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**THE**

**VEGETATION MANAGER**

*magazine*

**2025**

**WELCOME TO THE PVMA 2025 SPRING CONFERENCE**

**LEADING THE WAY**

*In This Issue:*

**PROMOTING PVMA THROUGH CAREER FAIRS**

**EMERGING AQUATIC VEGETATION THREATS**

**GETTING INTO THE WEEDS**

**PVMA SCHOLARSHIP RECIPIENTS**

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# PRESIDENT'S REPORT



## - LISA RYBCHUK, PRESIDENT PVMA



The PVMA is off to an exciting and forward-thinking start for 2025! Our spring conference, aptly titled 'Leading the Way', promises to be an extraordinary event, bringing together experts, innovators, and practitioners to discuss cutting-edge approaches and technologies. From leveraging advanced vegetation data analytics to implementing integrated management

strategies, we aim to equip you with the tools and insights needed to inspire VM stakeholders to embrace the future of our industry with confidence.

On another exciting note, we are continuing our work towards professionalizing the UTT/UTW certificate program as a registered trade. Your voice is critical in shaping this initiative and, as such, you may be asked to complete a survey conducted by Leger Consulting. This is a vital part of the needs assessment process

from the Alberta Skilled Trades and Apprenticeship Education program. It is important that all perspectives are considered so whether you are a seasoned professional, an employer, or someone new to the industry, your input will help define the future of this program. If you haven't received the survey and want to participate, don't hesitate to reach out to Val—your feedback matters!

We are honoured to provide a voice for the industry, and we appreciate your support! We trust that you will find value in your PVMA membership, including reduced rates at conferences, access to insurance programs, job board postings, advertising opportunities, and much more!

Thank you for being an integral part of the PVMA community. Together, we're not just keeping pace with change—we're 'leading the way' into a promising future. Stay tuned for more updates, and we can't wait to see you at the conference!

*- Lisa Rybchuk, PVMA President*



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SPRING 2025 COURSE DATES: **MARCH 31 TO APRIL 10, 2025**

DEADLINES: APPLICATIONS MUST BE WITH THE PVMA OFFICE ON OR BEFORE FEBRUARY 24, 2025

REGISTRATION WITH OLDS COLLEGE MUST BE DONE BY MARCH 14, 2025

PLEASE NOTE: STUDENTS WILL NEED THEIR OWN COMPUTER WITH INTERNET ACCESS, A MICROPHONE AND A WEB CAMERA FOR THE ONLINE VIRTUAL CLASSES AND EXAMS

## UTT/UTW SAFETY TRAINING RECERTIFICATION COURSES

IN-PERSON SESSIONS: **APRIL 2-3, 2025 (NEW)** ONLINE OPTION: SELF DIRECTED 24/7

PLEASE NOTE: STUDENTS SHOULD BE COMFORTABLE WITH COMPUTERS AND SHOULD BE PREPARED TO LOCATE AND SCHEDULE A PROCTOR TO WRITE THE EXAM WITHIN THE 2-WEEK COURSE DATES. IT IS IMPORTANT TO CONTACT A PROCTOR ASAP TO AVOID DISAPPOINTMENT

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**NOVEMBER 11-22, 2024 | MARCH 10-21, 2025**

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VISIT [WWW.PVMA.CA/COURSE-OFFERINGS](http://WWW.PVMA.CA/COURSE-OFFERINGS) FOR MORE INFORMATION

# PVMA 2024 FALL WORKSHOP AND GENERAL MEETING

- SUBMITTED BY JOANNE IRELAND

We hosted our 1-day fall conference and general meeting on October 24, 2024 at the i-Hotel and Red Deer Conference Center (formerly Radisson Hotel). When we polled the crowd during our previous spring conference, the overwhelming consensus was to continue holding the conferences in person. The fantastic attendance of over 130 people at this conference proved this to be true! We also had several companies offer to sponsor or provide an exhibit table. Thank you to BASF, Envu, Vesperis, AdvantageVM, Arbor-Tech, Corteva Agriscience, Davey, Sureshot, West Country Energy Services, Ace Vegetation Service, BioMistik Environmental Services and Woodchuk Enterprises Ltd. for your continued support!

Our morning started off with Andy Low with Forsite Consultants Ltd., who presented on the Fundamentals of Operational Fire Preparedness and Prevention, a topic which continues to be priority as fire risk increases every season. Andy's presentation focused on wildfire risk on utility right of ways, including the identification of trees and other vegetation that increase the risk of wildfires. He discussed both the chemical and mechanical controls available to eliminate fuel loading for the prevention of wildland fires.

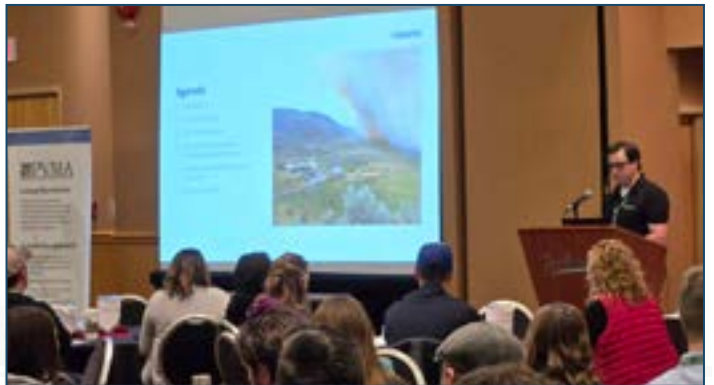
Next, we heard from Bonnie Dubeau with Alberta Occupational Health and Safety on the most recent updates to Alberta legislation, including an overview of the 2021 changes to Joint Health and Safety Committee and Representative requirements as well as the major changes in 2023 to the OHS Code. This topic came at a good time as our utility members recently were faced with unexpected changes to the limits of approach for utility workers. Bonnie's presentation was a great opportunity to have a much-needed open discussion and a possible step forward to forge a new relationship with PVMA and Occupation Health and Safety of Alberta.

