

# SNLA NEWS

DECEMBER-JANUARY 2012 VOLUME 4, ISSUE 4

## SNLA's Annual Conference Awards & Annual General Meeting

SNLA will be hosting its annual, two-day conference on March 15-16, 2012 at the Saskatoon Inn. Workshops and seminars held at this event will include a number of great speakers! Save the date and plan to attend with members of your staff! This event offers great networking and learning opportunities, and is a fun chance to meet other industry professionals.

On Thursday we will be hosting a number of seminars followed by our Annual General Meeting, and our Landscape Awards Banquet dinner. Come and celebrate the landscape horticulture industry this March and see what your peers have been working on this past season.

On Friday March 16<sup>th</sup> SNLA will be hosting a one day budgeting workshop taught by the Landscape Management Network —



“The workshop that turns great landscape contractors into great landscape business owners”.

*continued on page 3*

### IN THIS ISSUE

Landscape Industry Executive Program - Another LIEP Forward

Kick-Starting a Horticulture Apprenticeship Program in SK



Now Accepting Registrations for 2012 Garden Centre Inspection Program

Start Saving Today with your Member Benefit Programs

*Welcome to the future of the landscape and nursery industry*  
[www.snla.ca](http://www.snla.ca)

**Lakeshore TREE FARMS**  
SASKATOON, SK  
Toll Free 1-877-995-LAKE (5253)  
E-mail: [office@lshore.com](mailto:office@lshore.com)  
[www.lakeshoretreefarms.com](http://www.lakeshoretreefarms.com)


PROPAGATORS OF TREE SEEDLINGS ROOT CUTTINGS CONTAINER SHRUBS & TREES CALIPER TREES EVERGREENS NATIVE PLANTS



## A MESSAGE FROM THE PRESIDENT

Happy New Year Members!

I hope the Christmas season has brought you rest and the opportunity to enjoy time with your family. Many of you will be taking well deserved vacation in the coming months and since it seems there is no snow to move, so you may as well!

In between, I encourage you to think about and plan how to make your business have its best success ever in 2012. Regina and Saskatoon both issued record numbers of building permits in 2011. The potential is there to really grow your business this year, but this takes planning, budgeting and vision. The SNLA is organizing another two-day conference on March 15-16, 2012 and I highly recommend attending. The speakers are well-reviewed and we hope that the value of this conference will also be found in the networking and collaboration with your colleagues. 



Sincerely,

*Aaron*

Aaron Krahn  
President, SNLA  
Lakeshore Tree Farms Ltd.

## IMPORTANT DATES AND UPCOMING EVENTS

### Manitoba Green Show

February 14-15, 2012  
Victoria Inn, Winnipeg MB

### Meeting-in-the-Mountains Conference

Friday, March 9, 2012  
The Banff Centre, Banff, AB

### SNLA AGM, Awards and Conference

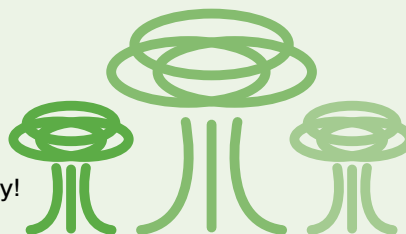
March 15-16, 2012  
Saskatoon Inn, SK

### SNLA 2012 Softball Tournament

July 28, 2012  
Location TBA

### National Tree Day

September 21, 2012  
Contact the SNLA office for more information on getting involved in this years program, by planting a tree in your community on this day!



### Board of Directors:

AARON KRAHN:  
President

NORM ALTROGGE:  
Vice President

LESLIE CORNELL:  
Director

LLOYD TRASK:  
Director

LUKE vanDUYVENDYK:  
Director

Aaron Krahn, CLT:  
CNLA Representative

### Administrative Support:

NIGEL BOWLES:  
Executive Director

MARNIE MAIN:  
Member Services, Marketing

VALERIE STOBBE:  
Office Services  
Trade Show Co-ordinator

TBA:  
Administrative Assistant

SUSAN DOIRON:  
Bookkeeper

REBECCA DOUTRE:  
Manager of Provincial  
Relations, CNLA/SNLA

CHRISTINE FINN:  
Provincial Relations Support,  
CNLA/SNLA

### Contact Us:

For more information about submitting an article or advertising in this publication please e-mail or phone:

REBECCA DOUTRE  
rebecca@canadanursery.com  
Phone: 1-866-383-4711  
Fax 1-866-833-8603



c/o Landscape Alberta Nursery  
Trades Association  
200, 10331 - 178 Street  
Edmonton Alberta T5S 1R5  
Tel: 780-489-1991  
Toll Free: 1-800-378-3198  
Fax: 780-444-2152  
[www.SNLA.ca](http://www.SNLA.ca)



## SNLA'S ANNUAL CONFERENCE

continued from page 1




Participants at the SK AGM/Conference/Awards learned how to make their business more profitable.

