

landscape nova scotia



Green for Life!

2021
MEMBERSHIP
GUIDE

landscapenovascotia.ca

OUR SPONSORS



OUR MISSION



Landscape Nova Scotia's mission is to promote high standards in product quality, professional service and conduct in the landscape and horticulture industry.

We have been a voice for the landscape and horticultural industry for more than 40 years in Nova Scotia and are committed to providing consumers with options to make informed decisions.

We are champions for excellence in landscape and horticulture!

Nova Scotia's unique landscape is one of the most powerful factors in attracting both visitors and new residents to our province. Landscape Nova Scotia has a simple goal - to help Nova Scotians keep the landscape around them beautiful, functional, and sustainable. nature provides some stunning raw materials - technology has created others.

We help people integrate the two creatively. Diverse, sustainable landscapes; urban forest; community green space - all are integral to a healthy and thriving community. Landscape Nova Scotia works to encourage, protect, and promote "the green, the blue and the view!"



CODE OF CONDUCT



Members of Landscape Nova Scotia are expected to observe the Code of Conduct in spirit as well as letter.

The Code of Conduct outlines the most important standards of ethical and professional conduct by which Members are expected to abide by.

Membership status is decided and continued based on the Code of Conduct and Code of Ethics.

Members shall act fairly, honestly and in a manner that they would be prepared to defend publicly in all aspects of the practice of their trade.

Members shall endeavour to serve clients with integrity, knowledge, and creative ability. They shall provide only the highest level of professional services to clients, employers, and others in the landscape horticultural/nursery industry (hereafter "the Industry").

Members have a responsibility to provide constructive criticism to the Board of Directors, in writing, when necessary to ensure the continued quality of goods and services.

Members shall not make false or malicious statements that may injure the professional reputation of another Member.

Members shall work to maintain confidence and trust in the profession of horticulture and landscape trade. Members advertising shall neither be false or in any way misleading. Members have an obligation to render goods and services in an efficient and cost-effective manner to protect the client's interest while maintaining acceptable standards.

Members have an ongoing responsibility to improve their own professional knowledge and skills and keep up with new developments in their industry. Members shall encourage continuing education and research within the horticultural and landscape Industry.

Members shall endeavour to attract to the profession, individuals with a high degree of honesty, courtesy, integrity, and competence.

Members have a responsibility to pay their suppliers.

CODE OF CONDUCT



Members shall perform work or supply goods according to accepted industry standards and any Landscape Nova Scotia specifications approved from time to time by the Board of Directors.

Members shall continually strive toward the betterment of the environment through their dedication to the profession of horticulture and landscape trades.

Members shall endeavour to be involved in Landscape Nova Scotia and contribute positively towards the advancement of Landscape Nova Scotia.

Members shall positively promote Landscape Nova Scotia to encourage the strengthening of Landscape Nova Scotia and that of its members, in the marketplace.

CODE OF ETHICS



To work continually toward the betterment of our environment through our dedication to the profession of horticulture.

To be honest, just, and helpful to all who are our customers.

To comply with the Landscape Nova Scotia's Specification and the Landscape Canada Nursery Stock Specifications.

To avoid any practice, which might bring discredit to our industry.

To progress in all ways possible in our qualifications and interchanging of information and experience.

To observe the by-laws of the Association and to give of ourselves, for the advancement of its objectives.

To uphold the principle of appropriate and adequate compensation for the services we render.

WHAT WE DO

The voice of Nova Scotia's Landscape & Horticultural Industry.

- We maintain a strong relationship with other industry stakeholders, including local and provincial government departments.
- We endorse, promote, and deliver industry certification, training, and educational opportunities.
- We promote sustainable landscaping and environmental stewardship.
- We promote the creation of safe and beautiful neighborhoods, using environmentally sensitive construction and horticulture practices.



MESSAGE FROM THE PRESIDENT



The dedicated group of volunteers that make up the Landscape Nova Scotia Board of Directors continue to work diligently to make the landscape industry thrive throughout these uncertain times.