After lunch we held our general meeting where we reviewed the spring 2024 meeting minutes followed by President, Treasurer and committee reports.

Our final presentation was delivered by Dr. Breanne Tideman with the Government of Canada. Dr. Tidemann looked at the big picture of herbicide resistance around the globe; what is it and how it has evolved. She discussed the different types

of herbicide resistance and the characteristics of weeds and herbicides that make them particularly problematic. She also provided an overview of valuable integrated weed and herbicide management strategies.

As a final note, we thank our door prize sponsors for all the donated items and look forward to seeing everyone next spring!



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# INDUSTRY PROFILE: KELLY MALMBERG



***Fresh out of Olds College in 1990, Kelly, with a diploma in Integrated Pest Management/Land Resource Management found his way to Castor, Alberta to work as the Assistant Agricultural fieldman with the County of Paintearth.***

In 1992 while with the County of Paintearth, Kelly was promoted to Agricultural Fieldman in which he oversaw the Agricultural department which was responsible for the vegetation control program along their right-of-ways, as well, he was appointed as the weed inspector, and the soil conservation officer and the pest control officer. In 1994, Kelly found his way closer to the family farm by taking the Agricultural Fieldman position in the County of Vulcan. The job description remained the same in Vulcan as it was in Paintearth with the addition of several new tasks such as dealing with soil conservation issues and working on

invasive weed problems on both the Little Bow River and the Bow River and their tributaries as well as overseeing the management of 135 quarter sections of grazing lease lands. In Vulcan, over his time as fieldman, Kelly was able to convince council to add several unique types of rental equipment to their fleet which were well received from no-till grass seeders, to soil aerators and skid sprayers for their ratepayers.

In the fall of 2023, Kelly retired from Vulcan County to spend more time on the farm and to try something different from municipal government life. In January of 2024, Kelly joined the AdvantageVM team as the Western Canada sales representative. With AdvantageVM, Kelly is also the sales representative for the Range & Pasture products that they currently carry.

Vegetation control has been Kelly's focus for the past 34 years, from invasive weeds on municipal lands, to weed control on the family farm as well as in an Industrial vegetation setting. An Integrated Pest Management approach is crucial to an effective vegetation management program, as we are recently seeing a dramatic increase in herbicide resistance among several weed species throughout Alberta.

Kelly currently holds a Trainer Certificate and has experience delivering the Authorized Assistant certificate program and he has helped many farmers with the farmer pesticide certificate program to allow them to purchase and use phostoxin for grain beetle and Richardson Ground Squirrel control.

At home, Kelly and his wife Llana operate a grain farm east of Blackie as well as raise Reining horses. Kelly & Llana have two girls, both happily married and living in Calgary. When not working you can usually find Kelly at the golf course.





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# FINDING NEW WAYS TO PROMOTE THE PVMA AND SUPPORT OUR MEMBERS THROUGH HIGH SCHOOL AND POST SECONDARY CAREER FAIRS

- SUBMITTED BY JOANNE IRELAND, PVMA EXECUTIVE DIRECTOR



Although I am still relatively new as the executive director for the PVMA, I have quickly realized, as I meet more members, that most of us deal with a common challenge. From summer students to full time careers, most of our members' organizations continue to struggle finding staff. After a bit of trial and error attending different types of career fairs, I believe we have found an amazing, untapped resource to promote our association and members. The first part is to reach high school students currently learning about what career, seasonal work, and post secondary education opportunities are available. The second part is to promote awareness of the vegetation management industry to post secondary students currently enrolled in science and environmental based programs.

So many high school students struggle with the age-old question of what education and career choices they want to follow as they reach graduation. It's an immense decision to put on the shoulders of an adolescent. These kids are still finding out who they are and what their future holds. After visiting with hundreds of high school students over the last year and a half, it's also

obvious that they are still learning about what opportunities are even available. I have really enjoyed talking to these kids about our industry and the possibilities not only for seasonal work, but possible long-term careers. From building their own business to working for well established corporations, municipalities/ counties/ cities and utilities; the opportunities are truly endless. Many of these students are also unaware of our Utility Tree Trimmer and Utility Tree Worker programs as they explore post secondary education options. And even if the employment options in vegetation management are not their endgame career choice, the opportunities to work as valuable seasonal employees are limitless, not to mention an excellent opportunity to make great money as a student and new employee entering the workforce.

Similarly, while visiting career fairs such as Lakeland College's Ag and Environmental Career Fair, many of these young adults are still struggling to find summer work and jobs as they work towards the completion of their programs. Almost none of the students I spoke with were aware of the scholarship and bursary opportunities the PVMA offers. Furthermore, many of these students are still unsure of what type of career they will find once they are done their post secondary programs. Many do not realize that their education makes them qualified to find meaningful and fulfilling careers within many of the facets of our industry.