Get out of your truck and into the boardroom for the best day you've ever spent on your business. Actual landscape contractors from some of the industry's best landscape companies lead this hands-on workshop to help your company build the systems it needs to create a more predictable, more profitable future. You're going to leave this workshop with:

- An operating budget built with your numbers, for your company
- A pricing system that calculates how you need to price your work to cover your company's costs and profit
- An efficiency rating that shows you what your sales should be, and how much you're actually spending on waste and inefficiency
- Estimating methods that improve field productivity and profit

*What's Required:* A laptop computer with wireless network card (free internet access will be provided)

More information on registration will be sent to SNLA members in the next few weeks! Sponsorship opportunities are also available. Contact us for more information: 1-866-383-4711 or [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com) 

DON'T MISS THIS CHANCE  
TO IMPROVE YOUR BUSINESS...

## LANDSCAPE INDUSTRY EXECUTIVE PROGRAM – ANOTHER LIEP FORWARD!!

When you learn from and network with the best, you become your best... The Landscape Industry Executive Program is an industry first! This program has been custom designed for the landscape sector (landscape, nursery and retail garden centre) industry professional. It is designed to help you achieve excellence as the general manager or CEO of your landscape industry business.

### Who would find value in LIEP?

Executives, managers, and owner-operators who want to reach excellence in their businesses in the landscape, nursery, and retail garden centre sectors

### Why take the LIEP?

Learn successful business planning strategies and succession planning, risk management and human resources techniques from experts and peers. Invest in yourself and your business for future prosperity — increase your competitive advantage and success!


### NEW dates and location:

- *Module 1: November 27 to December 1, 2012*  
Niagara Falls, Ontario
- *Module 2: January 15 to January 19, 2013*  
Vancouver, British Columbia
- *Module 3: March 26 to March 30, 2013*  
Guelph, Ontario

### NEW Registration Fee:

- *Early bird registration fee before March 30, 2012*  
\$5,300 plus \$689 HST = \$5,989
- *Registration fee after March 30, 2012*  
\$5,600 plus \$728 HST = \$6,328

The fee includes tuition, instructional material, continental breakfasts, lunches, refreshment breaks and tours. Each module is presented with a binder of all course material for each participant. Travel, hotel accommodation, and dinners are not included in the registration fee.

Visit [www.canadanursery.com](http://www.canadanursery.com) for more information and to download a registration form today or contact Karen Bilton, Education Coordinator, George Morris Centre at 519-822-3929 ext. 205 or email [karen@georgemorris.org](mailto:karen@georgemorris.org). Visit [www.georgemorris.org](http://www.georgemorris.org) for more information. 



## HOW DO WE KICK-START A HORTICULTURE APPRENTICESHIP PROGRAM IN SK?

The SNLA Board, in consultation with other interested parties, has been meeting regularly to discuss how to initiate a horticulture apprenticeship program in the province. All SNLA members should have received a survey in the mail in the Fall to provide their feedback on their interest in working with apprentices and having a program right here in Saskatchewan. Unfortunately, the survey response rate was low, but SNLA still believes there may be interest in this valuable program.

We have invited Scott Nolin, Program Development Officer with the Saskatchewan Apprenticeship & Trade Certification Commission, to come and speak at the upcoming SNLA Annual General Meeting on March 15<sup>th</sup> at the Saskatoon Inn so that our membership can provide us with more feedback on the potential program. Please join us to have your questions answered and to express your interest in having an apprenticeship program in SK!



SNLA Apprenticeship Focus Group

### What's so great about apprenticeship?

According to the Canadian Apprenticeship Forum, for every \$1.00 an employer invests in training an apprentice, the business receives on average a return of \$1.38 in value-added equivalent. A national study also found that training an apprentice provides other significant benefits, including:

- increased competitiveness and productivity
- reduced turn-over and increased employee loyalty
- a workforce with updated skills and knowledge
- workers with attributes that fulfill the need of the industry and the business

### Incentives for Apprenticeship Training

#### - For the employer:

**Apprenticeship Job Creation Tax Credit:** Employers can receive a non-refundable tax credit equal to 10% of the eligible salaries and wages payable to registered apprentices in designated Red Seal trades for the first two years of their apprenticeship contract. The maximum credit is \$2,000 per year eligible apprentice. For more information visit <http://www.cra-arc.gc.ca/tx/ndvdl/tpcs/ncm-tx/rtrn/cmpltng/ddctns/lns409-485/412/jctc-eng.html>.

