
Eco Landscaping
- Bart Brusse**
Sheridan Nurseries
- Paul Brydges**
Brydges Landscape Architecture
- John Buikema**
Jan Gelderman Landscaping
- Phil Bull**
Green Leaf Gardening and Property Services
- Cor Bultena**
Eloquip
- Chris Burns CHT**
Clintar Landscape Management - Ottawa
- Jan Burns**
Clintar Landscape Management - Ottawa
- Daryl Bycraft CHT**
Bycraft Gardens
- Diana Cassidy-Bush**
Fresh Landscape and Garden Solutions
- Laura Catalano**
Nisco National Leasing
- Harry Chang**
Humber College
- Phil Charal**
Allweather Landscape
- Pam Charbonneau**
Guelph Turfgrass Institute
- Patrick Charest**
Permacon Ottawa
- Don Chase CLD**
- Terry Childs**
Nature's Way Landscaping
- Dr. Calvin Chong**
Horticultural Research Institute of Ontario
- Brian Clegg**
Allweather Landscape
- Nick Close**
Ministry of Transportation
- Dan Clost CHT**
Connon Nurseries/CBV
- Brian Cocks CHT**
Brian Cocks Nursery and Landscaping
- Michelle Cocks CHT**
Brian Cocks Nursery and Landscaping
- George Coito**
Coivic Contracting
- Richard Coleman CHT**
Coleman Landscaping
- Debbie Conrad**
Ontario Turfgrass Research Foundation
- Douglas Coote**
DG Coote Enterprises
- Carol Cowan**
- Tim Craddock**
Turf Revolution
- Tim Cruickshanks**
Cruickshanks Property Services
- Peter Cullen**
Cullen Landscaping
- Trevor Cullen CHT**
Cullen Landscaping
- Gavin Dawson**
GreenLawn Ltd - Toronto West
- Brian de Caluwe CIT**
BDC Irrigation Systems
- Alexandria Dearborn**
A Dearborn Designs
- Carl De Boer CHT**
Whispering Pines Nursery
- Mike DeBoer CHT**
Jan Gelderman Landscaping
- Darcy DeCaluwe**
Stone in Style
- Harold Deenen CLP**
Hank Deenen Landscaping
- Paul DeGroot**
Connon Nurseries/NVK
- Matt Dekking**
Yates Custom Lawn Sprinklers
- Dennis Del Vecchio**
Entire Landscapes
- Alison Delaney**
Permacon Ottawa
- Bill DeLuca**
Aldershot Landscape Contractors
- Leon Denbok CHT, CLP**
DenBok Landscaping and Design
- Caroline de Vries**
Tradewinds International Sales
- Dave DeVries**
Westbrook Floral
- Phil Dickie**
Fast Forest
- Barry Dickson**
BR Dickson Equipment
- Jason Dietrich**
Ace Lawn Care
- Frank DiMarco**
DiMarco Landscape Lighting
- Charlie Dobbins**
Garden Solutions
- Paul Doornbos CHT, CLP**
Thornbusch Landscaping
- James Doyle**
Davey Tree Expert Company
- Lindsay Drake Nightingale**
Yorkshire Garden Services
- Tim Dyer**
Kings Creek Trees
- Beth Edney CLD**
Designs By The Yard
- Stacy Elliott**
Smith Petrie Carr and Scott Insurance Brokers
- David Emms**
Midhurst Property Service
- Janet Ennamorato**
Creative Garden Designs
- Patrick Evangelisto**
Compliance Safety Solutions
- Rick Falls**
Peel Exterior Maintenance
- Jim Fergusson**
Vanden Bussche Irrigation
- Carmine Filice**
Greentario Landscaping
- Lorraine Flanigan**
- Jason Fleming**
Moonlighting Outdoor Lighting
- Patrick Fournier**
Hirsig Landscapes
- Mike Fulcher**
Permacon Ottawa
- Carol Fulford**
Gerrits Property Services
- John Fulford**
Gerrits Property Services
- Carl Gagnon**
Permacon Ottawa
- Dan Garlatti**
Garlatti Landscaping
- Paul Gaspar**
Weed Man - Toronto
- Andrew Gaydon**
Vanden Bussche Irrigation
- Hank Gelderman CHT**
Jan Gelderman Landscaping
- Harry Gelderman**
Jan Gelderman Landscaping
- Jean-Paul Gervais**
Paysagement Trillium Landscaping
- Gail Gibbons**
Gibber's Maintenance
- Kara Gibbons**
The Toro Company
- Jeff Gilberts CHT, CLP**
Clintar Landscape Management
- Lorelei Gilchrist**
Peel Exterior Maintenance
- Gillian Glazer**
John Deere Landscapes
- Sabrina Goettler**
Oriole Landscaping
- Michael Goldman
Ontario Pest Control Association
- David Goodfellow**
Algonquin College - Grounds Department
- Matthew Goodfellow CHT**
Green Things Garden Centre and Landscaping
- Mark Goodman**
Enviroking Lawn Care
- Kees Govers**
Caradoc Green Roofs
- Chris Graham**
Kimberley Cottage Garden
- Earle Graham**
Lakelands Irrigation
- Jeff Gregg**
V Kraus Nurseries
- Perry Grobe**
Grobe Nursery and Garden Centre
- Baldo Gucciardi**
International Landscaping
- Peter Guinane**
Oriole Landscaping
- Jerry Hakkers**
Sifton Properties
- Bill Hamilton**
Turf Plus
- Ed Hansen**
Hansen Lawn & Gardens
- Grant Harrison CHT**
Escapes Outdoor Living Designs
- Rohan Harrison**
Premier Turf
- John Harsevoort**
MapleRidge Landscapes
- Jacki Hart CLP**
Water's Edge Landscaping
- Steve Hary**
The Landscape Company
- Rick Harvey CHT, CLP**
Green Design
- Walter Hasselman**
Dutchman's Landscaping
- Carl Hastings**
Arbordale Landscaping/
Moonstruck Landscape Lighting
- Lorne Haveruk CIT**
DH Water Management Services
- John Hawkes**
Wayside Garden Market & Groundskeeping
- Mike Hayes**
Allgreen Tree Service
- Jennifer Hayman**
Jennifer Hayman Design Group
- Ryan Heath**
Ryan Heath Professional Landscaping
- Nathan Helder**
Jan Gelderman Landscaping
- Adam Hellyer**
University of Guelph/Kemptville
- Cory Hendrick**
Dynamic Property Services
- Jennifer Hendriks**
Greenlife
- Edward Hewis**
Ground Control Contracting
- John Hewson**
Greenscape Lawn Maintenance
- John Higo**
Turf Care Products Canada
- Steve Hinkley**
Hinkley Associates
- Sonja Hirsig**
Hirsig Landscapes
- Byron Hobson**
Classic Landscape Lighting
- Bob Hodgins**
- Jim Holdcroft**
M. Davis Landscape and Design
- David Holmlund**
D Holmlund Landscaping
- Barry Hordyk**
Shademaster Landscaping
- Leon Hordyk**
Shademaster Landscaping
- Martin Horsman**
Jan Gelderman Landscaping
- Judith Humphries CLD**
A Garden For All Seasons
- Mark Humphries**
Direct Landscape Supply
- Janice Iffe**
Iffe Landscaping Design Consultants
- Bill Ingratta**
Vineland Research and Innovation Centre
- Tom Intven**
Canadale Nurseries
- George Ivanoff**
Ministry of Transportation