Although I feel like we are still only scratching the surface, I look forward to continuing this path. I am excited to meet more students in the next few months at Lakeland College, the University of Alberta and Olds College and truly hope to reach more students and help them realize the opportunities available. Hopefully this path will continue to bridge the gap our members have in finding valuable people to enhance their organizations.



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# EMERGING AQUATIC VEGETATION THREATS IN ALBERTA

- SUBMITTED BY KALLUM MCDONALD & NICOLE KIMMEL

Aquatic invasive plants present unique challenges for vegetation managers that differ significantly from those posed by terrestrial plants. These challenges include:

- Access to areas with aquatic vegetation for implementing response requires specialized equipment
- A very short list of approved aquatic pesticide options
- Complex regulatory requirements governing shore/riparian access and strict aquatic pesticide use
- Approvals required for aquatic/riparian pesticide applications

Effectively addressing aquatic invasive plant infestations requires specialized knowledge of the logistical hurdles involved in response efforts, as well as a detailed understanding of the unique regulatory constraints surrounding pesticide application in aquatic environments. Please reach out to the provincial Aquatic Invasive Species Specialist, Nicole Kimmel, for information and support, as each aquatic site often offers unique challenges.

In general, the Environmental Protection & Enhancement Act (EPEA) requires that all pesticide applications within 30m of an open body of water seek a Special Use Approval (SUA). The Environmental Code of Practice for Pesticides, allow selective herbicide to use within 30m of open bodies of water without a SUA, under prescriptive parameters. There is specific definition that determine what qualifies as an “open body of water” - this includes lakes, rivers, streams, irrigation canals, and any other natural body of water. The definition currently does not include 1) ponds or dugouts with no outflow onto another property and that are smaller than 4 ha on public land or 0.4 ha on private land, 2) stormwater management ponds, 3) dry, intermittent streams less than 0.5m wide, 4) roadside ditches. SUAs are not required for herbicide applications in these exempted areas or in cropland, pasture, turf, and landscaped areas. Regardless of location, labels must still be always followed, and buffer zones do apply for open bodies of water. Additionally, if fish are present in a water body, one must seek a Deposit of Deleterious Substances for Control of Aquatic Invasive Species approval before applying pesticides, in compliance with the federal Fisheries Act, Section 36(3). If you are uncertain whether fish are present, the Alberta

Government recommends erring on the side of caution and applying for this approval. Approvals typically take 6 weeks to process and are usually valid for 1 year.

There are very few chemical options approved for use on invasive plants in aquatic situations. The products available, their active ingredient, and their approval year include Magnicide H (acrolein, 1971), Reward (diquat, 2000), Habitat Aqua (imazapyr, 2017), and Procellacor-FX (florpyrauxifen-benzyl, 2023). Response to aquatic invasive plants is limited by label restrictions and other legislation pertaining to drinking water use, irrigation, fish health, migratory birds and waterfowl, aquatic recreation use, and livestock. Canada does not currently have an approved aquatic glyphosate product, which further limits aquatic vegetation response.

Seven prohibited aquatic invasive plants have managed to exceed prevention efforts and are established in major water bodies in Alberta: Purple Loosestrife, Himalayan Balsam, Phragmites, Pale Yellow Iris, Flowering Rush, and Curly Leaf Pondweed.

## SOME HIGHLIGHTS FROM 2024 RESPONSE EFFORTS:

**Purple Loosestrife** – Since 2019, the infestation at Enstrom Lake near Wainwright has been treated with Clearview (metsulfuron-methyl & aminopyralid) by M.D. Wainwright staff - with significant progress. Shorelines once lined with purple loosestrife have now been returned to native vegetation. The Alberta government hopes to pursue similar control response efforts against Purple Loosestrife infestations along Wabamun Lake and Telford Lake in 2025.

**Himalayan Balsam** - an infestation was discovered on crown managed shores at Antler Lake in 2023, seed production was minimized in 2024, but more resources are needed to fully execute response. The AIS program is seeking to secure additional resources for Antler Lake as well as additional shoreline detections, such as Wabamun Lake.



**Phragmites (invasive European subspecies)** – The number of Phragmites locations expanded yet again in 2024, but response actions from property owners have been swift and effective. Thanks to having both terrestrial and aquatic formulations of imazapyr, about 1/3 of invasive Phragmites populations have been eradicated and almost all sites have been sprayed at least once or are scheduled for response in 2025.

**Pale Yellow Iris** – Collaborative manual removal efforts with Lacombe County have reduced the only known population on a crown managed waterbody (Lacombe Lake), but infestations persist in other isolated waterbodies across the province. No aquatic herbicides are registered for use on this species and manual removal is difficult, requiring repeated efforts to ensure success.

**Flowering Rush** – The infestation at Lake Isle continues to be the most significant case in the province. 2024 was the third year of a five-year contract to apply Habitat Aqua via fan boat and we continue to see strong control results from imazapyr. Native aquatic vegetation is rebounding quickly in previously treated areas.

**Curly Leaf Pondweed** – recently discovered but since has been found to be a long-standing historical occurrence. Spot survey has found plants in Elbow River, Bow River, and South Saskatchewan River. A more extensive survey effort is being planned for 2025.

