

# The Vegetation Manager

Serving the vegetation management industry



## SPRING 2016

### this issue

▶ FEATURED ARTICLE	03
STUDENT SCHOLARSHIP	
▶ FOCUS ON DIFFERENTIATION	06-07
▶ BUSINESS INSIGHTS	09-11
THE WRIGHT PLAYBOOK	
▶ PVMA UPDATE	12-15

Featured Article

## Ariel Chesall, PVMA Bursary Recipient

### Business Insight

The Wright Playbook

### Student Scholarship Winner

Laura Hammer

### In Tough Times, Smart Businesses

### Focus on Differentiation

Bill Hoopes - TrainingChamp

Spring Edition

## The Vegetation Manager

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# SPRING 2016

## contents

### Featured Articles

- 03 STUDENT SCHOLARSHIP
- 06-07 FOCUS ON DIFFERENTIATION
- 09 - 11 BUSINESS INSIGHTS - THE WRIGHT PLAYBOOK
- 12 - 15 PVMA UPDATE

## Featured Article

# Ariel Chesall PVMA Bursary Recipient

The 2016 PVMA Bursary recipient was Ariel Chessall who's winning essay highlights her interest in Environmental Science and rural background. Her work experience with Rocky View County has helped shape her understanding of environmental protection and vegetation management. Having completed her Land and Water Resources Diploma at Olds College she enrolled at the University of Lethbridge for a post-diploma Bachelor of Science degree. Chessall describes her interest in vegetation management in the essay as...

'My interests in relation to vegetation management spawn from the fact that this sector encompasses social, environmental, and economic aspects, and how these vary in regards to situation. I have observed this through my education, and dealt with it first-handed through my work experience at Rocky View County. Socially, vegetation management can include relations between landowners and landowners, or industry and landowners. These interactions are complex, and conflicts arise due to differences in desired outcomes. Ethical vegetation management and education can often bring positive solutions to these situations.'

"Environmental aspects can be composed of numerous parameters. As each region is comprised of different features, it may require a well-balanced integrated vegetation management approach, which benefits all parties involved. For example, as I have experienced, an industrial right-of-way and native rangeland/grazing land can differ from an overall environmental scale to specific factors. These factors may include species, species densities, soil types, biodiversity enhancement, and herbicide resistant species.

Economically, vegetation management implications can vary between people – landowner to industry – by both the direct expense of control and the associated cost with the degradation that invasive species pose on the land and industrial infrastructure. Therefore, implementation of projects may need to consider various factors such as application methods (eg. Herbicide rate and targeted application) and an appropriate herbicide type(s), so vegetation management is effective and economical."

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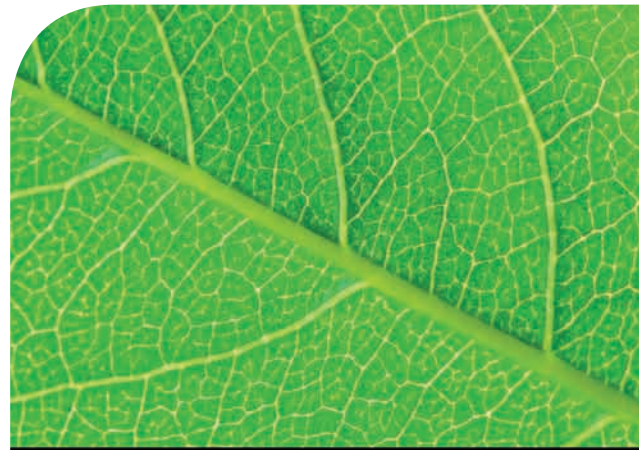
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## PVMA.CA Job Board



**The PVMA job board builds on the network started with the IVMAA. By connecting industry and the public PVMA aims to offer a job board dedicated to the industry.**



# In Tough Times, Smart Businesses Focus on Differentiation

Bill Hoopes - TrainingChamp

So, I ease into the topic. 'Why' I ask, 'do you suppose customers fire us?' I get blank stares. Savvy managers know it's typically not anything we've done to the customer...it's the total impact of the customer experience that deals the death blow. I forge ahead.

