

Executive Director Report

November, 2011

Executive Directors Report- October 12 – November 24

- **This is our “spring” .**
- **Every department is ramping up as the members start to shift into Winter mode**
- **This report will summarize some of the activities of the staff based on departments.**
- **Membership Services and PR department will be delivering a separate report with more detail**

Communications and Publications

- **Landscape Trades Jan issue just gone to press – 84 pages plus 12 page Congress preview**
- **Sales for Sept and Oct magazines were tough - down 14%**
- **Ramping up sales activity- just mailed 2012 media kits and working on contracts for the new year.**
- **New Landscape Ontario magazine has been exciting- well received –Thanks to Branding committee for seeding the idea**

Communications and Publications

- **Planning underway for Garden Inspiration Magazine 2012-**
- **Distributed to the public at Canada Blooms. It will tell the story of the “green for life” beauty and benefits of horticulture, professional members of LO , New Plants , Focus on Turf and Roses**
- **Other ongoing print projects, website updating , on-site show guides and promotion pieces**
- **Annual Report Document**

Public Relations

- **Canada Blooms Update LO Garden**
 - **Designers have completed the design concept**
 - **Growers preparing the forcing of 2,000 roses**
 - **Lawn Care preparing for benefits of turf display**
 - **Puzzle pieces coming together**

Public Relations

- **Canada Blooms General**
 - **Al Ain garden from United Arab Emirates is postponed to 2013 because of travel logistics. They will be coming in 2012 to deal with the complexity**
 - **Taiwan is in**
 - **All Garden Builders have been chosen. Difficult to choose because double the interest. Some disappointed members**
- **Golden Horseshoe Chapter – Garden for ALS victim**
- **Waterloo Chapter Tree Hunt completed**
- **Garden Writers meeting at Expo**

Public Relations

- **Plant Encyclopaedia promotion – based on wiki**
- **Meeting with Flower Growers Cooperative re support of Canada Blooms**
- **Mark Cullen Coalition re doubling the tree canopy in urban areas**
- **Support of Allan Kling’s idea “Green Streets” project**
- **LEAF partnership and support re urban models to promote planting - Working with Ontario Power Authority**

Government Relations

- **Smart about Salt Summit in Ottawa – November 29**
- **Niagara Tourism Partnership and World Garden Event**
 - **Michel Guathier will deliver detailed report on this exciting project.**
- **Met Tourism Minister Chan re support of World Garden Event**

Government Relations

- **Communities in Bloom Event at Expo – attracted many officials from municipalities across Ontario**
- **Green for Life Awards highly successful**

Government Relations

- **Mission accomplished re new Vineland Chair for Horticulture-**
 - **Foundation providing \$100,000**
 - **LO will provide \$160,000 through grant**
 - **Chair will have to be employee of LO for 2 years in order to leverage the grant**
- **Met MPP Kim Craitor- Niagara- re industry plan for growers and World Garden Event**
- **Credit Valley CA partnership re promotion of Low Impact Landscaping**

Government Relations

- **Ontario Invasive Plant Council participation**
- **St. Clair College**
- **University of Ontario/Durham College re education program at Parkwood**
- **Humber College- Martin Lindstrom event**

Government Relations

- **Green Infrastructure Coalition - Final report to Trillium**
- **Formed a committee to deal with Conservation Authorities encroachment into the Nursery Business**
- **Tom met with new Agriculture Minister Ted McMeeken**

Government Relations

- **Presentation to Agriculture Adaptation Council re Highway Greening Project**
- **Meeting scheduled with Minister of Environment Bradley with Jerry Brouwer**
- **Bill 119 – research concern**

Training and Education

- **Prosperity Partners Renewal- Plan to deliver free seminars to members and non-members**
- **Participant in HRSDC and Sector Council**
- **Working on promoting On the Job Training Program - Very important initiative**
- **Developing an OJT App for i-phone**
- **Safety Groups - Great performance**
- **HR toolkit launch**

Training and Education

- **Support of Horticultural Apprenticeship Program**
- **CLT Test Dec 13**
- **CHT for Garden Centres Review in 2012**
- **Congress Programming –Irrigation Boot Camp preparation**
- **Meetings with St.Clair, Humber, Algonquin, Loyalist ,
Kempville, Niagara**
- **Educators meeting at Congress**
- **Specialist High School Major meeting at Congress**

Events and Trade Shows

- **Expo – great success – report is included**
- **Congress Trade Show and Conference Preparation**

Membership Services

- **Meetings**
 - **Environment Committee**
 - **University of Ontario/Durham College**
 - **Lawn Care**
 - **Turf Subcommittee Canada Blooms**
 - **Smart about Salt**
 - **Niagara Parks x 2**
 - **Green Infrastructure Coalition**
 - **Communities in Bloom Awards**
 - **Garden Writers**

Membership Services

- **Snow Group**
- **Vineland**
- **Certification**
- **Member Visit re Plant Encyclopaedia**
- **Credit Valley CA re Low Impact**
- **Irrigation**
- **Windsor Fall Meeting and Awards**
- **Vineland re Roses**
- **Vineland re Research Chair**

Membership Services

- **Interiorscape**
- **Mark Cullen's Double the Tree Canopy Coalition**
- **Growers Group**
- **Niagara Tourism**
- **Prosperity Partners**
- **Labour Issues Coordinating Committee**
- **London Chapter Governance**
- **Lighting Group**
- **LEAF**
- **Designers Group**

Membership Services

- **Foundation**
- **Turf Subcommittee re Canada Blooms**
- **Garden Centre Group**
- **Mori Nurseries and MP Kim Craitor**
- **Marsh Canada**
- **University of Guelph**
- **Clare Reipma re Building**

Membership Services

- Events

Windsor Chapter Awards and Fall Social

London Chapter strategic plan renewal

Waterloo Chapter Fall Freeze Up

- Programs

- **Low Impact Landscaping Program**

- **Awards of Excellence Program preparation – Record Construction Submissions**

Membership Services

- **Environment Committee Plan**
- **Lighting Symposium**
- **Contractors Lecture Series**
- **Insurance Marketing re Marsh and Captives Idea**
- **Restructuring office update**

Building Management

- **Plan of Subdivision is complete**
- **Meeting with Great Gulf**
- **Steeles widening and expropriation**