**Looming Threats** - Eurasian Watermilfoil, Hydrilla, and European Water Chestnut are expanding their ranges in North America and while not known to be present in Alberta, they are the most likely the next aquatic invasive plants to arrive in Alberta. Submerged and floating aquatic invasive plants pose an even greater challenges than the emerged-riparian species Alberta is already contending with.

How Can You Help? Report It! Report all sightings of aquatic invasive species to the Aquatic Invasive Species Hotline at 1-855-336-2628 (BOAT), through the EDDMapS app or website ([www.eddmaps.com](http://www.eddmaps.com)), or email pictures and the location to [epa.ais@gov.ab.ca](mailto:epa.ais@gov.ab.ca). Even if you are uncertain whether an aquatic species is native or invasive, report it and we will assist with identification. Reporting aquatic invasive species is legally required under Fisheries (Ministerial) Regulation Section 6.2.



# GETTING INTO THE WEEDS: PRESENTATION SUMMARY FROM OCTOBER 2024

- SUBMITTED BY BREANNE TIDEMANN

Herbicide resistance is defined by the Weed Science Society of America as “the inherited ability of a weed to survive and reproduce following application of a herbicide typically lethal to the wild type”. This means that just because a plant doesn’t die after a herbicide application it has to be due to resistance. Other circumstances such as a plant being larger than the herbicide is labeled for, poor coverage, poor environment, or just a herbicide selection that doesn’t affect the plant can come into play. For it to be determined to be survival due to resistance, the seeds produced by the surviving plant have to carry the genetic ability to survive, and that application rate needs to work on some populations of that species.

It’s also important to remember that herbicide resistance is naturally occurring; resistance is a result of evolution from the selection pressure applied by herbicides, it is not caused by herbicides as a cause and effect process. Natural mutations in weed individuals result in the ability of that weed to survive the application. When the herbicide kills the susceptible population only the resistant ones reproduce and pass on their traits to the next generation. Over time, the resistant population becomes a larger and larger proportion of the population. Herbicide resistance can be based on mutations to the target site (mutation to the target enzyme, or increased amount of enzyme produced), or it can be non-target site related (metabolic resistance is an example – increased metabolizer enzymes that break the herbicides down).

Herbicide resistance is a global problem with over 530 cases recorded globally, according to the International Herbicide-Resistant Weed Database ([www.weedscience.com](http://www.weedscience.com)). The United States has the highest number of cases, followed by Australia, and then Canada. The most frequently found herbicide-resistant weeds are to the group 2 (acetolactate synthase or ALS inhibiting) herbicides. The group 5 triazines have the second most and we’ve recently seen glyphosate resistant weeds become the third most common. Prior to that group 1 (acetyl co-enzyme A carboxylase or ACCase) resistance was in third, which would essentially be grasses resistant to grass specific herbicides. WE are also seeing the additional increase in weeds resistant to multiple sites of action. More than 100 cases of weeds resistant to two herbicide sites of action with some weed

species being documented with resistance to 11 sites of action (not all in the same population, within the species).

Within Canada we are lucky to have the Prairie Herbicide-Resistant Weed Surveys that track and monitor for herbicide-resistant weed populations and have since the early 2000s. The most recent surveys were completed in Saskatchewan in 2019/2020, Manitoba in 2022 and Alberta in 2023. The Alberta survey is not yet completed as plants are still being grown and tested for resistance. As a demonstration of information provided by the surveys, it’s estimated that herbicide-resistant weeds costs Saskatchewan farmers ~\$340 million per year. Most commonly collected broadleaf weeds for testing included kochia, wild buckwheat, lambsquarters, Canada thistle and sowthistle species, while common grasses included wild oat, green foxtail, barnyardgrass, foxtail barley and annual brome species. Group 1 and 2 resistance in wild oat is continuing to increase as is group 2 resistance in broadleaf weeds. Summaries of the most recent surveys and their results can be found at [www.prairieweeds.com](http://www.prairieweeds.com). Additional weeds of concern that have been found in Manitoba and the bordering US states, but not yet in AB and SK are waterhemp and palmer amaranth. These pigweed species are worth getting to know and getting an idea of how to identify as they are bad news if they get established.

The obvious problem with herbicide-resistant weeds is that they are difficult to manage. Unmanaged weeds cause crop yield losses, crop quality losses, equipment damage, access difficulties, and potentially even fire hazards. But if the herbicides we’ve always used don’t work, what else are we supposed to do? The first choice is often to look for a different herbicide. While chemical management is a part of an integrated weed management strategy, diversity in chemical management ALONE is NOT an integrated weed management strategy. It is integrated herbicide management. However, if you are using chemicals as part of your management strategy there are a number of best management practices to consider.