- Sheila James**
Farm Safety Association
- Kevin Jensen CIT**
Turf Care Products Canada
- Alistair Johnston**
Strybos Barron King
- Joan Johnston**
Peter Knippel Nursery
- Kennedy Johnston CHT**
Peter Knippel Nursery
- Sarah Johnston**
Greenlife
- Ric Jordan**
University of Guelph
- Shane Jordan CIT**
Ganden Landscapes
- Raymond Josephian**
Nightscaping
- Nicola Kamp**
- Anthony Kampen**
Boot's Landscaping & Maintenance
- Ryan Kearney CHT**
Garden Creations of Ottawa
- Tim Kearney CLP**
Garden Creations of Ottawa
- John Keenan CLP**
Wright Landscape Services
- Patrick Kehoe**
Beaudry Contracting
- Darrell Kekanovich CHT**
Ritchie Feed & Seed
- Ryan Kelly**
University of Guelph/Kemptville
- Robert Kennaley**
McLaughlin and Associates
- Thomas Kennedy CHT**
Town of Grand Falls
- Hella Keppo CHT**
Stems Interior Landscaping
- Christoph Kessel**
OMAFRA
- Alice Klamer**
Blue Sky Nursery
- Karl Klinck**
Orchard Farm Nursery
- Allan Kling CLP**
Urban Garden Supply
- Chris Klingbeil CHT**
Rockcliffe Landscaping Design Centre and Nursery
- Liz Klose CLP**
CNLA
- Ben Kobes**
Kobes Nurseries
- George Kohnen**
Black Forest Garden Centre and Nursery
- Jeff Koopmans**
Sheridan Nurseries
- Brad Koski CHT**
Rockcliffe Landscaping Design Centre and Nursery
- Ron Koudys CLD**
Fanshawe College
- Terry Kowalski**
Kowalski Landscaping
- Robert Kuepfer**
Fafard
- Pat Lamanna**
Draglam Developments
- Dylan Lamb-Palmer**
Green Unlimited
- John Lamberink CIT**
Aquality Irrigation and Illumination
- Syd Lang**
Ministry of Transportation
- Chris Langendoen**
Willowbrook Nurseries
- Michael LaPorte CHT**
The Landmark Group
- Kyle Larocque**
RJ Rogers Landscaping
- Robert Lau**
Coivic Contracting
- Chas Lawton CHT, CIT**
Taylor Nursery
- Philip Lawton**
Taylor Nursery
- Eugene Lazier**
Lawn Care Professionals
- Chris Le Conte**
Smart Watering Systems
- Isabelle Lecointe CIT**
Hirsig Landscapes
- Jeffrey Lee**
Lee's Landscaping
- Shannon Lindensmith**
Georgina Garden Centre
- Phil Lindsay CHT**
Lindsay Landscape Enterprises
- Jennifer Llewellyn**
OMAFRA
- Brian Lofgren**
Horta-craft
- Anthony Lombardi CLD**
Dr. Landscape
- Russel Loney**
Loney Landscaping
- Jeff Lowartz CHT**
Heritage Green Landscape Contractors
- Erica Lowartz-Cozzarin**
Sheridan Nurseries
- Arvils Lukss**
Landscapes By Lucin
- Glen Lumis**
- Steve Macartney CHT, CIT**
Raintree Irrigation & Outdoor Systems
- Cory MacCallum CIT**
Greenscape Watering Systems
- Robert MacPherson**
Canadian Landscaping
- Ralph Mahler**
Ministry Of Transportation
- Brad Malton**
Stevensville Lawn Service
- Len Mancini**
Holland Park Garden Gallery
- Brian Marsh**
Townscaping
- Danny Massie**
Green Unlimited
- Hannah Mathers**
Vineland Research and Innovation Centre
- Bob McCannell**
McCannell Consulting
- Pamela McCormick CLP**
Simply Landscaping & Garden Designs
- Jim McCracken**
Garden Gallery
- Keith McDow**
McDow Landscaping and Maintenance
- Mike McGrath CHT**
Heritage Green
- Mike McIntyre**
Unilock
- Janet Mckay**
Leaf
- Jeff McMann CHT**
Town of Markham
- Burke McNeill**
- Don McQueen CIT**
Nutri-Lawn - Burlington
- Jonathan Merchand**
University of Guelph/Kemptville
- Norm Mills**
The Gardenin' Guy
- Bert Minor**
Prebbel Enterprises
- Christine Moffit**
Christine's Touch Gardening
- Hank Mollema**
TerraPro Corporation
- Jim Monk**
Markham Property Services
- John Moons**
Cannon Nurseries/NVK
- Andrew Moore**
Moore Lawncare and Landscaping
- Garry Moore**
University of Windsor
- Bruce Morton CIT, CLP**
Greenscape Watering Systems
- Janet Mott**
Christine's Touch Gardening
- Rick Mowry CIT**
Greenscape Watering Systems
- Nancy Mulhall**
Nutri-Lawn - Kitchener/Waterloo
- Pat Mulrooney**
Geosynthetic Systems
- Jodie Munshaw CLD**
Reeves Florist and Nursery
- Jay Murray CLP**
TLC Professional Landscaping
- Brian Myles**
RJ Rogers Landscaping
- Suzanne Nadeau**
Permacon Group
- David Nemeth**
Elm Landscaping
- Jim Neumann CIT**
Greenscape Watering Systems
- Terry Nicholson**
Clintar Groundskeeping Services
- Colin Nisbet**
National Golf Course Owner Association
- Amin Nizami**
Oasis Garden Creations
- Tim O'Brien CHT**
Garden Creations of Ottawa
- John O'Leary CHT**
Clintar Landscape Management
- Mike O'Neill**
Battlefield Equipment
- Paul Offierski**
Pao Horticultural
- Darcy Olds**
Bayer Environmental Science
- Paul Olsen**
Brookdale Treeland Nurseries
- Peter Olsen**
Royal City Nursery
- Keith Osborne**
Gro-Bark (Ontario)
- Mark Ostrowski**
Laurel Forest Farms
- Nino Papa**
Santerra Stonecraft
- Sebastien Paproean CIT**
Greenscape Watering Systems
- Nanthakumar Paramanathan**
- Audrey Partridge**
Juergen Partridge Ltd
- Michael Pascoe CHT**
Fanshawe College
- Danny Passmore**
Frechette Lawncare
- Warren Patterson**
Botanix - Barrie's Garden Centre
- Mandy Payne**
Canadian Golf and Country Club
- JC Peacock**
University of Guelph/Kemptville
- Hugh Pearson**
University of Guelph/Kemptville
- Bruce Peart**
- Steven Peck**
Green Roofs For Healthy Cities
- Bill Peel**
Moore Park Plantscapes
- Michelle Peeters**
Baseline Nursery
- John Peets**
John Peets Landscaping
- Fiona Penn Zieba**
Fiona's Garden Gate
- John Perriman**
Mountview Services
- Frans Peters**
Humber Nurseries
- Joe Pfeifer CHT**
Landmark Landscape Contractors
- Jennifer Pierce**
- Nick Pisano**
National Research Council
- Fred Post CLD**
Holland Park Garden Gallery
- Chris Power**
Bellaire Landscape
- Geoff Pratt CHT**
RJ Rogers Landscaping
- Fred Prescod CHT**
Plan It With Plants
- Adam Presley**
Garden Creations of Ottawa
- Chuck Pronger**
Watergardens Unlimited
- Don Prosser CLD**
Don Prosser Landscape Design