'To understand why we are fired by our valued customers, we must look at how they became customers in the first place!' I talk about how customers are sold; how we set expectations. And I do that because that is the starting point for developing a serious reputation for service excellence.

Now, I'm a consultant working mostly in the home services industry...landscaping, lawn care, pest control, etc. So, my clients typically don't interact with customers face to face that often...unless of course, there is trouble. Then, half of them cancel service without ever letting us know of their dissatisfaction! Wow! What's a service company to do? Is there a process that will translate into customer loyalty? Briefly...sure.

This is a big topic. For purposes of this post, I simply want to expose the topic and see what interest there is in exploring the process for building what I refer to as E-Service or, defined my way, E for excellence in service.

What is E-Service? My definition is 'doing whatever it takes to make each customer feel special.' That's it. Not complicated but not easy either.

Is it possible? Yep, I work with businesses doing it every day. How do they make it happen? Again, not complicated...but not easy either. They go about the work of creating a true CULTURE OF EXCELLENCE. It can and does happen. I see it, so, I know it's real. What are the requirements?

First, and most vital to success, is a top down recognition that, without a reputation for service excellence in today's service industry, you have one and only one thing to offer....price. And, as we all know, when you sell with price, you lose customers the same way...to the first 'low baller' who comes along and undercuts you.



## Article Continued...

It is possible to differentiate with service. This sort of differentiation is not new. Nordstroms and Southwest Airlines, each a representative of the high and low end products in their respective industries, have done it for decades. So, it can be done.

In hard economic times...like the ones we face today and will in 2009, I believe it's worth looking at creating added value through E-Service. As I said, it involves and requires a paradigm shift for most organizations. Still, it can and is being done. Some of initial moves are bullet pointed below.

Recognition that selling price leads to low quality sales and no customer loyalty.

Setting reasonable expectations is a must in the marketing-sales message.

The sales process must provide continuity with the marketing message and brand reputation.

Service delivery must mirror expectations set.

Subscribe to the philosophy that "If you see a problem, you own the problem."

Service delivery and satisfaction levels are closely monitored. Results drive business tactics.

Employees are trained and cross trained to appreciate all team functions.

Communications skills are an absolute....and using them is NOT an option.

Customer 'touch points' are maximize and a personal, almost intimate relationship developed.

A well thought out 'service recovery' process, ensuring that quick problem resolution resulting in complete customer satisfaction and brand strengthening.



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# Business Insight The Wright Playbook

Daryl Wright



## Summer Temporary Employment Program

How does it work?

This Alberta based program will provide a wage subsidy of \$7 an hour to employers who hire students for summer work between May and August. STEP will support students in gaining valuable work experience and skill-building opportunities.

Who is not eligible?

Ineligible employers for STEP include:

- federal or provincial governments, including the Legislative Assembly and constituency offices
- medium- and large-sized businesses (50+ employees)
- franchises and corporately-owned chains
- publicly-funded organizations including emergency services (e.g. police, firefighters, etc.); and
- provincial or federal Crown agencies, boards and commissions or corporations

The program is available for students who are: current and returning students 15 years or older; Alberta residents; and Canadian citizens, permanent residents or persons protected under the [Canadian Immigration and Refugee Protection Act] who are legally allowed to work in Canada. International students and temporary foreign workers are not eligible for the program.

What is the cost of the program?