You may have heard for 4 R fertilizer management. I am suggesting here 7R’s for herbicide best management practices: right product, right timing, right rate, right partners, right weather, right area, and right application. Right product: make sure it’s



the best product for your weed target, make sure you haven't used it repeatedly in recent years, make sure it will control the resistance profile present in your target area, and are there products you can tank mix with it to ensure multiple effective modes of action (remember multiple modes of action and multiple EFFECTIVE modes of action are not the same). Right timing: how big is the weed you're trying to control and what is the label stage/size to control the weed? Is it the right time of year? Is it the right choice of PRE vs post? What are the forecast temperature/weather conditions and what have they been (e.g. did it freeze last night?)? Right rate: Are you spraying the rate that is most appropriate for your target weed (some herbicides have rate structures). Use the full label rate. Right partners: Multiple modes of action vs multiple effective modes of action. Are both partners effective on the target weed? Are you covering the spectrum of weeds you have on the location? Do any of your partners provide residual control? Right weather: extreme weather conditions of any kind (wet, hot, dry, cold) stress plants and may reduce herbicide uptake and activity. Is there rain in the forecast? Is there moisture forecast for herbicide 'activation'/ uptake? When did it freeze last? What is the forecast wind/risk of drift to susceptible vegetation? Right area: Are you applying to where the weeds are and where they're coming from? Do you have permission or the ability to spray where the weeds are? Do you have the right implement? Is it near water or other areas that may have restrictions around applications? Right application:

Does a ground application vs aerial application vs UAV application make the most sense? What is the herbicide labelled for? What nozzle type/droplet size should be used? What water volume should be used?

These best management practices seem simple but are crucial for effective herbicide applications that help us, rather than hurt us, in our long term fight against weeds. Even so, herbicide applications will NOT solve herbicide resistance. If you're trying to spray your way out of herbicide resistance you're simply running on a treadmill – running and running and running only to stay in the same place, not advancing forward. Selection pressure from herbicide applications resulted in the evolution of herbicide resistance. You won't solve a problem using the same thinking it was created. Effectively managing weeds long term requires using the tools we have in the best way possible (7R's of chemical management) while also incorporating diverse management from physical, cultural or biological management strategies.

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# PVMA COMMITTEE REPORTS

## - AWARDS COMMITTEE

The Awards Committee is happy to report that not only have we increased the number of scholarships awarded in 2024, but we've also increased the amount too! Now we are offering 5 scholarships, each worth \$2000!

We are honoured to announce the recipient of the second annual Keith Sanftleben Memorial Scholarship Award. This scholarship is awarded to an individual that not only meets the post-secondary education requirements, but also one that exemplifies Keith's values of improving human welfare and making a positive impact on their community. Although there were many great applications, we are pleased to announce this year's winner, Mavleen Dhillon. You will find Ms. Dhillon's essay in this month's issue of the Vegetation Manager magazine.

We are also happy to announce the five PVMA Student Scholarship recipients; Jake Tensen, Bright Agbomado, Cole Teasdale, Nicole Fry and Timi Olonade.

Congratulations to the winners and a big thank you to all the applicants for your educational pursuits in the vegetation management industry and your contributions to the communities in which you live.

- *Lisa Rybchuk, Director in Charge*

## - EDITORIAL COMMITTEE

We are excited to present the latest edition of Vegetation Manager during our 2025 Spring Conference. This issue continues our tradition of delivering high-quality content, featuring contributions from our advertisers and follow-up articles from speakers at previous conferences. We remain committed to fostering innovation and dialogue within our community and welcome ongoing support and submissions. For inquiries or contributions, please contact Val or Jamie. We hope you find this spring edition both informative and engaging.

- *Jamie Wiltzen, Director in Charge*

## - CASINO COMMITTEE

We are still waiting for the dates for our next Casino, but it is slotted for the first quarter of 2026 at the Starlight Casino in Edmonton. We will need lots of Volunteers. I am finishing my maximum term with the PVMA Board of Directors in February and will be stepping down as Casino Chair. You can help the new Chair by volunteering for the casino when they reach out.

- *Laura Hammer, Director in Charge*

## - MARKETING COMMITTEE

Fall and winter have been busy for marketing. The PVMA has attended several events to promote our organization and members.

In October we attended the Ag and Environmental Career Fair at the Lakeland College (Vermilion). I was able to visit with many students and enjoyed telling them about the scholarship and job opportunities available through the PVMA.

In November the PVMA created an ad in the ISA Prairie Chapter publication and will hopefully gain more exposure of the opportunities available to earn ISA credits at PVMA conferences.

In December we attended the AAAF In-Service Training as a part of the tradeshow, which was an excellent opportunity to visit with municipality and county members as well as other exhibitors.

This spring we will continue to have a presence at career fairs including Lakeland College (Lloydminster), Olds College and the University of Alberta. We will also be promoting the PVMA at the 2025 Alberta Invasive Species Council Annual Conference in Olds. We continued to run ads in the CLRA magazine and we included an ad in the ISA publication as well. If you would like your company contact info added to our distribution list provided at career fairs, please email [execdirector@pvma.ca](mailto:execdirector@pvma.ca).

- *Joanne Ireland, Committee Chairman*

## - GOV'T LIAISON COMMITTEE

We are being presented with detailed information regarding the Digital Regulatory Assurance System (DRAS) during our 2025 Spring Conference. As always when a new platform is introduced that affects our industry, many questions or miss-information can come from this. Any questions can be directed to [epa.regulatoryassurance-engage@gov.ab.ca](mailto:epa.regulatoryassurance-engage@gov.ab.ca) during the release of the DRAS program.

The DRAS will have an online application for pesticide registrations. Features will include registration renewal reminders, and digitized services for ease of managing registrations. There will also be a map where you can pinpoint your operation and storage activity locations.

