

LANDSCAPE ONTARIO MEMBER BENEFITS

- **Cost Savings**
- **Promotional Items**
- **Events**
- **Education**
- **Networking**
- **Information**



“I am able to give a lot of my time to LO, and I am very happy to do it. Our business has made it a priority; it’s just something that is very important to us.”

**— Chris Muller, OJ Muller Landscape Construction
DURHAM CHAPTER PROVINCIAL BOARD REP.**

LO Provincial Board of Directors

Members help to direct the future of the association and the profession.



Provincial Board

President: **Paul Brydges**
1st Vice President: **Warren Patterson**
2nd Vice President: **Dave Wright**
Treasurer: **Lindsay Drake Nightingale**
Past President: **Dave Braun**

Chapter Representatives

Durham: **Chris Muller**
Georgian Lakelands: **Margot Byers**
Golden Horseshoe: **Tim Cruickshanks**

London: **Michael Pascoe CLT**
Ottawa: **Ed Hansen/Tyler Owen**
Toronto: **Jon Durzi**
Upper Canada: **Terry Childs**
Waterloo: **Jason Dietrich**
Windsor: **Donald Tellier CLT**

Sector Representatives

Garden Centres: **Michael Van Dongen**
Grounds Management: **Brian Marsh**
Growers: **Gerwin Bouman**

Irrigation: **Steve Macartney CIT**
Interiorscape: **Stephen Schell CLT**
Landscape Contractors: **Peter Guinane**
Landscape Design: **Chris Clayton**
Lawn Care: **Alan White**
Lighting: **Jamie Riddell**
Snow and Ice: **Mark Humphries**

Members at Large

Blake Tubby
Tim Kraemer

Provincial and chapter boards are made up of dedicated volunteers who are elected into their various positions. Contact any of them to learn more about how rewarding the experience can be.



Statement of Conduct, Principles and Ethics

This statement outlines the most important principles of ethical and professional conduct. Members are encouraged and expected to observe these principles in spirit as well as letter.

General Principles

To serve our clients with integrity, knowledge and creative ability.

To act fairly, honestly and in a manner they would be prepared to defend publicly.

To maintain confidence and trust in the profession of horticulture.

To protect, at all times, the integrity of the profession, the interests of the client and the general public.

To continually improve their own professional knowledge and skill and keep abreast of new developments in their industry.

To encourage and support education and research within the horticultural field.

To provide other members with helpful, constructive and professional advice, coaching and mentorship when necessary in order to improve the professional reputation and image of the industry.

To consistently maintain the confidence and trust in the profession.

Operating Principles

Members have an obligation to deliver goods and services in an efficient and cost-effective manner, (according to contract specifications) in order to protect the client's interest while maintaining acceptable standards.

Members' advertising shall be neither false nor in any way misleading.

Members shall respect and improve the environment.

Members shall treat employees fairly, honestly and lawfully.

Members shall not make false or malicious statements that may injure the professional reputation of other members.

Members shall endeavour to attract to the profession, individuals with a high degree of honesty, courtesy, integrity and competence.

Members shall meet their obligations and responsibilities to clients, suppliers and employees.

Member-only savings

Simply buying a new vehicle and using a fuel program can save the average member over \$14,000 per year

Landscape Ontario members automatically become a member of the Canadian Nursery Landscape Association (CNLA). Using the buying power of members from across Canada, CNLA is able to negotiate exclusive member savings programs. Contact CNLA at info@cnla-acpp.ca or get individual program details at HortTrades.com/member-only-savings.



“LO is about sharing information and knowledge with your peers. It may seem counterintuitive to want to help your competitors, but at LO, it just works.”

— Steve Snider, Snider Turf & Landscape Care
 WATERLOO CHAPTER MEMBER

Show your professional pride

Promotional items are **FREE** with your membership.

Landscape Ontario's Green for Life brand resonates with the public. Members take pride in showing they uphold a high level of excellence.



Bumper stickers

Available in small (10 x 3.5") and large sizes (17 x 6.25"). Free for members.



Truck decals and window clings

Advertise your LO membership on the outside of your vehicle or in the window of your office. Free for members.



Professional member labels

Show off your membership on mailing, invoices and business cards. Free for members.



Licence plate holders

Perfect for all vehicles. Free with membership.



Membership certificate

Display your certificate to clients in your office or portfolio. It shows you are an approved member of a select group of professionals. Free with membership.



