

The Vegetation Manager

Serving the vegetation management industry

SPRING 2014

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Spring Edition

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Featured Article

8 Powerful Apps for iPhone, iPad, and Android

By: Alex Colgan – IVMAA Freelance Writer

 @alexcolgan

The old days of cramming old maps and reference books into your glove compartment are over. Over the last few years, the spread of wireless high-speed coverage and cheap data plans have put powerful tools into the hands of vegetation managers. GPS, measuring tools, flashlights, extensive guides on weeds and other pests – all in the palm of your hand. Here are eight apps that you can use to make your life easier.

Geography and Maps



Google Maps

From street level to the entire world, with Google Maps everyone has a GPS and map in their pocket. One of the best features of Google Maps is satellite mode – activate it to discover access roads and geographical features that often don't appear on regular maps.

Available for Android/iOS

Rocanda LandTracker LSD Finder



There are several apps that make it easy for you to get to the scene of the action without using special maps. LandTracker LSD Finder is one of them. Enter your legal subdivision (LSD) or National Topographic System (NTS) coordinates, and the app will generate a GPS coordinate. Send the coordinate to Google Maps, and you're ready to go.

Available for Android/iOS

Prairie Locator Mobile



With this app, you can convert any Alberta, Saskatchewan, or Manitoba legal land description into GPS coordinates for free. The professional version includes other cool features – including quarter sections and LSDs into GPS coordinates and plotting them onto a map. Can't get the iOS app? Go to prairielocator.com in your mobile browser for an easy converter.

Available for iOS

Measure Map



Forgot your GPS? Use Measure Map to measure the area that you've sprayed. It features a powerful set of tools that lets you quickly and precisely measure distances, perimeters, and areas. For a similar Android app, check out AndMeasure, which includes a wide variety of measure distances and can calculate the area between points on a map.

Available for iOS

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Featured Article Continued...

Utilities

Flashlight



In an emergency, a flashlight can be your best friend. Harness the power of your phone's built-in camera flash so you always have a light in your pocket. If your phone has iOS 7, you'll discover a flashlight app in your Control Center (swipe up from the bottom). If you're running an earlier version of iOS, you can access a wide variety of flashlight apps, including Light - LED Flashlight. For Android devices, there are dozens of free flashlight apps for you to download, with Torch - Tiny Flashlight® being the most popular.

Available for Android/iOS

Yelp



One of the best things about vegetation management is that it can take you far and wide. But when you're on the road, it can be hard to find the best places to eat or fill your tank. Yelp is a free app that takes away the guesswork with the power of crowd reviews. Find local restaurants, gas stations, and the best coffee in town – hassle-free.

Available for Android/iOS



Weed Identification

Until someone creates an app especially for Canadian prairie weeds, identifying weeds in the field with your phone will take a combination of apps. No single app is perfect, but here are two solid resources to help you identify pests in the field.



Noxious Weeds of South Dakota



One of the best weed identifying apps you'll find anywhere, this app from South Dakota State University is simple and easy to use. It includes thistle reference photos and easy noxious weed identification. Best of all, it's free.

Available for Android/iOS

HerbiGuide

Dive into extensive information on a wide variety of weeds, pests, and plant diseases. HerbiGuide includes information on over 180 crops, 500 weeds, and 40 insects, and can identify weeds using image recognition. While it's available for a free trial, you'll need to pay to unlock the full functionality.

Available for Android



Holding on the right way

Would you operate a gas powered hand tool without holding on to the handles?

Most motorized equipment comes with handles for the operator, and it is important to keep a hold of those handles when operating any machine, like a car, motorbike or chainsaw. A wise person once told me that chainsaws are designed so your right hand has a job and your left hand has a job.

A chainsaw has two handles and they are designed to be held onto at all times. In fact your right hand has a specific and important job and your left hand has a specific job also. Your right hand holds onto the rear handle and operates the gas pedal or throttle interlock and trigger, your left hand holds on to the steering wheel or the top handle of the saw. The saw is designed so that the bar or blade is on the right side of the saw and in this way it keeps the blade away from your body. This is why it is less safe to hold the saw in a left handed manner, as doing this puts the blade much closer to your body and significantly increases the risk of personal injury from a cut. To hold a chainsaw correctly your left hand holds on to the top handle and right hand on the rear. Imagine trying to operate your gas pedal with your left foot and the brake with your right....if attempted it would surely lead to an accident.

