

DIGITAL EDITION

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In This Issue:

A PROACTIVE APPROACH TO WILDFIRE MITIGATION

THE DIGITAL FUTURE OF VEGETATION MANAGEMENT

2025 PVMA BURSARY RECIPIENTS

**HOW DIGITAL TOOLS AND AI-POWERED GEOSPATIAL
ANALYTICS ARE SAVING RANCHES FROM INVASIVE
VEGETATION SPECIES**

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TABLE OF CONTENTS

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3 PRESIDENT'S REPORT

4 PVMA BOARD OF DIRECTORS

5 PVMA COMMITTEES

6 A PROACTIVE APPROACH TO WILDFIRE MITIGATION

8 PVMA INDUSTRY PROFILE - CHRIS JOHNSON

10 HOW DIGITAL TOOLS AND AI-POWERED GEOSPATIAL ANALYTICS ARE SAVING RANCHES FROM INVASIVE VEGETATION SPECIES

14 THE DIGITAL FUTURE OF VEGETATION MANAGEMENT

16 PVMA COMMITTEE REPORTS

20 PVMA BURSARY RECIPIENTS



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PRESIDENT'S REPORT



- LISA RYBCHUK, PRESIDENT PVMA



What an exciting time to be a member of the PVMA!

Looking back on the Spring Conference, I couldn't be happier with how it turned out. Wasn't that one heck of an event? From the generous sponsors and exhibitors to the engaging presenters—and of course, the antics of Quick Dick McDick—a great time was had by all! A

heartfelt thank you goes out to everyone who attended and to all those working tirelessly behind the scenes to make it happen.

If you missed it, don't worry—we're tentatively planning another in-person event for **October 23rd in Red Deer**, so stay tuned for more details!

We're also pleased to welcome the re-elected **Bob Gordon**, newly elected **Thane Beagle**, **Jason McRobert**, and **Jim Brown**.

It's incredibly heartening to see so many passionate individuals stepping up to serve on the Board of Directors. If you're interested in getting involved, why not start by joining one of our committees? The PVMA always welcomes fresh voices and ideas!

A sincere thank-you goes to our outgoing board members, **Orville McLean** and **Darcy Soderstrom**, as they move on to new adventures. Special appreciation also goes to former Vice President **Laura Hammer**, who has completed her maximum three terms. Laura went above and beyond—especially in her role as Casino Director, dedicating countless hours to organizing volunteers.

To all our volunteers—past and present Board members, committee members, and supporters—thank you. Your time, energy, and commitment are the backbone of the PVMA. We couldn't do it without you!

- Lisa Rybchuk, PVMA President

PVMA SCHOLARSHIPS

The PVMA will be awarding up to five \$2,000 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.

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 one \$4,000 scholarship each year to a student enrolled in post secondary study at an Alberta government approved provincial, national, or international institution or program. \$1,000 is funded by AdvantageVM with the balance funded by the PVMA.

**Applications are accepted from
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Save The Date!

PVMA FALL WORKSHOP

October 23, 2025
Red Deer, Alberta

A PROACTIVE APPROACH TO WILDFIRE MITIGATION

- SUBMITTED BY ANDY LOW, RPF - SR. WILDLAND FIRE SPECIALIST

Wildfires have become an increasingly prominent threat in many parts of the world, with devastating impacts on communities, ecosystems, and economies. While fire suppression often takes center stage, wildfire mitigation remains the most cost-effective and impactful approach to reducing wildfire risk. Mitigation involves proactive steps to reduce the likelihood of wildfires igniting, with a focus on addressing human-caused fire sources and managing natural risks. For vegetation managers, wildfire mitigation is not just a professional responsibility but a vital component of community safety and ecological stewardship.

UNDERSTANDING THE IMPORTANCE OF WILDFIRE MITIGATION

Wildfire mitigation strategies are critical because they address the primary causes of fire ignition. Alberta's most recent five-year wildfire statistics show that 68% of fires are human-caused, 31% are sparked by lightning, and 1% remain under investigation (Forestry and Parks, 2024). Lightning-caused wildfires are a natural occurrence that play an important role in forest succession and landscape resiliency – but intense and wide-reaching lightning events can quickly overwhelm firefighting agencies during periods of high to extreme fire danger. Human-caused ignitions can add further strain to firefighting efforts, as their probability of occurrence is often less predictable. Additionally, the compounding effects of longer fire seasons and prolonged drought conditions have exacerbated fire behaviour, contributing to significant area burned and increasingly severe fire effects.

Proactively mitigating wildfires saves lives, reduces community destruction, and protects natural resources. For vegetation managers, implementing mitigation strategies ensures not only the safety of critical infrastructure but also the health and sustainability of the environments they oversee.

KEY STRATEGIES FOR WILDFIRE MITIGATION

Wildfire mitigation involves comprehensive actions aimed at reducing the risk of fire ignition and spread. From addressing human-caused ignitions to managing natural risks, effective strategies target the conditions that allow wildfires to ignite and propagate. The following are key approaches to mitigate fire risks and protect communities and ecosystems.

