

The Vegetation Manager

Serving the vegetation management industry

FALL 2014

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Am I doing the right things to
survive and deliver the best to
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How I Became
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Tentative Schedule

Fall Edition

The Vegetation Manager

PUBLISHER

The Industrial Vegetation Management Association of Alberta

<http://www.ivmaa.com>

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All subscriptions are sent out via email and posted on ivmaa.com/VegetationManager

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Alberta Takes Action on Invasive Weeds

When the Alberta Invasive Species Council (AISC) changed its name in 2013, the goal was to broaden its scope from invasive plants specifically to invasive species. The AISC has since paid extra attention to aquatic invasives.

'The biggest invasive species challenge we're focusing on in Alberta currently is the issue of invasive plants in and around water bodies,' says Barry Gibbs, Executive Director, AISC.

One example is Eurasian water milfoil. 'It's spreading in other areas of North America, where it clogs up lakes and reduces flow on rivers and streams. It can also impact irrigation infrastructure, fishing and recreation,' Gibbs says. 'We don't think we have an infestation in Alberta and we want to keep it out.'

Flowering rush is another aquatic invasive of concern. It roots in banks or shallow waters, clogging up lakes and waterways and encouraging sedimentation. 'There are seven populations in Alberta at the moment and we're trying to get rid of those,' Gibbs says.

Other problem aquatic plants that the AISC is watching closely include yellow flag iris and purple loosestrife. Aquatic invasives are especially a problem because there are no herbicide options, which means significant manual labour is required to control them.

The Alberta government is currently running a program to help prevent the spread of aquatic invasives. The 'Clean Drain Dry' program encourages recreational boaters to prevent the spread of aquatic species by cleaning their boats and trailers before coming into the province.

Recreation is one pathway that leads to the spread of invasive species. Others are gardening and agriculture. 'Yellow flag iris, purple loosestrife and flowering rush can still be found planted in ornamental water gardens,' Gibbs says. 'It's important to educate people about the invasive nature of these plants when they escape to the wild.'

Caraway is an example of an invasive plant with roots in agriculture. Some forage species are also considered invasive, such as crested wheat grass and smooth brome.

'These species are invasive in natural environments, but are still heavily used in agriculture, so where they're used determines whether they're a problem,' says Gibbs. What he means is, in an agricultural setting, caraway is a valuable crop. However, in a natural environment, it will quickly become the dominant species, virtually destroying populations of indigenous plants.

'We will keep working in collaboration with other groups like the Alberta government, Dow AgroSciences and community partners to prevent and control the spread of invasive species,' he adds.

To learn more about the AISC and invasive species in Alberta, visit: www.abinvasives.ca.

INVASIVE PLANTS DEFINED



The Invasive Species Council of Canada defines the term 'invasive plant' as any invasive plant species that has the potential to pose undesirable or detrimental impacts on people, animals or ecosystems. Invasive plants can establish quickly and easily on both disturbed and undisturbed sites and cause widespread negative economic, social and environmental effects. Many invasive plants have been introduced throughout Canada without natural predators and pathogens that would otherwise keep their populations in check in their countries of origin.

Source: <http://www.bcinvasives.ca/invasivespecies/what-are-invasive-species>



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Featured Article Continued...

New Era of Recruitment



You have plenty of rivals for the top talent. But are you placing too much emphasis on monetary reward? It might seem odd or unbelievable to suggest that candidates are not motivated by money, but it's frequently very true. You might look over your own work history, and remember roles that were more about acquiring certain skills, experiences or networking opportunities than money.

Your current dream candidate could be in the same position. But how can you give them what they want?

Money isn't always the name of the game

It might seem logical, if you want to foster creativity in your workplace, to introduce a scheme that financially rewards it. However, many observers – such as innovation thought leader Dan Pink – have identified that cognitive employees need to be motivated and rewarded in a slightly different way. What authorities like Pink have realised is that in sectors like traditional manufacturing, where the work is based on repetitive tasks, monetary rewards work just fine.

However, in a knowledge-based field – one that requires cognition – such programs don't work so well. In fact, they may cause a lot of damage.

What actually does work, then?

Pink has identified three effective rewards when you're hunting for those more cognitive candidates. They are...

- **Autonomy.** Knowledge workers appreciate being able to make independent decisions. They have a greater sense of ownership and investment over a project if they are given a lot of freedom in their approach to it, their development of ideas and the organisation of their workflow.
- **Purpose.** There may be no more important factor than this. In short, cognitive employees want to feel like they are making a real difference. It makes them feel more emotionally connected to their work and their stake in the project.
- **Mastery.** Such staffers also want to feel supported and able to grow, and you can give them this sense by giving them the opportunity to master a talent or skill. Education and development should therefore be a key emphasis for you. The expanded skill set that results from this helps the employer as much as the employee.