Lisa Purves CHT
Lisa Purves Garden Design and Consultation

Bill Putzer
M. Putzer Hornby Nursery

John Putzer
M. Putzer Hornby Nursery

Richard Reed
Dufferin Lawn Life

Robert Richards
Holland Valley Nursery

Susan Richards
New North Greenhouses

Jay Rivait
Lakeshore Landscaping

Douglas Roberts
Aquatic Gardens & Landscape

Matt Robertson CIT
Upper Canada Mulch & Nursery Supplies

Darren Rodrigues
Sinclair-Cockburn Insurance Brokers

Richard Rogers CHT
RJ Rogers Landscaping

Lindsey Ross CHT, CIT
Garden Creations of Ottawa

Mike Ross
Rain Bird International

Robert Roszell
Road Equipment Links

Gregg Salivan
Salivan Landscape

Paulette Samson
University of Guelph

Victor Santacruz
CNLA

John Scanlon
The Oasis Group

Greg Scarlett CHT
Urban Landscape Solutions

Stephen Schell CHT
The Plant Lady

Dale Schieck
Ogilvie Daugherty Financial Services

Paul Schnarr CIT
Clintar Landscape Management - Kitchener

Todd Schwindt

Jeff Scott CHT
Garden Creations of Ottawa

Stephanie Scott
Garden Creations of Ottawa

Timothy Scullion
Garden Creations of Ottawa

Frank Selles CHT
Framar Landscape and Maintenance Contractors

Haig Seferian CLD
Seferian Design Group

Tony Sgambelluri
Ridgeview Garden Centre

Deana Sherif
Permacon Ottawa

Gord Shuttleworth
Delaware Nursery

Klaas Sikkema

Arthur Skolnik
Alliance Landscape Contractors

Chad Smail CHT, CIT
Ganden Landscapes

Kyle Smiley
Mr. T General Contracting

Irwin Smith
Flowers Canada

James Smith
Niagara Parks Commission School of Horticulture

Jeff Smith
J & N Contracting

Susan Smith
Ambiance

Dave Soepboer
KNK Lawn Care

James Solecki
Integra Works

Nick Solty
Solty & Sons

Robert Somerton
University of Guelph/Kemptville

Fred Somerville
Somerville Nurseries

Melissa Spearing
Ground Covers Unlimited

Ted Spearing
Ground Covers Unlimited

Tyler Speirs
Oriole Landscaping

Rod Splane
Wright Lawn Care Service

Stuart Sprout
Sprout's Premium Earth Products

Patricia Stanish
Patricia Stanish Landscape Design

Bill Steen
Green Things Garden Centre & Landscaping

Karl Stensson
Sheridan Nurseries

David Stewart CHT
Custom Lawn Care

Domenic Suppa
Earthco Soil Mixtures

Stephen Sutcliffe
Atlas Block

Ron Swentiski CLD
Trillium Associates

John Taylor
Dawson Seed

Luba Taylor
BritAli Gardens

Donald Tellier CHT
St. Clair College

Robert Tester
TNT Property Maintenance

Marc Thiebaud
OGS Grounds Maintenance Specialist

Rene Thiebaud CLP
OGS Landscape Services

Mike Thomas
The Investment Guild

Jeff Thompson
The Yard Doctor

Willem Tiemersma
Willand Grounds Maintenance

Peter Tigchelaar
Urban Green

Dave Tillaart
Dutchmaster Nurseries

Kyle Tobin
LawnSavers Plant Health Care

Luc Tourangeau
Dan R Equipment

Rodger Tschanz
University of Guelph

Steve Tschanz
Turf Management Systems

Philip Tuba
Algonquin College

Bob Tubby CLP
Arbordale Landscaping/ Moonstruck Landscape Lighting

Gino Turchiaro
Earthco Soil Mixtures

David Turnbull CHT
David Turnbull and Associates

Lianne Unwin CHT, CLP
Moore Park Plantscapes

Chris Urquhart CLP
Green Unlimited

Sharon Urquhart
Green Unlimited

George Urvari
Oriole Landscaping

Ben Vaan Holt
Terra Greenhouses

Rene Van Acker
University of Guelph

Robert van Aerts
Westplant Green Facility

Phillip Van Alstyne CHT

Michael Van Dongen
Van Dongen's Landscaping & Nurseries

Bruce Van Haastrecht
Hometurf Lawn Care

Louis Van Haastrecht
Dr Green Services

Ryan Van Haastrecht