REDUCING IGNITION SOURCES

One of the most direct ways to mitigate wildfires is to reduce potential ignition sources. The following examples are strategies and approaches that can reduce the number of human-caused wildfires:

- **Utility Wildfire Mitigation Strategies:** Utilities adopt a range of wildfire mitigation strategies to reduce the risk

of ignitions. These include proactive measures such as disabling automatic reclosers or even de-energizing power lines during high fire risk conditions, often referred to as Public Safety Power Shutoffs (PSPS). In addition, utilities are increasingly investing in grid hardening efforts, which includes replacing wooden poles with fire-resistant materials, installing covered conductors, and burying power lines in high-risk areas. These strategies, while sometimes costly or disruptive, are essential to mitigating fire risks and protecting communities.

- **Open Burning Regulations and Bylaws:** Enforcing open burning regulations and local bylaws during periods of high fire danger significantly reduces accidental ignitions. These rules often govern activities such as debris burning, campfires, and agricultural burning, ensuring they are carried out safely or prohibited when conditions are too hazardous.
- **Equipment Use and Maintenance:** Promoting best practices for using machinery and equipment, particularly during dry, windy conditions, helps reduce the risk of sparks. Equally important is ensuring that vehicles and machinery are well-maintained to prevent hot exhaust systems or faulty equipment from igniting dry vegetation. Regular inspections, the use of spark arrestors, and proper equipment handling are essential for minimizing risks in high wildfire hazard zones.

VEGETATION MANAGEMENT

Vegetation management is at the core of wildfire mitigation for vegetation managers. Reducing available fuels and creating defensible spaces are critical components of minimizing wildfire spread. Strategies for vegetation management include the following:

- **Fuel Reduction Treatments:** Thinning overgrown vegetation, removing dead plants or debris, and maintaining healthy ecosystems reduce the fuel available for fires. Regular treatments, such as mowing grasses and clearing brush, contribute to reducing ignition potential.
- **Creating Fuel Breaks:** Strategically implementing fuel reduction treatments on the landscape can slow the spread of wildfires and provide firefighters with advantageous anchor points. Firebreaks are especially useful in areas where wildland meets human development, known as the Wildland-Urban Interface (WUI).
- **Managing Vertical Continuity:** Pruning low-hanging branches and shrubs to create separation between surface and aerial fuels prevents flames from climbing into tree canopies, which in turn contributes to increased ember cast and crown fire potential. By disrupting the vertical continuity of

fuels across suitably sized areas, vegetation managers can significantly reduce crown fire risk.

- Prescribed Burns: Conducting prescribed burns under appropriate conditions reduces excess vegetation and lowers the risk of uncontrolled wildfires. These burns can mimic natural fire cycles, promoting healthy ecosystems while mitigating risks of catastrophic fires.

These measures not only reduce the likelihood of wildfires but also create defensible spaces around critical infrastructure, homes, and communities. By managing vegetation effectively, vegetation managers can play a pivotal role in decreasing the intensity and spread of wildfires.

THE ROLE OF VEGETATION MANAGERS IN WILDFIRE MITIGATION

- Vegetation managers can play an important role in wildfire mitigation. Their expertise in managing fuels, assessing risks, and implementing mitigation strategies directly contributes to reducing the frequency and severity of wildfires. Key responsibilities include:
- Conducting fuel assessments to identify high-risk areas.
- Collaborating with utilities, fire agencies, and community organizations to align prevention efforts.
- Educating the public on responsible vegetation management practices.
- Adopting new technologies, such as GIS mapping and drone surveillance, to enhance monitoring and planning capabilities.

Vegetation managers can also advocate for policy changes and increased funding for wildfire mitigation programs, ensuring that these efforts receive the long-term support they need.

THE BENEFITS OF WILDFIRE MITIGATION

Mitigating wildfires is not only a responsibility but an opportunity to strengthen community resilience. Proactive measures ensure that communities, ecosystems, and resources are better protected from devastating fire events. By investing in mitigation strategies, we can reduce risks, enhance safety, and build resilience for our communities into the future. Some of the critical benefits of wildfire mitigation include:

- Protecting Lives and Property: By mitigating wildfires, communities are safeguarded from the devastating impacts of uncontrolled wildfires.
- Reducing Suppression Costs: Mitigating fire risks is more cost-effective than fighting them. For every wildfire disaster that is prevented, resources are conserved, and costs are minimized.
- Promoting Healthy Ecosystems: Mitigation efforts can help to restore balanced natural disturbance across fire regimes.
- Enhancing Community Resilience: Prepared communities recover more quickly and sustain less damage from fire events.

A CALL TO ACTION

Wildfire mitigation is a shared responsibility that requires commitment and collaboration among individuals, communities, vegetation managers, and policymakers. By prioritizing proactive measures, we can mitigate the growing threat of wildfires, protect vulnerable populations, and ensure the resilience of our natural and built environments.

Vegetation managers are at the forefront of this critical work. Your efforts to manage fuels, educate the public, and advocate for prevention policies are vital in creating fire-resilient landscapes and communities. Together, we can mitigate wildfires and safeguard the future for generations to come.

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AUTHOR BIOGRAPHY

Andy is a Registered Professional Forester and is a Senior Wildland Fire Specialist with Forsite Consultants Ltd. in Kamloops. Andy started on a contract fire crew during the 1998 fire season before spending three years on a Parks Canada rappel crew in the mountain National Parks. In 2003, Andy joined the BC Wildfire Service Rapattack program in Salmon Arm, before moving on to the Penticton Fire Zone and ultimately the Provincial Wildfire Coordination Centre in Kamloops. Andy has been a consultant since 2017. He is a BCIT forestry graduate and completed a bachelor of Natural Resource Science at Thompson Rivers University and has completed nationally recognized advanced wildland fire behavior and ignition specialist training.



