



Annual Membership Awards

Nomination Form

Entry Deadline: First Friday in October, each year.

Help us honour our volunteers and industry role models!

The strength of our industry lies in the hundreds of volunteer hours given by so many of our members for work that benefits everyone.

Volunteering time, energy and input into numerous association events, CHT Testing, Annual Fund raising Auction or other industry related programs and issues - these people deserve to be recognized.

Please use this form to nominate your candidate in one of these categories.

AWARD CATEGORIES:

Educator of the Year

Supplier of the Year

Garden Communicator

Member of the Year

Young Member of the Year

Outstanding Service (Lifetime)

Marketing Innovation of the Year

Educator of the Year (Past year contributions)

Sponsor: Specimen Trees Wholesale Nurseries Ltd.

Works primarily within the horticultural industry educating the industry and/or public about the industry or its products and services. This category includes horticulture industry educators and others who are not teachers but who educate the public or industry in the course of their duties. It does not include media and the nominee does not have to be a BCLNA member.

Past Winners

2006: Heather Edwards, City of Burnaby; 2005: Betty Cunnin, Kwantlen University College; 2004: Bruce Hunter, Bruce Hunter Landscape Design Ltd.; 2003: Jim Matteoni, Kwantlen Univ. College; 2002: Catherine Dale, Catherine Dale Consulting; 2001: Rob Welsh, Capilano College; 2000: Roy Jonsson, R. Jonsson & Associates; 1999: PJ Burns, Kwantlen University College.

NOMINEE

ACHIEVEMENTS

REASONS

Supplier of the Year (Past year contributions)

Sponsor: Inline Nurseries Inc.

For outstanding service by an individual or company which supplies non-green goods or services to the industry. Service includes such activities as volunteering time, extraordinary effort or financial or other contributions to the association or individual members. The nominee does not have to be a BCLNA member.

Past Winners

2006: TerraLink Horticulture; 2005: Finning (Canada); 2004: Creative Embroidery; 2003: ECHO Canada; 2002: West Creek Farms Ltd; 2001: Fraser Richmond Soil & Fibre Ltd.; 2000: Holmes Productions; 1999: Evergro/Westgro

NOMINEE

ACHIEVEMENTS

REASONS

Member of the Year (Past year contributions)

Sponsor: Northwest Landscape Supply Ltd.

For outstanding service or contribution to the association and the industry by an individual who is an active member or employee of an active member in good standing. Service includes such activities as volunteering time, extraordinary efforts, financial or other contributions to the BCLNA or its members.

Past Winners

2006: Ruth Olde, Blasig Landscape Design; 2005: John Derrick, Elk Lake Garden Centre; 2004: Eryl Morton, Eryl Morton Garden Designs; 2003: Sandy Mathies, Cannor Nurseries Ltd.; 2002: Bill Hardy, Mandeville Gardens; 2001: Bruce McTavish, McTavish Resource Consultants; 2000: Gunther Blasig, Blasig Landscape Design Ltd; 1999: Bruce Hunter, Hunter Landscape Design Ltd.

NOMINEE

ACHIEVEMENTS

REASONS

Young Member of the Year (Past year contributions)

Sponsor: Van Belle Nursery Inc.

For outstanding service or contributions to the association and the industry by an individual who is an active member or employee of an active member in good standing and is 35 years old or younger. Service includes such activities as volunteering time, extraordinary effort, financial or other contributions to the BCLNA or its members.

Past Winners

2006: Michelle Pain, Terra Link Horticulture; 2005: Cable Baker, RCB Garden Services; 2004: Mike Kato, Kato's Nursery Ltd.; 2003: Paul Buikema, Progress Landscaping; 2002: Jason LaRonde, Pacifica Nursery Inc; 2001: Brian Ramor, Think Green Landscaping Ltd.; 2000: Dave VanBelle, Van Belle Nursery Inc; 1999: Brad Newby, Baker Newby.

NOMINEE

ACHIEVEMENTS

REASONS

Garden Communicator of the Year (Past 5 years contributions)

Sponsor: Clearview Horticultural Products

For outstanding communication to the public on garden and landscape topics by a British Columbian writer, radio or television commentator, artist or communications specialist. The nominee does not have to be a BCLNA member.