Always keep a firm grip of your chainsaw with your fingers fully encircling the handles. So often I see operators slide their left thumb up along the top handle. Studies have shown that griping in this way provides 50% less grip than with the thumb encircling. I think it is important to keep a good grip on a chainsaw, don't you? If your hands are not on the handles with a good grip and your thumbs fully encircling the handle, your hand could slip off very easily and it is a human reaction that when the saw drops or slips that you will reach quickly to grab it and if this happens while you are cutting a serious accident could result.

A chainsaw chain spins around the bar at several thousands of feet per minute and each cutter is capable of cutting and chiseling whatever is in their path. The reaction forces and inertia generated from this rotation are great and as such the saw needs to be held with a firm grasp.

Chainsaws have many design features - most of which are there to help protect you the operator and improve your safety. The modern chainsaw have the top handle angled to reduce wrist fatigue more recent innovations include making the handles thicker and contoured to fill your hand better, all of this in the name of ergonomics. However the common design feature since the beginning was to keep the saw blade away from your body by placing the bar on the far right side of the saw and by holding onto the top handle with your left hand and onto the rear handle with your right hand this puts you in the safest position possible when operating one of the most powerful gas-powered hand saws ever made. Remember that a chainsaw bar or blade has no protective barriers or guards, only a chain-brake which also must be used wisely as I explained in the previous issue of 'Stihl Pro-Line News'.

I want to encourage you to hold onto your chainsaws firmly at all times by remembering to do these things:

- Use two hands at all times, remember your right hand has a job and your left hand has a job.
- Keep your left hand on the top handle and your right hand on the rear
- Always fully encircle your thumbs to give yourself a good grip.

One thing I can guarantee, and that is that it is impossible to cut your hands when they are holding on to the saw handles the right way!

Dwayne Neustater
Arboriculture Canada Training and Education.



Why does the IVMAA need to change? The name and the brand?

Organizations and companies change their branding for many reasons. The primary purpose is to signal to the members, public and stakeholders that the organization has or is undergoing significant change and/or direction.

The IVMAA started in its earliest form in 1974 as a committee to provide input to a government request for justifying why the industrial use of herbicides should be continued. A brief was provided from stakeholder committee members to the provincial government showing the environmental and economic benefit to industrial and commercial use of herbicides, the committee was then in the process of being abandoned as the work appeared to be done.

Two of the committee members realized that the work was not done, and in fact there would be a continued need for industry stakeholders to have a forum to meet and collectively improve the practices and use of herbicides. In 1978 the IVMAA became a registered organization in Alberta. Over time the IVMAA changed its logo and modified its mission a bit. As we know now, it also includes the certification of the Utility Tree Workers and Trimmers (UTW-UTT) here in Alberta. This mechanical aspect of the industry added another dimension to the IVMAA mandate.

Change and the future

Many say if you are not growing you are getting behind? While this may or may not be true, the fact remains that the IVMAA has the potential to represent a much larger number of industry stakeholders than we currently do. Members and non-members benefit from the hard work of IVMAA members. Therefore, it would be advantageous to have the hundreds of non-members engaged in embracing professionalism within the industry and participate in debates and discussions that affect us all.

The IVMAA is at cross-roads. There is a need and an opportunity to lead the industry in not only operational excellence in the use of herbicides, but also the training and certification of UTW-UTT individuals. IVMAA can influence and lead the 'red seal' efforts that may involve the tree workers in the near future. The IVMAA is well positioned to work collaboratively with other related industry organizations in new partnerships in both chemical and mechanical vegetation management.

Our bylaws do not accurately reflect our current mission and operations. There is a need to consolidate new initiatives, solidify our strategic plan, clarify our mission and vision and modify our bylaws to reflect the reality of our current practices.

continued on next page...



Why does the IVMAA need to change? The name and the brand?

Article Continued...

2014 and future change

1. UTW-UTT new contractual relationship with Olds College
2. UTW-UTT - complete review and upgrading of the courses and delivery mechanism
3. Financial - Bookkeeping into Admin team
4. Upgrading Good Standards and Practices
5. Casino - the first ever
6. Spring Training Camp - theme new
7. Strategic Plan development and implementation (living document)
8. Active out-reach to public (research or demonstration plots? - Casino \$)
9. Integration of the registries program into membership benefits
10. Website usage growing (more influence)
11. Website - Vegetation Manager - growth and potential
12. Outreach to like organizations
13. Appeal to non-members for their support and participation
14. Structural change to recognize the distinct special interest groups

The IVMAA is not seeking to do a superficial change, and then change little. There will be a concerted effort to make substantial improvements and commitment to the industry for the sake benefiting members and the public.