INDUSTRY PROFILE: CHRIS JOHNSON



The prospect of getting to see various parts of the county and getting paid to do it was intriguing. Chris packed up and hit the road to start a new adventure that would take him to every corner of the country over the next 9 years. During that time, he realized there was room for advancement and an opportunity to carve out a career in the Industrial Vegetation Management Industry.

In 2009 Chris took a position with a company that had him overseeing Utility, Oilfield, and Railway herbicide application crews. 15 years later and a change of company shirts, Chris is currently Division Manager for all herbicide and mechanical programs for Davey Tree's railroad division, managing work for both class 1 railways in Canada.

Chris considers himself extremely fortunate to work with some extremely talented mentors in the IVM industry, and he credits their efforts in providing him with the opportunities he has been granted.

Chris actively promotes the IVM industry and the opportunities it can provide every chance he can. There is no greater satisfaction than seeing someone grow from being a summer student or new employee into a supervisor or manager, passing their knowledge on to the next generation of vegetation managers.

In February of 2024 Chris was elected to the PVMA Board of Directors and oversees the Seminar, Industrial and National Committees.

When not at work Chris can be found at the farm with his wife Cindy and 4-year-old son Luke, doing farm things and trying to convince Cindy to stop spending money on horses!

CHRIS JOHNSON GREW UP IN RURAL SASKATCHEWAN. FRESH OUT OF HIGH SCHOOL IN 1997 CHRIS BEGAN WORKING FOR AN ELECTRICIAN IN HIS HOMETOWN. HE WORKED WITH THAT ELECTRICIAN UNTIL THE SUMMER OF 2001 WHEN A CLOSE FRIEND OFFERED HIM A POSITION, WORKING ON A CREW DOING HERBICIDE APPLICATION FOR RAILWAYS IN CANADA.

An aerial photograph showing a two-lane asphalt road with a yellow double line and a black car driving away. To the right of the road is a railroad track with wooden ties and gravel. The entire scene is surrounded by dense green forest. A white diagonal line splits the image from the bottom left to the top right.

ACHIEVING A NEW MILESTONE IN THE VEGETATION MANAGEMENT INDUSTRY.

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HOW DIGITAL TOOLS AND AI-POWERED GEOSPATIAL ANALYTICS ARE SAVING RANCHES FROM INVASIVE VEGETATION SPECIES

- SUBMITTED BY SEAN DONEGAN, PRESIDENT AND CEO, SATELYTICS

Of the many challenges currently facing our country's ranchers, few are more serious than invasive grass species. Invasive species cost the global economy \$423 billion annually, a figure that is expected to rise significantly if the problem remains unchecked. Invasive grass species reduce biodiversity, degrade habitats, and—by outcompeting native vegetation—provide fuel for wildfires.

Maintaining healthy rangelands is paramount for the health of our economy and food supply, but for many landowners and ranchers, the task can feel overwhelming. What has become clear is that if landowners and ranchers want to address this problem effectively, they will need comprehensive insight into their land and may even need to use digital tools to more precisely locate invasive species.

The problem is that this insight is often hard to come by: the ranches in question are too vast and complex to manage through manual methods. For this reason, in recent years, ranchers have begun turning to outside-the-box technological solutions—with positive results.

INVASIVE GRASS SPECIES ARE THREATENING OUR LANDSCAPES

Before delving into solutions, it's worth expanding on the sheer scope of the problem.

Ranching, as a profession, depends on planning. Ranchers need to know how much feed to buy, what projects to prioritize in a given season, and what potential disruptions could impact grazing performance. In this arena, there is little margin for error: poor planning can mean millions of dollars in lost revenue.

Invasive grass species, of course, are the enemy of planning. Grasses like cheatgrass, medusahead, and ventenata have proliferated at an alarming rate across the country's ranches, causing devastating consequences.

The example of wildfire alone illustrates how serious this issue is. Invasive grasses make the surrounding environment much more susceptible to fire; when fires occur, these grasses increase

the intensity and prolong the duration of burn cycles. In a very tangible way, unchecked invasive grass species put lives and livelihoods at risk.

Ranchers know their land better than anyone. But over the years, they have had to operate with limited information about their ranches—a challenge that has worsened as invasive species have spread. Ranchers cannot properly allocate resources for herbicide treatment if they don't know exactly what is happening on their land. Nor can they prevent disasters when the causes are unclear. Manual methods can only take them so far, given the vast size of many ranches.