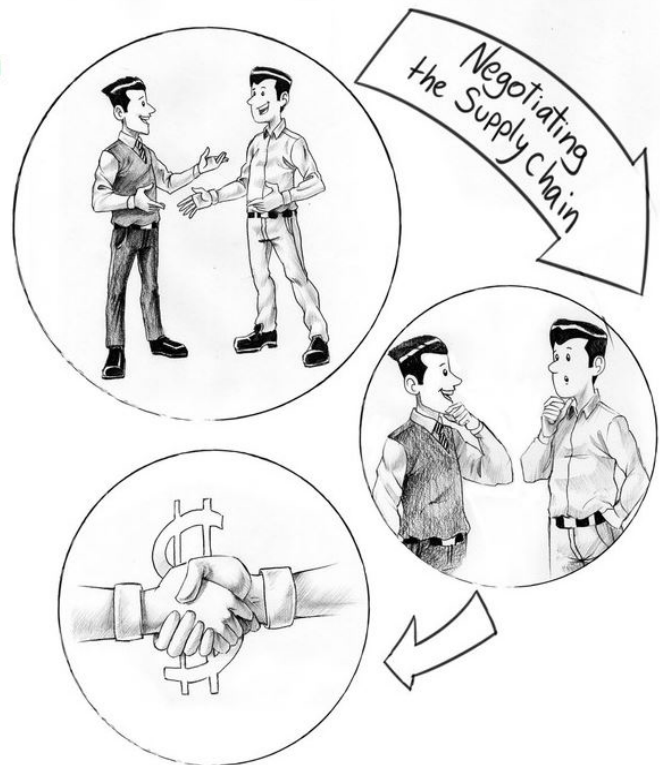
\$10 million is allocated for STEP in 2016-17, and will support approximately 3,000 summer jobs in 2016.

Full details on STEP requirements, procedures and application forms can be found at [AlbertaCanada.com/STEP](http://AlbertaCanada.com/STEP).

## Hire Local

The cost savings and return on investment of hiring local is something new for Alberta. In the past abundant job opportunities caused a significant difference premium on local labour. That seems to have changed in light of the 2015/2016 oil crash. Local students are feeling the squeeze in the number of opportunities for summer employment as big oil's student programs have become bare bones.

This has provided some breathing room for VM recruitment and an opportunity to reduce infield wages. Something to consider is the real dollar equivalent given inflationary pressures over the past 10 years. Real hourly earnings has remained relatively the same in the VM industry in terms of PV \$s. As oil prices increased industry remuneration has remained relatively the same.



## Hire Local

An article published in the Globe and Mail indicates a similar story for minimum wage between 1975 and 2014. While the amount an employee was paid (In 2014 dollars) had decreased in the 40 year timespan it recovered to end only a penny higher. A story much similar to 2004 – 2014 applicator wages which netted an estimated \$0.02 increase.

-----  
Setting Wages – The Real \$ and Minimum wage effectively flat  
Real minimum wages in Canada basically haven't budged from almost four decades ago.

A report today from Statistics Canada, which looks at the weighted average among the provinces, comes amid a debate over inequality, high unemployment among the nation's youth, and accusations of abuse of the Temporary Foreign Workers program.

According to the statistics agency, the average minimum wage in Canada was \$10.14 an hour last year. And when you translate the 1975 equivalent into 2013 dollars, it was "almost identical" at \$10.13.

Having said that, it certainly varied over the course of almost 40 years, dipping to \$7.53 between 1975 and 1986, then rising to \$8.81 in 1996.

Up until 11 years ago, it held stable at about \$8.50, and has climbed since then.

"In other words, after inflation, Canada's lowest-paid workers gained only a penny an hour over the past four decades," said Erin Weir, an economist with the United Steelworkers.

MICHAEL BABAD

The Globe and Mail

Published Wednesday, Jul. 16, 2014 9:52AM EDT

Last updated Wednesday, Jul. 16, 2014 4:13PM EDT

## Supplier Agreements

It is clear that there are few ways to avoid customers asking [sic] for pricing concessions. Costs are an existential issue for producers, and they are doing everything they can to address it, and producers have made it clear that they are prepared to move business away from suppliers that are not prepared to come to the table.

However, suppliers should not assume they are inert and unable to influence the situation. Proactive steps can reduce the magnitude of cuts.

