

CONNECTIVITY

A Spotlight on Products, Promos, Insights, and More



COMMUNITY IS NOT A CONUNDRUM.

By Douglas Martin

Every once in a while, my phone rings and it's not MasterCard reminding me in an electronic voice that doesn't sound anything remotely close to the pleasant voices "Alexia" or "Siri" use, to remind me that monthly.... means.... well monthly, but is an actual potential customer who somehow stumbled across my website or a business card I put in a bowl at Perkins with the hopes of winning free pancakes.

The individual who called me was an Executive Vice President, which is a very impressive title that somehow distinguishes him from a normal Vice President and introduced himself, title first, followed by his name; Harrison. Obviously I was suspicious, believing both the title and perhaps the name were completely made up.

After the standard niceties, Harrison explained that he'd read a part of an article, which he was nearly sure was in a business publication he had found at the airport, where the author, who must be smart because he wrote an article, proclaimed all successful companies have strong community partnerships and he wanted to hire me to get him one too.

Of course you are thinking exactly what I was thinking; why not just go to eBay and buy a community partnership? In fact, what you are really thinking is, Harrison is nuts. And you would be right.

As a professional, according to my brochure, my initial thought when hearing the words "community partnership" is to bring forth in my mind's eye, clients who genuinely pursue and foster these important relationships, none better than my peeps in the vegetation management sector. But while that imagery was forming in my noggin, Harrison explained how the Pay-Day Loans Company he works for, "Pay-Appaloosa", who only

skim...um...assess, a modest 40% to bridge a hardworking person who's run into a financial surprise for ten or twelve days, battled some form of negative impression in the marketplace that he simply didn't understand and now wants to erase with a pre-packaged program of sorts..."like I could make a donation to...I don't know...kids camps..." a clueless Harrison suggested.

In an oddly generous moment, I said, "Harrison, let me walk you through what a real community partnership looks like". I began by telling him that over the past few years, I've worked with a group of independent vegetation management companies, some small, others not-so-small, from coast to coast...and then went into a novices' explanation as to what that is and why it's important. Like most people, he had no idea this vocation even existed, and typically, seemed rather humbled by the enormity of it and perhaps even a little embarrassed that this integration goes on right under his nose in complete oblivion.

"First of all, you don't bolt-on something called a community partnership, you begin by recognizing a need within the area to forge understanding. My Veg clients are integral to the ongoing health of an eco-system that impacts their entire geographies and want to ensure that their participation is transparent, factual and most importantly, crystal clear". I said in a somewhat stern tone, perhaps because I know the extent of effort and organization my veg folks pour into developing these genuine relationships.

I continued to lay out a host of initiatives that form the basis of building the character necessary to claim a true community partnership. Not the least of which is a dedicated commitment to actually being a partner. I went on to explain that they didn't just "wake-up" to the latest business buzz word, they've been invested in community



outreach for generations. It's an ingrained pillar of excellence in their business models. This may just sound like rationales, but in truth, it's action that causes these integrations to work so well. And in a world of Twitter and Facebook misinformation bites, a never-ending quest to ensure that everyone's interests are aligned to a common goal; a healthy environment.

"They are constantly educating themselves on the latest technologies and environment impacts, some host off-season information seminars or workshops for anyone to attend which walk-through the sciences of their application processes, they look for opportunities to address groups within their communities who share an interest in the stewardship of the lands they live on, like student groups or seniors." Carrying on in a manner my wife might define as a rant, "They join protection committees and volunteer time to deliver presentations to their local Chamber of Commerce, they are prepared to engage in meaningful conversations about their contributions to environmental development, be it in front of an activist group or a hiker who wanders upon an applicator down a trail or clear-line. It's called pre-active involvement, and I'd be hard-pressed to find a single person I've met in the veg management industry that doesn't have strong committed strategy that builds and maintains a solid and mutually beneficial community connection".

