

# INTERIORSCAPE

## COMMODITY GROUP NEWS



## MESSAGE FROM THE CHAIR

Welcome to the first issue of the Interiorscape Commodity Group Newsletter!

Our group has been working hard preparing for the upcoming **Interior Landscape Conference** this fall. The line-up of topics and speakers looks great with something that everyone in your business, from the owner to the service technician, can take back with them and use. I recommend that you consider bringing several members of your team to this great event. Keep watching. More information is coming soon.

We're really committed to educating Interiorscapers and their staff and in this issue Joel Beatson has written an interesting article about the **CHT Certification process**. Get inspired and start working on the path to becoming certified. You may be surprised at the unexpected benefits that you receive.

We also have a review of our first **community project**, which is an interior landscape at Darling House, a hospice for children in Milton. Through the help of our committee members and suppliers, we've been able to make the lives of these deserving kids just a little better and I'd like to send a personal thanks to everyone who supported this great cause.

Read on and follow our group's progress as we develop new ways to help you to grow a knowledgeable and prosperous business.

If you have any comments or ideas you would like to share with our group, please feel free to contact me anytime at [sshell@plantlady.com](mailto:sshell@plantlady.com)

Stephen Schell

## Revised Interior Certification getting closer to completion

By Joel Beatson, BA (Hon), CLP

Professional & Business Development Manager, Canadian Nursery Landscape Association

The Certified Horticultural Technician (CHT) Interior program has been undergoing an overhaul over the past year. It began last August with the establishment of an international occupational standard for the interior landscape technician. This document is the blueprint for the process to revise the certification and ensure the right width and depth to educational materials and programs that relate to the interior sector.

This process for CHT will include a new exam that is proportional to the occupation, basically the number of questions on any one topic will be related to how important or frequent the task is for a technician. This step is almost complete, and the new exam should be available from PLANET within the next couple of months.

The next step is the completion of the CHT Interior training manual. A manuscript was put on hold to ensure that it would cover all the relevant skills, knowledge, and abilities as identified by the occupational analysis. Contractors are evaluating the amount of new material required and will begin work within the month.

CHT Interior will continue to be a written exam that focuses on a wide range of topics specific to the interior-landscaping world. For more information on the program or please call Ashleigh Woodhall at Landscape Ontario or visit [www.horttrades.com](http://www.horttrades.com).

Congratulations to the following people who have successfully completed the CHT Interior certification this past year!

Stephen Schell, CHT  
Angela Berkau, CHT  
Janet Henderson, CHT  
Jamie Larabee, CHT  
R. Lynn Ramdial, CHT  
Barbara Ryan, CHT  
Ahmad Mokhtari, CHT  
Lianne Unwin, CHT



Moore Park Plantscapes

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## COMPANY PROFILE: Stems Interior Landscaping

Stems Interior Landscaping has grown since its inception in 1997. The owner, Hella Keppo is passionate about plants and nature and enjoys providing the necessary link between nature and people to create balance in their lives. Her interests led the way to a degree in Horticulture and Business from the University of Guelph in 1995 and she earned her Master of Business Administration in Agriculture from the University of Guelph in 2001. Hella is also a Certified Horticultural Technician through Landscape Ontario and the Associated Landscape Contractors of America (ALCA). Using all this knowledge, she directly trains staff members to correctly implement horticultural practices. Her down-to-earth philosophy is that plants do not commit suicide – they're murdered. Therefore, all we need to do as plant custodians is to place the proper plant in the right environment and then give it everything it needs to survive – and it will.

Hella is active in the Interiorscape industry being a founding member and Treasurer for Landscape Ontario's Interiorscape Commodity Group.

Always looking for an opportunity to enhance indoor environments, she became a founding partner of the University of Guelph-Humber's Plant Wall Biofilter project ([www.uoguelph.ca/atguelph/04-11-10/featuresair.shtml](http://www.uoguelph.ca/atguelph/04-11-10/featuresair.shtml))



Hella Keppo

which is not only an aesthetically impressive focal point but also actively cleans the air. We also sponsor the Green Plants for Green Buildings initiative that spreads the word about the benefits of indoor plants ([www.greenplantsforgreenbuildings.org](http://www.greenplantsforgreenbuildings.org)). Hella has published several articles in a variety of magazines including "Your Workplace" and "Canadian Property Management" (to view the articles go to [www.stems.ca/index.asp?pid=5443&sid](http://www.stems.ca/index.asp?pid=5443&sid)).

## Interiorscape Commodity Group Community Project 2008 The Darling Home for Kids

The Darling Home for Kids, located in Milton Ontario, is a not-for-profit residence that provides paediatric hospice care and respite services to families within communities in Ontario, who have children with life-limiting or life-threatening illness requiring complex and/or technology-dependent care.