Dr Green Services

Mark Van Landschoot
Europa Landscaping

Anna van Maris
Parklane Nurseries

Monica van Maris
Parklane Nurseries

Harry Van Staveren
Van Staveren's

John van Staveren
The Garden Shop

Deanna Van Varik
Cannon Nurseries/NVK

Darilyn Vanclief
Willowlee Sod Farms

Kurt Vanclief
Willowlee Sod Farms

Art Vanden Eden
Sheridan Nurseries

Jack VandeRee CHT
Boot's Landscaping and Maintenance

Neil Vanderkruk
Cannon Nurseries/NVK

Peter Vanderley CLP
Pete Vanderley's Lawn Maintenance and Landscape

Nina Vanderlinden
Green Things Garden Centre & Landscaping

Brian VanDyk
Landtech Design Landscape

Alex Verbinen
Verbinen's Nursery

Nelly Vile
Canlok Stone

Don Voorhees
Noldus of Durham

Kelly Wagner
Ace Lawn Care

Martha Walsh

Bruce Warren
Clintar Landscape Management

Tim Watson
Mr. T General Contracting

Glenn Wellings

Scott Wentworth
The Scott Wentworth Landscape Group

Michelle Wessel
Appleby Landscape

Alan White
Turf Systems

Donna White CHT
Green Things Garden Centre and Landscaping

Anne Williams

Mark Williams
Williams Nurseries

Bruce Wilson
Permacon Group

Robert Wilton
Clintar Landscape Management

Ben Winsar
Yates Custom Lawn Sprinklers

Will Winsar CIT
Yates Custom Lawn Sprinklers

Dale Winstanley
Dale's Gardening & Landscaping

Welwyn Wong
Welwyn Wong Landscape Design

David Wright
Wright Landscape Services

John Wright
Wright Landscape Services

Teri Yamada
IPM Council of Ontario

Chuck Yates CIT
Yates Custom Lawn Sprinklers

Marcel Zanta CIT
Greenscape Watering Systems

Jason Zehr
Rural Roots Landscaping

Fiore Zenone
Tumbleweed Landscape Contracting

Helmut Zgraja
Helmutz Interlock

Youbin Zheng
University of Guelph

Harald Zorn CIT
City of Toronto

AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2009**BALANCE SHEET**

	2008 Audited Statements	2009 Audited Statements
Assets		
Cash	380,613	418,676
Investments	1,706,851	1,562,952
Accrued Interest	171,290	92,980
Accounts Receivable	1,677,399	1,655,588
Prepaid Expenses	619,886	662,419
Building	1,254,137	1,243,947
Total Assets	5,810,176	5,636,561
Liabilities & Surplus		
Accounts Payable	424,206	447,207
Accounts Payable-Garden Centre Group	28,601	11,788
Accounts Payable-Growers Group	(1,664)	(9,925)
Accounts Payable-Ipm Symposium	1,424	15,322
Accounts Payable-Special Projects	181,429	81,377
Deferred Revenue	2,675,739	2,484,021
Hort. Centre Improvement Fund	773,256	881,151
Hort. Industry Development Fund	355,983	234,426
Technology Fund	36,709	24,367
Promotion Fund	4,986	8,692
Surplus-Members Equity	1,046,568	1,046,568
Net Income	282,939	411,567
Total Liabilities & Surplus	5,810,176	5,636,561

FUND ALLOCATIONS

	2008 Audited Statements	2009 Audited Statements
Horticultural Industry Development Fund		
Opening Balance	432,514	487,452
Expenditures	(165,281)	(302,277)
Industry Funding/Donations	88,750	49,250
Transfer From Net Income	131,469	373,567
Closing Balance	487,452	607,992
Horticultural Centre Improvement Fund		
Opening Balance	792,112	904,725
Expenditures	(18,856)	(23,574)
Transfer From Net Income	131,469	18,000
Closing Balance	904,725	899,151
Technology Fund		
Opening Balance	55,205	36,709
Expenditures	(18,497)	(12,342)
Transfer From Net Income	0	0
Closing Balance	36,709	24,367
Promotion Fund		
Opening Balance	21,920	24,986
Expenditures	(16,934)	(24,293)
Industry Funding/Donations	0	8,000
Transfer From Net Income	20,000	20,000
Closing Balance	24,986	28,692

