

# The Vegetation Manager

Serving the vegetation management industry

MARCH 2012

this issue

- 2012 AGM 03
- BUSINESS INSIGHT 08
- THE REGISTRIES PROGRAM 09
- IN REFLECTION 12

# New Leadership

Brandon Tupper takes the  
reigns as the new president of  
the IVMAA.

2012 AGM - March 7, 2012

**The Registries Program Gains Industry Momentum**

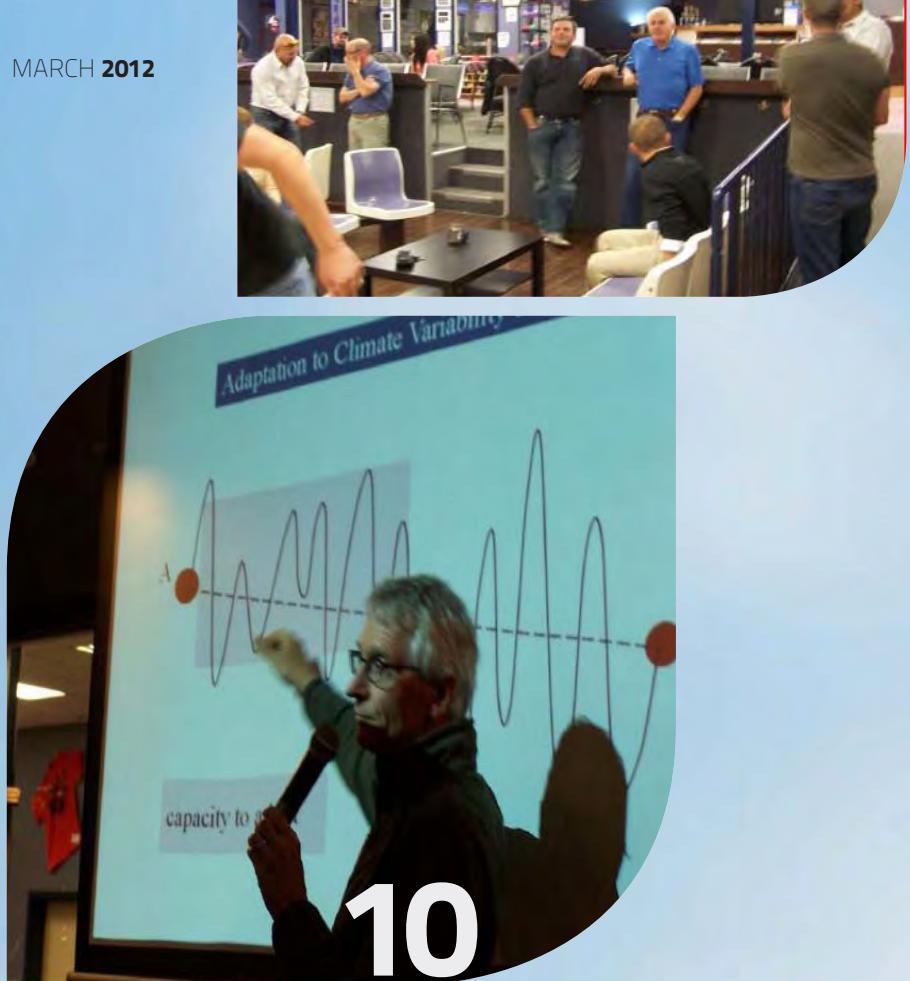
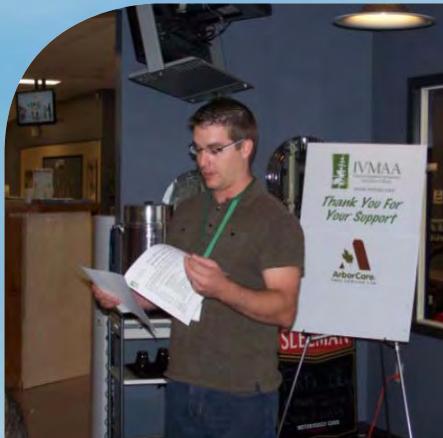
Business Insight from Neil Thiessen

**Reports from Committees**

A Reflection by Keith Sanftleben

**First Edition**

## contents



# 10



## 03



## featured

- 02** The New Look
- 03** 2012 AGM
- 08** Business Insight
- 09** The Registries Program



## regular

- |                                |              |
|--------------------------------|--------------|
| Committee Reports              | <b>04-05</b> |
| Sustaining Sponsor Opportunity | <b>07</b>    |
| Fall Workshop Report           | <b>10</b>    |
| 2011-2012 Board of Directors   | <b>11</b>    |
| Advertising Opportunities      | <b>13</b>    |



## Featured Article

# The New Look

**T**he purpose of any newsletter to provide a targeted audience timely and pertinent information about the industry, it's people and regulatory influences. The Vegetation Manager will include updates as the past versions of the Reporter. In addition, it will from time to time include articles on the "business" side of our industry. Expert articles that may be useful to you in running or operating your business.