Membership plaque

Active and Associate members are recognized with a membership plaque. One free with membership. Additional plaques available for a fee.



Easy Ways To Order

Download the order form from HortTrades.com/promo.
Please mail or fax this completed form to:

EMAIL: Send form to mgreaves@landscapeontario.com

FAX: Simply fill out the form and fax to 905-875-3942.
Be sure to include credit card information.

MAIL: Landscape Ontario, Attn: Meghan Greaves
7856 Fifth Line South, Milton, Ontario L9T 2X8

Special events and education

Designed for members, by members — to help you succeed.

LO members get discounted pricing on educational events, access to special events, and only LO members can participate in the prestigious Awards of Excellence program and specific industry-leading training programs.

Annual General Meeting (AGM) January 10, 2018

All members are encouraged to attend the AGM to vote on new by laws and issues concerning the future of the association. Held during the Congress trade show.

Awards of Excellence program and ceremonies

LO runs three awards programs exclusively for LO members: Grower; Garden Centres; and Construction, Maintenance and Design (includes interior, lighting and websites).



Online entry opens July 1. Grower awards take place at the annual Industry Auction where both entries and winners are also auctioned off to raise money for research and scholarships. An award ceremony will take place during Congress on Jan. 9, 2018 with garden centre awards presented at the Garden Centre Symposium on Jan. 11, 2018. Visit LOawards.com.

Canada Blooms March 9-18, 2018

Produced by Landscape Ontario and the Garden Club of Toronto, Canada Blooms is held each March. The festival promotes horticulture to homeowners and features stunning gardens built exclusively by LO members. Visit CanadaBlooms.com.

Congress Trade Show and Conference January 9-11, 2018

One of North America's largest green industry trade shows and conferences offers over eight acres of products and services from around the world. Congress is THE meeting place for the landscape professions in Canada. LO members save \$10 on a trade show pass, \$70 on a full conference pass, and \$2 per square foot (active and associate) on exhibit space. Visit LOcongress.com.

Fusion Landscape Professional (FLP) program Coming Fall 2018

Landscape Ontario has partnered with the Region of Peel and York Region to offer a specialized training program to select LO members that deals with the science of hydrology to design, build, install and maintain aesthetically pleasing, water-efficient gardens. Visit HortTrades.com/fusion.

Garden Centre Symposium January 10, 2018

LO's Garden Centre Sector Group gathers at Congress to learn from retailing gurus, and to network. The event also reveals winners of the Garden Centre Awards of Excellence. LO members enjoy preferred pricing for this not-to-be-missed event. Visit LOcongress.com.

GreenTrade Expo February 14, 2018

Presented by the Ottawa Chapter, GreenTrade Expo is Eastern Ontario's only horticultural trade and equipment show. The show includes seminars, and is preceded by the Ottawa Chapter Awards of Distinction the night prior. Visit GreenTrade.ca.

Growers Industry Auction September 12, 2017

Attendees have the opportunity to bid on the best plant material in Ontario with free admission, tours and lunch. Proceeds are used for horticulture industry research and scholarships. Visit IndustryAuction.ca.

“I really enjoyed working with the other growers at our Canada Blooms display; it’s good for our sector to tell our story to consumers.”

— Joel Schraven, Pickering Nurseries
LO GROWERS SECTOR GROUP

Growers Short Course

February 7, 2018

Nursery growers gather for a day-long event at the Royal Botanical Gardens. Presentations include research, updates on insects and pests, best practices and Grower's Good Ideas. Watch for details at HortTrades.com.

Integrated Pest Management (IPM) Symposium

January 8, 2018

Held annual on the Monday before the Congress trade show, the IPM Symposium qualifies attendees to earn six CECs from the IPM Council of Canada. LO members save \$25. Visit LOcongress.com.

Irrigation Conference

January 11, 2018

Stay on top of developments in the industry with this half-day event. Learn more about issues facing contractors. Held in conjunction with the Congress trade show. LO members save \$25. Visit LOcongress.com.

Landscape Designer Conference

January 8, 2018

Hosted by LO's Designer Sector Group on the Monday before the Congress trade show, a full day of sessions is followed by a networking reception. This is a must-attend event for landscape designers. LO members save \$50. Visit LOcongress.com.

Landscape Industry Certification

The Landscape Industry Certification programs administered by the Canadian Nursery Landscape Association (CNLA), verify the skill level of individuals working in the landscape and horticulture profession. Certification shows you are committed to excellence and your employees

have the knowledge expected of a professional company. Visit LandscapeIndustryCertifiedTechnician.ca.