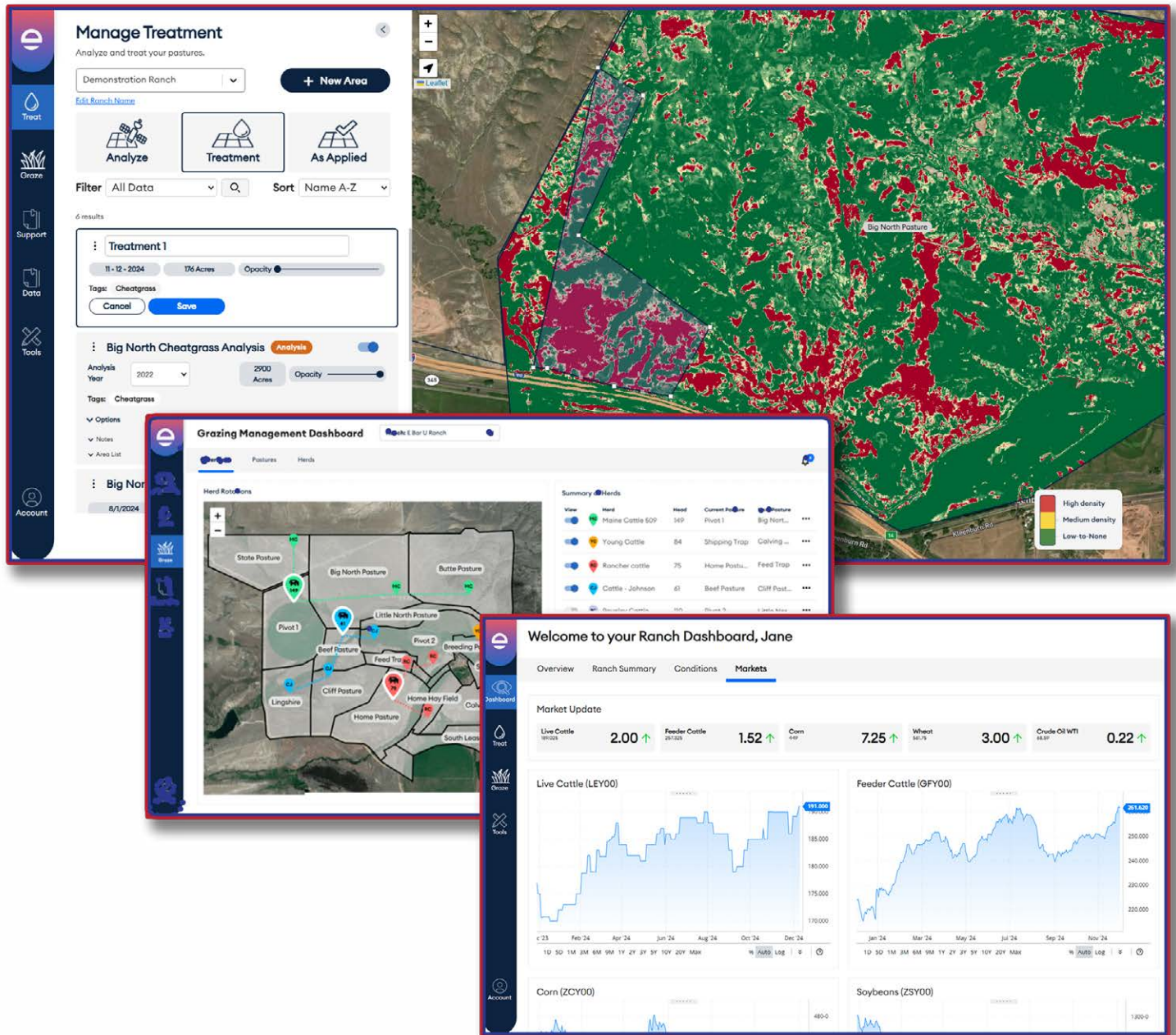
Historically, the ranching and farming industries have been underserved in terms of digital solutions. However, from Texas to Oklahoma to California and Oregon, ranchers are embracing new technologies to combat invasive grass species.

NEW SOLUTIONS FROM AI-POWERED GEOSPATIAL ANALYTICS

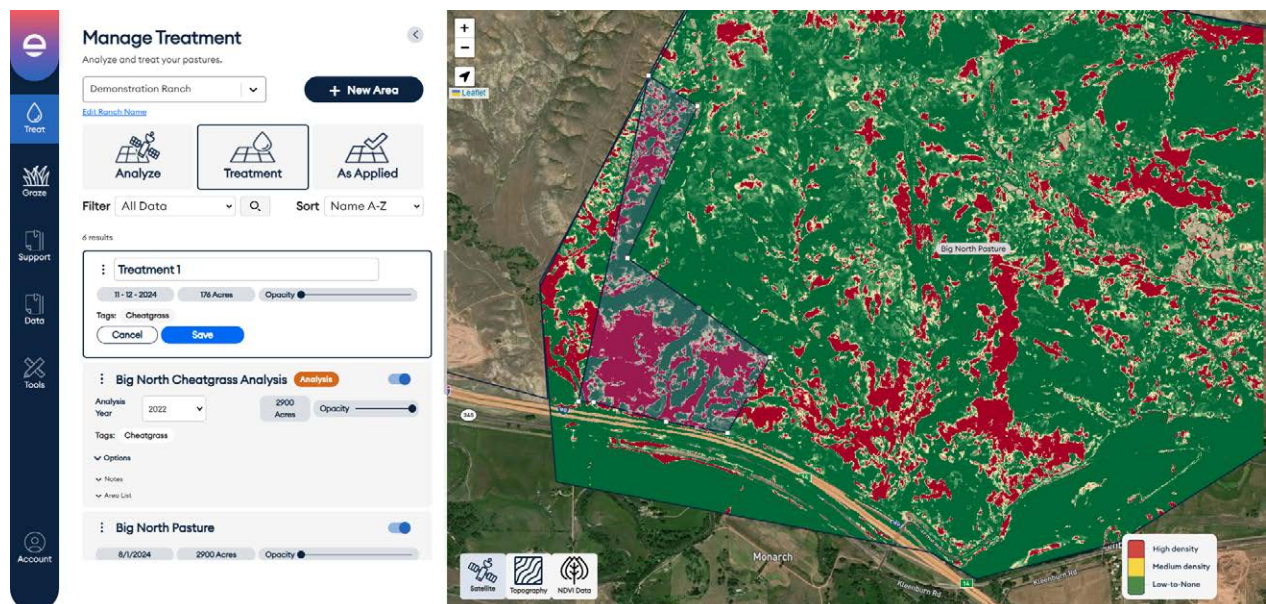
In recent years, a new solution has emerged: AI-powered geospatial analytics. This technology is transforming herbicide treatment both domestically and around the world.