The IVMAA can be in a position of leadership with member support and innovation. The IVMAA is NOT the old boys club, but rather a powerful blend of seasoned members with new and potential new members that can and will invent the future and remain relevant in the industry.

Everything the IVMAA does is about human safety and protecting our infrastructure. Collectively we can grow and improve! If we believe this then a new and fresh image of ourselves (re-branding) would send a loud and powerful message that the IVMAA is RELEVANT and ALIVE.

Look for ways of getting involved in the group. As we re-shape and move forward be part of the process and help form the organization to better fit the needs of the members..

Brandon Tupper and Neil Thiessen





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The Industrial Vegetation Management Association of Alberta presents:



TIME	ACTIVITY
8:00	Literature Buffet Opens Coffee and Continental Breakfast
9:00	Business Meeting and Elections
10:00	Dan Orchard- Canola Council Stop the Spread: Clubroot. What is different from Fusarium and Weeds. Where they come from / What to look for / How to protect yourself
10:30	Art Preachuk - Red Deer County Ag Fieldman. Woody Plant ID and Water Weeds Invasive Species, Scout Ahead, EDRR "They are coming! Do you know what to look for?"
11:00	Literature Buffet and Coffee
11:15	Frances VanHouten - Rainmaker Coaching Four Generations One Workplace "Navigating the Divide" Workplace dynamics can be a challenge? Francis will turn the lights ON!
12:15	Lunch and Literature Buffet
1:00	Mike Brown - Graham Brothers Construction Director of Health Safety and Environment The Value of Safety. Managed properly it can pay dividends! Curtis Forbes, Former WCB Manager and Consultant will be co-presenting.
2:00	Literature Buffet and Commercials
2:30	Break
2:45	Brooks Horne - Alberta Environment and Sustainable Resource Development Impacts of Insects and Diseases. Identify the problems and STOP the spread. New Invaders.
3:45	Election Results and Door Prizes / Plus 2 Draws for 2 Free Admissions to the 2015 IVMAA Convention (attendance required)
4:00	Adjourn





IVMAA
Spring Training Camp 2014
Presenter Biographies

Dan Orchard, Canola Council of Canada Agronomy Specialist



Dan Orchard graduated from UofA in 1999 with a B.Sc. in Plant Science. Dan's passion for Agriculture began as a Pedigreed Seed Inspector with CFIA, and upon graduation he began his role of an Agronomist at an Independent retail. During this time Dan discovered the first canola field to be infected with clubroot and has worked closely with growers and industry coping with this disease. Currently, Dan is working as an Agronomy Specialist with the Canola Council of Canada, and covers North Central Alberta.

Dan Orchard, Agronomy Specialist, North Central Alberta, Wetaskiwin, AB
780-777-9923 orchardd@canolacouncil.org
@orchardCCC

Art Preachuk, Red Deer County Ag Fieldman



Art Preachuk has been working as the Ag Fieldman at Red Deer County for the past 12 years. Prior to that Art was the Manager at Parkland Agri Service in Penhold, AB for 5 years. He also worked as Product Manager for Fertilizer and Seed with Pioneer Grain for a dozen years. Art is proud of his Manitoba roots where he was raised on a potatoe mixed farm, worked as a sprinkler fitter, fire protection and was a UofM Aggie. Art enjoys water skiing, fishing, hockey, tennis, Hawaii and camping with his kids, 3 grandkids and partner Deb.

Art's IVMAA Presentation: Wild Oats cost Western Canadian farmers \$500million a yr. Manitoba spends \$90 million a yr on Leafy Spurge.... and more invaders are showing up every year. Every County has their own mix of weeds - pests and invaders. The Challenge is to get the work we need to do, done and not get blamed for spreading these problems from area to area. New Woody species and Aquatics plants have been found in our County. We'll have a look at them and some solutions to curtailing the spread.

Art Preachuk, Ag Fieldman, Red Deer County, AB
403-505-5006 apreachuk@rdcounty.ca

Frances VanHouten, Rainmaker Coaching LLC Rainmaker Coach



Frances VanHouten is a quick thinker, whose first job was as "Tinsel, The Clown" at "Santa's Land" in Putney, Vermont. Since that time she has earned a Bachelor's degree in mechanical engineering and a Master's degree in organization development; held leadership roles in industrial product development and business-to-business marketing; and worked with groups throughout the US and Europe. Inspired to work for herself, VanHouten became a freelance marketer until she found her calling in the social sciences. She established RainMaker Coaching in 2000 and has been busy ever since. Described as a "spark plug," her work is characterized by a direct and energetic style that keeps people on their toes.