- *Jamie Wiltzen, Director in Charge*

## - PROTOCOL COMMITTEE

The Directors and Committee Chairs Guidelines updates have been completed and were distributed to the board at the end of December. After input from the current board, we will be excited to have copies of the Guidelines available for new directors after our next AGM at the end of February.

- *Joanne Ireland, Committee Chair*

## - SAFETY COMMITTEE

The safety committee is focused on providing content for the PVMA Magazines on relevant industry safety topics, if you have ideas or safety topics you would like to see covered within the magazine, please reach out to the PVMA office and share your ideas. Or if you would like to join the Safety committee and be a member, please reach out to the PVMA office.

There are a lot of cool things going on in industry on the safety side and if you have something new that you are trying out and have had success, this is a great opportunity to share those successes.

- **Bob Gordon, Director in Charge**

## - NATIONAL/INDUSTRIAL COMMITTEE

Hello everyone, hoping everyone enjoyed a bit of downtime and are now gearing up for a successful 2025.

The OVMA is planning a one-day Phragmites Management Workshop in collaboration with Nature Conservancy of Canada and the Ontario Phragmites Action Program. The workshop is scheduled for March 18th deadline to register is March 3rd. Visit the OVMA website for more details.

The IVMA BC is looking to hire a new Executive Director and are also in the process of creating a brand-new website with a new look. In the meantime, visit [IVMA.com](http://IVMA.com) to check out job opportunities and webinars. Recorded, accredited webinars are available free of charge for IVMA BC members to earn Continuing Education Credits online anytime.

- **Chris Johnson, Director in Charge**

## - SEMINAR COMMITTEE

The 2025 Spring conference has arrived, we have a great line up of speakers and Quick Dick McDick is sure to keep us entertained at the banquet. The tradeshow sold out with more exhibitors than ever, as well as new exhibitors. Conference registrations were strong this year. Thank you to our sponsors, exhibitors and attendees for your response. We trust it will be a great conference for all.

I would like to thank Val, Joanne, Nicole, and Lisa for all their hard work in putting the conference together. I look forward to seeing you all at River Cree Resort and Casino in February.

- **Chris Johnson, Director in Charge**

## - MEMBERSHIP COMMITTEE

2025 PVMA memberships have been renewing over the past couple of months, and we have seen several new members join. Many of them have just discovered that the PVMA exists and that we offer credit opportunities. Some found us online, through one of our ads and others through a PVMA member. Word of mouth is the best advertising, so be sure to spread the word to others in the Industry.

- **Orville McLean, Director in Charge**

## - UTW-UTT BOARD OF GOVERNORS

We continue to move forward in the talks with the government in regard to Trade Designation for our industry. Things slowed down over the Christmas and New Years break, but discussions are back on track now.

### Update:

- The AB Skilled Trades and Professions has engaged a 3rd party contractor to complete a desktop research project in the viability of Utility Arborist Trade designation in AB. This is good news as it shows commitment on behalf of the Government of Alberta.
- These discussions have been ongoing with different members of industry to get their feedback and insight as to the direction industry wants to go.
- With the involvement from industry as well as the PVMA, UVMA, industry partners and stake holders and government it is a very exciting time.

The PVMA and the UVMA will continue to work together while going down this road working with the government, industry, and the Utilities to see this through to completion for the betterment of the industry.

- **Bob Gordon, Director in Charge**





# THE VEGETATION MANAGER *magazine*

**- ADVERTISING RATE SHEET**

**2025 RATE SHEET** \* SUBMIT ADS OR INQUIRIES TO [VAL@PVMA.CA](mailto:VAL@PVMA.CA)

<b>AD SIZE SPECS:</b>	<b>SINGLE ISSUE RATE (MEMBER)</b>	<b>ANNUAL RATE (MEMBER) * THREE Issues - One printed, Two digital (printable)</b>
<b>FULL PAGE ADVERTISEMENT</b>	<b>\$800</b>	<b>\$1680</b>
<b>HALF-PAGE ADVERTISEMENT</b>	<b>\$550</b>	<b>\$1155</b>
<b>QUARTER PAGE ADVERTISEMENT</b>	<b>\$400</b>	<b>\$840</b>
<b>BUSINESS CARD ADVERTISEMENT</b>	<b>\$100</b>	<b>\$210</b>

**\* PLUS GST**

Full Page Ad: 8.375”(w) x 10.875”(h)

(with 0.125 bleed)

1/2 Horizontal: 7.375”(w) x 4.875”(h)

1/4 : 4.125”(w) x 5.375”(h)

Business Card: 3.5” (w) x 2” (h)

**NOTE:**

Keep live matter 1/4” from trim on each side. For ad spread units, please supply 1/16” duplicated image on both sides of the centerline.

**- PUBLICATION SCHEDULE**

**Deadline for submission**

**January 15, 2025**

**May 2, 2025**

**Sept 15, 2025**

**Distribution Date**

**February 28, 2025 (Print)**

**June 4, 2025 (Digital)**

**October 24, 2025 (Print)**



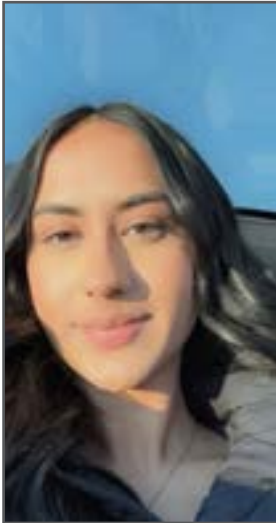


 **PVMA**  
PROFESSIONAL VEGETATION MANAGERS ASSOCIATION

**KNOWING GREEN.  
IT'S OUR NATURE.**



# KEITH SANFTLEBEN MEMORIAL SCHOLARSHIP RECIPIENT – *Mavleen Dhillon*



The 2024 recipient of the Keith Sanftleben Memorial Scholarship is Mavleen Dhillon. Mavleen is currently in year 3 studying Biological Sciences at the University of Calgary.