This past winter, the Interiorscape Commodity Group offered to design and build an indoor tropical garden for the children to enjoy. Designed to include an existing water fall feature, the garden includes a large 10' x 7' planter box and several floor plants. Construction was completed January 15, 2008.

Many thanks to all the members of the commodity group that donated materials and their time, as well as to our generous suppliers Jill Jenson Botanicals, and Keith Osbourne of Gro Bark.

Special thanks to Stephen Schell, who built the custom planter box and organized the installation, and to Phil Van Alstyne who has donated many hours of his time to maintain the garden weekly. We hear that it is thriving and looks fantastic!

The staff at The Darling Home extended their sincere appreciation. The garden is a success as it provides an excellent calming environment for the children.

For more information on this remarkable residence, please visit the website at [www.darlinghomeforkids.ca](http://www.darlinghomeforkids.ca)



Phillip Van Alstyne (left) and Steven Schell of LO's Interiorscape commodity group with Kristin Horrell of the Darling House for Kids

The Interiorscape Commodity Group is currently reviewing suggestions for its next community project for 2009. If you have any suggestions for a suitable project, please contact Stephen Schell at [sschell@plantlady.com](mailto:sschell@plantlady.com)

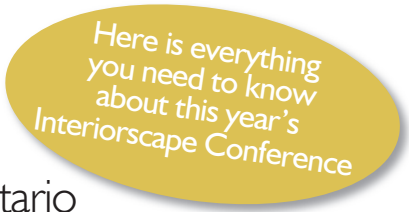




## MARK YOUR CALENDARS!

Monday October 20, 2008 9am-7pm

Toronto Congress Centre, Conference Centre, Toronto, Ontario



### Program Overview

People like plants and where there are people, the indoor environment is always improved by the addition of a well-planned, well-executed and well-maintained interiorscape. The Interiorscape Conference is a forum where industry practitioners can improve the skills, knowledge and technologies needed to thrive in this specialized business. It is an unparalleled opportunity to learn from industry and business experts and to meet and mingle with colleagues and peers.

The Interiorscape Conference is a one-day program of education, learning and networking for interiorscape professionals of all levels. Whether the attendees are business owners or maintenance technicians, the day will offer insights and tips on key areas of design, installation and maintenance of interiorscapes and includes:

- Seminars and panel discussions
- Awards luncheon and post-conference networking reception
- Early viewing of the Garden & Florist Expo trade show

### Program Highlights

Attendees will hear from some of the industry's best.

- Keynote speaker McRae Anderson of McCaren Designs is one of the top interior landscape designers in North America. Attendees will hear him speak on 'Raising the Bar of Interiorscape Design' and also on the theme of 'Green Plants for Green Buildings'.
- Business coach Roy Prevost, will speak on 'Retaining and Motivating Employees'
- Technical sessions will include 'Pruning Tips and Techniques', 'Practical Solutions for Lower Maintenance Costs', roundtable discussion on 'Common Problems and Solutions' and 'Selecting the Right Orchid Varieties for Interiors'.
- Delegates will also recognize industry top achievers at an Awards Luncheon, be treated to a post-conference networking reception and a 'Sneak Peek' of the Garden & Florist Expo trade show floor.

### Tentative Program Schedule

TIME	SPEAKER	TOPIC	SUBJECT
9:00-10:30	Roy Prevost	Retaining and Motivating Employees	Business
10:30-10:40		Networking break	
10:40-11:30	McRae Anderson	Raising the Bar of Interiorscape Design	Design
11:30-12:00		Panel Discussion, Practical & Cost Effective Solutions for Interiorscape Industry	Technical
12:00-1:30		Lunch & Awards	
1:30-2:30	McRae Anderson	Green Plants for Green Buildings	Business
2:30-3:00	Phil Van Alstyne	Pruning Tips and Techniques	Technical
3:00-3:10		Networking break	
3:10-3:40	Jacki Hart	Introducing Prosperity Partners	Business
3:45-4:05	Chuck Prenevost	The Latest Plants and Varieties for Interiors	Plants
4:05-4:25	Manny Rodriguez	Selecting the Right Orchid Varieties	Plants
4:25-5:00		Roundtable Discussion (Hella Keppo moderator) What Keeps You Awake At Night?-Common Problems and Solutions-	Technical
5:00-7:00		Networking Reception & Sneak Peek of Garden & Florist Expo	

### Key Audiences

The Interiorscape Conference will appeal to many different audiences including:

- Interior landscape construction and maintenance professionals
- Interior and interior landscape designers and architects
- Business owners and managers
- Technical staff
- Interiorscape suppliers and distributors

### Keynote Speaker Profiles

McRae Anderson, is president and principal designer at McCaren Designs of St. Paul, Minnesota. His multiple award-winning company is known worldwide for its interiorscapes that include projects at the Cleveland Zoo, Denver Airport and recognition by the ALCA, ASLA and the Interior Plantscape Association. McRae has a long history in the horticultural industry as a graduate of the University of Minnesota, where he studied agricultural economics and marketing, and a garden center Nursery Manager.