It's clear, then, that many candidates aren't going to deliver better results for your firm if you just throw money at them, even if that's enough to get them through the door.

Retrieved From: <http://www.webrecruit.co.uk/why-candidates-arent-necessarily-motivated-by-money/> October 16, 2014

continued on next page...

Retrieved from: <http://recruitmentbuzz.co.uk/job-boards-are-not-obsolete-heres-why/> October 16, 2014

New Era of Recruitment

Article Continued...

Purpose

It's what employees and job candidates, particularly the millennial generation, want in their work. And it's what companies need in their teams to produce the goods and services millennials and others want to buy. Employers are starting to find clues to help them attract people with purpose.

At the core of these innovations is seminal research by Yale's Amy Wrzesniewski and her colleagues, who found that people tend to identify with one of three work orientations, and maintain that orientation throughout their entire careers, regardless of job type.

Some people see work as a vehicle for material reward, but not fulfilling in and of itself. They are the TGIF crowd, enduring the work week in order to financially support interests outside their jobs.

The second group defines work as a means toward social status, achievement, and prestige. They work to fuel a positive sense of identity and are likely the first to sign up to attend high-school reunions so they can report on their success to their peers.

The final group finds the act of work inherently meaningful and rich in purpose. For them, work is the manifestation of their passions and, often, a force for good in the world.

Wrzesniewski and her colleagues found that this third group has higher job and life satisfaction than people with other work orientations have. They also tend to be more successful and higher performers, in large part because they are more loyal and better collaborators.

Marketing and Screening "Calling" Candidates

Employers are now developing new recruitment and talent marketing strategies that help them be attractive to these 'calling-oriented' professionals while at the same time screening them to make sure they are separating them from job and career candidates.

To market themselves as employers-of-choice for 'calling' candidates, employers are developing an employee value proposition that is purpose-centric.

More specifically, they define how they can deliver the three drivers of purpose in our work: deep relationships, the ability to do something greater than ourselves, and personal growth. They then create stories of employees who have found rich purpose in their organization and equip the team interacting with candidates to tell their own stories about how they generate purpose in their work.

In the interview process they then explore the career decisions candidates have made, to unpack their motivations and work orientation. Were they making decisions primarily for economic gains, gaining more recognition, or to boost their sense of purpose and impact in the world? No one example is enough to classify someone, but a trend can emerge in how a candidate describes their journey and major career decisions.

It is also possible to explore work orientations of candidates and look for indicators of a calling-oriented professional. They will tend to:

- have high pride in their work
- take their work home with them and on vacation
- have the majority of their friends from work
- define their work in terms of impact and helping others
- join work associations and seek outside learning opportunities
- not express excitement about retirement

While no one of these is proof that a candidate sees work as a calling, the more of these indicators they report the greater the likelihood. The organizations that are able to build calling-oriented teams and cultures are likely to thrive in the new economy where the millennial generation is demanding purpose in their work as well as in their decisions as consumers. Building the ability to attract and screen for these candidates will become vital to successful recruiters as they work to effectively build the talent pool for the organization of the future.

Retrieved From: <http://www.ere.net/2014/10/10/recruiting-in-the-purpose-economy/> October 16, 2014

Business Insight

I want to be the best in the industry. Am I doing the right things to survive and deliver the best to customers?

By: Neil Thiessen, Able Business Consulting



Delivering high quality tree service is every professional Arborists desire. Transitioning this desire into a profitable and sustainable business sometimes comes with interesting challenges. Usually,

quality arboricultural practices take skill and time. Not a problem if you have a sophisticated customer that is willing to pay for 'the best' in the industry. This relies on a customer that knows quality work from average work and understands the value of taking the extra time and steps to do the absolute best thing for the trees. The good news is that some tree companies have been very successful in educating their customers about the differential value of quality work. Most of the tree companies I work with do not have an exclusive nor long list of this type of customer, so they have to provide the service the customer is willing to pay for because of very competitive conditions in their business area.

I have seen companies whittle away at trying to educate and grow their own loyal customers that want the best tree care. As this list grows often so does the margin in the work as you start to put winning distance between your quality work and the average or poor work. Customer retention increases as well.

A good website can be a real asset in educating customers about the difference between poor and quality work. Check out tree service websites across the country and you can clearly see the companies that are trying to set themselves apart and that have put considerable effort in educating their customers.

There is always a benefit to customers to deal with certified arborists and professionally trained individuals. Sometimes it doesn't take too much to separate yourself from the competition. Educate your customer and provide aesthetically and functionally good equipment and skilled professionals that create value for customers and you are on your way to being one of the best in the industry.