Past Winners

2006: Conway Lum, GardenWorks; 2005: Don Burnett, Bylands Garden Centre; 2004: Gord Nickel, Cannor Nurseries (1989) Ltd.; 2003: Scott Austin, Art Knapp's Penticton; 2002: Judy Newton, UBC Botanical Gardens; 2001: Ruth Olde, Blasig Landscape Design & Construction; 2000: Brian Minter, Minter Country Garden Ltd; 1999: Steve Whysall (Vancouver Sun)

NOMINEE

ACHIEVEMENTS

REASONS

Outstanding Service Award (Past years contributions)

Sponsor: Pacific Coast Nurseryman

For lifetime contributions for outstanding service or contribution to the association and the industry by an individual who is or has been an active member or an employee of an active member. Service includes activities such as volunteering, extraordinary effort, financial or other contributions to the association or individual members. There are three precedents for non-members receiving the award: Dr. John Neill, Dave Ormrod and Bruce MacDonald and Dave Mitchell.

Past Winners: 2006: Margaret Hunter, David Hunter Garden Centres; 2005: Brian Minter, Minter Country Garden Ltd.; 2004: Dave Mitchell, DMG Landscape Architects; 2003: Barry B. Peters; 2002: Bert Vielvoye; 2001: Bruce MacDonald; 2000: Gerry Hutchinson, Hutchinson Nursery Sales Ltd.; 1999: Frank Van Hest, C/O Art Knapp Plantland.

The winner of this Award is selected by a committee of Past Presidents, so membership nominations are not required. It is included here only for membership information.

Marketing Innovation Award

The purpose of this award is to acknowledge a marketing program, campaign or tool used to promote a horticultural related product or service designed to increase sales, improve profits, gain new customers or keep existing customers happy.

Sponsor: Canada Wide Magazines & Communications / Gardenwise Magazine

Past Winners

2006: Valleybrook Gardens Ltd. 2005: n/a; 2004: Mandeville Garden Centre; 2003: Valleybrook Gardens Ltd.; 2002: Mandeville Garden Centre; 2001: Pan American Nursery Products Inc.

SUCH INNOVATIONS MAY INCLUDE:

- Merchandising ideas such as coordinated labels, cards, posters and/or banners on a retail display, colour coordinated packaging etc.
- Customer appreciation programs, coupons, contests, direct mail campaigns etc.
- Promotion of products/services via website, trade shows, print / radio / TV advertising etc.

NOTE: Effective marketing innovations do not depend on big budgets or the use of expensive agencies or saturation advertising. The innovative idea may be extremely simple and inexpensive but revolutionary in its concept and market impact.

ELIGIBILITY:

- Must be a marketing innovation implemented during the past year. Call to discuss eligibility if you entered last year but did not win.
- Must be a BCLNA member, including retailers, landscapers, growers and suppliers.

ENTRIES MUST INCLUDE:

- A full description of the marketing innovation i.e. program, campaign or tool - 1 page maximum. Provide enough detail and visual to help judges understand your innovation!
- A minimum of one 5x7 color photograph of the innovation or samples of all component pieces used.

ENTRY INFORMATION

Please complete the following and return with your picture(s) sample(s) and brief description of your marketing innovation.

Business Type:

CONTACT NAME

BUSINESS NAME

ADDRESS

Marketing Innovation Description: Please address the following in point form, typed, one page maximum.

- Marketing Objective(s)
- Target Audience
- Core Message(s)
- Approach & Methods
- Costs
- Results (i.e. increased sales, favorable response from retailer, helped sell other products etc.) Please be specific.

Please answer if applicable to your innovation:

1. Are you the originator or licensed producer?

Originator Licensed Producer

2. Have the products involved in this marketing effort been provided in commercial quantities?

Yes No

If you have any questions regarding the 'Marketing Innovation Award' entry form, please contact the BCLNA office: 604-574-7772

Please mail or fax nomination form to the BCLNA office:

#102 - 5783 - 176A Street, Surrey, BC V3S 6S6

Phone: (604) 574-7772 • Fax: (604) 574-7773

BCLNA members can nominate individuals for any or all categories.

Nominations close on the First Friday of October each year

Previous year's winners are not eligible

All Awards will be presented at the **“PRESIDENT’S BANQUET”** at
BCLNA’s Annual General Meeting.