Roy Prevost is a Vancouver-based consultant and strategist with more than 25 years of experience in marketing, wholesale, retail and manufacturing for the giftware industry. He forecasts consumer trends and his upcoming book 'Competing with a 700 lb Gorilla' focuses on the tools and techniques retailers need to thrive and prosper in the big box retail environment.

### Event Sponsors

Multiple sponsorship opportunities are available. Please contact Ken Tomihoro at [ktomihoro@landscapeontario.com](mailto:ktomihoro@landscapeontario.com) for more information.

### Tickets

Tickets can be purchased by anyone interested in attending this conference. Members of Landscape Ontario, Canada Nursery Landscape Association and Flowers Canada receive special discounts. Admission to the Garden & Florist Expo trade show is included in conference ticket prices.

Prices are \$125 for members and \$165 for non-members until October 10 \$150 and \$190 respectively after October 10.

### Web site

Online registration and additional information can be found at: [www.gardenexpo.ca](http://www.gardenexpo.ca).

### Contact Information

The Garden Centre Symposium is hosted by the Interiorscape Commodity Group of Landscape Ontario. For further information contact:

- Commodity Group chair, Steve Schell at 519-748-9388 or [sschell@plantlady.com](mailto:sschell@plantlady.com)
- Landscape Ontario Conference Coordinator, Ken Tomihoro at 647-723-5451 or [ktomihoro@landscapeontario.com](mailto:ktomihoro@landscapeontario.com).

## HOT OFF THE PRESS!

### LO Awards of Excellence

Each year, Landscape Ontario holds a juried competition to recognize excellence among its members. Enjoy the benefits of being recognized by your colleagues and clients for outstanding design and maintenance. Deadline for entry submissions is October 3, 2008, at 4pm. Winners will be announced at the LO Congress President's Reception, January 8, 2008, Doubletree International Plaza Hotel, 655 Dixon Rd., Toronto.

For more information and to enter online, visit [www.loawards.com](http://www.loawards.com)

### Interior Landscaping Booth at Congress

The Interiorscape Commodity Group will have its own booth at Congress in January. Help us promote our industry to our fellow LO members. Remember, our exterior colleagues can be a valuable source of referrals, but they have to know who we are!!!

We require a few volunteers to staff the booth over the three days. Please contact Lianne or Bill at [tropicals@mooreparkplantscapes.ca](mailto:tropicals@mooreparkplantscapes.ca) if you can give us an hour or two of your time.

### Suggestions Anyone???

Please email Lianne at [tropicals@mooreparkplantscapes.ca](mailto:tropicals@mooreparkplantscapes.ca) if you have any suggestions for topics in our upcoming newsletters. We are also looking for ideas for a Community Project for 2009. See this issue for details on the project for the Darling Home for Kids that we organized in 2008.

### Dates to Remember!

October 3, 2008

#### Deadline for LO

#### Awards of Excellence Entries.

Enter online at [www.loawards.com](http://www.loawards.com).

October 20, 2008

#### Interiorscape Conference

Toronto Congress Centre, 650 Dixon Road  
Hosted by the Interiorscape Commodity Group of LO, this is a full day of education, learning and networking. See the full agenda in this newsletter. Online registration and additional information can be found at [www.gardenexpo.ca](http://www.gardenexpo.ca).

October 21-22, 2008

#### Landscape Ontario Garden and Florist Expo

Toronto Congress Centre,  
650 Dixon Road, Toronto Ontario  
Visit [www.gardenexpo.ca](http://www.gardenexpo.ca) for more information.

December 8, 2008

#### Certified Horticultural Technician – Interior Exam

Landscape Ontario, 7856 Fifth Line South, Milton  
The written exam for CHT interior will be held Monday December 8, at 9 a.m. For information visit [www.horttrades.com/cht](http://www.horttrades.com/cht), or contact Ashleigh Woodhall at [awoodhall@landscapeontario.com](mailto:awoodhall@landscapeontario.com).

January 6 - January 9, 2009

#### Congress 2009

Toronto Congress Centre, 650 Dixon Road  
Canada's International Horticultural Lawn and Garden Trade Show and Conference. New at Congress this year is the Green Forum, featuring environmental stewardship seminars and innovative green products. Visit [www.locongress.com](http://www.locongress.com) for more information.



*Plant Maintenance Group*

### Interiorscape Commodity Group Members

*Chair:* Stephen Schell

*Past Chair:* Alan Darlington

*Treasurer:* Hella Keppo

*Members:* Philip Van Alstyne, Eric Endersby, Fred Prescod, Charles Prenevost, Peter Tigchelaar, Lianne Unwin, Bill Peel

*LO Support:* Tony DiGiovanni, Sally Harvey, Kathleen Pugliese, Ken Tomihiro