The memorial scholarship was set up to honour Keith's memory and to highlight students that have an interest in making a positive impact on the community and others.

Mavleen has been very busy already making a positive impact through volunteerism with many organizations. She has been a Vision Mate with the Canadian National Institute for the Blind, an Optometrist Assistant, an Early Childhood Educator Assistant, a Youth Mentor at a library, and a Teen Mentor with Big Brother Big Sister and more.

You can read her full essay included in this issue of the Vegetation Manager magazine. Mavleen received a \$4,000 award towards her tuition and in invitation to the 2025 Spring Conference to be recognized publicly.

***“Thank you for selecting me as the recipient of the Keith Sanftleben Memorial Scholarship. I am very grateful to receive this generous scholarship and appreciate the support of the PVMA awards committee. I would also like to express my gratitude for the opportunity to attend the Spring Seminar and AGM. This sounds like an incredible experience to meet with professionals in the industry!”***

***Thank you again for this opportunity. I look forward to attending the event and getting to meet others in the field.”***  
– Mavleen Dhillon



## SCHOLARSHIP DEADLINE REMINDER

### SCHOLARSHIPS:

The PVMA awards up to five \$2000 scholarships each year to Alberta students who are enrolled in an Alberta Post Secondary Institute in a vegetation management-related program OR in any program but have vegetation management work experience. In addition to the scholarship, the winners will be invited expenses paid to our Spring Seminar.

Refer to the Student Scholarship Application form for more information and application instructions.

Applications are accepted from September 1st to November 30th of each year.

[https://www.pvma.ca/awards\\_scholarships\\_and\\_bursaries](https://www.pvma.ca/awards_scholarships_and_bursaries)

### KEITH SANFTLEBEN MEMORIAL SCHOLARSHIP:

Keith Sanftleben was an active member of the PVMA for many years and had a passion for helping other people and communities. This scholarship has been set up to honour his memory and to highlight students that have an interest in making a positive impact on the community and others. The PVMA will be awarding a Scholarship totalling \$4,000.00 (\$3,000 from PVMA and \$1,000 from AdvantageVM) each year to a student enrolled in post secondary study at an Alberta government approved provincial, national, or international institution or program.

Refer to the Keith Sanftleben Memorial Scholarship Application form for more information and application instructions.

Applications are accepted from September 1st to November 30th of each year.



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## Keith Sanftleben Memorial Scholarship

### *Application Essay- submitted by Mavleen Dhillon*

Growing up, I learned to view the Earth not merely as a resource but as a shared responsibility we all must care for. My family's garden became my first classroom, where I spent many hours planting seeds and nurturing plants with my grandpa. These simple experiences taught me the delicate balance that needs to be struck between humans and the environment. I came to understand that sustainability is a way of life, something we must actively practice in our everyday actions. This understanding, shaped by my Punjabi heritage and Sikh faith, has guided my commitment to improving human welfare and inspired my passion for Seva – selfless service – that benefits both people and the planet.

Land holds great significance in Punjabi culture, where farming has long been the backbone of livelihoods and identity. The connection between land and life runs strong for Punjabi farmers, many of whom treat the soil as sacred. This sentiment was highlighted during the recent farmers' protest in India. Millions of farmers rallied against unjust agricultural laws during this nationwide protest. Witnessing their determination and collective resistance ignited a fire in my heart. Their fight to protect their land strengthened my belief that caring for the Earth and its people must go hand in hand. Their struggles reminded me that to create real change, we must stand up for both the environment and the communities who depend on it.

This sense of responsibility has shaped my academic pursuits in Biological Sciences at the University of Calgary. My focus on Genetics and Diversity has opened my eyes to the interconnectedness of all living things. I have learned how small changes in our environment, such as habitat loss or the spread of invasive species, can have devastating effects on our ecosystems and communities. My courses, including Energy Flow in Biological Systems and Comparative Biology of Plants and Animals, have further reinforced my commitment. I now know that protecting the environment is an issue that affects human wellbeing just as much as it is an ecological one. I want to be part of the solution, working to protect ecosystems while improving lives.

Beyond the classroom, my volunteer work has further cemented my commitment to service. Assisting women in underserved communities through the Pearle DIGNITeYe Outreach gave me a firsthand look at how access to healthcare can improve quality of life. The experience was truly humbling. I also volunteered at the Shaw Children's Christmas Party, which was a way for me to give back to the community that gave me so many cherished memories. These small acts of kindness showed me the profound effect we can have on others when we give our time and care. I was also fortunate enough to watch my grandpa at work at Eagle Lake Nursery, learning firsthand about sustainable agricultural practices. It was there that I saw how conservation efforts, when done with care, can protect both nature and the people who depend on it.

