

50+ reasons

why

our members belong to Landscape Ontario

join us!



Our commitment:

Cost-savings benefits, training, networking
and advice to help grow your business!

HORTICULTURAL TRADES ASSOCIATION

landscapeontario.com



Green for Life!

don't miss out ON A GREAT PARTNERSHIP!

exclusive discounts

Landscape Ontario's **EXCLUSIVE**
savings
 so you spend less on expenses

20%
 on the purchase
 of new equipment

SAVE OVER
\$10,000
 on a new truck for your company

Landscape Ontario members spend less on day-to-day business expenses. Bottom line, our special member pricing for insurance, trucks, equipment, fuel and company clothing save you money.

Our savings partners:

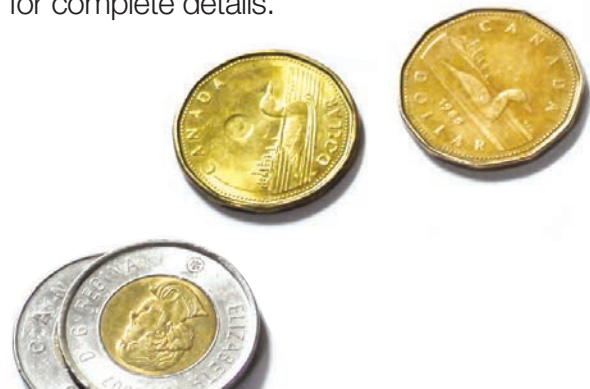


“My company saved over \$70K last year on items ranging from trucks to safety gear.”
 — Nathan Helder
 Gelderman Landscape Services
 member for over 20 years



for more savings...

Visit hortrades.com/member-savings-programs for complete details.



growing the profession

Earn & learn

through education, peer groups,
chapter & sector events
and apprenticeship
to build a better workforce



LO's active community
will help your company

find & hire
the RIGHT person for the job

Landscape Ontario, through events and initiatives, is working hard to attract new talent to our profession, and ease the labour shortage.

Apprenticeship

Combines on-the-job
and classroom training,
a win-win for all.

horticulturetechnician.ca

Foundation

The Ontario Horticultural
Trades Foundation, established
in 1979, is fully funded by
the horticulture profession.
Horticulture professionals
serve as officers and directors,
and distribute the interest
generated by the fund
toward building the
industry's future.

It manages a \$1.8 million
fund that invests in
horticulture through
scholarships and research.

- **Scholarships** awarded
over \$45,600 to students
enrolled in horticulture
programs.
- **Research projects**
received funding of \$30,000.

ohtf.ca

Outreach

- Events and media tell our
great career story.
greencareerscanada.ca
- **landscape.jobs** is a free
national resource for
employers and job seekers.



“All through my life, I have
always been an outdoors
person. The fact that I get
to spend so much time
outside, while also con-
necting with awesome
people, it's incredible.”

— Tristan Collins
Apprenticeship Program
Gelderlands Inc



“One of the things I love so much
about this career is
all the learning. There's not
a day I don't walk out of
here without learning
something.”

— Rebecca Parker
Apprenticeship Program Graduate
NVK Holdings



“I love that when I work in
a garden, you do get into
your own relaxation of
working with the plants, hearing
nature, being out in the sun,
it increases your mood
and your positivity.”

— Destiny Lacasse
Cullen Family Scholarship Recipient



empower your business



Be recognized as an industry leader through LO's

promotion

to **CONNECT** with potential customers & **GROW** your business



LO Green for Life brand

Distinguish your company as a leader in professionalism.

Members are exclusively entitled to use the LO logo for electronic and print materials. Artwork and guidelines are available at horttrades.com/green-for-life-logo-downloads. Your trucks are a valuable moving billboard, so be sure they are also branded with free decals.

Landscape Industry Certification

Be head and shoulders above the crowd.

Prove to potential clients your professionalism and your commitment to excellence by being certified.



to order promo items...

Visit horttrades.com/promo for free decals, license plate holders and other great items.



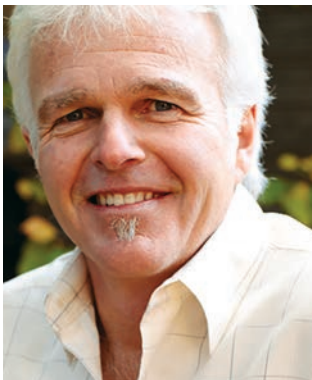
showcase your company

Awards of Excellence

Elevate your profile where it matters — in your community.
This awards program is a prime promo opportunity, and member exclusive.
LOawards.com

The Landscape Ontario Awards of Excellence program recognizes the breathtaking design and master craftsmanship in landscape construction, maintenance and design projects created by members.

A live-streamed, gala event attended by 500 of your peers, acknowledging a lifetime of hard work! All promoted on social media and LO's website.