High-resolution imagery—captured from satellites, UAVs (unmanned aerial vehicles), planes, and fixed cameras—provides a comprehensive view of an entire property. This data-rich imagery is then analyzed using machine learning and artificial intelligence (AI) to deliver precise, detailed insights to land managers and ranchers.

The benefits of this approach are clear in the partnership between Envu—the company behind the land management and decision-making tool, RangeView™—and Satelytics, a leader in automated, cloud-based geospatial analytics. The RangeView platform integrates critical geospatial data with Envu's extensive rangeland insights. Once an analysis is completed, ranchers are able to more precisely identify and target invasive species for herbicide treatment. By arming them with this information, RangeView empowers ranchers to prioritize and address the biggest problem areas faster than ever before.



RANGEVIEW DASHBOARDS HELP RANCLAND MANAGERS MAKE DECISIONS QUICKLY



RANGEVIEW GUIDES TREATMENT PROGRAMS EFFECTIVELY AND EFFICIENTLY

EMBRACING DIGITAL TOOLS AND GEOSPATIAL ANALYTICS OFFERS NUMEROUS BENEFITS

Ranchers aren't known for accepting mediocrity—they expect a lot, and they hold the technology they use to the same high standard. Their enthusiastic adoption of cloud-based geospatial analytics in recent years speaks volumes about the technology's quality.

Landowners and ranchers who have embraced digital tools alongside geospatial analytics have experienced significant cost savings. They're spraying smarter, as opposed to simply spraying more. The process is similar to effective irrigation: with invasive plants no longer competing for resources, the land can recover and restore itself. As a result, productivity has increased, and profitability has soared.

This isn't just important for ranchers—it matters to everyone who relies on their work—which is to say, all of us. A steady food supply, among many other essentials we often take for granted, depends on controlling invasive grass species. By using geospatial analytics, landowners and ranchers are ensuring the health of their ranches. With precise, actionable insights, they are conserving resources and restoring landscapes to their natural productivity.

It's an exciting chapter in the history of agriculture—and it's only just beginning.

ABOUT SEAN DONEGAN:

Sean Donegan is the President and CEO of Satelytics. He brings over thirty years of technology and software development experience to the company. A dynamic leader, Sean's career has been focused on building companies through creativity and innovation, recruiting highly effective teams to solve customers' toughest challenges. Sean founded or owned four successful software companies, most recently Sean Allen LLC which was focused on predictive analytics in the oil & gas marketplace.



With his energetic leadership style, Sean has always believed in building talented teams whose members are laser-focused on problem-solving, results, and financial objectives. These qualities were illustrated during his 15-year tenure as CEO of Westbrook Technologies, Inc. where he transformed a failing enterprise into a highly profitable document management software global leader with customers in 52 countries. Sean earned an undergraduate degree from the University of London and a postgraduate professional qualification from the Chartered Institute of Management Accountants. Sean lives in Hunting Valley, Ohio.

MAVLEEN DHILLON BEING RECOGNIZED AT
THE 2025 SPRING CONFERENCE AS THE 2024
KEITH SANFTLEBEN MEMORIAL SCHOLARSHIP
RECIPIENT. FROM LEFT TO RIGHT: JOANNE
IRELAND (PVMA), GEOFF THOMPSON
(ADVANTAGEVM), MAVLEEN DHILLON (2024
KEITH SANFTLEBEN MEMORIAL SCHOLARSHIP
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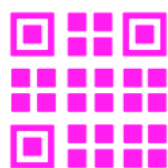
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THE DIGITAL FUTURE OF VEGETATION MANAGEMENT: ENHANCING OPERATIONS, VISIBILITY & REPORTING

- SUBMITTED BY KURTIS POETTKER, FOUNDER AND CTO OF ABADATA

The adoption of digital technology in vegetation management is transforming the industry, enhancing efficiency, reducing costs, and improving data-driven decision-making. Digitalization allows organizations to streamline administrative processes, eliminate manual errors, and optimize field operations by leveraging advanced data collection and analysis tools. As industries increasingly move away from traditional, paper-based systems, digital solutions are becoming essential in achieving operational efficiency, regulatory compliance, and cost reduction.

THE SHIFT TOWARD DIGITAL SOLUTIONS

Digital technology in vegetation management revolves around three core functions: automation, information processing, and transformation. By automating traditional workflows, organizations can replace manual reporting, reduce administrative workloads, and accelerate project execution. Digital solutions provide immediate access to critical data, enabling organizations to make informed decisions based on real-time field conditions.

The differentiation between digitization, digitalization, and digital transformation is essential. Digitization refers to converting analog data into digital formats, such as transforming paper records into digital files. Digitalization is the process of using digital technology to enhance operational workflows, making them more efficient. Digital transformation, on the other hand, represents a strategic shift that integrates digital solutions into the core framework of vegetation management operations. This transformation does not merely replace existing processes but instead redefines them to optimize efficiency, accuracy, and decision-making capabilities.

