

MANITUBA
NURSERY LANDSCAPE ASSOCIATION
ONLINE NEWSLETTER

WINTER 2025

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WELCOMING 2025

A new year of opportunities is upon us.

I joined the MBNLA in 2021, become a board member in 2022, and now President in 2025. I wanted to meet more landscapers and people in our industry. I wanted to learn their stories, how they run their businesses, lives in general and what we can do as an association.

Success! I have meet some great people that I would not have known otherwise. I have learned so much from them. I know lots of landscapers but I didn't know the nurseries and some of the suppliers and how they run their businesses.

The processes, insights, knowledge that I have learned and friendships made with members such as Chad Labbe(Shelmerdines), August Wiens (Barkman), Jordan Heibert (La Coste) are priceless. These are just some of the people that I would not have met otherwise. I have personally benefited so much by getting involved.



I welcome and look forward to getting to know the new Board members who have taken the opportunity to learn and grow: Keith Doherty (Kindret) and Amy Cleland (Shelmerdine).

We have so many opportunities for you to grow your business, learn and meet some great people.

The Home Reno and the Home Show are great ways for volunteer to sell your services for free! Sign up on the MBNLA Web site. Sunshower works the booth and acquires leads for the following summer, a no brainer.

We have some excellent speakers at this year's Grow Show. You can learn so much and have a chance to network. I will attend and bring key people from Sunshower. It's really a no brainer for landscapers, suppliers, nurseries. And a good time!

Your companies should strive to win the Awards of Excellence, and if successful, use them to market your company. We have 26 applicants this year.

These are just some of the opportunities to participate, learn, grow and have a good time. It is up to you to use these benefits. Join the committee and help us grow the industry and benefit the people within it.

I look forward to working with our new board and executive director Marcel Hacault (a god send). Please get involved and help yourself and the MBNLA have a successful year.

Gratefully,

Jeff Southam

WRAPPING UP ANOTHER SUCCESSFUL YEAR

Kudos to all of you! It seems that there was another successful year for the industry despite the weather and general slowdown in the economy.

On your behalf, the Board has been actively supporting recruitment for the RRC Polytech Landscape Horticulturalist. We have also participated in a career fair at the RB Russel school to promote the industry as a career.

We continue to partner with the Reno Show and Home and Garden Show, giving our membership exposure at these events at no cost.

Working with the government we have learned that if you have challenges transitioning from a 2:1 to a 1:1 apprentice-to-journeyperson ratio you can request accommodation for your business.

I invite you all to come to our GROW25 event, to be held on February 14, 2025 at the Canad Inns. The Board has been working to make it exciting and interesting. At this event we will again showcase the winners of the Awards of Excellence, showcasing the best in the industry.

Thanks to the Board for all their support, and welcome to the new Board members, Amy and Keith.

See you in the coming months,

Sincerely,

Marcel Hacault



JOURNEYPERSON OF THE YEAR – URBAN

Congratulations to our board member, Kevin Wasylenko, on receiving the Journeyperson of the Year Award at the recent Apprenticeship Manitoba Awards of Distinction. Employed by the Manitoba Métis Federation, Kevin is deeply committed to environmental horticulture, uplifting Indigenous voices, and fostering community engagement. His passion for teaching shines when mentoring and guiding his summer students. Approachable and patient, Kevin always maintains a positive attitude. He actively promotes the Landscape Horticulturalist trade by hosting educational workshops for both youth and elders.



Kevin Wasylenko, left, with MBNLA Chair Casey Norman.



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HOW DEFINING YOUR DEFINITION OF SUCCESS MAKES YOU SUCCESSFUL!



There is a saying “if you don’t change your habits it’s not a New Year, it’s Another Year”, I’m not one for New Years resolutions, rather I have made a choice to define my success.

I always thought success as setting standards and following them, then we are successful. 2024 has taught me some incredible lessons about, problem solving, teamwork, budgeting and leadership. With the threats of cost, scope and time, is a project really considered a success if it is completed on time, within budget, and meets the project’s scope, have I met customers goals and value.

Other people’s success should not be a measurement of our own. What makes someone successful or happy is not necessarily aligned with what we do best. We have to live up to our own individual potential, and to do that, we need to properly define what that means for us. Success is not a destination, rather a process and should be respected as such. Success is complex and forever changing and at it’s core is to have purpose. Our unique goals, values, and priorities shape a distinct picture of what “success” means for us. This is why defining your success is not only essential, but also empowering. The sooner you embark on this journey of self-discovery, the sooner you can channel your time and energy into pursuits that genuinely resonate with you.

To me success means pursuing my passions and inspiring others to do the same. It’s important to push myself to succeed without going beyond my means, yet getting too comfortable will not result in moving forward in success. My definition of success is complex and forever changing with time and experience.