Networking, training, and education are always at the forefront for our members. We continue to strive to raise the bar of professionalism within the landscape industry.

We look forward to building a relationship with you and your team as the Landscape Nova Scotia membership continues to grow and develop. Your membership will help build your business, save you money and get you noticed.

It has been a great opportunity for me personally and professionally to participate as a board member and now have the honor to serve as President. I look forward to working with you.

Respectfully,

Chris Janes
PRESIDENT, LANDSCAPE NOVA SCOTIA

A handwritten signature in blue ink, appearing to read 'Chris Janes', written in a cursive style.

AWARDS OF EXCELLENCE

Landscape Nova Scotia members are recognised annually showcasing the highest level of professionalism in the landscape sector. All entries are judged by a panel of industry experts, with company names and locations redacted from each submission.

- **Commercial Installation over \$100k**
- **Commercial Installation under \$100k**
- **Commercial Maintenance**
- **Residential Installation over \$75k**
- **Residential Installation \$25-\$75k**
- **Residential Installation under \$25k**
- **Residential Maintenance**
- **Environmental Stewardship**
- **Special Feature – Natural Stone, Landscape Lighting, Water Feature, and/or Wood Construction**

There are often Special Recognition Awards that can include: Community Leadership Award, College Horticultural Educator of the Year Award, Environmental Award, Honorary Life Award, Rookie Company of the Year, Volunteer of the Year.

Most provincial award recipients are submitted to the Canadian Landscape Nursery Association, to be judged for the national awards program.



CANADIAN NURSERY LANDSCAPE ASSOCIATION



Canadian Nursery Landscape Association
Association Canadienne des Pépiniéristes et des Paysagistes

The purpose of CNLA is to foster relationships and alliances, provide member certification and help its members function more effectively.

HISTORY

The Association dates to 1922 with the formation of the Eastern Canada Nurserymen's Association, with members mainly from Quebec and Ontario. Gradual expansion of the nursery industry over the years resulted in the formation of seven regional associations by 1964.

Each regional association was represented on the Board of Directors of the Canadian Nursery Trades Association (CNTA). CNTA was registered in 1968.

In 1972, the CNTA office was established in Ottawa. In 1973, it adopted the name Landscape/Paysage Canada for its brevity and easy bilingual connotation, more adequately representing the scope of the industry. Then in 1978, CNTA was relocated to the Landscape Ontario office in Mississauga, Ontario.

In 1998, CNTA officially changed its name to the Canadian Nursery Landscape Association (CNLA), to more accurately reflect the nature of its members. CNLA has an official constitution and is incorporated under the laws of The Canadian Corporations Act.

MISSION

CNLA, with the Provincial Associations, will develop programs, undertake initiatives, and form alliances to achieve sustainable prosperity for members and stakeholders.

MEMBER BENEFITS & SAVINGS



BENEFITS

Landscape Nova Scotia membership is an avenue for peer-to-peer networking, professional development seminars and social engagements.

Our calendar includes:

- Educational Sessions / Workshops
- Awards of Landscape Excellence
- Annual General Meeting
- Member Social / Networking Events
- HortEast Trade Show & Conference

EXCLUSIVE MEMBER SAVINGS PROGRAMS

Landscape Nova Scotia membership entitles you to take advantage of programs offering discounts on a wide range of business products and services. These benefits are administered by the Canadian Nursery Landscape Association (CNLA).

For more information, including a detailed listing visit cnla.ca/learn/member-savings

CERTIFICATION



The Canadian Nursery Landscape Association (CNLA) and the National Association of Landscape Professionals (NALP) aligned their certification programs under one brand – Landscape Industry Certified. This brand name speaks clearly to consumers, is supported, and used internationally. It also shows credibility and commitment to best practices, leaving a lasting impression.