With the rapid advancements in mobile applications, cloud computing, and automation, companies that embrace digitalization are better positioned to streamline their workflows and respond dynamically to field conditions. These digital solutions enable real-time data collection, improve compliance reporting, and reduce inefficiencies that can result from outdated, manual processes.

CASE STUDIES IN DIGITAL IMPLEMENTATION

We can look to several organizations who have successfully

implemented digital technology in vegetation management, demonstrating measurable improvements in efficiency and accuracy. The following case studies illustrate key benefits and outcomes achieved through digital solutions.

ABADATA: A LEGACY OF DIGITAL TRANSFORMATION IN PIPELINE LOCATING

AbaData's origins trace back over 20 years when we started out as a line locating company, Abacus Datagraphics. At that time, field operations were highly dependent on paper-based processes, which resulted in inefficiencies, administrative burdens, and delays in reporting. Dispatching crews relied on physical job packages, often transported via courier services, creating significant logistical challenges. Additionally, data collection in the field was inconsistent, with reports submitted manually, leading to errors, miscommunication, and inefficiencies in billing and regulatory compliance.

Recognizing the urgent need for a more streamlined process, our team at Abacus Datagraphics (now AbaData) developed an internal digital solution to replace the outdated system. Initially launched in 2003 as an in-house tool, this digital platform dramatically improved operational efficiency, reducing administrative workload by 50% and enhancing data accuracy. The ability to digitally map pipelines and integrate real-time data access transformed the way crews navigated and executed their tasks, ultimately increasing productivity and reducing errors.

By 2007, it became evident that the success of our digital platform had applications beyond our own operations. As a result, we commercialized AbaData Maps, offering it to other organizations in the oil and gas sector seeking to digitize their field-based workflows. Today, AbaData has become a trusted solution for digital field operations, used by pipeline locators, vegetation management professionals, and oil and gas companies across Western Canada. Our experience in transforming our own operations over 20 years ago has provided us with unique insights into the challenges and opportunities of digitalization in field-based industries. This foundation continues to drive our commitment to developing cutting-edge solutions that enhance efficiency, accuracy, and compliance in vegetation management and related sectors.

DIGITIZING VEGETATION MANAGEMENT FOR A MAJOR OIL & GAS PRODUCER

A major oil and gas producer overseeing vegetation management across over 25,000 well sites faced significant administrative burdens due to fragmented data collection and inconsistent reporting. The company relied on multiple vendors, each using different data formats and submission processes. This resulted in data duplication, misallocated resources, and inefficiencies in tracking progress.

By integrating a centralized digital solution, the company reduced administrative workloads by 75% and achieved real-time reporting capabilities. The ability to access standardized vegetation management data improved regulatory compliance and streamlined vendor oversight. Field crews could submit digital reports instantly, eliminating the need for manual data entry and enhancing operational visibility. Automated dashboards provided management with instant insights into ongoing work, ensuring more proactive decision-making and improved operational control.

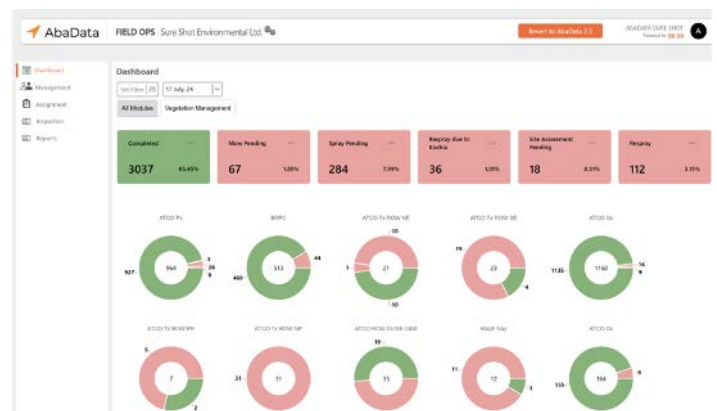
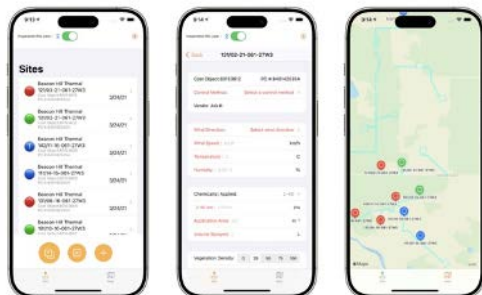
OPTIMIZING VEGETATION MANAGEMENT FOR SERVICE PROVIDERS: SURE SHOT CASE STUDY

Sure Shot sought to modernize their operations by implementing a digital solution which could reduce excessive travel times, improve inefficient job tracking, and accelerate slow invoicing

processes. The traditional workflow involved manually assigning job sites and recording service completion on paper, leading to delays in billing and inaccurate reporting. These inefficiencies resulted in wasted time and resources, limiting the company's ability to scale operations effectively.

Through digital transformation, Sure Shot implemented a purpose-built digital solution that reduced administrative work by 80%. Real-time site management enabled crews to efficiently plan their routes, reducing unnecessary travel and improving response times. Automated reporting streamlined invoicing, resulting in a nearly 8% reduction in cost per site. Now able to access real-time analytics, Sure Shot's management team identified inefficiencies and optimized service delivery, ensuring more effective resource allocation and operational transparency. Additionally, the ability to visualize field data using geospatial tools enhanced decision-making, allowing teams to prioritize high-risk areas and improve overall service efficiency.