“The LO Awards Program acts as a sales and marketing tool, and gets you noticed. It illustrates to clients that you are proud of your work, and that the experience with them is more than a mere financial transaction. Our success in the program, helps us attract and retain quality employees. The program's featured works illustrates our creative and caring culture.”

— Jim Mosher
Landscape Plus Ltd



“LO has changed the way I conduct business. The network of friends and peers it has created will last a lifetime and the opportunities are countless. Of the many associations that I am a member, I have the most interaction within LO as the largest network and work-family that anyone could ask for. Money cannot equate the value I receive.”

— Paul Brydges
Brydges Landscape Architecture Inc



specialized support

Industry events specifically designed for growing your business.

Congress

Canada's top landscaping trade show features:

- **IPM Symposium**
- **Congress Conference**
- **Landscape Designer Conference**

LOcongress.com

Professional Development Seminars

LO leads the way in training.

horttrades.com/seminars

Peer to Peer Network

Online and live events promote prosperity.

horttrades.com/P2P

Canada Blooms

Showcasing horticulture's elegance to 200,000 visitors.

canadablooms.com



“The biggest impact/value/asset is the network of professionals. I can go to these people, ask for advice, refer them for projects and receive referrals for new work through them. The peer to peer group is number one on my list. This is our 20th year in business and our Landscape Ontario membership has contributed and supported our growth and success.”

— Janet Mott

Christine's Touch Gardening Ltd

Chapter & Sector Groups

Social events connect you and your family with the landscape community; participation is a great company and employee benefit. Enjoy the Golden Horseshoe Chicken Roast, Waterloo Fall Freeze-up, Georgian Lakelands Ski and Spa Day, along with local chapter baseball tournaments and golf days all supporting great causes.

LO's sector groups offer specialized support and sessions on industry related topics. Membership is open to any participant:

- **Garden Centre Group**
- **Grounds Management Group**
- **Growers Group**
- **Hardscape Group**
- **Irrigation Group**
- **Interior Plantscaping Group**
- **Landscape Contractors Group**
- **Landscape Designers Group**
- **Lighting Group**
- **Snow and Ice Group**
- **Turf Management Group**



there's much more...

Visit horttrades.com/events

for a complete list of sector and chapter events.

growth and success

Landscape Ontario's print and electronic media connect you with the community that matters.

Members are promoted through over two million media impressions each year. Subscriptions are included with membership.

- **Landscape Ontario magazine**
Association and industry news that is brief, targeted and relevant.
- **LO Enews**
Weekly broadcasts provide quick info on events, breaking news, chapter activities and opportunities.
- **Landscape Trades magazine**
The business magazine serving landscape sectors across Canada.
- **Garden Inspiration magazine**
Connecting the horticulture industry directly with consumers.



- **Workplace Safety Tailgate Talks**
Developed by Landscape Ontario in collaboration with Workplace Safety & Prevention Services, promotes workplace safety wherever members are at work.



- **horttrades.com**
LO's content-rich website for your best answers to industry-specific questions and member benefits.
- **landscapeontario.com**
Our inspiring, high-traffic website connects LO members with inquiring customers. With over 200,000 unique visitors a year, your online company profile gets noticed.



“For me, the real payoff has been in the people I have met through the boards and committees within Landscape Ontario. Has my membership paid off? Immeasurably. I joined as soon as I could, and I've never looked back. My life is so much better because of the people I have met; colleagues, mentors, and friends. My continued membership is a non-negotiable for me.”
— Lindsey Ross
Living Green Landscaping Inc

our roots are in the association



“Are you a professional? If you are, then you should join. If you're not a member, then you should join and strive to become a professional.”

— Mark Cullen
Mark's Choice
Order of Canada
Highway of Heroes founder
member for over 20 years



“I love to celebrate the landscape industry and am proud and inspired by the landscapes being created by members of Landscape Ontario.”

— Frank Ferragine
aka “Frankie Flowers”
Weather and horticulture reporter
for CityTV



“Trade associations like Landscape Ontario are great resources for gardeners across Canada. LO offers inspiration, ideas and support to homeowners and gardeners, and helps foster interest in gardening that helps us all.”

— Niki Jabbour
Writer, radio host, author of
The Year Round Vegetable Gardener



“We (LO) are the largest horticultural association in the world. I have travelled to many areas and have seen first-hand our growth and success compared to many other countries.”

— Karl Stensson
Sheridan Nurseries



“I value making connections with people and groups who are working towards the common goal of creating a greener world while inspiring and educating the public.”

— Tara Nolan
Award-winning writer and
founder of Garden Savvy



“In addition to the incredible friendship and networking opportunities LO provides, I am regularly inspired and driven by the passion and work of other members.”

— Paul Zammit
The Nancy Eaton Director
of Horticulture, TBG

Membership & so much more... landscapeontario.com

Visit horttrades.com for more reasons to join us and see what we can do for your company!

HORTICULTURAL TRADES ASSOCIATION