INVESTMENTS

	Maturity Date	Rate Of Return	Opening Value At Cost Sep 1/08	Purchases At Cost	Disposals	Gain/Loss Disposals	Realized Interest On Disposals	Accrued Interest Aug 31/09	Closing Value At Cost Aug 31/09	Market Value Sep 30/09
Province Of Ontario Coupon	Dec 2, 2011	4.22 %	236,624		236,624	12,685				
Province Of Ontario Coupon	Jun 2, 2012	4.40 %	170,206		170,206	3,046				
Province Of Bc Coupon	Jul 9, 2018	5.02 %	78,691		78,691	3,139				
Province Of OnTario Coupon	Jan 13, 2013	4.08 %	200,000		200,000	8,851				
Province Of Ontario Coupon	Aug 7, 2016	4.33 %	362,787		91,438	1,522		45,497	271,349	316,970
Province Of Ontario Coupon	Jan 13, 2020	4.43 %	158,544					19,332	158,544	171,394
Royal Bank-Gic	Aug 19, 2009	2.50 %	500,000		500,000		3,834			
Res Cibc Int	Sep 17,2008	4.45 %		501,791				21,290	501,791	538,138
Royal Bank-Gic	Mar 9, 2009	.75 %		250,000	250,000		195			
Bank Of Nova Scotia-Gic	Mar 9, 2009	1.40 %		400,000				2,685	400,000	403,145
Royal Bank-Gic	Oct 3, 2008	1.75 %		500,000	500,000		2,805			
Royal Bank-Gic	Oct 29,2008	1.75 %		400,000	400,000		1,740			
Royal Bank-Gic	Feb 6, 2009	3.20 %		231,269				4,177	231,269	236,054
Totals			1,706,851	2,283,060	2,426,959	29,244	8,573	92,980	1,562,952	1,665,701

AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2009

INCOME STATEMENT - GENERAL

	2008 Audited Statements	2009 Audited Statements	2009 Revised Budgets	2010 Revised Budgets	2011 Proposed Budgets
Revenue					
Rent	109,104	128,593	100,000	120,000	120,000
Administration Fees	35,664	122,873	72,000	122,000	122,000
Earned Interest	86,180	57,977	70,000	60,000	60,000
Gains/Losses-Investments	0	29,244	1,000	1,000	1,000
Information Technology/Web Fees	8,665	10,424	8,500	9,000	9,000
Miscellaneous	5,737	329,283	1,000	1,000	1,000
Total Revenue	245,351	678,393	252,500	313,000	313,000
Expenses					
Administrative Expenses					
Property Taxes	54,244	47,309	70,000	55,000	55,000
Telephone	35,300	40,606	34,000	40,000	40,000
Hydro	35,594	39,634	38,000	38,000	38,000
Heat	21,914	29,193	27,000	30,000	30,000
Maintenance-Building	75,652	46,075	70,000	45,000	45,000
Maintenance-Yard	40,642	87,326	45,000	75,000	75,000
Office Supplies	27,190	28,021	30,000	30,000	30,000
Office Equipment	13,733	11,549	30,000	15,000	15,000
Computer Equip/Software	9,031	19,688	15,000	15,000	15,000
Information Technology/Web Exps	17,660	20,054	17,500	24,000	24,000
Postage	16,845	13,001	25,000	15,000	15,000
Courier	4,446	5,023	5,000	5,000	5,000
Audit	15,000	15,950	14,500	15,500	15,500
Legal Fees	625	8,100	1,000	1,000	1,000
Advertising	2,336	1,545	3,000	1,000	1,000
Insurance Expense	16,360	16,433	18,000	16,000	16,000
Meeting Expenses	18,767	22,382	22,000	21,000	21,000
Travel	54,930	60,100	63,000	58,000	58,000
Dues & Subscriptions	9,376	8,649	10,000	10,000	10,000
Donations	2,230	3,168	3,000	3,000	3,000
Training (Staff)	1,565	7,021	6,000	6,000	6,000
Miscellaneous Expenses	18,993	12,920	13,000	13,000	13,000
Bank Charges & Interest	45,006	51,346	45,000	50,250	50,250
(Gain)Loss On Foreign Exchange	1,838	(5,069)	3,500	1,000	1,000
Administration Costs	0	0	0	0	0
Total Expenses	539,278	590,024	608,500	582,750	582,750
Compensation					
Wages	1,424,162	1,641,007	1,628,000	1,666,127	1,666,127
Benefits	97,122	132,774	110,000	135,000	135,000
Source Deductions	75,790	95,338	92,000	98,000	98,000
Total Compensation	1,597,074	1,869,120	1,830,000	1,899,127	1,899,127
Total Expenses	2,136,352	2,459,143	2,438,500	2,481,877	2,481,877
Net Income (Loss)	(1,891,001)	(1,780,751)	(2,186,000)	(2,168,877)	(2,168,877)
Wage Allocations	1,149,539	1,276,942			
Overhead Allocations	569,752	654,509			
Net Income (Loss) Net Of Allocations	(171,710)	150,700			

AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2009**INCOME STATEMENT - MEMBERSHIP SERVICES**