My challenge to you is make 2025 a success, considering how vulnerable and how uncomfortable you are willing to be to find your definition of success. Cheers to new goals and whatever 2025 has in front of us for continued success!

~ August Wiens

STRIVING TO ENGAGE AND RAISE THE TIDE OF PROFESSIONALISM



The CNLA is the umbrella association tying all the Provincial associations together. There are nearly 4,000 green profession businesses that belong to the provincial associations across the country and the purpose of CNLA is to align and prioritize the agendas of the provinces so that we truly work as a team. The vision of both associations is identical. We exist to grow a prosperous, professional, ethical, valued and recognized profession. There is a lot of great work going on across the country and as a member of Manitoba Nursery Landscape Association (MBNLA), you are automatically a member of the CNLA.

As your representative, we meet with the other provincial representative a minimum of twice virtually, and twice in person to direct the CNLA executive and staff on our initiatives. This past year the winter meetings were held at Hockley Valley Resort in Ontario, and the summer meetings, Awards of Excellent, and Leadership Summit being held in Dartmouth Nova Scotia.

A little about the format of the in-person meetings. The first thing that happens is the provincial representatives meet to discuss what is happening in each of our provinces, how we have used CNLA resources, and what we would like to see from CNLA in the near future that benefits our provincial membership. That is followed by meetings with the CNLA executive committee, and all the executive directors so it becomes immediately apparent what the goals are and where we would like to invest resources (time and money).

Following that, each committee presents what their goals and directions are, based on submitted reports of recent accomplishments. For each of these committees, MBNLA has representatives that participate to relay the information back to the provincial board and ultimately, our members. The priorities each meeting are reviewed by the executive board based on feedback from representatives like myself.

President Bill Hardy summarized the basis of the meetings like this:

Our strategic plan top issues – Government Relations, Communications, Labour, and Environment

Our mission statement – CNLA, with the Provincial Associations, will develop programs, undertake initiatives and form alliances in order to achieve sustainable prosperity for members and stakeholders.

*Our members – **How will this lead to an outcome that will benefit our members and help them see the value that this CNLA initiative brings...***

I would like to give credit to Marcel and all of MBNLA's executive directors before him for doing their best to try bringing these initiatives to help our members see the value that membership provides. Admittedly

MBNLA barely participates due to our low membership numbers, lack of a full time paid executive director, and minimal participation from our membership in volunteer positions to provide direction and feedback. Besides the Provincial Professional Development committee that has been active and productive for a few years, I am encouraged by some recent progress in other committees including Matt Bell's leadership in the Landscape Committee.

Over the past 25 years CNLA has grown tremendously in scale and scope that it has become a "group of companies" and some orientation is often required as navigating the flow chart of roles and responsibilities can be daunting. CNLA regularly updates the flow chart, with the 2024 version included with my report.

We are fully aware we don't have the numbers to participate in all CNLA's programs and committees. If MBNLA doesn't have a representative appointed to any of the CNLA committees, either Marcel or myself do our best to at least sit in as observers in an effort to ascertain

anything that might affect our provincial members. But if anyone would like to help – even as an observer, please let your current board or myself know. We would love to place you where you feel you could help best.

There is an opportunity from CNLA that would help MBNLA engage membership: There have been multiple submissions to the Green Cities Foundation for investment in Manitoba projects. Some of these were completed this past summer including projects in Flin Flon and Stonewall. A large urban food production project for a Winnipeg organization is expected to be completed in 2025. I am optimistic that this project will help connect our various committees and sectors, resulting in fantastic public relations opportunities to display who we are as an association and how we can connect our members to community.

Everyone needs to help to achieve those same CNLA goals at the provincial level: "develop programs, undertake initiatives and form alliances in order to achieve sustainable prosperity for members and stakeholders." Let's strive to engage and raise the tide of professionalism in our industry.

Respectfully submitted by Guy Dowhy RSE, CLHM, CLHT

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GROW25

A Manitoba Nursery Landscape Association Event

February 14th, 2025
Canad Inns Polo Park
1405 St Matthews Ave



GROW25 has a fantastic lineup of industry leaders ready to share their knowledge. A diverse blend of speakers will cover topics ranging from recruiting and training all the way to building a retaining wall - and everything in between!

Visit www.mbnla.com for more information and to get registered.