The New Look of this publication will allow the IVMAA to communicate more frequently with its membership. In order to update and streamline the communications with members, the new publication will be electronic and available through the IVMAA website. The good news is it will reduce costs and our impact on the environment, while providing more opportunities for our valued sponsors and advertisers to work with us in providing a quality publication.

It is the intention of your IVMAA Board of Directors to celebrate the past, while ensuring the IVMAA continues to be relevant and influential within the vegetation management industry.

Everyone is busy, therefore we will endeavour to be sure we meet the informational needs of members while maintaining a strong presence in the industry. Don't miss the March 7th, 2012 general meeting and workshop in Nisku.

### The Vegetation Manager Editorial Committee

### The Vegetation Manager

a contemporary magazine template design for indesign

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# The 2012 Spring AGM & Workshop

Darrell Chambers, IVMAA Vice president has take on the accountability for the March 7th, Spring AGM & Workshop. There will be an update on all of the activities for each of the committees including:

- Board of Directors - Strategic Planning
- Public Relations - Display and Activities
- Registries Initiatives
- Membership Drive
- Advertising Opportunities

This year's Spring AGM will be at the Executive Royal Inn in Nisku, Alberta. Speakers have been tentatively booked and CECs and CEUs have been applied for.

## Tentative Schedule

- 8:00 AM - Registration
- 9:00 AM - Industry Speakers
- 10:30 AM - Business Meeting
- Lunch
- 1:00 PM - Industry Speakers  
Keynote Speaker
- 3:00 PM - Networking

Nisku Alberta is located 27kms south of Edmonton and acts as the industrial hub for the central/northern region of Alberta.

The Executive Royal Inn Leduc-Nisku is an ideal location for the IVMAA AGM.

Furnished with state of the art business Services such as a voice mail, dual phone ports, high speed internet, desk, and more.

## Registration Information

**\$95 Non-Member  
\$45 Member Rate**

The Executive Royal Inn is the ideal business link between the City of Edmonton, Western Canada and the Province of Alberta.

Suites are generously sized to allow space for work, and our larger rooms have extra space to accommodate small meetings.

State of the art wiring technology permits complete flexibility in the use of computer, data, and telecommunication systems

Complimentary hotel shuttle is available to meet you at the airport or take you to your flight.

**For more information about the event please visit [www.ivmaa.com](http://www.ivmaa.com) and select the events menu item.**



# Committee Reports

## IVMAA Registry Committee

The IVMAA registry was launched at our spring seminar in 2011. There was strong support for this new initiative and the association had 21 like minded companies and counties register last year. A total of 140 registry decal sets were sent out to registry members to make the registry prominent to the public and end users in industry.

In 2011, I was able to do presentations on the registry at 3 separate events, to groups which included industry, government and service providers. To keep your registry current, please renew for this year and get the 2012 stickers on your IVMAA Registry decals. The association will continue to promote the importance of a professional registry and help its members get the recognition they deserve. The registry will in turn help the association gain more membership and promote membership professionalism.

**Gary Godberson, Director in Charge**

## Government Liason Committee

Nothing to report.

**Dan Eddy, Director in Charge**

## Protocol Committee

The Operating Protocol Committee is in a state of limbo. In discussion with the provincial government, they know an election is coming in the first half of 2012.

At the present time they do not want to enter into new regulations, updates, etc.

until the new government is formed. With that said it has been five years since the Fifth Edition of the Standards and Good Practices was written.

There are numerous small changes and a few large changes that need to be incorporated into the sixth edition. The board of directors had brief discussion on whether it could be all done electronically or if we need to print manuals for our members. Stay tuned.

We will have some new members after our March AGM and hopefully that lines up with the new government in Edmonton.

