

SNLA NEWS




DECEMBER 2010 VOLUME 3, ISSUE 4

Notice of SNLA Annual General Meeting & Landscape Awards Gala!

SNLA will be hosting a two-day educational event on Thursday March 17th and Friday March 18th 2011, which will include our Annual General Meeting on Thursday afternoon and our Landscape Awards presentations and dinner on Thursday evening.

Save the date and plan to attend!

More information will be sent to members in the New Year – the association is currently looking for suggestions for speakers and topics to address our members' needs. If you have ideas, please email them to rebecca@canadanursery.com or call Rebecca at 1-866-383-4711. 

IN THIS ISSUE

Successful networking event with Mark Bradley!

Winter Assessment; time to review the past year and make a new year business plan.



HortProtect Insurance Program Update

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A MESSAGE FROM THE PRESIDENT

2010 has been a trying year for many of our members - as the year comes to a close, there are so many things to be thankful for including the hope and potential as to what 2011 will bring. The benefits of membership with SNLA include having a network of like minded individuals to help you when you need it - people to bounce ideas off of, to share tips and learn from each others mistakes, and to speak on your behalf in times of need. Our association is here for YOU - we want to help your business succeed, and we want you to get involved. Thank you to the members who made it out to our AGM conference and awards, our golf tournament, and our event in Regina in 2010. In 2011 we are going to try some new things, including expanding out educational opportunities in March at our AGM conference, trying out a family softball tournament, and concentrating our efforts on recruiting new members and growing the association. Please help us to spread the word so we can grow stronger as a group - there are so many benefits of belonging, and the more you put into the association the more you will get back. 



Sincerely,

Aaron

Aaron Krahn
President, SNLA
Lakeshore Tree Farms Ltd.

IMPORTANT DATES AND UPCOMING EVENTS

SNLA Annual General Meeting and Conference
March 16th-17th, 2011, Location TBA

Manitoba Green Show
February 8th-9th, 2011, Victoria Inn (Winnipeg, MB)



Do you know someone
who might be interested in
membership with the SNLA?
If so, please direct them to
our website **www.snla.ca**
where they can view
the benefits of membership
and download an application form.

They can also call Rebecca (SNLA/CNLA)
for more information at 1-866-383-4711 or
email rebecca@canadanursery.com

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SUCCESSFUL NETWORKING EVENT



SNLA hosted a successful workshop and dinner event in Regina this Fall, led by Mark Bradley (The Beach Gardener and Landscape Management Network in Markham, ON). Members from the Regina area, and as far away as Prince Albert, came out to this event and learned about planning for profit for their businesses. Thank you to Dutch Growers in Regina for sponsoring this event! 





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WINTER...WHAT TO DO?

By Vic Krahn, Lakeshore Tree Farms

I recall a statement from a friend of mine who has been in this business over 40 years. He said that his business really started to grow when he started to spend more time *on* his business than *in* his business. How can we blend that business concept during the relatively slower months of winter?

A challenging year is finally over. The wet weather throughout the season was enough to break the spirit of the best of us. The season has now changed to snow removal and as we prepare for a show down, you will no doubt start thinking about next year.

Winter is a time of assessment, going through your completed contracts and comparing how you bid the jobs to how the jobs actually went. You need to know if you profited, and by how much! The mistake that many contractors make is that they do not learn from their previous performance. Every one of us has made mistakes and has had jobs that did not go as well as we had hoped. Many try to forget these failures, but I challenge you to remember them every time you bid. What are the factors that will affect bids for the coming year? Consider these possibilities:

FUEL

While this year has been quite stable, a conflict on the other side of the world can push the cost of fuel to another level overnight. Consider building in a fuel surcharge into your bids.

LABOUR

With housing in Saskatoon projecting a 7% increase by next year, we can assume that labour will be tight and good labour is going to come at a cost. When bidding your labour, remember what you're paying for labour when you hire tradesmen or get your equipment fixed. They work 12 months of the year in all weather, and you can only work six months.


EQUIPMENT

There is no magic formula of when to fix and when to replace a piece of equipment. But the decision will be much easier if you go over those carefully filed repair records you maintained. Remember the advice from JP Lamarsh at our spring SNLA management event two years ago. He spoke about job costing and the process of working into every bid the replacement cost for equipment. Did you heed his advice and create such a fund? Another equipment consideration is whether to buy new or used, or to lease your equipment. Combining your intuition based on your repair records with advice from your accountant will help you to realize what is best for your company. Remember looking at what your competitor drives does not give you any indication of his profitability.