Lecture Series

February 2018

LO's Ground Management Sector Group and LO's Landscape Contractor Group present an annual lecture event and dinner featuring valuable business lessons for all contractors. Visit LandscapeLecture.ca.

Lighting Conference

February 2018

Industry peers come together each year to learn about safety issues, award-winning landscape lighting designs, and meet with suppliers to find out about new products and technologies. LO members save \$20. Visit LightingConference.ca.

LO Professional Development Seminars

Released each October, LO's *Professional Development Guide* lists courses available in Milton and at select chapter locations. Most seminars are scheduled from November to April and include everything from pruning to job-costing to landscape design, irrigation and first aid. Seminars are aligned with the five pillars of the Prosperity Partners program. LO members save over \$100 per seminar. Visit HortTrades.com/seminars.

Peer to Peer Network

This unique, hands-on program will get you thinking about your business operations and help you to improve as a leader. You will also learn to identify your strengths and weakness with real life solutions. LO members save over \$100. Visit HortTrades.com/p2p.

Prosperity Partners Program

Running a successful horticultural business is not easy. The Prosperity Partners program provides the business framework that will lead you to greater profitability and a more balanced lifestyle. No matter where you are today, the Prosperity Partnership will help you grow.

Snowposium

September 28, 2017

See the latest equipment and technology for the snow and ice management sector. This event features new products and a full conference program with experts and roundtable discussions. LO members save \$25. Produced by LO's Snow and Ice Sector Group.

Water Smart Irrigation Professional (WSIP) program

LO's Irrigation Sector Group, in partnership with the Region of Peel, City of Hamilton and York Region, developed this program to provide select LO contractors with enhanced training and knowledge, while supporting environmental protection and sustainable water use. Visit HortTrades.com/WSIP.

“We are a family owned company located in a small town. The biggest benefit we get is networking at events and shows. The exhibit space discount at Congress is great too!”

— Brandy McCarey, **Speare Seeds**
WATERLOO CHAPTER MEMBER

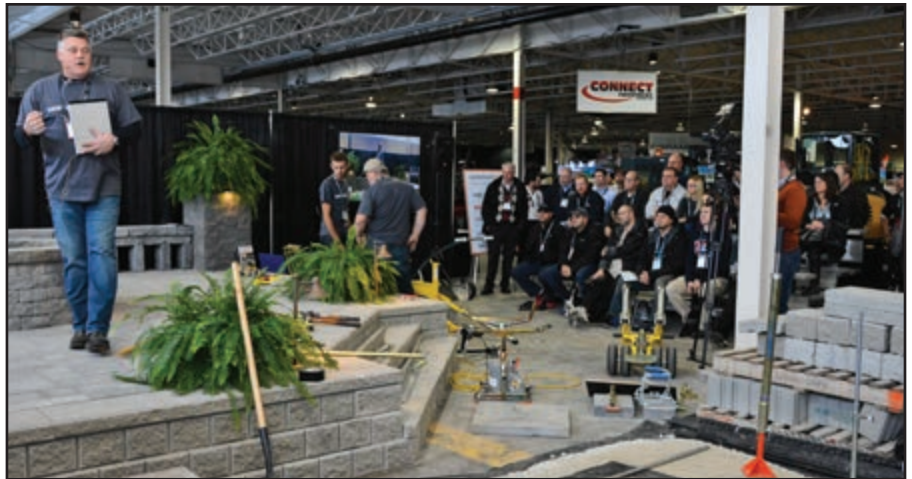


LO Sector Groups

Setting industry standards, recognizing excellence, specialized education programs, and promoting professionalism.

Landscape Ontario's ten sector groups are comprised of volunteers who meet regularly to deal with issues, plan events and strategize and implement ways to promote their specific services and expertise to the public and their customers.

- Garden Centre
- Grounds Management
- Growers
- Hardscape Committee
- Irrigation
- Landscape Contractors
- Landscape Design
- Lawn Care
- Lighting
- Snow and Ice Management



Hardscape LIVE! by LO's Hardscape Committee features new products, techniques and great business advice from leaders in the sector.

If you want to be surrounded by the most successful, knowledgeable and technically-skilled leaders in your sector of the landscape and horticulture profession, simply participate on an LO sector group.

