

Benefits

HORTICULTURAL TRADES ASSOCIATION
landscapeontario.com



FIND YOUR FUTURE THROUGH YOUR CHAPTER, YOUR COMMUNITY AND YOUR CAREER.

LO membership benefits you,
your company and
your employees.

Keep this section, and take
advantage of what
LO membership does for you
throughout the year.

landscapeontario.com/JOIN

DISCOUNTS FOR LO MEMBERS

Spend less on insurance, trucks, equipment, fuel and other expenses through LO's exclusive member savings programs.



Landscape Ontario's

HortProtect

program will cut your insurance costs

Save over

\$10,000

on the purchase of a new truck

Savings up to

3¢/litre

on gas

Over

20%

on the purchase of new equipment



“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

there's more...

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



PRINT AND DIGITAL MEDIA: CREATING CONNECTIONS

LO's print and electronic media connect you with the community that matters. Members are promoted through over two million media impressions each year. Subscriptions to these valuable outlets 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, chapter activities and opportunities.

horttrades.com

LO's content-rich website for your best answers to industry-specific questions and member benefits.

Landscape Trades magazine

The business magazine serving landscape sectors across Canada.

landscapeontario.com

Our inspiring, high-traffic website connects prospects with LO members. With over 200,000 unique visitors a year, your online company profile gets noticed.

Members are entitled to discounted rates on magazine advertising.



“The key to getting value from LO is to participate. I volunteer on committees and in leadership roles; the resulting connections have made a huge difference in my career. LO brings us together.”

— Michael Van Dongen
Van Dongen's Landscaping & Nurseries Ltd
member for over 20 years



MEDIA

EVENTS and EDUCATION: ENERGY, EXPERTISE AND FUN

Congress

LO hosts Canada's top landscape event
— homecoming for your profession.

LOcongress.com

Besides the trade show, Congress features:

- **IPM Symposium**
- **Congress Conference**
- **Awards of Excellence**, prime promo opportunity, member exclusive
LOawards.com
- **Landscape Designer Conference**
- **Garden Centre Symposium**
- **Tailgate Party**, FREE to delegates!

Professional Development Seminars

LO leads the way in training for both managers and front-line workers.

horttrades.com/seminars

Landscape Industry Certification

Prove your commitment to excellence.

- Certified Landscape Technician
landscapeindustry-certifiedtechnician.ca
- Certified Landscape Manager
landscapeindustry-certifiedmanager.ca
- Fusion Landscape Professional
horttrades.com/fusion
- Water Smart Irrigation Professional
horttrades.com/fusion

Canada Blooms

Showcasing horticulture's elegance to 200,000 visitors

canadablooms.com

GreenTrade Expo

Eastern Ontario's green industry event

greentrade.ca



Family is one of the greatest benefits of being a part of Landscape Ontario. The community of LO is so strong and the ability to share with other garden centres, contractors and growers is fantastic!

— Etti Mountain
Barrie's Garden Centre
member for over 10 years



Industry Auction

Ontario's finest nursery stock auctioned for research and scholarships
industryauction.ca

Peer to Peer Network

Online and live events promote members' prosperity
horttrades.com/P2P

Lighting Conference

Specialized sessions for the lighting sector
lightingconference.ca

Landscape Lecture Series

Lectures and dinner for construction and maintenance contractors
industryauction.ca

Snowposium

Programs and a trade show for snow and ice fighters
horttrades.com/snowposium

Growers Short Course

Annual conference for nursery growers features top level speakers
horttrades.com/growers-group



EDUCATION

CHAPTERS: GRASSROOTS SUCCESS

Participate in chapter activities
— to your benefit!

Chapter meetings

feature great speakers on relevant topics. Plus, meet members in your area; business contacts and friendships result. The networking before and after are great.

Social events

connect you and your family with the landscape community. Enjoy the Golden Horseshoe Chicken Roast, Waterloo Fall Freeze-up, Georgian Lakelands Ski and Spa Day and more.

Community

improvement projects prove to your customers that your company cares.

Awards programs

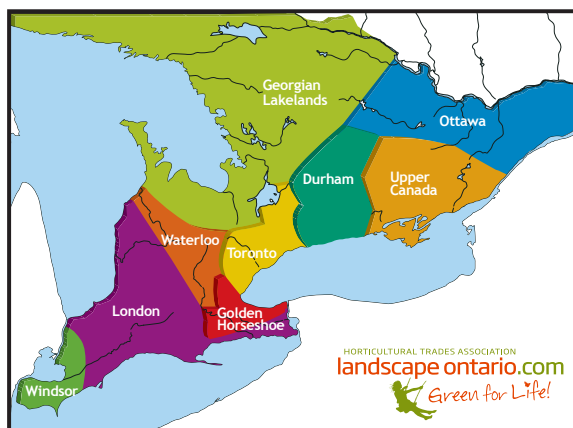
elevate your profile where it matters
— in your community.

Trade shows

staged by the Ottawa and Golden Horseshoe chapters promote business opportunities.

Golf tournaments

are fun chapter events that support great causes.



“Running a business, you can feel very alone. LO is a community — people to talk to, give you answers, cheer you on, get you through the season.”