A useful example is the action of auto suppliers during the 2008-09 recession. These companies were placed under tremendous pressure by the automakers and major Tier 1 suppliers to cut prices. Oil and gas suppliers face a similar situation today.

It is obvious that companies with the lowest cost structures are best positioned to remain profitable despite pricing cuts. Cost reduction needs to be priority of every supplier. However, there are a few approaches that suppliers can take to influence pricing outcomes:

Develop creative pricing models

Many options exist, such as risk sharing agreements, lower rates for faster payment and results-based fees. Well-financed suppliers can negotiate back-end payments in 2017 that are very compelling to cash flow conscious operators.

Pricing with incentives or penalties

Suppliers can introduce attractive pricing based on specifying customer actions that improve efficiency for everyone. Rigorous metrics and revenue assurance practices can allow suppliers to collect back-end fees from customers.

- See more at: <http://www.oilweek.com/index.php/751-5-ways-for-suppliers-to-combat-pricing-pressure-in-today-s-energy-market#sthash.FTBZx-bdv.dpuf> Source: JuneWarren-Nickle's Energy Group. Published 2016-Feb-03 Retrieved: 2016-Feb-15

## 2016 Hotel Price Index

The following list is a general price guide for hotels in Western Canada published by Numbeo.com and may assist in setting price thresholds for budgets and negotiating supplier deals.  
2016 Hotel Price Index

<u>City</u>	<u>Average Hostel price</u>	<u>Average Hotel price</u>	<u>Backpacker travel price index</u>	<u>Travel price index</u>
Brandon, MB	\$87.93	<b>108.08</b>	105.31	?
Burnaby, BC	\$30.80	<b>166.74</b>	60.64	66.77
Calgary, AB	\$56.83	<b>127.65</b>	87.13	69.82
Coquitlam, BC	\$60.82	<b>120.26</b>	85.02	?
Edmonton, AB	\$68.76	<b>112.01</b>	97.65	62.97
Fort McMurray, AB	\$101.91	<b>126.48</b>	125.05	76.11
Langley, BC	\$58.86	<b>115.70</b>	86.94	58.32
Lethbridge, AB	\$85.33	<b>135.89</b>	109.50	70.93
Red Deer, AB	\$64.84	<b>125.07</b>	91.97	69.17
Regina, SK	\$66.91	<b>159.04</b>	93.01	72.02
Saskatoon, SK	\$30.88	<b>116.58</b>	61.93	58.06
St. Albert, AB	\$63.36	<b>137.53</b>	100.66	?
Winnipeg, MB	\$61.76	<b>116.14</b>	84.79	60.15

Source: [http://www.numbeo.com/travel-prices/country\\_result.jsp?country=Canada](http://www.numbeo.com/travel-prices/country_result.jsp?country=Canada)

## Employee Training

Over the last ten years the face of workplace training has changed dramatically. Gone are the days of starting a job, being handed your tools and figuring it out from there. Companies have ramped up their training and development budgets to keep in line with industry demands. This hasn't been cheap and if you ask service providers they'll explain how big of a difference it really is.

Industry associations such as "Partnerships in Injury Reduction" is a voluntary program in which employer and worker representatives work collaboratively with government to build effective health and safety management systems.

When industry is booming it's often easy to increase training budgets and fall victim to the "farm it out" health and safety management system. While it is important to have quality training it's not always necessary to have external consultants teach every portion of the program.

Alberta OHS legislation does not mention the requirement to have all training certification expire. It does however indicate that refresher training should be performed. Often times this can be as simple as sending the most senior employee for certified external training and have him direct a training program for field staff. As long as they are comfortable in training other employees and there is a documented training outline and signoff than this typically meets the requirements set out in OHS and most safety management programs.

Certifications such as WHMIS, TDG and Bear Awareness can often be taught through customer/client portals, supplier value added features such as ProVMWeb ProTraining (Univar) and/or internal networks. A significant cost reduction can be realized by having employee's complete basic industry training prior to arriving on the job and in the current recruitment environment Albertans will have a large majority of basic oil and gas training completed and current.

