



SNLA Annual General Meeting Minutes

Tuesday March 17th, 2:00-3:00pm: Courtyard Room, Saskatoon Inn

Participants:

Robin Adair (Arbor Crest Tree Service Ltd.), **Gerald Audit** (Impact Construction Inc.), **Joel Beatson** (CNLA), **Randy Beauchesne** (Beauscapes Lawn & Tree), **Ryan Benard** (Apollo Property Developments), **Nigel Bowles** (LANTA), **Ian Colborne** (Cherry Financial Services Inc.), **Leslie Cornell** (Cornell Design & Landscaping), **Ron Cornell** (Cornell Design & Landscaping), **Ross Cornwell** (Canwest Construction), **Lee Cote** (Q-Jay Irrigation), **Danielle Evoy** (Beauscapes Lawn & Tree), **John Firnesz** (Saskatchewan Parks and Rec. Association), **Kelly Gilchrist** (Farm & Garden Centre of Saskatoon), **Mark Heit** (City of Saskatoon), **David Holizke** (Kramer Ltd.), **Andrew Jackson** (Brandt Tractor Ltd.) **Sherry Jurke** (Willow Creek Landscaping), **Aaron Krahn** (Lakeshore Tree Farms Ltd), **Vic Krahn** (Lakeshore Tree Farms Ltd), **Tyler Lakeman** (Brandt Tractor Ltd), **John Martin** (Bobcat of Saskatoon), **Lionel Olynick** (Courtyard Services), **Lisette Parkin** (Prairie Roots Tree Care & Landscaping), **James Polley** (Allan's Landscaping Ltd), **Kevin Radmacher** (Eden Landscaping), **Bradford Riddell** (RP Industry Inc), **Randy Schwartz** (Brandt Tractor Ltd), **Bronco Skorupan** (Superpro Tree Experts), **Glen Sweetman** (Saskatchewan Agriculture), **Lloyd Task** (The Lawn Loggers), **Glen Thrasher** (G&S Landscape), **Sandra Thrasher** (G&S Landscape), **Tasha Trask** (The Lawn Loggers), **Burc Treimans** (Digger T's Construction), **Craig Truitt** (Craig's Excavating & Landscaping), **Luke Van Duyvendyk** (Dutch Growers Saskatoon), **Bob Westwood** (Westwood Turf Farm Inc), **Rebecca Wetselaar** (CNLA/SNLA).

Agenda:

1) Call to order

Aaron called the meeting to order and thanked the event sponsors: Riverdale Landscapes, Lakeshore Tree Farms Ltd., Farm & Garden Centre of Saskatoon, Beauscapes Lawn & Tree, HortProtect Insurance, Impact Construction Inc., Cornell Design & Landscaping, Westwood Turf Farm Inc., and Dutch Growers Saskatoon.

The call to order was moved by James Polley and seconded by Randy Beauchesne

2) Approval of Minutes – April 3rd 2008 Annual General Meeting

Aaron Krahn reviewed the minutes from last years Annual General Meeting.

The April 3rd, 2008 Annual General Meeting minutes were approved by James Polley and seconded by Gerald Audit

3) Approval of Agenda

The March 17th, 2009 Annual General Meeting agenda was approved by James Polley and seconded by Randy Beauchesne

4) Elections

President – Aaron Krahn

Director – Luke Van Duyvendyk

Director – Leslie Cornell (Cornell Landscape Design) nominated by Aaron Krahn

5) Memorandum of Understanding (Aaron Krahn/Nigel Bowles)

Aaron Krahn: SNLA has a special relationship with our sister association, LANTA. A few years ago SNLA was a very small association with not much association activities taking place. There was a request for LANTA to administer the association until another group came forward to make the association vibrant again. There has been success growing the industry provincially, and LANTA continues to administer the association.