GR^oW25

A Manitoba Nursery Landscape Association Event

February 14th, 2025
Canad Inns Polo Park
1405 St Matthews Ave

SCHEDULE

TIME	SESSION			
	AMBASSADOR 4	AMBASSADOR 3	AMBASSADOR 2	ROOM K
7:00 AM	Registration and Sponsor setup			
8:00 AM	Registration/Exhibitor area and coffee stations open			
9:00 AM	SUSAN ANTLER Compost Council of Canada JOHN DURZI Miller Compost Recruiting Soil to Tackle Climate Change	TRACY PROCTOR Manitoba Transportation and Infrastructure Safety Fitness Certificates, Insurance Requirements	AUBIN/BALL/JEFFRIES New Plant Introductions	CRAIG MELVIN GreenBlue Urban Solutions for Growing Large Mature Trees in Urban
10:00 AM	Exhibitor Area Break			
10:30 AM	DR. POONAM SINGH The Green Thumb's Secret: Growing with Agricultural Waste and Assiniboine College Greenhouse Expansion	BRAD PARKER Fiddler's Green Landscaping Become a Leader; to Build Leaders	CHRISTIAN INGRAM The Next Gen Group Greener, Smarter, Better: The Case for Artificial Turf in Public Spaces	ASH BURKOWSKI Northern Wildscapes Plants+Design Native Plant Options for Rural and Urban Low-Maintenance Landscapes
11:30 AM	Lunch and Awards of Excellence - Sponsored by Toromont			
1:00 PM	COLLEEN DEMPSTER Rewild Ecosystem Services Rewilding Soils with Microbes	PAUL LAPORTE Manitoba Motor Carrier Enforcement Load Securement... Do and Do Nots, Top 10 Most Common Deficiencies	DENNIS BURGEN Barkman Concrete New Hardscape Products	DR. WILBERT RONALD Trees and Shrubs for Landscapes in Zones 2, 3 and 4
2:00 PM	Exhibitor Area Break			
2:30 PM	KEVIN WASYLENKO Manitoba Métis Foundation Update on the Red River Métis Tree Nursery and Food Security Initiatives	BRAD PARKER Fiddler's Green Landscaping Selling Value Through Professionalism	MARTHA BAWINSKY City of Winnipeg Forester Update on Winnipeg's Urban Forest Strategy, EAB/Dutch Elm Status	Landscape EV Roundup
3:30 PM	Teardown and Cleanup			

****DRAFT SCHEDULE; UPDATES TO COME****

Q&A

Amy Cleland

Meet one of the newest members of the MBNLA Board of Directors.

Amy Cleland has been newly elected to the MBNLA board, and is also Chair of the Events & Networking Committee. Amy and the committee members organise networking events aimed at promoting MBNLA member businesses, and providing opportunities for them to share information and meet with customers.



Amy grew up in Ste. Agathe, MB which served as a big influence on her love of the outdoors. Moving with her parents to Winnipeg when she was 12, Amy spent many days with her grandparents in Richer, MB, where they owned a small garden centre. Working with them during summer holidays shaped Amy's love of gardening and plants.

Amy completed her Prairie Horticulture Certificate in Greenhouse Crop Production in 2012, and her Arborists' Certification through the University of Manitoba in 2017. Her career started in Lacoste Garden Centre as a summer employee while completing her Bachelor of Arts degree. That's where she fell in love with the job and decided to pursue it as a career. After 10 years with Lacoste and wanting to experience where the plants she was selling come from and how new varieties are bred, Amy moved on to work as a sales representative for Jeffries Nurseries. A few years ago Amy moved to Shelmerdine Garden Centre in Headingley, where she's currently the Manager of Outdoor Sales and Perennials.

Employer :

Shelmerdine Garden Centre in Headingley

Title / Role:

Manager of Outdoor Sales and Perennials

Q What does your company do?

We are a Garden Centre that has everything from plant material (hardy, annual, tropical) to gardening equipment and tools, giftware for indoors and out, and a fashion boutique with beautiful clothing.

Q How many years have you been in the profession?

15

Q Why did you join the MBNLA Board of Directors? What do you hope to accomplish in your new role?

I joined because I feel I have ideas that can contribute to the success of the MBNLA and help expand it. It's a great network for its members with some great benefits, and I want to help get the word out to more people. As the Events & Networking Chair I hope to offer events that all parts of this multi-faceted industry find interesting.

Q What do you like most about working in the green profession?

As a landscape professional, I love working outdoors, helping clients beautify their yard and I get the most satisfaction from seeing the look on a client's face when they see the beautiful transformation of their yard. As an instructor, I get immense pleasure from seeing the passion students have for the industry, and I love it when they teach me something I didn't know!

Q Is there a piece of advice you wish you'd given yourself when you were younger?

Don't put so much pressure on yourself. You'll be successful when you find something you enjoy, and you don't need perfection in everything to accomplish that.

Q How do you define success?

Success for me is finding happiness in what you do and the life you live. And to always work to do better and to be a good person.

Q Who do you consider a mentor?

I suppose first and foremost my granddad, who taught me so much about his nursery and transplanting, sparking my interest in this industry. But in my career Stewart McLeod has always helped me become more knowledgeable and nurtured my learning, constantly quizzing me on plant varieties when I was younger to now sharing ideas and just simply being a friend.

Q What are your hobbies?