The adoption of digital tools at Sure Shot not only streamlined internal operations but also enhanced the company's ability to provide high-quality vegetation management services to its clients. The company's success in leveraging digital transformation highlights the tangible benefits of integrating advanced data-driven solutions into field operations.



ADVANCEMENTS IN DIGITAL VEGETATION MANAGEMENT

The ongoing development of digital technology presents several new opportunities for vegetation management, including:

- **Automated Route Optimization** – AI-powered route planning enables efficient crew deployment, reducing fuel consumption and travel costs. This optimization ensures that crews reach sites more quickly and complete jobs in a logical sequence, minimizing downtime.
- **Real-Time Weather Monitoring** – Integration with weather prediction models allows organizations to adjust schedules based on forecasted conditions, enhancing operational planning. This capability ensures that spraying and maintenance activities align with favorable weather conditions, improving efficiency and compliance.
- **Digital Twins** – The creation of virtual vegetation models allows for simulation-based decision-making and predictive maintenance strategies. These digital replicas of physical environments enable operators to test different management strategies before implementation, reducing risks and costs.
- **Advanced Data Analytics** – Machine learning algorithms can analyze historical vegetation management data, enabling predictive insights and proactive resource allocation. These insights help organizations anticipate problem areas, allocate resources more efficiently, and improve service quality.

- **Mobile and Cloud-Based Applications** – The ability to access data remotely via mobile applications ensures that field teams can work seamlessly, even in remote or offline environments. Cloud integration allows for centralized data storage, providing a single source of truth for all stakeholders.

CONCLUSION

Digital technology is reshaping the vegetation management industry by enhancing operational efficiency, reducing administrative overhead, and improving accuracy in reporting and compliance. Organizations that adopt digital solutions can optimize resource allocation, accelerate data processing, and achieve long-term cost savings. As digital transformation continues to evolve, the integration of AI, automation, and predictive analytics will further enhance the effectiveness of vegetation management strategies.

The shift toward a data-driven approach ensures that organizations remain agile, efficient, and prepared for future industry demands. Companies that invest in digital technology today will be well-positioned to adapt to changing regulatory requirements, environmental considerations, and operational challenges in the years ahead. By leveraging advanced digital tools, vegetation management professionals can create more sustainable, responsive, and intelligent field operations that maximize productivity and efficiency.



KURTIS POETTKER IS THE FOUNDER AND CTO OF ABADATA. FOR THE PAST 25 YEARS, HE HAS LED THE DEVELOPMENT OF INNOVATIVE SOFTWARE SOLUTIONS SUCH AS ABADATA MAPS, NOW A CORNERSTONE OF WESTERN CANADA'S ENERGY AND UTILITIES SECTOR WITH OVER 20,000 ACTIVE USERS. HE SHARES EXTENSIVE TECHNICAL ABILITY, WITH A DEEP UNDERSTANDING OF THE NEEDS OF USERS IN THE FIELD.



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PVMA COMMITTEE REPORTS

- AWARDS/ELECTION COMMITTEE

The PVMA Awards Committee was able to award two \$500 Bursaries in February of this year. The recipients are featured in an article included in this magazine issue. Only dependants of PVMA members in good standing are eligible to apply. The application period for Bursaries is January 1-31st each year. Applicants are eligible to receive a bursary more than once.

Applications for a PVMA Scholarship or the Keith Sanftleben Memorial Scholarship will open September 1st with a deadline of November 30th. We have five \$2,000 scholarships and one \$4,000 Memorial Scholarship to award.

Visit the pvma.ca website for eligibility requirements and to download an application.

-Thane Beagle, Director in Charge

- EDITORIAL COMMITTEE

We trust you continue to find our magazine informative. This publication keeps our members and others in the Industry updated on the work that PVMA is doing, and on updates or changes taking place in our Industry. We appreciate our event speakers who provide follow up articles and others who contribute articles of interest to our readers. If you have an article to submit or a suggestion for future articles, please let us know by contacting the PVMA office or myself.

- Jamie Wiltzen, Director in Charge

- CASINO COMMITTEE

The Casino Committee met recently to review the recent changes AGLC made to The Charitable Gaming Policies Handbook (CGPH). The CGPH has been restructured to provide charities with greater flexibility and wider discretion in how their gaming proceeds are managed. This is good news for the PVMA. We have a plan for where to best spend the remaining funds from our last casino, as well as how we want to spend the projected funds from our next casino.

Our next Casino will be the first quarter of 2026 at the Starlight Casino in Edmonton. Exact dates are yet to be announced.

- Thane Beagle, Director in Charge

- MARKETING/PUBLIC RELATIONS

PVMA was excited to take part in Alberta Invasive Species Council's 12th Annual Conference and AGM at Olds College with a tradeshow booth. We saw much interest with both conference attendees and Olds College students, all of which were excited to learn more about our association, its members and what we offer. We attended the Sherwood Park & District Chamber of Commerce Job Fair at Millenium Place April 11th, which had a steady flow of people who were also checking out the Great Canadian Trade Fair and Renovation Hall all at the same venue. Although we wrapped up career fair season, we look forward to continue to promote our association and its members next fall. If you have any ideas or suggestions for where you would like to see PVMA next, please contact execdirector@pvma.ca.