Nigel Bowles: In the initial years the members in Saskatchewan were included in a chapter of LANTA. When the Saskatchewan chapter of LANTA started to grow, SNLA reorganized under the province of Saskatchewan and was no longer a chapter of LANTA. LANTA continues to provide administration services to SNLA and last fall the Memorandum of Understanding (MOU) came due. LANTA does many things for SNLA, but it is hard for them to represent SNLA to the government. One thing they will help with is the pesticide issue should this ever become an issue.

-Every benefit that applies to a LANTA member applies to an SNLA member (except for voting)

- Education, the Green Industry Conference and Trade Show, Green Pro Conference

- LANTA works with provincial and municipal government

- Your membership fee's are like an insurance policy - when industry issues come up you need people to help you – you will be heard as a group rather than just one person

- Networking opportunities are very important – getting involved with the association, going to committee meetings, participating meetings outside of the province (i.e. through the CNLA)

6) Finances

- The financial statements were reviewed and presented by Nigel Bowles
 - SNLA is doing well financially and there has been very little activity
- The LANTA Board decided that they wanted to try to return more money to SNLA as they did not need so much for administration
 - Nigel has presented a cheque for \$2000.00 to SNLA from LANTA

7) Executive Report (Aaron Krahn)

- Because of the help of CNLA, SNLA has decided to concentrate our efforts on growing the association
- The benefits of membership include education, administration of certification programs, plant research and trials, national recognition in all aspects of the industry (i.e. garden centres, growers, landscape), national discount programs through the CNLA, nation wide networking and resources
- SNLA is looking to expand in the City of Regina – have been in contact with Tim Van Duyvendyk From Dutch Growers Regina – SNLA is hoping to have a chapter there in the future and we need the members’ help with that

8) CNLA Report (Vic Krahn)

- SNLA appreciates the partnership with LANTA and the CNLA to help us to grow and to assist us with our administration.
- CNLA provides value to the provincial associations through a variety of member programs:
 - Life/Health and General Insurance (HortProtect)
 - Caterpillar
 - Fuel Savings – Petro Canada, Esso, Irving Oil
 - General Motors
 - John Deere
 - GreenLink – “chatline”
 - MBNA Mastercard
 - NEBS Business Forms
 - Penske Truck Rentals
 - Primus Canada
- CNLA assists with Government Relations, including Labour issues (i.e. foreign labour)
- CNLA administers three certification programs – CLP, CLD, CHT – designations that you can achieve for yourself as a business owner as well as encourage your staff to take
- CNLA has achieved Red Seal status for our industry – acknowledgement of a Skill Level across Canada
- CNLA has hired a new Landscape Priorities Specialist – Liz Klose

- CNLA has helped deal with Invasive Species Issues
- CNLA has formed a number of International Partnerships – European Landscape Contractors Association for the landscape members, the International Garden Centre Association for the retail garden centres, and the International Horticulture Producers for growers

9) Manager of Provincial Relations Report (Rebecca Wetselaar)

- Overview of CNLA Position with SNLA: The Manager of Provincial Relations and Provincial Relations Coordinator positions exist to assist SNLA with event planning, increasing overall sponsorship and profitability of your association, to recruit and retain members, to produce your newsletter, to maintain your website, conduct surveys, and liaise between your association, other provincial associations, and the CNLA
- SNLA Marketing plan update:
 - Membership Recruitment: a prospect database was developed with over 650 companies. 9 members have joined since the start of the CNLA positions last February.
 - SNLA Website, www.snla.ca: The website was created at no charge to SNLA and is being updated regularly with event and news information, membership benefits, etc.
 - SNLA Newsletter: Fully funded by ad sales for 2009, four full colour issues going out to members and prospective members in the March issue, and to members only in the June/September/December issues
 - Event Planning: Planning events such as the AGM, potential for an event in Regina
 - Regular Prairie Region conference calls between SNLA, LANTA, and Landscape Manitoba to keep each other informed in activities and events
 - Looking for feedback and suggestions from the membership for other opportunities and events

10) New Business

There was no new business to report on.

Motion to adjourn the 2009 SNLA Annual General Meeting by Luke Van Duyvendyk, Seconded by Vic Krahn