Sector groups meet a few times each year at LO's home office in Milton, Ont. They may meet to discuss upcoming legislation or new bylaws that will affect their business or work on developing a promotional piece, website, or display that helps to educate the public and their customers about the need to hire an expert in their field.

Sector group members are forward-thinkers who look to the future. Many sector group initiatives aim to promote new methods and new products ahead of their time, resulting in a proactive

approach, rather than a reactive one.

Raising the skill level

LO sector groups also plan annual educational conferences, trade shows and events with the goal of raising the level of both technical and business skills for everyone in their industry. Most are held in conjunction with the Congress trade show in early January (see pages 32-33). Attendees can also earn Continuing Education Credits (CEU's) by attending these annual events.

How to get involved

LO's sector groups are always looking for new members to participate. Bring your viewpoints and expertise to the table. Contact a member of your group today.



“Joining the sector group and attending meetings allows me to have input on my own industry, including bigger picture items like education and conferences.”

— Matt Sandink, **SiteONE Landscape Supply**
LO IRRIGATION SECTOR GROUP

LO Regional Chapters

Dedicated volunteers making a difference in local communities; showing the passion and expertise of the landscape profession.

Ontario is a pretty big place! For this reason Landscape Ontario members are divided into nine geographic areas known as LO chapters. From west to east, they are: Windsor, London, Waterloo, Golden Horseshoe, Toronto, Georgian Lakelands, Durham, Upper Canada and Ottawa.

When a company is approved as a member of Landscape Ontario they are allocated to an LO chapter based on where their business is located. Belonging to a chapter gives you access to networking opportunities via chapter events. Chapter meetings are typically held monthly from September to April. A chapter meeting is a great way to keep informed on issues and regulations affecting your region as each meeting has a specific topic, panel discussion or guest speaker who can help you improve your business. Some official association business is also carried out by individuals who volunteer on each chapter's board.

The chapter board

Participating on a chapter board is a very rewarding experience. Each chapter board consists of a president, vice and past-president, provincial board rep. (who liaises with LO's Provincial Board of Directors), a secretary, treasurer and various directors. The chapter board sets the schedule and topics for chapter meetings organizes fun, social networking events such as golf, squash and



London Chapter volunteers planting at the HMCS Prevost site in the fall of 2016.

baseball tournaments. These fun events get members together in a relaxed setting and most are designed to raise money for local charities, chapter community greening projects, or specific chapter scholarships.

Chapter funding

Chapters are funded based on the number of members in each chapter. Obviously, all chapters are not equal, so some money from the largest chapter (Toronto), is distributed to the other chapters. The chapter can also apply for additional funding for special projects via LO's Promotional Fund.

How to get involved

Each chapter holds an annual general meeting once a year at which new mem-

bers are nominated for the various positions on the chapter board. If you would like to find out more about participating in your chapter, simply talk to any of your chapter board members. They will be happy to help!



“I participate on the Waterloo Chapter Board and LO’s Provincial Board so I can make my voice heard.”

— Jason Dietrich, **Ace Lawn Care**
WATERLOO CHAPTER
PROVINCIAL BOARD REP.

Ontario Horticultural Trades Foundation

Awarding over \$60,000 in scholarships each year and funding research projects that benefit the entire profession.

The Ontario Horticultural Trades Foundation was established in 1979 by a group of industry leaders who shared the vision of an enduring and successful ornamental horticultural industry. Member donations allow the Foundation to support the profession through scholarships and research.

Landscape and horticultural scholarships

The Foundation believes in helping future horticultural workers get a strong start. Each year the Foundation makes a number of scholarships, bursaries and awards available to high school and post-secondary students. The deadline to apply for scholarships each year is June 30.



Scholarship recipients are recognized during the annual awards ceremony in January.

Leave a legacy

Several LO members, chapters and companies have also created scholarships under the Foundation. The Cullen Family Scholarship Program awards up to \$40,000 each year.

The Foundation accepts one-time donations and annual donations. You have the option to choose if your donation goes to support scholarships and research, or you can make a memorial gift to honour a friend or loved one.

The Foundation also has a legacy program where you can earmark funds through your estate planner or lawyer to include in your will.

Research funding

The Foundation funds research programs

that lead to greater knowledge, better methods and newer technologies for the benefit of the horticultural industry.

The Foundation is governed by a volunteer board, comprised of respected industry members. In 2012, the Foundation reached its goal of having \$1 million in funds. Only interest generated by the fund is used for scholarships and research. This allows sustainability and continued long term growth.