The Landscape Horticulture Certification Program ensures that professionals from across Canada comply with current standards and industry best practices. Certification is available for Technicians, Landscape Designers, and Managers.



Certified Landscape Horticulturist Technician

Designed for employees in the horticulture industry who are involved in the technical application of skill and knowledge.



Certified Landscape Horticulturist Manager

Designed for owners and managers of horticulture companies. By focusing on core business skills required to run a successful operation. Candidates earn their designation by successfully completing a series of seven written evaluations.



Certified Landscape Designer

Designed for landscape designers, with a focus on residential design/build. This certification is earned through a two-part process, first a written evaluation followed by a portfolio review by industry professionals.



Accredited Landscape Horticulture Company

The “Seal of Approval” is awarded to successful applicants who: meet the criteria, agree to the Pledge of Excellence, and submit to a Customer Reference Verification. Maintenance of the Seal requires reaccreditation every three years to retain the accredited company status.

For more information, visit cnlagetcertified.ca or contact certification@cnla-acpp.ca

CERTIFICATION



RED SEAL PROGRAM

The Red Seal program was established to provide greater mobility across Canada for skilled workers. Successful completion of the program is represented by the Red Seal Endorsement, which is a recognized standard across Canada and protected in the Nova Scotia Apprenticeship and Trades Qualifications Act for exclusive use by completed apprentices and skilled tradespersons who have passed the Red Seal exam.

Nationally recognized, the Red Seal Endorsement (RSE) enables tradespersons to work anywhere in Canada without further training or examination. As well, employers look to the RSE as an indication of skills and competency. "RSE" can be used on business cards and signatures.

We can therefore confirm that the "Red Seal" is an endorsement (a complement to existing certification) that individuals receive on their provincial/territorial trade certificates.

For more information visit red-seal.ca



CERTIFICATION NOVA SCOTIA APPRENTICESHIP AGENCY

NOVA SCOTIA APPRENTICESHIP PROGRAM

If you are an employer that relies on skilled workers, apprenticeship is one of the best investments you can make. Not only is it a proven way to develop the right talent for your workplace, but it also contributes to the success of your business. There are lots of benefits that come with hiring an apprentice.

Meet your unique skills needs.

As apprentices work and learn on the job, they not only develop their skill, but they also get to know your business. They become highly specialized in your processes, equipment, and customers. Many employers find that those who started as apprentices end up being their future leaders.

Improve productivity and performance.

For every \$1 invested in training an apprentice, employers across the country report an average return of \$1.47. As apprentices develop and become journeypersons in the companies they train with, they are almost 30% more productive and have better health and safety records.

Develop a more tech-savvy workforce.

Through technical and classroom instruction, apprentices learn the latest innovations. They are comfortable with technology and bring added expertise to your team. Your training, combined with new skills that apprentices bring to the table, can propel your business forward.

Bring new energy and diversity to your workplace.

Today's apprentices come from all walks of life - from young people who are choosing apprenticeship as their post-secondary path to experienced workers making a career change. There are more women entering the skilled trades, as well as people from many cultures. They are smart, motivated and bring fresh energy to your workplace.

Take advantage of programs and incentives.

The benefits that come with apprenticeship make it a smart investment for any business – small, medium, or large. It makes even more sense when you consider the support available to employers.

For more information visit nsapprenticeship.ca or apprenticeship@novascotia.ca

CANADIAN LANDSCAPE STANDARD

It is our goal to have the Canadian Landscape Standard (CLS) on the desk of every landscape professional in Nova Scotia. If you design, build, manage or maintain the landscape, the CLS is a must have resource for your business.

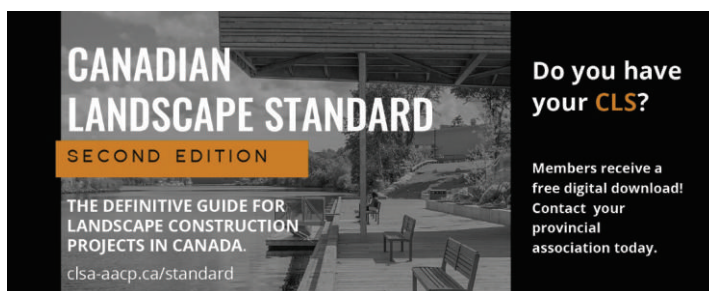
Why?...