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HOW I BECAME A VEGETATION MANAGER

It starts with hard work and dedication

Every year hundreds of students across Alberta enter the Vegetation Management field in hopes of gaining summer employment, work experience and tackling student debt. For most, it's an opportunity to work hard, explore Alberta and develop long lasting relationships. Every once in a while someone discovers just how great this opportunity really can be by connecting with the vast opportunity available for growth in our industry. It's not an industry that has a set formula to take someone from applicator to management. However, combining a specific set of skills with the right mentor, having a drive to always improve, and the ability to adapt to things as they come it doesn't take long before it's a definite consideration for a career.

Connecting with people

Developing a network is important. Yes, it's been said a thousand times before, and it's easy to understand why. In our industry we have frameworks developed to do exactly that, one of these is the IVMAA which assists the relatively small companies that comprise a majority of our industry and creates a forum for discussion and development. In cooperation with key stakeholders such as Chemical manufacturers, Government, and Industry the IVMAA aim to protect Alberta's infrastructure through development and communication of Industry Best Practices and a Code of Conduct.

Daryl Wright, B.B.A., (EP)
HR/HSE Manager
Marksmen Vegetation



It's more than just something we do

I took a degree in Human Resources and Industrial Relations from the University of Regina. My final year of University I remember sitting in class listening to people discuss compensation packages as if they were a Lego block design. Big business and multi-national corporations make it difficult to include flexibility and pro-active policy. While I will admit the evolution of a corporation typically dictates policy where pre-determined benefits are a norm. I became a Vegetation Manager because our industry stood out from the rest, it's comprised of small to medium sized businesses that focus on developing people, ensuring long lasting relationships, and recognizing the needs of individuals.

Continual improvement is key when it comes to this industry. Changing regulations, public opinion, and technology advancement are part of everyday conversations. I've always felt that once you commit to this career it becomes more than just your job. It's a way of perceiving the world. How can we approach things more efficiently, reduce risks and ensure all parties mutually benefit, and develop a sustainable program for ensuring future growth. From job satisfaction and progression to self-actualization this position creates opportunity for a variety of avenues. Open dialogue and goal development are a component we use for ensuring both personal and professional goals are achieved.



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Wednesday March 25, 2015

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- 6:00 PM – 8:00 PM Banquet

Thursday March 26, 2015

- 8:00 AM – 1:00 PM Speakers

CEC and CEU credits will be applied for.

Key note speakers include:

- 1:00-3:00 PM
Dwayne Neustaeter
Christopher Nowak
Don Hare
Tyler Barkhouse
Lloyd Harmon

Excellence by Design Speaker Bio



Dwayne Neustaeter is president, curriculum programmer and lead instructor of Arboriculture Canada Training & Education Ltd., an organization focusing on meeting the training and business needs of arborists and related industries.

Dwayne's background and experience complement his current activities of program development, workbook writing and development and testing in the field. He instructs classes and seminars on safety and a wide range of skills for arborists around the world. Dwayne has over 20 years' experience in the tree care and related industries, focusing on total tree care operations, instruction and testing at a post-secondary level and lastly with instruction, program development & certification with private training businesses.

Dwayne has been involved in ownership and management of businesses for over 16 years. He is passionate about helping organizations in the green industry with management issues such as: team building, standard operating procedures, occupational hazard compliance, and strengthening business practices that will serve to improve the bottom line and minimize risks. Dwayne's dynamic presentation style will inspire and motivate business operators to go back to their businesses with renewed energy and practical action steps.

As past-president of the ISA Prairie Chapter, current committee member of the ISA Certification Board and current SCA President, he remains involved in associations and committees across North America to give back to the industry and continue learning.

Christopher Nowak, Ph.D.

Chris Nowak is a professor and a scientist. He has four college degrees from the State University of New York College of Environmental Science and Forest, including degrees in Forest Technology (New York State Ranger School Class of 1979) and Forest Resources Management (1985, 1986, 1993). His experience in forest ecology, silviculture and vegetation management extends back 30 years with research, teaching and service related to powerline corridor, highway and pipeline rights-of-way vegetation management, and intensive and extensive silviculture in fast-growing hardwood plantations and natural, northern conifer and hardwood forests across Northeastern North America. Dr. Nowak considers himself a "practical scholar", with extensive field research on rights-of-way since the late 1980s, including shepherding the second oldest, continuously maintained, operational research on herbicide and mechanical treatment and their cost effectiveness for managing powerline corridor vegetation (1982 to the present). He has produced 100s of lectures, articles, reports and papers on subjects related to rights-of-way vegetation management, including some basic thought papers on what Integrated Vegetation Management (IVM) is, how it relates to Integrated Pest Management and environmental management systems, and why it has grown in connection to the precepts and principles of sustainability. Over the last decade, he has fostered the development of national IVM performance criteria and the application of those criteria to utilities across North America, including recent assessment and auditing work with the Electric Power Research Institute and the new Right-of-Way Stewardship Council which accredits organizations that fully practice IVM. Over the last decade he has been the lead auditor on performance-based vegetation management assessments with the Electric Power Research Institute on utility systems in Connecticut, Iowa, Kentucky, New Hampshire, New Mexico, and New York, and recently with the Right-of-Way Stewardship Council in Arizona and California.