The Foundation is closely tied to Landscape Ontario, but is actually an entirely separate entity because it has official charitable organization status. Member donations are the lifeblood of the Foundation. All donations are tax-deductible.

For more information visit OHTF.ca.

In 2016, Easton Klaudi, a second-year student in the Horticultural Technician program at Fanshawe College, received the \$1,000 Tony DiGiovanni Scholarship. Easton has a passion for native plants.

Knowledge and promotion

LO members receive Canada's leading horticultural publications, special rates on advertising and a wealth of knowledge for your customers.

As North America's strongest and most vibrant horticultural trade association, Landscape Ontario takes its leadership role seriously. LO has a number of ways to keep members informed.

Landscape Ontario magazine

As LO's communications hub, *Landscape Ontario* magazine contains industry news, association news, features, member profiles, research reports and information on all LO and industry events. All issues are also available online at HortTrades.com/LOmagazine.

Landscape Trades magazine

Stay informed on the industry with Canada's leading horticultural magazine. Editorial includes special focus issues on retail, new products, new plants and an exclusive product source directory. Published nine times per year, *Landscape Trades* features business information for contractors, growers, retailers and all other sectors.

Weekly news

Landscape Ontario members also receive a weekly electronic newsletter, LO enews, to keep informed on breaking news affecting their business. The enews also has reminders about upcoming LO and industry events. Subscription is free and available to employees as well. HortTrades.com/subscribe.

Great advertising rates

LO members receive special rates on print advertising to targeted, qualified industry members. *Landscape Ontario* magazine and *Landscape Trades* reach the people who make the buying decisions. Other opportunities include electronic advertising and Congress Show Guide. LO's sales staff know the industry and can help you market your products and services. Contact Steve Moyer or Gregory Sumsion.

HortTrades.com

LO's member site keeps you connected with LO initiatives and breaking news. It contains individual pages for each of LO's nine regional chapters and ten sector-specific groups. The site has resources available to members, including the *Standard Snow Maintenance Contract*, industry standards and order forms for free promotional materials. HortTrades.com contains all the information you need about your membership, a handy events calendar and LO's full educational offerings, including online registration.

LandscapeOntario.com

LandscapeOntario.com arms your customers with knowledge and inspires them to connect with a member to create the outdoor living space of their dreams. Through award-winning projects and expert advice, LandscapeOntario.com is a reflection of the professionalism and passion of the industry. In addition to educating home and property owners on why they should hire a member, the site offers many tools for selecting a contractor and the benefits of working with a Landscape Ontario member.

Active members also get a Company Profile page — their very own page on the site to describe their services and areas of work. Full details at HortTrades.com/company-profile.

LOCongress.com

Landscape Ontario's annual trade show and conference, Congress, is so big it needs its own website! Congress is the annual gathering of the industry in January, featuring over 700 exhibitors, four days of conferences, new products, the Awards of Excellence ceremony and more!

Landscape Ontario and its many initiatives also have Facebook pages, Twitter accounts and a LinkedIn group. For a full list, go to HortTrades.com/LOsocial.



Staff working for you

Inspired by the dedication, passion and professionalism of members, LO staff implement programs and events directed by the Provincial Board.



Scott Barber

Assistant Editor
 Ext. 2371
 sbarber@

"My goal at LO is to inform and engage green professionals with interesting and

important stories in *Landscape Trades* and *Landscape Ontario* magazine. LO members are so passionate and skilled in their craft."



Myscha Burton-Stafford

Membership and Chapter Coordinator
 Ext. 2333
 myscha@

"I assist in organizing chapter activities and plan and execute

strategies for member retention and recruitment. Our members form a very strong community.



Denis Flanagan

Manager of Membership and Public Relations
 Ext. 2303
 dflanagan@

"I support members and chapters and work with media to promote

fantastic community projects and professional members."



Amy Buchanan

Event Coordinator
 Ext. 2329
 abuchanan@

"I coordinate the Awards of Excellence programs, trade show features, conferences,

symposiums and special events. I enjoy working with our dedicated members on these events."



Rachel Cerelli

Membership and Chapter Coordinator
 Ext. 2354
 rachelc@

"Running a family business helps me to understand members

and I absolutely love horticulture!"



Meghan Greaves

Membership Assistant
 Ext. 2301
 mgreaves@

"I direct calls, greet visitors, process membership applications, answer inquires and

share LO events through social media. I love getting to meet members and seeing their work."