Certified Professional Facilitator by the International Association of Facilitators, 2007. Certified Practitioner of the MBTI Step I and Step II Instruments, 2009 by the Center for Applications of Psychological Type. Holds Gold Mastery Certification in Strategic and Systems Thinking from the Haines Centre for Strategic Management in Collaboration with the University of San Diego, 2012.

Frances VanHouten, Rainmaker Coaching, Jackson, Wyoming
307-733-8191 info@rainmakercoaching.com

**Michael Brown, Graham Brothers Construction Group
Health, Safety & Environment Director**



Michael Brown is a knowledgeable Health, Safety and Environment Director with Graham Brothers Construction Group. In this role he is responsible to oversee the consistent implementation of the company Health, Safety and Environment policies across the organization. With a good balance of technical knowledge and communication skills he is able to motivate, coach and drive the philosophy of safety ownership. A former Occupational Health and Safety Inspector for the Ministry of Labour in the Province of Ontario, Michael lead over 100 serious incident investigations, (fatalities, critical injuries, collapse of structure, etc) and over 700 successful prosecutions. Certified as a Ministry Trainer, he has extensive professional development in enforcement, auditing, training, and legislation.

With additional designations and training from Ministry of Finance and WSIB, his involvement in the Underground Economy Initiative and High Risk Employers program, allowed extensive experience auditing company safety policies and programs, WSIB information and identified high risk work sites.

A firm but fair team player, he utilizes an in-depth knowledge and understanding of health and safety practices to enforce provincial regulations, company health, safety and environment policies and procedures. A knowledgeable resource in legal and court proceedings, he facilitates confident presentation and interaction skills including conflict resolution strategies to ensure effective, goal-directed results.

Provincial Trainer for Ontario Ministry of Labour, Provincial Heavy Equipment Specialist, Author of Heavy Equipment Awareness program for Inspectors

Mike Brown, Graham Brothers Construction Group, Edmonton, AB
780-413-1725 info@grahambrothers.ca

**Brooks Horne, Alberta Environment and Sustainable Resource Development
Forest Health Officer**



Brooks is an Edmonton based Forest Health Officer for Environment and Sustainable Resource Development currently focused on Alien Invasive Species management. He very recently made the move to Edmonton from Hinton where he worked as a field Forest Health Officer for ESRD in the Hinton/Edson/Grande Cache Area for 7 years. Responsibilities there included the detection, monitoring and management of all biotic tree pests and diseases as well as involvement in training sessions for both government staff and external stakeholders. Brooks holds a diploma in Natural Resource Management from BCIT as well as a Forestry degree from the University of Alberta. Prior to working for the GOA, Brooks spent 15 years in the forestry industry mainly throughout British Columbia.

Brooks' IVMAA Presentation: Biotic Pests and Diseases of Trees and Woody Plants in Alberta. Brooks' presentation will include a basic overview of the prevalence and distribution of various insects and diseases, what the impacts of these are, how to identify in the field, possibilities for management as well as methods for reporting. A brief introduction on invasive woody plants to watch out for during field operations will also be presented.

Brooks Horne, Forest Health Officer
Alberta Environment and Sustainable Resource Development
Edmonton, AB
780-422-0143 brooks.horne@gov.ab.ca

Business Insight

- I want to keep my company small and manageable. Whats the right size?

By: Neil Thiessen, Able Business Consulting



Usually when I hear this from small business owners, the business has one and possibly two crews working. The owner can oversee pretty much all of the day to day activities within the company.

Some may call this condition 'micro-managing' and in fact it certainly has that tone.

To owners who started the business, this is their 'baby' and it is not easy to start to give parts of it to others to manage and be accountable for. If you are not willing to make that shift, you are not ready for sustainable growth. You cannot continue to micro-manage every small detail of the business and expect it to grow into a healthy and sustainable business. It seldom happens that way! Keeping the business 'small' usually means retaining most of the decision making process and operating with very limited human and equipment resources. It also means, the owner is working long hours trying to do all or most of the functions within the business.

Growing the business has the potential to allow others to find fulfilling careers; may result in more flexibility within the organization and a whole host of new and exciting challenges and opportunities.

I know many who have asked the question "what is the right size?"

The answer eventually can be answered once you start to seriously examine some of the following questions?

