



Canadian Nursery Landscape Association
Association Canadienne des Pépiniéristes et des Paysagistes



a Landscape Canada Webinar

INVESTING IN YOUR LANDSCAPE COMPANY FOR A SUCCESSFUL FUTURE

with Jeffrey Scott, MBA & Industry Guests

**Tue Nov 24 - 11^{AM} PST
& Wed Dec 2 - 11^{AM} PST**

FREE to ALL CNLA/Provincial Association Members

Jeffrey Scott and 3 Successful Canadian Green Industry entrepreneurs will explore the 7 critical drivers to developing a Destination Company® environment that attracts, retains and develops great employees. This webinar series is FREE to all CNLA and Provincial Association members. The panel of industry experts lead by Jeffery Scott will take you through proven to grow your company strategies to have a good employee culture and be a leader in what you do.

When: Tuesday, November 24 at 11^{am} PST
& Wednesday December 2 at 11^{am} PST

Time Zones: 11:00 BC, 12:00 AB, 12:00 SK, 1:00 MB, 2:00 ON, 3:00 NS, NB, PEI, 3:30 NFLD

Who: Jeffery Scott, Industry Entrepreneurs & CNLA
Cost: FREE to ALL CNLA/Provincial Association Members

Register for *each* event on the ZOOM platform, each webinar wil have Jeffrey and 2 industry guests:

Nov 24 : https://zoom.us/webinar/register/WN_ry46xgmzRJy7_4hy0HmQ2Q

Dec 2 : https://zoom.us/webinar/register/WN_vBzuhfJPQeiwYtuG8fSNRQ



Host Speaker & Industry Guests

Your Host



Jeffrey Scott, MBA, Jeffrey Scott Consulting

Jeffrey Scott, MBA, is the leading authority on growth and profit maximization in the landscape industry. He grew his landscape company into a successful \$15 million multi-discipline enterprise, and he's now devoted to helping others achieve profound success.

His clients on average see a 20 to 200% profit improvement in their first year alone. He has consulted with over three hundred landscape companies and facilitates the largest global peer group of landscape business owners in the world.

Jeffrey is the founder of the Destination Company® culture program, which has been adopted by hundreds of landscape firms across the continent, allowing companies to attract and

retain the best employees and build their competitive advantage.

He has worked with national brands such as Caterpillar, Case equipment, Spring Green, Greenius and LMN software.

Jeffrey counts many Canadian firms among his coaching and consulting clients, including Gelderman, Wright Landscape Services, Whispering Pines Landscape etc.

November 24th - Industry Guests



Mark Hutten, CEO and Co-Owner, Hutten & Company, Owen Sound, Ontario

Established in 2000, with 30 employees and sales of \$ 5M. Hutten is a full-service Landscape Design/Build/Maintenance family business also offering snow and ice management as well as installing and servicing docks.

Mark grew up working in the family business since day one. He is super passionate about living in recreational Owen Sound. Mark's horticulture education is from Humber College, and not only keen about horticulture also on growing his business. Mark is passionate about his career, his team, he encourages training,

and growth. His award-winning team took home ten awards across multiple categories at the Landscape Ontario Awards of Excellence in 2018.



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***Chris Griffin, President & Co-owner
Alternative Landscaping Ltd and Alternative
Choice Garden Centre – Brandon, Manitoba***

Chris, Owner and Operator of Alternative Landscaping Ltd, started his business in 1998 with 95 employees and sales of +10 Million. His philosophy is to provide superior workmanship by people who care.

They are a big company in a medium-sized town, offering truly full-service landscaping including design build, excavation, full year around maintenance services, vertically integrated with a retail/wholesale garden center. Alternative Landscaping was recently awarded the CNLA National Award of Excellence in the Residential Maintenance category.



December 2nd – Industry Guests



***Doug Taylor,
Owner & Division Manager
Frontiers Design Build, Georgetown, ON***

Established 2008, with 12 employees and sales of \$ 3M. Frontiers is an award-winning building renovations and landscaping company where a strong team work ethic has been integral to the company's rapid and continued growth.

A proud University of Guelph grad, and professional landscape architect, Doug is the direct point of contact for clients looking to transform their outdoor spaces. His financial savvy paired with his 'farm boy' work ethic has been integral to Frontiers' rapid and continued success.



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**David Lammers,
President & Founder
Garden Grove Grounds Commercial & Snow
Management Waterdown, ON**



David has developed a talented, enthusiastic and dedicated team, his business partner is his brother Paul (co-owner) are now heading into their 31st year with a proven track record of excellence that continues to grow as a result of focused team building, solid systems and processes, and customer service commitment.

With an unwavering passion for business and his desire to see others succeed within his organization, David and Paul's company has a reputation for providing award-winning, value-driven results.

David is proud to be Canada's 1st ISO9001/SN9001 Certified snow company and is excited to share what he has learned in his 30 years of business experience.

- Snow Magazine's Leadership Award in 2016 .
- SIMA Excellence in Business Award 2017.
- CNLA National Award -Landscape Excellence in Commercial Construction 2017.

**We look forward to seeing you all at these events.
For any questions or comments please contact:**



Anne Kadwell, NPD, CLHT

Landscape & Retail Sector Specialist

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