**Maurice Pelletier, Director in Charge**

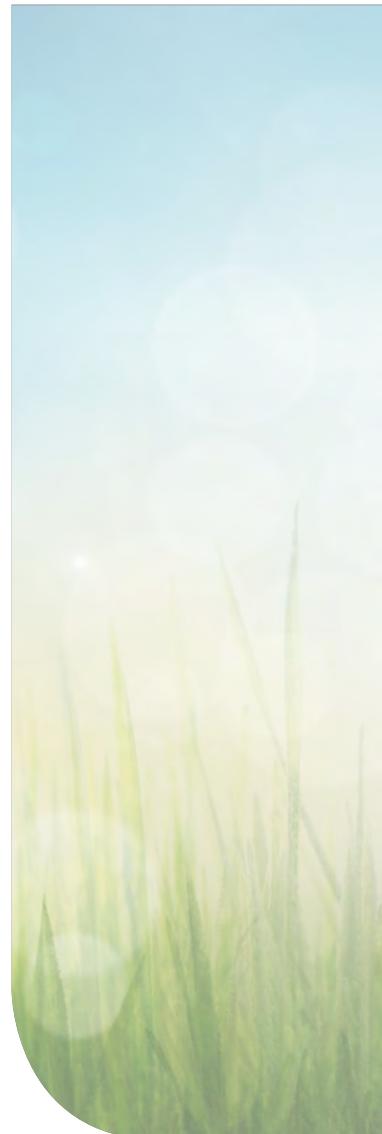
## Website Committee (adhoc)

An adhoc website committee has been formed to assist with the development of the website as a focal point for the IVMAA membership and industry stakeholders.

Thanks to Mark Alberts, Darrell Chambers, Brandon Tupper and others for their work in helping to launch the new look of the site. The next steps are to build the website capacity and readership. The intent is to use it for all announcements, functions, industry articles as well as a vehicle for companies to advertise their products and services.

Please have a look and give us your feedback and suggestions. We have significantly more functionality than before and will want to explore more avenues to serve the membership more effectively.

**Report by Neil Thiessen, Executive Director**



# Committee Reports

## Public Relations Committee

The new IVMAA display was present at the AAAF In Service Training in early December. This was a well attended event by Ag Fieldmen and industry partners from throughout Alberta.

At the end of January, the IVMAA will be supporting the Alberta Agricultural Service Board conference in Edmonton, followed by the Alberta Invasive Plants Councils Spring Seminar in mid February. The IVMAA is proud to support these industry partners. The new IVMAA website is now complete and up and running.

Please head over to ivmaa.com for a look. This will be the IVMAA focal point for updates, events and to read/download '*The Vegetation Manager*'.

**Mark Alberts, Director in Charge**

## Utility Tree Worker Committee

### UTW

First intake March 5 - 16  
Second intake March 12 - 23  
Third intake March 19 - 30

### UTW Recert

First intake March 8 - 9  
Second intake March 15 - 16

All classes are full at 20 students and we have a waitlist for both. This is the biggest year we have experienced for enrollment.

**John Moir, Director in Charge**

## Membership Committee

With the transition of administration staff we have found that the membership lists are needing attention. We are in the process of consolidating members' contact information into one data base.

Members are encouraged to ensure that shannon@ivmaa.com has your most current information. Thank you for your patience during this process.

**Ron Standish, Director in Charge**

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## Sustaining Sponsorship Opportunity

**T**he IVMAA's new website has a rotating SUSTAINING SPONSOR rotating logo opportunity. This space is reserved for those sponsors who commit to a three to five year sponsorship to ensure the IVMAA remains a strong voice for the membership and industry. The cost to sustaining sponsors is \$3000.00 per year.

*It is only with the generous support of these sustaining sponsors, advertisers' and membership will the IVMAA be able to transform into a more relevant organization in the future.*

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Please contact Neil Thiessen, IVMAA Executive Director at neil@ivmaa.com

Be a Proud Member of the IVMAA.



2012 Membership fees are due January 1, 2012. Please check the website for the new membership form.

Thank you to the County of Red Deer and Fortis Alberta for their generous support and use of facilities for committee and board of directors meetings.

# Business Insight

## THE BUSINESS PLAN: TOOL OR TASK?

The simple answer is both. A business plan is a tool that can be used set the course and define the objectives for the future of any business. It is also seen by many, especially small businesses, as a burdensome task. My personal experience with business plans has been varied. I recall early in my business life producing a cumbersome document full of all the required components that a business plan should have in order to satisfy a bank to procure capital and operating loans. And I can assure you it was a task that took far too long and was rarely used beyond securing the bank loans.

On the other hand, I have used business plans as a strategic tool to gain clarity of purpose and conduct a reality check on the current status of the business. It is important to consider it a living and dynamic document that changes throughout the life of the business as it expands and changes. More important than the document itself, the process of developing the document often uncovers many opportunities for the business and its employees.

Over the years I have had the opportunity to work with many businesses that have developed and refined their business plans. One business owner I worked with for many years is a model for others to follow in developing and utilizing a business plan. The owner purchased a "tired" business that had potential but the current owner had lost interest in the business.