	2008	2009	2009	2010	2011
	Audited	Audited	Revised	Revised	Proposed
	Statements	Statements	Budgets	Budgets	Budgets
Revenue					
Membership Dues	912,536	929,552	925,000	950,000	950,000
Awards Of Excellence	17,788	30,027	17,000	25,000	25,000
Merchandise	4,079	8,071	3,000	7,000	7,000
Referral Fees	61,307	53,386	50,000	55,000	55,000
Total Revenue	995,710	1,021,036	995,000	1,037,000	1,037,000
Expenses - General					
CNLA Membership Dues	257,734	259,286	280,000	265,000	265,000
Member Subscriptions	66,000	88,000	66,000	88,000	88,000
Awards Of Excellence	67,784	85,979	65,000	80,000	80,000
Membership Plaques	6,168	6,444	8,000	7,000	7,000
Annual Report	2,038	3,167	2,500	3,000	3,000
Merchandise	4,208	2,252	2,000	2,500	2,500
Membership Brochure	0	0	0	0	0
Membership Campaign	1,342	0	5,000	5,000	5,000
Membership Booth	5,199	11,328	7,000	15,000	15,000
Promotion	53,984	111,350	52,000	69,000	69,000
Total Expenses - General	464,456	567,806	487,500	534,500	534,500
Chapters & Commodity Groups					
Windsor	3,350	2,218	3,290	3,350	3,350
London	6,394	6,063	6,264	6,264	6,264
Golden Horseshoe	9,240	5,141	9,560	9,300	9,300
Waterloo	7,010	7,054	7,054	7,120	7,120
Ottawa	5,978	6,238	6,238	6,342	6,342
Toronto	16,776	10,951	21,208	21,028	21,028
Georgian Lakelands	6,550	6,654	6,654	6,628	6,628
Durham	6,615	5,947	6,472	6,420	6,420
Upper Canada	3,800	3,257	3,740	3,770	3,770
Growers Group	1,846	2,493	3,000	3,000	3,000
Lawn Care Group	1,677	1,449	3,000	3,000	3,000
Garden Centre Group	3,161	1,461	3,000	3,000	3,000
Landscape Contractors Group	2,036	614	3,000	3,000	3,000
Grounds Maintenance Group	3,952	1,072	3,000	3,000	3,000
Designers Group	1,190	4,186	3,000	3,000	3,000
Irrigation Group	7,097	(3,004)	3,000	3,000	3,000
Interiorscape Group	2,943	7,169	3,000	3,000	3,000
Snow & Ice Group	572	944	3,000	3,000	3,000
Landscape Lighting Group	100	296	3,000	3,000	3,000
Total Chapters & Commodity Expenses	90,286	70,203	100,480	100,222	100,222
Total Expenses	554,742	638,009	587,980	634,722	634,722
Net Income (Loss)	440,968	383,028	407,020	402,278	402,278
Wage Allocations	(407,035)	(467,477)			
Overhead Allocations	(142,438)	(163,627)			
Net Income (Loss) Net Of Allocations	(108,505)	(248,077)			

AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2009

INCOME STATEMENT - LANDSCAPE TRADES MAGAZINE

	2008 Audited Statements	2009 Audited Statements	2009 Revised Budgets	2010 Revised Budgets	2011 Proposed Budgets
Revenue					
Advertising	743,992	678,931	722,800	723,000	723,000
Polybag	37,883	27,080	40,000	35,000	35,000
Classified Ads	6,896	3,755	6,500	6,000	6,000
Subscriptions	7,215	4,800	10,000	9,000	9,000
Member Subscriptions	33,000	44,000	33,000	44,000	44,000
Total Revenue	828,985	758,566	812,300	817,000	817,000
Discounts					
Member Discounts	82,424	81,336	78,000	78,000	78,000
Agency Discounts	30,437	23,662	30,000	30,000	30,000
Total Discounts	112,861	104,998	108,000	108,000	108,000
Gross Revenue	716,124	653,567	704,300	709,000	709,000
Expenses					
Printing	159,873	108,456	135,000	120,000	120,000
Freelance Editorial	18,139	14,321	24,000	20,000	20,000
Editorial Travel	7,304	4,569	3,000	4,000	4,000
Sales Travel	18,254	20,210	20,000	20,000	20,000
Mail Preparation	7,681	8,378	10,000	10,000	10,000
Poly Bag Costs	7,991	5,838	9,000	8,000	8,000
Postage (2nd Class)	51,616	47,922	47,000	47,000	47,000
Postage(Foreign)	5,537	3,663	5,000	5,000	5,000
Courier Charges	2,379	1,680	3,000	3,000	3,000
Subscription Campaign	70	1,952	1,000	2,000	2,000
Promotion/Media Kits	8,263	14,069	15,000	15,000	15,000
Ccab Circulation Audit	5,477	5,556	5,000	5,000	5,000
Miscellaneous	424	464	500	500	500
Bad Debts	432	0	1,000	1,000	1,000
Total Expenses	293,439	237,079	278,500	260,500	260,500
Net Income (Loss)	422,684	416,488	425,800	448,500	448,500
Wage Allocations	(224,462)	(170,445)			
Overhead Allocations	(71,219)	(81,814)			
Net Income (Loss) Net Of Allocations	127,004	164,230			

AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2009

INCOME STATEMENT - HORTICULTURE REVIEW

	2008 Audited Statements	2009 Audited Statements	2009 Revised Budgets	2010 Revised Budgets	2011 Proposed Budgets
Revenue					
Advertising	156,018	151,380	175,000	160,000	160,000
Polybag	8,440	7,844	7,000	7,000	7,000
Classified Ads	14,226	6,159	24,000	20,000	20,000
Web Classified Ads	8,175	5,260	5,000	8,000	8,000
Subscriptions	376	243	500	500	500
Member Subscriptions	33,000	44,000	33,000	44,000	44,000
Total Revenue	220,234	214,885	244,500	239,500	239,500
Discounts					
Member Discounts	26,645	25,406	31,000	28,000	28,000
Agency Discounts	720	1,585	300	600	600
Total Discounts	27,366	26,991	31,300	28,600	28,600
Gross Revenue	192,869	187,895	213,200	210,900	210,900
Expenses					
Printing	50,885	41,384	45,000	42,000	42,000
Freelance Editorial	75	0	500	500	500
Editorial Travel	1,031	1,214	500	1,000	1,000
Mail Preparations	4,479	4,819	5,000	5,000	5,000
Poly Bag Costs	2,492	2,150	2,000	2,000	2,000
Postage	18,667	17,389	18,000	18,000	18,000
Courier Charges	0	0	0	0	0
Promotion/Media Kits	477	83	500	500	500
Web Classified Ad Exps	0	0	0	0	0
Miscellaneous	8	0	250	250	250
Bad Debts	0	0	1,000	1,000	1,000
Total Expenses	78,114	67,040	72,750	70,250	70,250
Net Income (Loss)	114,755	120,854	140,450	140,650	140,650
Wage Allocations	(112,149)	(139,536)			
Overhead Allocations	(35,610)	(40,907)			
Net Income (Loss) Net Of Allocations	(33,003)	(59,589)			