- Joanne Ireland, Committee Chairperson

- GOV'T LIAISON COMMITTEE

New for 2025 the Alberta Government had completed and released an updated version for the Environmental Code of Practice for Pesticides. This Code of Practice is effective February 1, 2025 and provides details and requirements regarding the safe sales, handling, use and application of pesticides in Alberta to ensure environmental protection.

It is highly recommended that all applicators in Alberta review this updated code to provide current and updated information to yourself and those working under you.

The 2025 updated Environmental Code of Practice for Pesticides can be found at open.alberta.ca/publications/pesticide2

- Jamie Wiltzen, Director in Charge

- PROTOCOL COMMITTEE

Although it's a work in progress, PVMA was able to distribute the newly updated Directors Guidelines after our last Board of Directors meeting held at the River Cree February 27, 2025. We plan to now focus on updating our Bylaws, to better reflect the modernized operations of the Association. Look for updates in the near future on our progress!

- Joanne Ireland, Committee Chairperson

- SAFETY COMMITTEE

Having just recently taken on the role of Director in Charge of the Safety Committee I am looking at ways to connect with the Safety Managers of our member companies and exploring the possibility of a monthly Safety Bulletin.

- Jim Brown, Director in Charge

- INDUSTRIAL/NATIONAL COMMITTEE

With everyone in the IVM Industry busy ramping up for the season, there is nothing new to report from the committee at this time.

- Chris Johnson, Director in Charge

- SEMINAR COMMITTEE

What an incredible success our 2025 Spring Conference was. We broke records in both the number of conference attendees as well as the number of Tradeshow Exhibitors. A big thank you to everyone who supported the event, especially our Sponsors. We will have a full report in our October issue. Our committee is now in the early stages of planning our Fall Conference. Add that event to your Calendars, October 23rd in Red Deer. We will have more details to share over the next month or so.

- Chris Johnson/Jason McRobert, Directors in Charge

- MEMBERSHIP COMMITTEE

The membership committee will be meeting to look at the current membership structure and to explore ways we can provide additional value to our members.

- Jamie Wiltzen, Director in Charge

- UTW-UTT BOARD OF GOVERNORS

We received the following update from Shaun Fay with the Alberta Government Advanced Education:

Advanced Education (AE) would like to thank everyone from the Utility Arborist industry that participated in the industry engagements that were held between November 2024 and March 2025.

*Advanced Education is currently reviewing the final engagement report to recommend next steps, but are pleased to share some engagement highlights, including:
Held two (2) two-hour industry roundtables discussions, each with 5-6 industry participants.*

Conducted two 30-minute interviews with industry representatives, including an experienced arborist and an employer.

Held five (5) one-hour in-depth discussions, consisting of 1-6 industry participants each.

Initial review shows:

Industry support for an industry training program (ITP) with trade designation.

Interest from the larger arborist industry to participate in discussions pertaining to a standardized industry training program.

AE will reach out once we have completed the engagement review to discuss findings and next steps.

They are to provide us with another update as soon as they are done their engagement review and have some concrete next steps lined up.

- Bob Gordon, Director in Charge



UVMA SCHOLARSHIP PROGRAM
UTILITY VEGETATION MANAGEMENT ASSOCIATION

For those enrolled in Post Secondary Studies related to Utility Vegetation Management

www.uvma.ca

Deadline to apply: October 31

The image features a stack of gold coins and a red graduation cap, symbolizing scholarship and education.



PVMA
PROFESSIONAL VEGETATION MANAGEMENT ASSOCIATION

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

The image shows a large, leafy tree with sunlight filtering through the canopy, creating a bright, natural scene.

2025 PVMA BURSARY RECIPIENTS

- SUBMITTED BY VAL EICHELT, PVMA

One of the many benefits of being a PVMA member is the opportunity for their dependants to apply for a \$500 cash bursary towards post-Secondary studies. Applicants are eligible to receive a bursary if they are a dependant of an active PVMA member, are enrolled in post-secondary studies at a Canadian institution, have completed at least one semester, and are in

good standing with that institution. They can be registered in any program to be eligible and they can be awarded a Bursary more than once.

THE APPLICATION PERIOD FOR A BURSARY IS BETWEEN JANUARY 1ST & JANUARY 30TH OF EACH YEAR.



Sidney Anderson

Sidney is completing his 6th year of study at the University of Lethbridge in a Bachelor of Science Archaeology/Geography program. He continues to be involved in the Archaeology Club. Sidney's dad is PVMA member Codie Anderson.



Holly Arychuk

Holly is in year 3 of a Bachelor of Science in Agriculture and Bioresources program, studying at the University of Saskatchewan in Saskatoon. Holly is a member of the University of Saskatchewan's Environment and Bioresources Student Association, as well as a piper in the Saskatoon City of Policy Pipe Band. Holly's mom is PVMA member Cathie Erichsen-Arychuk.

The purpose of the bursary program is to recognize the scholastic achievement of dependents of members and to encourage them to enter an approved university or college course of study leading to a degree or diploma beyond the secondary school level.

For more information or to view the criteria or application form visit:

https://www.pvma.ca/awards_scholarships_and_bursaries

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THE VEGETATION MANAGER *magazine*

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AD SIZE SPECS:	SINGLE ISSUE RATE (MEMBER)	ANNUAL RATE (MEMBER) * THREE Issues - One printed, Two digital (printable)
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QUARTER PAGE ADVERTISEMENT	\$400	\$840
BUSINESS CARD ADVERTISEMENT	\$100	\$210

* PLUS GST

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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)



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