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Excellence by Design Speaker Bio

Herbicide Resistance Management in IVM

Management of herbicide resistance is critical for today's Industrial Vegetation Management industry. Herbicide resistance in Canada continues to increase, and has the potential to severely limit the utilization of certain herbicides for vegetation management programs. This presentation will review the current status of herbicide resistance in IVM in Canada, review mode of action and mechanism of action of IVM herbicides, and review several herbicide management strategies that Industry Partners are utilizing in the development of current herbicide products and portfolios.



Don Hare was born and raised in Alberta, Canada. He received his B.Sc and M.Sc. in Soil Science from the University of Alberta.

Don joined his current company (Dow AgroSciences) 30 years ago in 1984 and has held jobs including: field technical sales, Product Regulatory Manager for Western Canada, Product Development Manager for Western Canada, and is currently a Senior Research Scientist based in Edmonton.

Don has worked in herbicide research for the majority of his career, and currently provides technical expertise leadership for 4 active ingredients, and 17 commercial herbicides. Among other duties and responsibilities, Don is the Canadian Biology Technical Leader for the Range and Pasture and IVM businesses for Dow AgroSciences.

Don has worked extensively with invasive weed programs, regulations, and products since 2000, from BC to PEI, and has a keen interest in Canadian habitat protection and invasive weed control. He is currently on the Board of Directors of the AISC (Alberta Invasive Species Council), leading research on Prohibited noxious weed control options. He is also currently on the on the Board of Directors for CWSS Canadian Weed Science Society.



Excellence by Design Speaker Bio

Antartica

East of the sun, west of the moon and south of everywhere else, Antarctica is one of the most impressive and pristine wildernesses in the world. Covered by over 5 million square miles of solid ice, the Antarctic continent is also one of the most remote, inhospitable environments on Earth.

In March 2011, Tyler Barkhouse was invited to participate in the 2011 International Antarctic Expedition (IAE 2011) fulfilling a lifelong dream to explore Antarctica. He joined Robert Swan, renowned polar explorer, first man to walk to both the north and south poles, and environmental leader and founder of '2041', on an exploration of Antarctica's fragile ecosystem and unique wildlife.

After hearing about Tyler's 23 years of environmental experience in the Canadian Arctic at an Environmental Remediation Conference in Banff in October 2010, Mr. Swan invited Tyler to come with him to Antarctica on the IAE 2011, requesting that he lead a Team of Canadian Experts and prepare an Environmental Assessment Report for a recent site cleanup the Russian Research Station in Bellingshausen, Antarctica. This report was presented at the World Earth Summit in Rio in 2012. This is Tyler's story of what he saw and how it changed his life forever. By inspiring and educating professionals on the issues facing Antarctica, Tyler is promoting the positive roles that professionals can play in the road to world sustainability.

Tyler Barkhouse, P.Eng., EP (CEA), CEAS. Tyler is a Senior Project Manager and Client Relations Manager at CH2M Hill Canada, and was the Technical Team Leader for the Environmental Assessment at Bellingshausen Station, Antarctica in March 2011. Tyler's 26 year career as an Environmental Engineer has taken him to over 50 locations throughout the Canadian Arctic including 21 Canadian DEW Line Stations, and numerous High Arctic Weather Stations and Airports. Over his career Tyler has spoken at numerous conferences on his work in the Canadian Arctic. Some of these include The Scott Polar Research Institute in Cambridge, England; the Federal Contaminated Sites Workshop sponsored by the Canadian Government; the Assessment and Remediation of Contaminated Sites in Cold Climates Conference; and the Remtech Conference in Banff, Alberta.

It has been his dream to one day go to Antarctica and in March 2011 his dream came true. This is the story of his adventure, what he saw, what he experienced, and how he intends to help insure that this beautiful place remains sustainable for generations to come.

ANTARCTICA FACTS

- The lowest recorded temperature in Antarctica was -89 Celsius (Russian Volstok Station).
- The world's fifth largest continent and twice the size of Australia.
- The 5.4 million square miles of ice covering the continent contains 90% of the world's ice and 70% of the world's fresh water.
- Antarctica is a frozen, windswept continent, so hostile and remote that there are no permanent residents.

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THE IVMAA VALUES THE INDUSTRY SUPPORT AS IT ALLOWS FOR CONTINUED COMMUNICATION AND GROWTH.

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