PUBLISHING - SPECIAL PROJECTS

Revenue	115,110	109,461	95,000	95,000	95,000
Expenses	67,085	66,861	60,000	60,000	60,000
Net Income (Loss)	48,025	42,600	35,000	35,000	35,000
Wage Allocations	(9,762)	(9,028)			
Overhead Allocations	0	0			
Net Income (Loss) Net Of Allocations	38,263	33,572			

AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2009

INCOME STATEMENT - CONGRESS

	2008 Audited Statements	2009 Audited Statements	2009 Revised Budgets	2010 Revised Budgets	2011 Proposed Budgets
Revenue					
Exhibit Space	1,768,999	1,742,978	1,900,000	1,760,000	1,760,000
Exhibit Space-CFIA	59,850	51,625	50,000	44,000	44,000
Registration	138,205	112,143	135,000	125,000	125,000
Miscellaneous/Sponsorship	20,279	40,777	25,000	20,000	20,000
Total Revenue	1,987,333	1,947,522	2,110,000	1,949,000	1,949,000
Discounts					
Member Discounts	137,805	162,596	148,000	163,000	163,000
Member Discounts-CFIA	3,900	2,800	0	5,000	5,000
Total Discounts	141,705	165,396	148,000	168,000	168,000
Gross Revenue	1,845,628	1,782,126	1,962,000	1,781,000	1,781,000
Expenses					
Exhibit Hall	354,050	361,160	361,160	356,110	356,110
Security	22,346	23,705	24,500	24,000	24,000
Show Services	105,913	105,865	115,000	105,000	105,000
Feature Area	3,500	4,320	8,000	4,000	4,000
Garden Subsidy	9,313	19,069	8,000	8,000	8,000
Speakers	28,876	26,280	35,000	32,000	32,000
Registration Services	35,120	35,027	38,000	37,000	37,000
Audio Visual Equipment	25,954	27,100	27,000	16,000	16,000
Entertainment	23,852	27,362	25,000	20,000	20,000
Receptions	23,487	22,017	25,000	20,000	20,000
Printing	40,335	43,972	38,000	40,000	40,000
Promotion	12,507	37,090	17,000	16,000	16,000
Public Relations Services	4,700	7,290	8,800	8,100	8,100
Survey	0	0	0	0	0
Advertising	37,040	26,444	37,000	30,000	30,000
Photography	2,430	2,862	2,800	0	0
Flowers	6,249	4,543	7,000	4,500	4,500
Gifts/Gratuities	1,482	0	2,000	1,500	1,500
Move In/Move Out	76,164	85,249	80,000	80,000	80,000
Travel	54,789	57,099	56,000	45,000	45,000
Snow Removal	0	0	10,000	10,000	10,000
Insurance	6,664	6,664	7,000	7,000	7,000
Postage	22,837	25,996	23,000	22,000	22,000
Parking	8,511	9,700	9,500	9,700	9,700
Police	1,176	1,628	1,500	1,800	1,800
Janitorial	34,300	35,175	36,000	35,000	35,000
Software	6,150	8,779	8,525	8,525	8,525
Labour	3,073	6,485	4,000	5,000	5,000
Commissions-Others	13,935	9,835	22,000	10,000	10,000
Miscellaneous	9,131	7,337	7,000	5,000	5,000
Total Expenses	973,884	1,028,051	1,043,785	961,235	961,235
Net Income (Loss)	871,745	754,075	918,215	819,765	819,765
Wage Allocations	(194,303)	(186,109)			
Overhead Allocations	(142,438)	(163,627)			
Net Income (Loss) Net Of Allocations	535,003	404,340			

AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2009**INCOME STATEMENT - GARDEN EXPO**

	2008	2009	2009	2010	2011
	Audited	Audited	Revised	Revised	Proposed
	Statements	Statements	Budgets	Budgets	Budgets
Revenue					
Exhibit Space	589,800	651,128	650,000	580,469	580,469
Exhibit Space-Florist Expo	25,000	0	0	0	0
Registration	2,075	2,486	2,000	2,500	2,500
Miscellaneous	7,517	8,800	5,000	5,000	5,000
Total Revenue	624,392	662,413	657,000	587,969	587,969
Discounts					
Member Discounts	16,425	22,300	20,000	22,300	22,300
Member Discounts-Florist Expo	1,425	0	0	0	0
Total Discounts	17,850	22,300	20,000	22,300	22,300
Gross Revenue	606,542	640,113	637,000	565,669	565,669
Expenses					
Exhibit Hall	92,800	95,580	95,580	95,580	95,580
Security	7,899	7,845	8,500	7,800	7,800
Show Services	48,206	48,470	50,000	42,000	42,000
Registration Services	13,036	10,767	15,000	12,000	12,000
Printing	23,479	14,566	24,000	14,000	14,000
Promotion	4,823	3,698	7,000	5,000	5,000
Public Relations Services	2,900	3,200	3,200	3,100	3,100
Survey	0	0	0	0	0
Advertising	38,219	50,764	41,000	25,500	25,500
Move In/Move Out	32,581	36,107	36,000	35,000	35,000
Travel	8,755	12,681	10,000	9,000	9,000
Postage	9,310	12,949	11,000	10,000	10,000
Parking	1,045	1,804	1,500	1,900	1,900
Receptions	3,373	9,146	8,000	9,000	9,000
Janitorial	7,000	7,360	8,000	7,200	7,200
Software	5,900	7,131	6,900	7,200	7,200
Commissions-Others	0	0	0	0	0
Exhibitor Training	1,654	0	1,000	0	0
Miscellaneous	3,644	4,905	5,000	5,000	5,000
Total Expenses	304,624	326,974	331,680	289,280	289,280
Net Income (Loss)	301,918	313,139	305,320	276,389	276,389
Wage Allocations	(111,924)	(153,713)			
Overhead Allocations	(106,829)	(122,720)			
Net Income (Loss) Net Of Allocations	83,166	36,706			