The program doesn't have to have less training, it doesn't have to be less effective. Often times we can trim the fat by simply reorganizing the way we do things and approaching re-design with a different angle.

# Reports from the Board

## Report from the President

2015 was a busy year at the PVMA! Many volunteers and new committees have stepped up to the plate to help advance the objectives of the organization.

The year started off with the 2015 Spring Conference and Tradeshow in March. It was hosted at the Edmonton Marriot River Cree the organizing committee did another great job.

As we went into the summer months we made a decision to move the office to a commercial building in Leduc. It is a great facility and the rent was great.

We have had lots of positive feedback from members. We also had the opportunity to bring Val Eichelt to join our staff and help run the office. The office is now open on Tuesdays and Thursdays. Stop in and check it out at #204, 5904-50th St Leduc, AB its back behind the Huges Car Wash Building 'A'.

The fall brought us some good weather and we hosted our fall meeting at the Silver Willow Sporting Club on October 15th, 2016. There was a good showing and we enjoyed a talk from Kelly Cooley. Afterwards everyone went out for a round of shooting.

As we look forward into the future of the organization I only see great things. There has been a new energy in the board of director's room and I can see it in the committees. This is your association and there are plenty of ways to get involved more. It is extremely rewarding and is great for building your network. Look through all the committee reports and feel free to talk to the directors about the direction we are going or look me up. I look forward to working with the association as we walk into the future.

Brandon Tupper  
PVMA President

## PVMA E-Learning Committee

The committee has been meeting regularly over the last year. The purpose of the committee has been to evaluate how an online learning program could help membership, to help set goals and structures around the course content and develop what the future could hold for online learning.

One of the initial concepts is to create a new curriculum content for the Canadian Core applicators course. Some other great ideas have been the development of introductory courses and up to an including our new Protocol Manual.

## PVMA Conference Committee

The 2015 PVMA Spring Conference was held at the Edmonton Marriott River Cree Resort on Tuesday March 23- Thursday March 25, 2015. Planning committee members included; Kevin Tritten, Angus Hill, Mike Bates, Darrell Chambers, Daryl Wright, Neil Thiessen & myself. The conference was entitled Excellence by Design, and had an extensive line up of speakers. The PVMA would like to thank all of the sponsors and members who supported the conference in 2015; it was a fantastic success thanks to you!

The 2015 Fall PVMA meeting was held on October 15, 2015 at the Silver Willow Sporting Club in Carstairs. Guest speaker for the event was Kelly Cooley of CoolPro Solutions, who presented on Handheld Technology in the IVM Industry. Committee members included Brandon Tupper, Neil Thiessen, and myself. Thank you to our sponsors and members who attended the meeting!

The 2016 PVMA Spring Meeting will be held at the Black Knight Inn in Red Deer on March 9, 2016. Guest speakers include Dr. Key Fry, Jon Froese, as well as Maryam Sultan. CEC's and CEU's have been approved for the event. Planning committee members include Darrell Chambers, Laura Hammer, and myself. We look forward to seeing everyone there!

SAVE THE DATE: The 2017 PVMA Spring Conference will be held at the Edmonton Marriot River Cree Resort Feb 28-March 2, 2017.

Candice Manshreck  
PVMA Conference Committee

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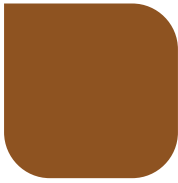
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# Reports from the Board

## Website Committee

The committee has been meeting about once a week to bring the PVMA website online. After consultations with committee directors we have outlined the following features to be included on the website. Our goal has been to deliver what membership would expect out of a website and at the same time creating a business case to help subsidize the costs associated with the website.

- Job board
- Store
- Membership System
- Certification
- Training System
- Training Content Development

## UTT/UTW

Since the UTW Committee was dissolved the Board of governors has met twice. The board is comprised of two utility representatives and three brushing contractors with each governor responsible for their respective areas.