I love playing team handball, scuba diving, camping, hiking, travelling, reading, and going to music festivals.

Q What was the first concert you ever went to?

Dashboard Confessional (I'm not always happy to admit that) with City & Colour opening for them.

Q If you could eat only one meal for the rest of your life, what would it be?

Anything Mexican!

Q What is something most people wouldn't know about you?

I REALLY dislike eels. Anytime I ever saw one when diving I quickly swam in the other direction. I would almost rather swim toward a shark than an eel.

Keith Doherty

Meet one of the newest members of the MBNLA Board of Directors. Keith Doherty was recently elected to the MBNLA board.

Born and raised in Winnipeg where he grew up in the north end, Keith has lived and worked in western Manitoba. With his partner and two children, Keith now calls St. Vital home. He's a graduate of the Greenspace Management Program at Red River College.

Employer :

Kindret Landscape Group

Title / Role:

Operations Manager



Q What does your company do?

Kindret Landscaping Group is a landscape construction company, with property maintenance, tree services and concrete divisions. We primarily do commercial landscaping and property maintenance.

Q How many years have you been in the profession?

20

Q How many years have you been a member of the MBNLA?

This is my first year.

Q Why did you join the MBNLA?

Now that I have the role that I have with Kindret Landscape Group I have the time, and wanted to do more within this industry, to learn about and see the other side of things.

Q Why did you join the MBNLA Board of Directors? What do you hope to accomplish in your new role?

I wanted to be more involved in the industry, and I thought this would be a great way to do so. My role on the Board is with membership services, and I am looking to boost our numbers and let the landscaping community in Manitoba know about us and what we can offer.

Q What do you like most about working in the green profession?

What I like the most is turning someone else's vision into reality, turning the ugly into beautiful.

Q Is there a piece of advice you wish you'd given yourself when you were younger?

Don't sweat the small things, and follow the 1-3-1 rule: find the problem, come up with three solutions and then pick one.

Q How do you define success?

I define success when watching others grow when I share the knowledge that I was shown.

Q Who do you consider a mentor?

My great uncle Ken. He showed me how to work with my hands and how this world really works.

Q What are your hobbies?

For summer, it would be football and golf. I'm an avid Blue Bombers fan - GO BLUE! I love playing football, and refereeing as well. Golf has become more and more of a passion, especially now that my girlfriend has taken it up. In the winter curling has been a lifelong passion, and I also do a little bit of wood working.

Q What was the first concert you ever went to?

Rob Stewart

Q If you could eat only one meal for the rest of your life, what would it be?

Pizza for sure.

Q What is something most people wouldn't know about you?

I took Culinary Arts my first time going to college.

Stonewall Shines in Communities in Bloom

THE TOWN OF STONEWALL has once again proven its commitment to excellence in community beautification and environmental stewardship. At the 30th Edition of the Communities in Bloom (CiB) National & International Awards Ceremonies, held in Charlottetown, Prince Edward Island, Stonewall took home top honors, winning the prestigious Class of Champions (Small) category and securing First Place in the Equinox Show Us Your Planters Award.

The Communities in Bloom program, which celebrated its 30th year in 2024, evaluates municipalities on various criteria, including environmental sustainability, green space enhancement, and heritage conservation. Stonewall's recognition underscores the town's exceptional efforts in these areas and highlights its leadership in fostering a vibrant, sustainable, and community-oriented environment.

Stonewall's triumph in the Class of Champions (Small) category places it among the best of the best — municipalities that have consistently demonstrated outstanding achievements in previous years of the competition. This year, Stonewall's commitment to environmental initiatives and its ability to engage residents and organizations in beautification projects were key factors in its success.

Susan Ellis, National Chairperson of Communities in Bloom, praised participating communities for their submissions. "While the past few years have tested our strength and resilience, we have persevered and emerged

stronger and more determined in 2024 as participation rates grew by 32% over last year. We have carefully observed the challenges our participating municipalities are facing, and we have responded with a greater emphasis on environmental sustainability as we continue to make our communities greener, healthier, and more liveable. We are growing great places together!"

In addition to its Class of Champions win, Stonewall achieved First Place in the Equinox Show Us Your Planters Award. This award recognizes innovative and creative planter designs that enhance public spaces while promoting sustainable gardening practices. Stonewall's planters impressed the judges with their vibrant displays, thoughtful design, and community impact, showcasing the town's dedication to blending beauty with functionality.

The Manitoba Nursery Landscape Association congratulates Stonewall on its remarkable accomplishments. As a shining example of community pride and environmental stewardship, Stonewall inspires other municipalities across the province and beyond to embrace the Communities in Bloom vision.

The theme for 2025 is "Edible Gardens". For more information visit www.communitiesinbloom.ca.

Stonewall's Communities in Bloom Committee accepting their award





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