— Laurie-Ann Stuart
LA Gardens
member since 2013

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LOCAL CHAPTERS

Contact your chapter representative to get involved

Windsor

Jay Terryberry, jterryberry@stclaircollege.ca

London

Matt Hart, matt@mphhardscapes.com
Wendy Harry, Chapter Coordinator,
Wharry@LandscapeOntario.com

Waterloo

Rob Tester, rob@tntpropertymaintenance.com

Golden Horseshoe

Fran MacKenzie, fmackenzie@southoakvillechrysler.com
Mary Thompson, Chapter Coordinator,
mthompson@landscapeontario.com

Toronto

Jonas Spring, jonas@ecomana.ca

Georgian Lakelands

Michael De Nunzio, mdinunzio@vandenbussche.com

Durham

Jon Agg, jon@pristineproperty.ca

Upper Canada

Paul Doornbos, paul@thornbuschlandscaping.com

Ottawa

Steve Neumann, neumans@algonquincollege.com
Martha Walsh, Chapter Coordinator,
mwalsh@landscapeontario.com

SECTOR GROUPS: SPECIALIZED SUPPORT

Every sector in the green profession has unique challenges, and LO's sector groups are there to help. Membership is open to any participant; simply contact any of the chairs below to join.

Landscape contractors

Allan Kling akling@urbangarden.ca

Grounds management

Brad Paton, bradcpaton@yahoo.com

Turfgrass management

Steve Tschanz, steve@weedmancanada.com

Growers

John Mantel, john@avknursery.com

Irrigation

Steve Macartney, smcartney@raintree.on.ca

Garden centre

Michael Van Dongen, michael@vandongens.com

Landscape design

Jen Cuddie, jen@cuddie.ca

Snow and ice management

Jamie Perras, jamie.perras@bplandscaping.ca

Lighting

Carl Hastings, carl@moonstrucklighting.ca

Interior plantscapes

Stephen Schell, sshell@plantlady.com

Hardscape Committee

Shawn Giovanetti, shawn.giovanetti@techo-bloc.com



“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



SECTORS



THE FUTURE: NURTURING OUR PROFESSION

Landscape Ontario is working hard on many fronts to attract new talent to our profession, and ease the labour shortage.



“I joined LO for networking, got involved with my chapter and later teaching. I was just at a landscape yard and saw four of my students; one is now a business owner.”

— Matt Hart
MPH Hardscapes
member since 2013

Apprenticeship

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

Outreach

through events and media tells our great career story. greencareerscanada.ca
landscape.jobs is a free national resource for employers and job seekers.

Foundation

The Ontario Horticultural Trades Foundation manages a \$1.8 million fund that invests in horticulture through scholarships and research. Horticulture professionals serve as officers and directors, and distribute the interest generated by the fund toward building the industry's future.

- **Scholarships**
Last year the Foundation awarded \$45,600 in scholarship to students enrolled in horticulture programs.
- **Research**
Projects studying fertilization nutrient runoff and sustainable snow and ice control received combined funding of \$30,000 last year.

The Foundation was established in 1979, and is fully funded by the horticulture profession. Many of its component scholarship funds carry the names of prominent industry members as a lasting legacy.
ohtf.ca

Scholarship recipients





PRIDE IN PROFESSIONALISM

The LO Green for Life brand distinguishes your company as a leader in professionalism.

Members are exclusively entitled to use the LO logo on electronic and print materials; artwork and guidelines are available at horttrades.com/green-for-life-logo-downloads.

Your trucks are a valuable moving billboards, so be sure they are branded with free decals. Order LO promotional items at horttrades.com/promo. Just a few of the items available are shown above.



“Membership is very important because people know there are pro standards members must abide by. They know they are getting quality work without having to read reviews.”

— Adriana Partridge
Bradford Greenhouses Garden Gallery
member for over 25 years



PROFESSIONALS

STAFF WORKING FOR YOU

Contact LO staff members any time with questions, ideas or suggestions. The LO phone number is 1-800-265-5656, and the domain for all staff email is @landscapeontario.com.



Amy Buchanan
Event Coordinator, Ext. 2329
abuchanan@
"I manage the Congress Conference and trade show features as well as Sector Group conferences, symposiums and special events. I love event planning and working with our dedicated members on all of these events!"



Darryl Bond
Account Manager, 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."



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."



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."



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."



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."



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."



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."



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."



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



Heather MacRae
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."



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."



Lissa Schoot Uiterkamp
Education and Youth Engagement Coordinator
Ext. 2348
lissa@
"I promote the landscape profession to youth through hands-on experiences and engaging the education community. I also work with Come Alive Outside, striving to get youth passionate about natural and built landscapes."



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



Myscha Stafford
Membership and Chapter Coordinator
Ext. 2333
myscha@
"I assist in organizing chapter activities, plan the Awards of Excellence and execute strategies for member retention and recruitment. Our members form a very strong community."



Greg Sumsion
Account Manager, 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 Wiesner
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
mwalsh@
"I coordinate chapter activities and assist membership by providing communications, event planning and admin services, in addition to managing GreenTrade Expo trade show."



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@

Mary Thompson
Golden Horseshoe Chapter Coordinator
mthompson@

Violet Harris
Windsor Chapter Coordinator
violetharris@hotmail.com



Your LO Board of Directors (back row, left to right): Jason Dietrich, Lexi Dearborn, Chris Clayton, Michael Pascoe, Tim Cruickshanks, Tony DiGiovanni, Peter Guinane, John Mantel, Jon Durzi, Lindsey Ross, Margot Byers. Front row (left to right): Alan White, Kelly Keates, Chris Muller, Blake Tubby, Warren Patterson, Lindsay Drake Nightingale, Dave Wright, Paul Brydges, Terry Childs.

LEADERSHIP: GROWING LO

A group of respected volunteers is working hard to promote your business success: the Landscape Ontario Provincial Board of Directors, pictured above. The officers, chapter representatives, sector representatives and members at large are diligent about setting their own agendas aside, and directing LO's resources toward the best advantage of all members.

LO FACTS

Founded in	Membership total	Sector groups	Chapters	Staff members
1973	3,000	10	9	27

Inspired?

Then your fellow LO members need you.

Contact one of LO's many volunteer leaders, perhaps starting with your chapter board, to volunteer your talents.

The experience will be rewarding, guaranteed.

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