The board members and respective areas are as follows;

John Moir – Policies and Procedures  
 Terry Malmas – Finance and Contracts  
 Kevin Tritten – Curriculum Development and Design  
 Richard Law – Industry Liason  
 Certification – Angus Hill

Thanks to Neil Theissen , we have also been joined by Mr David Phillips from the Municipal Affairs department of the AB government. David will help guide us with government related issues and will attend our meetings on a part time basis and as required.

We have been attempting to define the roles and procedures of the board up to this point with positive results to be announced at a later date. Agreement on changing the name of the current Training course to reflect our role as a certification not a training body was also discussed.

As to the 2016 UTW Training courses starting in April, registration has been quite slow but we hope to still offer two full courses. The first two week course dates are April 4-15 with the second April 11-22.

There has been confusion as we expected in the requirements for attending the full course. Please consult the College website for clarification or contact Val at the new PVMA office, 1-877-249-1508 or val@pvma.com she will be more than happy to assist you with any concerns or questions

There is also two Recertification Courses being offered on April 14-15 and April 21-22. Please contact Olds College for registration as soon as possible.

The UTW is also considering establishing a UTT/UTW Skills Competition for the first time. This one or two day event will be modeled after the Logger Sports and ISA Jamboree events. Some of the ideas for competitors are tree limbing, felling , climbing, aerial lift LOA to line , bucking challenges etc. If you are interested in volunteering for the committee please contact Chris Staby our event chairperson at chris.staby@davey.com .

# Bursary Application



## PURPOSE:

To recognize the scholastic achievement of PVMA member dependants and, to foster further academic growth for students in need of financial aid at an approved post secondary institution.

## APPLICATION TO PVMA OBJECTIVES:

By supporting the academic development of membership dependants in need of financial aid, the PVMA furthers its commitment to “foster education about all facets of vegetation management”.

## ELIGIBILITY:

1. Applicants must be enrolled in a second semester at a Canadian post secondary institution which is a member of Universities Canada or, a Canadian college, institute of applied arts and technology or similar institution.
2. Applicants must be dependent children of named PVMA members who have been members (in good standing) for one year and are still members upon the commencement of the academic year.

## GUIDELINES:

1. Annually, the PVMA Board of Directors may establish funding available for the PVMA Members Bursary.
2. A maximum of \$500.00 per accepted applicant may be awarded annually for financial support towards the applicant's selected post secondary field of study.
3. Priority will be given to applicants who have not yet been awarded the PVMA Members Bursary. An applicant may be awarded the award a second time based on the availability of funds, financial need and number of applications received.

## PROCEDURE:

1. Eligible applicants shall submit a request for financial support to the PVMA prior to October 31 of a given year for consideration. PVMA Members Bursary applications are available from the PVMA website ([www.pvma.ca](http://www.pvma.ca)).
2. Proof of enrollment in a post secondary institution must be submitted with the application.
3. All applications shall be reviewed by the PVMA Awards Committee for recommendation to the PVMA Board of Directors.
4. The PVMA Board of Directors shall have sole discretion in the final selection and award of the PVMA Members Bursary.

**Download the Application @ [PVMA.CA](http://PVMA.CA)**





## To Our Readers...

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

Professional Vegetation  
Management Association  
PO Box 5468  
Leduc, AB T9E 6L7  
Phone: 1-877-249-1508  
Fax: 1-877-248-3093  
E-mail: [val@pvma.ca](mailto:val@pvma.ca)





## Help Develop PVMA eLearning

Consider the current way pesticide applicators get licensing in your province while you answer the following questions. You can tear this page out or type and send me an email at [Brandon@KnightsSpraying.ca](mailto:Brandon@KnightsSpraying.ca)

1. What do you see as the current strengths of the program?
2. What are some of the weakness or challenges you face getting your applicator their pesticide license?
3. If you could improve the system what would like to see done?
4. What threatens the current way things are being done?

Thanks from the PVMA eLearning Committee!





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