#### - For the apprentice:


**Federal Incentive and Completion Grants:** The Apprenticeship Incentive Grant is a taxable cash grant of \$1,000 per year/level up to a maximum is \$2,000 available to the registered apprentices once they have successfully finished their first or second year/level of an apprenticeship program.

**The Apprenticeship Completion Grant:** A taxable cash grant of \$2,000 available to registered apprentices who have obtained their journey person certification in a designated Red Seal trade. Visit [http://www.brsdc.gc.ca/eng/workplaceskills/trades\\_apprenticeship/index.shtml](http://www.brsdc.gc.ca/eng/workplaceskills/trades_apprenticeship/index.shtml) or *more information on the Apprenticeship Completion Grant.*

**Federal-Employment Insurance benefits:** Apprentices may be eligible to receive Employment Insurance while attending apprenticeship technical training, as well as an additional living away from home allowance.

**Provincial-Employee's Tool Tax Credit:** recognizes the costs associated with purchasing, replacing and upgrading eligible tools by qualifying employees as a condition of their employment. Visit [http://www.saskapprenticeship.ca/TAX\\_PROGRAMS/](http://www.saskapprenticeship.ca/TAX_PROGRAMS/).

**Provincial-Graduate Retention Program:** rewards journeypersons for building their future in Saskatchewan by providing a rebate of tuition fees paid by eligible journeypersons who live in or are moving to Saskatchewan. Visit <http://www.aeei.gov.sk.ca/grp> for *more information.*

Contact the SNLA if you are interested in learning more about apprenticeship in SK. 



*Created for the green industry*  
*Protecting the green industry*

***“We got a quote and were very pleased that it came in with the coverage we needed, at about 8% less than my old carrier. We are excited to support the CNLA HortProtect program. Each and every one of us that supports the endorsed programs also supports the daily work of the CNLA. I encourage you to ask your broker to get a quote. Let’s all get behind this initiative.”***



*Vic Krahn, CLT  
 Lakeshore Tree Farms Ltd., Saskatoon*

***Customizable programs and exclusive coverage:***

- Commercial and general liability, including snow removal operations
- Automobile fleet coverage
- Group of “ONE” flexibility
- Employee Assistance Program
- Group RRSP & Critical Illness
- Group Life, Health & Disability



*Insurance program brokered by  
 Marsh Canada Limited*

**MARSH**

1-888-949-4360



*Canadian Nursery Landscape Association*  
**Hort Protect**  
*For All Your Insurance Needs*

**Cherry Insurance**

1-306-653-2313

***For more information on HortProtect, please visit: [www.HortProtect.com](http://www.HortProtect.com)***




## SASKATCHEWAN'S FIRST LANDSCAPE INDUSTRY CERTIFIED MANAGER

Karen Zunti, of Warman, SK, has become the first person in Saskatchewan to successfully complete the Landscape Industry Certified Manager exam. The exam consists of a multiple choice test that focuses on these seven competencies:


- Corporate Financial Management
- Technical Productions in Horticulture
- Human Resource Management
- Leadership & Corporate Citizenship
- Marketing & Sales Management
- Risk, Law & Contracts
- Strategic Business and Succession Planning

Karen's hard work has successfully paid off, and we congratulate her on her achievements!

If you are interested in becoming Landscape Industry Certified, please contact Julia Ricottone at the CNLA office: 1-888-446-3499, [julia@canadanursery.com](mailto:julia@canadanursery.com) 

## RE-CERTIFICATIONS WERE DUE ON DECEMBER 31ST

Most certified people across the country were due to recertify by the end of 2011. In order to recertify, you must submit the recertification form to CNLA, outlining where you earned 24 Continuing Education Units (CEUs) over the last two years. CEUs can come from seminars held by your provincial association, and sessions you attended at trade shows. If you participated in events outside of the association, these require pre-approval before being submitted. Details for requesting pre-approval can be online at [www.canadanursery.com](http://www.canadanursery.com).

Recertification is a 2-year cycle, so if you are unsure if you are due to recertify, or if you have any questions, please contact Julia Ricottone at the CNLA office: 1-888-446-3499 x 8615, [julia@canadanursery.com](mailto:julia@canadanursery.com) 

## SNLA PARTICIPATES IN THE SASKATCHEWAN GREEN TRADES CONFERENCE



SNLA joined other industry groups at the 2011 SK Green Trades Conference on November 10-12 at the Saskatoon Inn. This annual trade show and conference is hosted in partnership between the Saskatchewan Greenhouse Growers Association, the Saskatchewan Vegetable Growers Association, The Saskatchewan Parks and Recreation Association, the Saskatchewan Seed Potato Growers Association, and this year for the first time SNLA.