AUDITED FINANCIAL STATEMENTS YEAR ENDED AUGUST 31, 2009

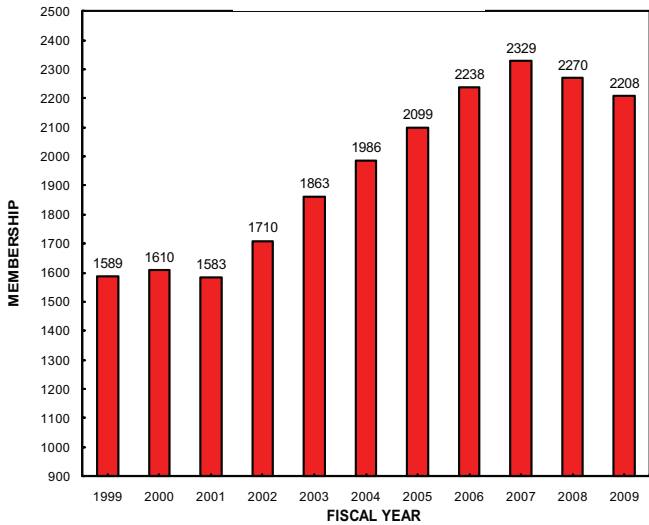
INCOME STATEMENT - EDUCATION

	2008 Audited Statements	2009 Audited Statements	2009 Revised Budgets	2010 Revised Budgets	2011 Proposed Budgets
Revenue					
Special Projects	24,604	143,804	10,000	10,000	10,000
Trade Courses	153,658	178,613	175,000	180,000	180,000
Certification	62,439	98,648	50,000	75,000	75,000
Total Revenue	240,701	421,065	235,000	265,000	265,000
Expenses					
Special Projects	1,079	37,496	10,000	10,000	10,000
Trade Courses	90,939	118,641	110,000	118,000	118,000
Certification	58,694	77,244	32,000	60,000	60,000
Promotion	17,144	13,552	18,000	15,000	15,000
OHHRC Funding	87,000	0	0	0	0
Foundation Scholarships Funding	12,000	12,000	12,000	12,000	12,000
Total Expenses	266,856	258,933	182,000	215,000	215,000
Net Income (Loss)	(26,155)	162,131	53,000	50,000	50,000
Wage Allocations	(89,905)	(150,633)			
Overhead Allocations	(71,219)	(81,814)			
Net Income (Loss) Net Of Allocations	(187,279)	(70,315)			

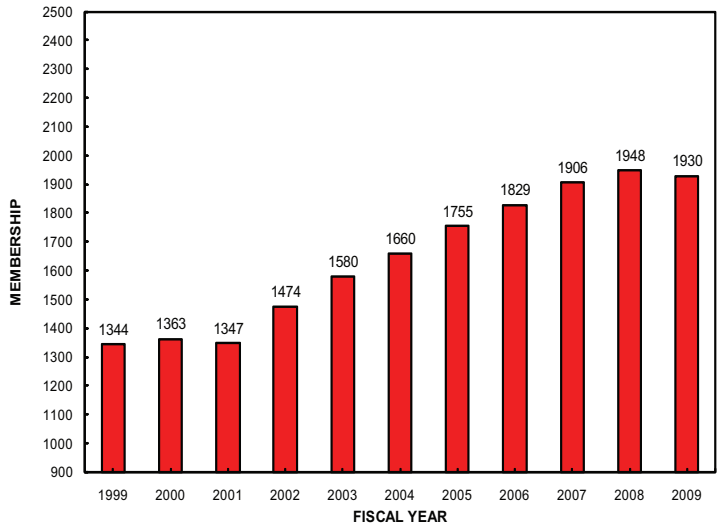
INCOME STATEMENT - DEPARTMENTAL SUMMARY

	2008 Audited Statements	2009 Audited Statements	2009 Revised Budgets	2010 Revised Budgets	2011 Proposed Budgets
Revenue					
General	245,351	678,393	252,500	313,000	313,000
Membership	995,710	1,021,036	995,000	1,037,000	1,037,000
Publications	1,024,103	950,923	1,012,500	1,014,900	1,014,900
Congress	1,845,628	1,782,126	1,962,000	1,781,000	1,781,000
Garden Expo	606,542	640,113	637,000	565,669	565,669
Education	240,701	421,065	235,000	265,000	265,000
Total Revenue	4,958,035	5,493,657	5,094,000	4,976,569	4,976,569
Expenses					
General	2,136,352	2,459,143	2,438,500	2,481,877	2,481,877
Membership	554,742	638,009	587,980	634,722	634,722
Publications	438,638	370,980	411,250	390,750	390,750
Congress	973,884	1,028,051	1,043,785	961,235	961,235
Garden Expo	304,624	326,974	331,680	289,280	289,280
Education	266,856	258,933	182,000	215,000	215,000
Total Expenses	4,675,097	5,082,090	4,995,195	4,972,864	4,972,864
Net Income(Loss)	282,939	411,567	98,805	3,705	3,705

**MEMBERSHIP COUNT
1999-2009**



**MEMBERSHIP COUNT
EXCLUDING HORT MEMBERS
1999-2009**



**MEMBERSHIP BREAKDOWN
2009**