Darryl Bond

Exhibit Sales Specialist
 Ext. 2366
 dbond@

"My role is to help create top notch events of interest and relevance. I enjoy the satisfaction of

knowing we are all working together to accomplish goals that really matter."



Tony DiGiovanni

Executive Director
 Ext. 2304
 tonydigiovanni@

"As the 'Official Observer' I direct staff and resources to implement the strategic plan. LO is

a family for mutual benefit and mutual improvement."



Sally Harvey

Director of Education and Labour Development
 Ext. 2315
 sharvey@

"I work closely with government and educational leaders to

ensure a future generation of inspired, dedicated and skilled landscape professionals."



Kim Burton

Art Director
 Ext. 2347
 kburton@

"My job is to create the visual identities and style for LO's many events and programs, including

Landscape Trades and various print pieces. I love working with members who are so passionate."



Robert Ellidge

Editor
 Ext. 2312
 rob@

"I communicate events and activities of the association to our members and partners.

I am constantly amazed by business owners who find time to volunteer."



Lee Ann Knudsen

Publisher
 Ext. 2314
 lak@

"LO's communications team consists of experts with unique talents who create content in both

print and electronic media. I am thankful for the advice and opinions of our Publishing Committee volunteers."

Email suffix for all staff is @landscapeontario.com

LO MEMBER BENEFITS



Angela Lindsay
Circulation Coordinator
Ext. 2305
alindsay@
"I manage LO's extensive database including magazine advertiser and subscriber lists."



Heather MacRae
Executive Manager and Director of Trade Shows
Ext. 2323
heather@
"I work towards evolving our events each year to ensure we remain a first-class association. Our members motivate us to strive to be better at what we do."



Kristen McIntyre
Conference and Event Manager
Ext. 2321
kristen@
"Producing world-class conferences, events and a trade show that have something of value for all sectors."



Kathy McLean
Seminar Coordinator
Ext. 2306
kathy@
"I coordinate Professional Development Seminars that raise the education level of the profession."



Steve Moyer
Sales Manager, Publications
Ext. 2316
stevemoyer@
"Print and online advertising sales that reach a targeted market."



Linda Nodello
Trade Show Coordinator
Ext. 2353
lnodello@
"I orchestrate the booth space sales process, marketing campaigns and liaise with suppliers."

The diversity of LO and the green professions is a fascinating environment to be a part of."



Kathleen Pugliese
Executive Administrative Assistant
Ext. 2309
kathleenp@
"I coordinate sector group and board meetings and assist the Executive Director and Controller."



John Russell
Senior Developer
Ext. 2396
jrussell@
"My role is to enhance the digital tools and online software for LO and its members."



Joe Sabatino
Controller
Ext. 2310
jsabatino@
"I ensure LO has accurate and consistent financial records. Member buy-in and volunteerism keep the profession strong."



Ian Service
IT Manager
Ext. 2325
iservice@
"I keep information flowing using the most efficient technology available. LO members are a source of inspiration."



Greg Sumsion
Integrated Solutions Representative
Ext. 2377
gsumsion@
"I find the best fit for your advertising, promotional and sponsorship dollars, connecting you with the right buyers."



Mike Wasilewski
Multimedia Designer, IT Coordinator
Ext. 2343
mwasilewski@
"I design and produce LO magazine, collect and create ads for publications and manufacture web content."



Cassandra Wiesener
Environmental Coordinator
Ext. 2397
cassandraw@
"I support environmental programs that provide solutions to climate change. I believe our members are the leaders in providing solutions that will make our communities more resilient."

Regional staff



Martha Walsh
Ottawa Chapter Coordinator
Ext. 2386
mw Walsh@
"I coordinate chapter activities and assist membership by providing communications, event planning and admin services, in addition to managing GreenTrade Expo trade show."



Alexandra Wennberg
Eastern Ontario Regional Manager
613-539-9071
awennberg@
"I coordinate events, activities and projects for LO's Ottawa and Upper Canada Chapters and work towards raising awareness of members to the public."



Alex Gibson
Eastern Ontario Apprenticeship Program Development Coordinator
613-809-5093
jagibson@
"My role is to promote and support employers and employees in regards to the Horticultural Technician Apprenticeship Training Program."

Wendy Harry
London Chapter Coordinator
wharry@

Lee Rozon
Golden Horseshoe Chapter Coordinator
1-877-640-4005
lrozon@