SNLA planned our own stream of speakers and assisted in selling exhibitor booths and sponsorship at the show. We thank the members who came out and enjoyed the event, as well as our exhibitors and sponsors as without their support we could not have participated in this event.



Members attending the 2011 SK Green Trades Conference enjoyed excellent speakers and exhibitor booths .

Unfortunately, participation was fairly low from SNLA members, despite our stream of seminars at the trade show, therefore the SNLA board has decided not to participate on the planning committee in 2012. Instead, we will focus our efforts on our Spring conference and Summer softball tournament. We thank SGGA and the other groups for allowing us to participate in 2011, and wish them all the best with the 2012 Conference. 



## START SAVING TODAY WITH YOUR MEMBER BENEFIT PROGRAMS

There has never been a better time to be a member of the SNLA and CNLA with thousands of dollars worth of savings to be found in our CNLA exclusive member benefit programs! Here are just a few of the many programs available to all active SNLA and CNLA members:

- **General Motors**


Did you know that you could save up to \$11,500 on your next GM truck? CNLA's partnership with General Motors is back and better than ever with discounts on a wide range of vehicles, from the Chevrolet Cruze to the GMC Sierra.

- **Equipment Savings**

It has never been easier to save money on your next equipment purchase. CNLA offers discounts of up to 25% off of John Deere products and up to \$2000 in savings for qualifying CAT machines.

- **Mark's Work Warehouse**

Now is the time to dress for success. Bring your CNLA approved discount card to any Mark's Work Warehouse and receive 15% off on items such as clothing, coveralls, outerwear, work gloves, safety accessories, and footwear.

Visit [www.canadanursery.com/benefits](http://www.canadanursery.com/benefits) for information on our other benefit programs including Telus Mobility, Primus, Esso, Petro-Canada, HortProtect Insurance and more! 

## NOW ACCEPTING REGISTRATIONS FOR 2012 GARDEN CENTRE INSPECTION PROGRAM

The Garden Centre Inspection Program, developed in the United Kingdom, is designed to offer a critical, third-party look at all aspects of your garden centre's operations. The result is a step-by-step work plan for making improvements that add to your business' bottom line immediately.

During an inspection, the garden centre consultant spends three to four hours at your store, initially taking photos,

making notes, and scoring your centre on everything from its curb appeal, signage, parking, washrooms, check-out areas, product mix and selection, customer service points, store safety, and more. Afterward, the consultant meets with the management team (and any additional staff you wish to have present) to go over points of interest: what works, what doesn't, and solutions for problem areas. The consultative session will last about two hours.



Eve Tigwell

A complete report is also provided. Each participating garden centre is supplied with a photo library and detailed assessment of every aspect of the store. The report provides the to-do list that your team can work on over time to enhance your store's image, reputation, and above all, its bottom line.

Registration is now available, but spaces are limited! Visit [www.canadanursery.com](http://www.canadanursery.com) download the registration form. For more information contact Rebecca Doutré at the CNLA office – 1-866-383-4711 or [rebecca@canadanursery.com](mailto:rebecca@canadanursery.com) 

# We help you grow and sell!

## We Supply:

### Growers & Landscapers:

Annual Plugs • Bareroot Perennials  
Flower Bulbs • Ornamental Grasses  
Perennial Plugs • 4" Shrubs  
Waterplants • Rose Bushes

### Retailers:

'Simple Pleasures' flower bulbs,  
perennials, fruits & vegetables

'Peacock' plant supports

  
**VANHOF & BLOKKER**  
Horticultural Specialists since 1968 LTD.

T: 800.387.2852 • F: 800.565.4000  
[www.vanhofandblokker.com](http://www.vanhofandblokker.com)





Born 1911 and still growing...  
Deeply rooted in your community.



- ✓ Serving Western & Central Canada
- ✓ Huge selection of deciduous and coniferous trees grown specifically for prairie climate
- ✓ From seed to mature tree, at Stewart Brothers Nurseries, we are committed to you and the deep roots of your own community
- ✓ Our drivers and support staff are well trained in plant transportation management



**Yes, we deliver!**  
**Contractor pricing**  
**Wholesale only**

[www.StewartNurseries.com](http://www.StewartNurseries.com)

Phone: 1-800-313-2101  
Fax: 250-764-4421