Much of our bidding will happen in the next 5 months. Be careful that you do not get influenced by the winter "blues" or by the fact that it has been a significant time since you finished your last billable job. Bid each job according to your own set of criteria and make sure you have accounted for the above variables and more.

Good bookkeeping is critical to any business, and having a good accountant is equally important. Your accountant can provide a number of services, and one of those is to build your financial statement into a picture of what your business is all about. Some of you may negate this and many of you may not admit to

an inability to read and understand a financial statement.... but it is very important to your business and once you have built your financial statement, you will have a much easier time banking, borrowing, managing your debt, and understanding your business.

Spending time on your business is critical. I challenge you to spend the time on your business during the relatively slower months of winter, so you can spend time in your business later on. Plan carefully and when the season hits, simply execute the plan. 





CNLA HORTPROTECT

Property & Casualty Insurance Program Update

Good News!!

The CNLA is pleased to announce that we have a new and improved property and casualty insurance program through Marsh Canada Limited written by RSA (formerly Royal and Sun Alliance). RSA's objective is to deliver the highest quality claims service through advocacy to guarantee customer satisfaction working with Marsh and ClaimsPro our National Adjusting firm.

Since October 15th Marsh has been able to write new policies for CNLA members. We are prioritizing outgoing calls based on renewal dates for those that have provided it to CNLA. If you require immediate coverage or would simply like to consider your options, please call the number below.

The insurance program offers the following benefits:

- Exclusive to members of CNLA and your Provincial Association for Landscape Contractors, Nurseries and Garden Centres, including Greenhouse coverage.
- Comprehensive coverage and competitive pricing that takes into consideration regional differences
- A national dedicated claims management team with technical expertise that will advocate on your behalf
- Introduction and implementation of risk management tools and best practices that will help reduce risk exposures and minimize costs
- Educational training supported by the Provincial associations
- Provide collaborative solutions for participating member organizations


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The Insurance Committee has reached its objective by taking the property and casualty insurance program to the next level. Marsh and RSA are committed and will ensure that CNLA members across the country receive and benefit from insurance that has its roots firmly planted in a program developed exclusively for our industry. Its maximum potential will be reached through complete member company participation.

We encourage you to support this new initiative and obtain a quotation or more information by:

- Complete the survey found by clicking on the attached hyperlink or by pasting it in your browser www.surveymonkey.com/s/XSDVRLM
- Complete application found on our website link www.canadanursery.com
- Complete the information form found on this form returning to Marsh CNLA HortProtect Service Team.
- Contact directly CNLA HortProtect Marsh Service Team
- Toll Free Phone 1-888-949-4360
- Toll Free Fax 1-866-656-0001
- E-Mail cnla.hortprotect@marsh.com 

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INSPECTIONS SCHEDULED FOR JUNE 2011

Registrations now being accepted for the GCC Inspection Program

Garden Centres Canada is pleased to announce that we will be bringing Eve Tigwell back in the summer of 2011 to continue her work with Canadian Garden Centres, performing inspections in June. We are offering an early bird registration rate for garden centres that register for the program before February 28th, 2011, so register today to save!

The inspections involve a half day or full day with the consultant, Eve Tigwell, in your centre, reviewing the following areas:

- Approach and Parking Lot
- Facilities for Disabled / Toilets
- Customer Service Points
- Checkout Area
- Garden Care
- Indoor Lifestyle
- Aquatics and Petcare
- Bedding and Patio Plants
- Growing Media
- Garden Construction
- Website
- Entrance and Exit
- Play Area
- Safety
- People
- Outdoor Living
- Food Hall/Farm Shop
- Houseplants
- Hardy Plants
- Outdoor Ornamentation
- Catering

Centres who book a half day inspection can expect the on-site inspection to take one to two hours (depending on the size of their centre), followed by a one to two hour consultation period, while centres who book a full day inspection will have a longer consultation period with Eve Tigwell. Following the on-site inspection, all participating centres will receive a detailed report with their scores and comments from Eve, as well as a CD of photo's to go along with the report. Registration is now available, but spaces are limited. The program



Greenland Garden Centre Sherwood Park, AB

is only available to members of their provincial green industry association and the CNLA. Visit www.canadanursery.com and click on "Garden Centres Canada" to download a copy of the 2011 registration form. For more information contact Rebecca at the CNLA office: 1-866-383-4711 or rebecca@canadanursery.com.



www.SNLA.ca

Our website serves as an information point for everything related to the association. It includes: General Information, Membership Benefits and applications, Member Directory and much more!

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