- Because as a part of our landscape horticulture industry value chain, you are in the position to influence landscape performance results with your clients, customers, allied professions, and local government.
- Because the CLS references our industry professional credentials including our Landscape Architects, CLDs, CLHTs and LHTs
- Because the CLS is referenced in our Municipal Specifications and National Master Specifications.

All members of CNLA's provincial associations and members of the CSLA receive a free digital subscription as a member benefit – including students!

It is the landscape horticulture industry's time, as we provide key products and services in a world dealing with the real affects of climate change. Get your copy!

For more information visit clsa-aacp.ca



MAKE A DIFFERENCE GET INVOLVED



Volunteering can be a rewarding experience. Be part of a team of committed volunteers who are passionate about the industry.

- **Become a board member.**
- **Join a special committee.**
- **Help plan an event.**

People choose to volunteer for a variety of reasons. For some it offers the chance to give something back to the community or make a difference to the people around them. For others it provides an opportunity to develop new skills or build on existing experience and knowledge.

Contact info@landscapenovascotia.ca to get involved!



SPONSORSHIP OPPORTUNITIES



Landscape Nova Scotia is happy to offer various forms of corporate engagement opportunities through sponsored events. We also promote sponsorship through recognition on print materials, social media, association website, membership emails, etc.

Our corporate sponsorship levels are outlined below.

BENEFITS	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,500	BRONZE SPONSOR \$1000	EVENT SPONSOR \$500
20 X 10 BOOTH AT INDUSTRY TRADESHOW	●				
LOGO ON ALL PRINT & DIGITAL MATERIALS	●				EVENT ONLY
HEADLINE SPONSOR OF AWARDS OF EXCELLENCE	●				
PRESENT AT AWARDS OF EXCELLENCE	●	●			
DISPLAY POP-UP BANNER AT EVENTS	2	1			EVENT ONLY
PASSES TO ALL EVENTS	3	2	1		
LOGO IN MONTHLY E-NEWSLETTERS	●	●	●	●	
LOGO ON WEBSITE	●	●	●	●	
LOGO ON MEMBERSHIP PACKAGE	●	●	●		
LOGO ON EVENT EMAILS	AWARDS OF EXCELLENCE				EVENT ONLY

AS THE COVID-19 PANDEMIC EVOLVES, LANDSCAPE NOVA SCOTIA IS QUICKLY ADAPTING. SOME OF OUR TRADITIONAL IN-PERSON EVENTS WILL BE MOVED ONLINE AND MAY INCLUDE WEBINARS AND VIRTUAL TRADE-SHOWS, THAT WILL OFFER A WIDER AUDIENCE FOR SPONSORS.

CONNECT WITH US

On behalf of Landscape Nova Scotia, we would like to thank-you for becoming a member. Our association would not exist without its members.

We rely on members to be engaged, attend events, volunteer, and offer feedback consistently. Most importantly, we rely on your involvement to help shape the landscape industry, of which we are all a part!

If you have any questions or would like to get involved, please contact us any time.

We look forward to working with you and your business.

Sincerely,

JAN LONER
EXECUTIVE DIRECTOR
JAN@LANDSCAPENOVASCOTIA.CA



LANDSCAPE NOVA SCOTIA'S MISSION IS TO PROMOTE HIGH STANDARDS IN PRODUCT QUALITY, PROFESSIONAL SERVICE AND CONDUCT IN THE HORTICULTURAL TRADES INDUSTRY; AND TO ENCOURAGE THE USE OF ASSOCIATION MEMBERS BY THE PUBLIC.

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