"Oh, and Harrison," I said near exhaustion, "they also donate to kid's camps, or hockey teams, or Girl Scouts or.... not because they can spin it on their flyer, but because they are leaders and that's what leaders do".



PESTS ADDRESSED

Canada Thistle (*Cirsium arvense*)

A perennial with extensive underground creeping roots – which makes this weed a challenge to control. Canada thistle is a native of Eurasia but was introduced to North America in the late 18th century.

IDENTIFICATION

- Roots:** Deep horizontal and vertical creeping roots which are the primary method of spread.
- Leaves:** Rosette leaves are smooth, irregularly lobed, and the leaf margins have spiny teeth.
- Stem:** Grows erect, hairless, and hollow in cross-section. Plants can grow up to 1.2 m in height.
- Flowers:** Pink, purple, or white flowers arranged in clusters and smaller than others in the thistle family. Plants are either male or female, but only female flowers can produce seed.
- Seeds:** Single tan-colored seeds with a slight curve; each seed has a feathery pappus to disperse via wind.



DID YOU KNOW?

1. **Biological control** - Canada thistle gall-fly or stem-mining weevil feed on foliage
2. **Mechanical control** – mowing just prior to flowering inhibits spread and seed production. Chemical control is effective for herbicides registered for Canada thistle. Always read and follow label directions.



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REWARDS & PROMOTIONS



GAIN CONTROL OVER CANADA THISTLE

FOR VEGETATION MANAGERS, THE CHOICE IS CLEAR.

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The screenshot shows a 'Two Click Reorder' interface with two order cards. Each card lists 'Methyl Ethyl Ketone' and '2 Ethyl Hexanol' with their respective quantities and prices. A 'REORDER' button is visible at the bottom of each card.

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INDUSTRY NEWS

[City to contemplate cosmetic pesticide reduction](#)

The City of Vernon will look into the feasibility of snuffing out cosmetic pesticide use on city-owned lands. Council voted by a margin of 5-1 to instruct administration to determine if such a reduction program...

[Scientists Confirm First Case of Waterhemp with Six-way Herbicide Resistance](#)

As if corn and soybean farmers didn't have enough to worry about, there's this: University of Missouri (MU) weed scientists have discovered a waterhemp population that resists six herbicide sites of action...

[Province urged to control weeds at Fish Creek Provincial Park](#)

People living near Fish Creek Provincial Park in Calgary are lobbying the province to do something about the spread of noxious weeds near their homes. Ted New lives on Sun Valley Drive across from...

[Researchers discover natural product that could lead to new class of commercial herbicide](#)

A garden can be a competitive environment. Plants and unseen microorganisms in the soil all need precious space to grow. And to gain that space, a microbe might produce and use chemicals that kill its...

[Spraying geared 'restore' forest to pre-harvest condition: MNRF](#)

Selected stands of forest along the North Shore will be sprayed with an herbicide, beginning this week, to control competing vegetation, Ministry of Natural Resources and Forestry says. This is not a pilot...

[Brian Rosenberg named Head of Bayer Environmental Science Canada](#)

Brian Rosenberg has been named the new Head of Bayer Environmental Science Canada effective August 1, 2018. Brian replaces William MacMurdo who recently was appointed Head of U.S. Turf & Ornamentals commercial operations...

INDUSTRY EVENTS

- [Annual General Meeting - Ontario Vegetation Management Association](#)
September 20-21 2018: Ingersoll, ON
- [Annual General Meeting - Atlantic Vegetation Management Association](#)
October 10-12, 2018: Halifax, NS
- [Conference and Annual General Meeting - Ontario Invasive Plan Council](#)
October 15-16, 2018: Peterborough, ON
- [Fall Workshop - Professional Vegetation Managers Association](#)
October 25, 2018: Balzac, AB
- [2018 Forum - Integrated Vegetation Management Association of British Columbia](#)
November 6-8, 2018: Richmond, BC
- [Spring Conference - Professional Vegetation Managers Association](#)
February 26-28, 2019: Edmonton, AB