As I move forward, I want to continue blending my education with my passion for service. My goal is to work in sustainable vegetation and conservation. I believe that restoring damaged ecosystems and protecting biodiversity is essential for both the environment and human wellbeing. I also hope to ensure that people, especially those part of vulnerable populations, have equitable access to the natural resources they need. The values I hold – rooted in Seva and my Punjabi heritage – will guide me every step of the way. By combining these teachings with the knowledge I gain, I hope to create solutions that will benefit both people and the planet we are so lucky to call home.

The Keith Sanftleben Memorial Scholarship would provide me with the resources to turn these aspirations into reality. It would allow me to further my education and enhance my understanding of the challenges we face in sustainability. With this support, I can build the tools necessary to make a lasting impact on the environment and on communities in need.

I am passionate about creating a future where people and nature thrive together. Inspired by the resilience of Punjabi farmers and grounded in the principles of Seva, I am committed to leaving the Earth in a better state than I found it. Through service to both the environment and the community, I aim to create a legacy that will benefit generations to come.

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# 2024 PVMA SCHOLARSHIP RECIPIENTS



## Bright Agbomado

Bright Agbomado, is enrolled in his second year of an Environment Technician program at Norquest College. Bright spent the summer working as a Vegetation Control Technician, reporting data on weed identification on oilfields and pipelines, applying herbicide on weeds at oilfields and pipelines, and completing in-field documentation using a variety of software such as Abadata and sitedocs.

As he reflects on his passion for forestry, and the environment as a whole, Bright says he recognizes that his journey toward a career in forestry vegetation management has been fueled by a profound interest in the intricate relationships between ecosystems, biodiversity, and human activity. His primary interest lies in vegetation control, a field that resonates deeply with his desire to help different industries control some of the widespread vegetation on their field. His hand-on experience from his summer employment ignited his passion for weed control, to preserve native plants in Canada. Another area of specialty that captivates Bright is forest health monitoring. This interest in forest health aligns with his goal of enhancing forest management practices to ensure sustainability and resilience.



## Nicole Fry

Nicole works part-time for the PVMA primarily managing the UTW-UTT school applications and certifications. She also provides administrative support for the UVMA. Nicole began her degree program at Augustana University right after high school. After a bit of a hiatus, she is now enrolled at Athabasca University, working on completing a Bachelor of Psychology Degree.

Nicole grew up in rural Alberta and had the privilege of being the daughter of a grain farmer, who employed various methods of vegetation management, including herbicides, manual removal, cutting, crop rotation and even using animals for management. Armed with that knowledge, she became a M.D. Weed Inspector during her first summer of university, which she describes as an eye-opening experience that broadened her horizons beyond the realms of farming and logging. The skills she acquired from her farm upbringing and her job as a weed inspector has proved helpful in her current role with the PVMA.



## Temiloluwa Olorade

Temiloluwa is pursuing an Environmental Science Degree at Lakeland College. He was employed this past summer as a Pesticide Applicator, adhering to safety protocols, mixed chemicals and sprayed on designated sites. Temi says that this role gave him practical insight into the operational aspects of vegetation management, emphasizing safety, precision, and environmental responsibility.

Temi feels his academic journey at Lakeland College has enhanced his understanding of vegetation management. His interest and specialization in industrial and forestry vegetation management stem from a blend of academic knowledge, field experience, and personal commitment. He is passionate about integrating science-based strategies with practical applications. Temi's goal is to contribute to sustainable land management that balances industrial needs with environmental stewardship, ensuring resilient ecosystems and productive landscapes for future generations.



## Cole Teasdale

Cole is in his second year at Lakeland College in an Agri Business Program. In his summer position as a County Weed Inspector, Cole learned to identify invasive weed species, safe handling and application of chemicals, and basic identification of problem pests & diseases in crops.

Cole got to operate a roadside spray truck, which he said brought him a deep sense of accomplishment, knowing that the work he was doing was directly helping the county taxpayers, ensuring their lands remain free from invasive weeds that would leave their crops damaged. Cole noted that vegetation management is a very essential part of our everyday life, it keeps our roads safe for travelers, our fields safe for planting crops for great yields or keeping your yard looking nice. When he graduates, Cole wants to work in a career that allows him to help show farmers and everyday individuals what a great vegetation management plan can do for their operation and everyday life.



## Jake Tensen

Jake is a third year Bachelor of Science student at the University of Alberta in the Computer Engineering Co-op program. Jake spent this past summer working as a Vegetation Management Assistant. In that position he applied herbicide to oilfield leases and gas plants to kill weeds and other vegetation, and he engaged in training in order to safely handle and apply herbicide chemicals with the proper PPE.

As a student enrolled in computer engineering at the U of A, Jake is keenly interested in technology and its evolving impact on various industries around the world. Drones are of particular interest to him. While working as a VM Assistant he was introduced to the concept of the use of drones in herbicide application and he began to research into the idea a little further. According to Jake, herbicide management has come a long way throughout history and drones may be the next step forward in its evolution.

***EACH OF THE PVMA SCHOLARSHIP RECIPIENTS WERE AWARDED \$2,000 TOWARDS THEIR TUITION AND INVITED TO BE OUR GUESTS AT THE PVMA 2025 SPRING CONFERENCE, WHERE THEY WILL BE RECOGNIZED PUBLICLY. THE PVMA IS PROUD TO SUPPORT STUDENTS THROUGH SCHOLARSHIPS.***



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