

## Executive Director Report

MBNLA Annual Report

November 24, 2023

First I want to thank Rob Officer for the work he did for the better part of the year. I came on as ED in April, just in time to witness the Home Show “Ask a Landscaper” featuring members. This was a resounding success and we have been asked to attend both the Home Show and the Renovation Show in 2024.

Next up was supporting the Try a Trade event held at the Skills Canada competition that was held in Winnipeg. Thanks to the RRC apprentices Benjamin Schofield, Britnay Marsolais and Brodie Whyte, the RB Russell volunteers Nikki Richard, Annie Su, Louise Shachtay ( Horticulture Teacher), Crystal Irwin , Brayden Marsden, and Drianna Baptiste and the Plant sponsors: Lacoste Garden Centre, Sunshine Nursery and Greenhouse and St. Mary’s Nursery and Garden Centre.

If you want a quick video of the event <https://www.youtube.com/watch?v=P60tFbnWBbk>

The Board decided to try something new this year with a different networking event, so we did not hold the golf event this year and decided to combine AGM with a fun curling activity. We will reevaluate again after this event is finished.

On the political side, we forged a relationship with former Minister Klein. Now that we have a new roster of MLA’s, our to do job is to start making relationships with the new ministers and staff.

Having come from a national non-profit, I can tell the members that this is a lean organization. There are many activities the Board would like to do, but resources are lacking.

The key thing they want is to engage with the members, and support them so they become successful, and that the industry is seen as a professional industry in the eyes of the public.

I will be reaching out in the coming year and asking to get on-board with a national Plants Love us campaign, a national campaign launched by CNLA.

I want to thank current and former board members for their support during this learning time, and look forward to a successful GROW24!

Sincerely,

Marcel Hacault P.Ag. M.B.A.  
Executive Director