1. How many more years do I want to operate this business?
2. Am I satisfied with the current income?
3. Do I have a sustainable work/life balance?
4. What is my EXIT strategy/ (what do I want out of this at the end of the day?)
5. Is the business at risk if I (the owner) is not actively in it? While there is no 'right' answer to the question, answering these questions starts to put meaning into whether or not you are the right size.

I know owners who have a significant sized 'small business', yet they consider themselves a small business. Very few don't want sustainable growth! None regret providing satisfying and challenging careers for others and most prepare their businesses for sale; then choose to keep them!

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MAKE THE CHANGE TO A **BETTER** WAY OF SPRAYING

Business Strategy –What is it and why is it important?

By: Neil Thiessen, Able Business Consulting



Most businesses have a strategic plan either in the owner's head or as part of the corporate business plan. In plain language, a strategic plan is something that is developed to give purpose, direction and focus to the

future activities of an organization. It is something all businesses should have and keep current.

A strategic plan gives visibility to what the corporate goals are, what needs to take place, and who needs to do what by when to ensure the goals are met. It gives key stakeholders clarity about what the business is trying to achieve and where they want to be in a given period of time. The strategic plan needs to be well understood by all key stakeholders, be clear as to what the objectives are, and be clear who needs to do what by when to ensure successful execution of the plan.

There are a number of ways to get to the same end when developing a strategic plan. One way to begin developing a strategic plan is to put the plan in context relative to your current business. Assuming you have a mission and or vision statement, the following format may be useful:

1. Develop a description of the 'future state' of your business. In other words, what do you want the business to look like five to ten years from now?
2. Evaluate the 'current state' of your business. It is imperative you be brutally honest about how the business is doing today. Often a timely and thorough SWOT analysis is revealing and useful.
 - a. Strengths – these are the things we are good at that give us an advantage
 - b. Weaknesses – these are characteristics about the business that place us at a relative disadvantage
 - c. Opportunities – these are the external circumstances or situations we can take advantage of to create successes
 - d. Threats – these are the external circumstances or potential barriers that may negatively impact the business
3. Identify the gaps between the future and current state of the business.
4. Within these gaps, identify the things, or sets of things, that need to be done in order to reach the future state.
5. Prioritize these activities and execute on them, bearing in mind the financial and human resources you have available. Be sure to identify and gain the commitment of the people who will be involved with the implementation of the plan.

continued on next page...

Business Strategy –What is it and why is it important?

Article Continued...

It is important that when you are developing a strategic plan that you stick to developing it and not try to fix each and every detail. This often leads to businesses losing sight of the upper level objectives.

Typically, a good strategic plan can be developed with a group of key stakeholders in a one day workshop. You can facilitate this yourself, or you can have a friend or business associate assist. The end goal is a plan that may look something like the example below.

Goal #1 – Grow the business by 20% per year

1. Secure financial resources to purchase necessary equipment
 - a. Create a business plan for the bank, complete with cash flow analysis by 1st quarter (Phil)
 - b. Identify equipment needs by 1st quarter (Bill)
2. Increase the number of clients by 15 per year
 - a. Identify 15 new potential clients and develop a prioritized schedule to make personal calls by 1st quarter (Gord)
 - b. Book three new trade shows by 3rd quarter (Linda)
 - c. Do a targeted email blast by 3rd quarter (Linda)
3. Develop a website with customer interface by 2nd quarter
 - a. Contact web designer and get quotes for new design and functionality by 1st quarter (Gord)
 - b. Develop products and services list for website by 1st quarter (Phil)
 - c. Hire photographer to take professional pictures for website by 1st quarter (Phil)

Goal #2 – Upgrade company credentials

1. Develop staff competencies by ensuring appropriate training is available.
 - a. Assess current credentials of all staff and determine needs by 1st quarter (Glennis)
 - b. Contact XYZ training company for training needs by 1st quarter (Gord)
 - c. Schedule employees for training by 2nd quarter (Glennis)

Again, at this level, don't get bogged down in finessing every little detail. By keeping the strategic plan at a high level in the initial stages it can provide you with an overall look at where you are AND where to want to be. In addition, by going through this process, you will start to develop the detailed implementation plan. Why is this important? If you do not have a strategic plan, often you can get off track with your business and find yourself even further away from your stated goals and objectives. With a plan, however, the key stakeholders have both clarity about the future of the business and are committed to it, thus increasing your chances of long term success.



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To Our Readers...

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

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

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