Prior to purchasing the business, a business plan was developed to evaluate the company's potential financial viability and to complete a thorough market and SWOT analysis. It was determined that the business had a great deal of upside potential if the appropriate investment in the business and key employees was

"This section will contain short articles for the small to medium sized businesses. We welcome 300 to 600 word articles that would be of interest of helpful to the IVMAA stakeholder businesses."

made. Each quarter the owner reviewed the business plan to check the progress he had made. The plan was then compared to actual performance on an annual basis and an updated plan for the next year was developed.

As I have noted earlier, a business plan is often used to secure business financing. In this case, the owner was self-financed but he was vigilant in the development and dynamic use of the plan as if a third party was providing the financing. Why hold the plan to a higher standard? The reason is that the plan was ultimately used as a guide throughout each year in order to keep the business on track.

In addition, when he sold the business to an employee, all the financial records and plans were in place to allow the employee to go to the bank with a complete performance history for the ten years prior to the sale. The business was performing well enough for the employee purchase to take place with minimal capital. In other words the business essentially self-financed itself at the bank. The records were a key part of this successful business and sale transaction.

Too many plans end up in a file box on a shelf somewhere and are rarely, if ever, referred to. Keep your plan simple and use it as a living document. Involve key employees in the discussion as you develop and modify the plan. Remember it is only a plan and that it is perfectly alright to modify it as business and environmental circumstances dictate. I highly recommend the development and use of a detailed business plan. There are many sources of business plan templates. Try [www.bdc.ca](http://www.bdc.ca) to get started.

**By: Neil Thiessen, Able Business Consulting**

# "The IVMAA Registry Program"

**B**e an 'IVMAA Registered Company' The vegetation management industry needs more professionalism and accountability. The IVMAA registry is being offered to companies that believe in higher standards and the IVMAA 'Code of Conduct'.

This registry is for all companies in vegetation management - Herbicide, mechanical, arborists, consultants etc. Benefits of registering your company:

- Registration in the IVMAA Registries program
- Covers development costs of the program
- Costs incurred educating industry
- Aiding in the IVMAA branding initiatives
- A number unique to your company
- Enough decals to place (2) on each of your working units
- Includes one version of the IVMAA Standards and Good practices manual

Proudly display your own unique IVMAA Registration decal on your units! Please fill in the registration form and attach a signed code of conduct. Proof of insurance and service approval will be required for Truck Registry (if applicable)



**IVMAA**

**REGISTERED COMPANY**

# Fall Workshop and General Meeting in Red Deer

The fall meeting held in Red Deer at the Heritage Bowling Lanes was well attended and participants were able to enjoy their industry network. Members were introduced to the new website which will be launched in early November. Committee reports from the directors in charge revealed a year of opportunity for the IVMAA.

**K**ey activities reported:

- An updated website
- Growing participation in the Registries Program
- Net Revenue for Year ending March 31 - \$32,049
- The Reporter in the future will be called 'The Vegetation Manager" and will be available on the website quarterly. New advertising opportunities are now available in full color and published on the website four times a year



Dr Sauchyn's talk on Prairie Climate Cycles—The Past and Possible Future was an excellent scientific look at the reality of climate change. Members had a great bowling event after the meeting. Next year's venue will be in a new location as the bowling alley noise was somewhat disruptive. Thanks for your patience. Thank you to ArborCare for their support of this meeting!

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"Alberta's Vegetation Managers"

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## 2011 - 2012 Board of Directors



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## To Our Readers...

THE IVMAA PROMOTES PROFESSIONAL AND RESPONSIBLE VEGETATION MANAGEMENT PROGRAMS. MEMBERS ARE THE LIFELOOD OF THIS ORGANIZATION AND SPONSORS AND ADVERTISERS CONTINUE TO SUPPORT THE PRINCIPLES UPON WHICH IT WAS FOUNDED.

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

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**IVMAA**  
Industrial Vegetation Management  
Association of Alberta

**Alberta's  
Vegetation  
Managers**

## In Reflection

BY KEITH SANFTLEBEN, PAST PRESIDENT

**A**fter a long cold winter with plenty of shoveling snow, it is great to see the grass green again and the leaves on the trees. We can finally say that spring is here and summer is on the way. It's a sense of renewal which I think everyone gets excited about and I think more so this year. I feel the same way with about the IVMAA. There are some exciting times ahead with a new board of directors and the direction the IVMAA has taken exploring a new role of executive director for the association.

Like the seasons, times change, and we need to ensure that the IVMAA moves with the times. There was a lot of work done by the past board of directors and members, hosting a very successful seminar (Thank you Barry Rother) as well as launching a new registry for IVMAA companies. I thank everyone for their efforts. I would also like to welcome our new President Brandon Tupper



Regards,  
Keith Sanftleben  
IVMAA Past President

# Advertisement Opportunity

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Quarter Page - Full Color

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4 Issues per Year

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