

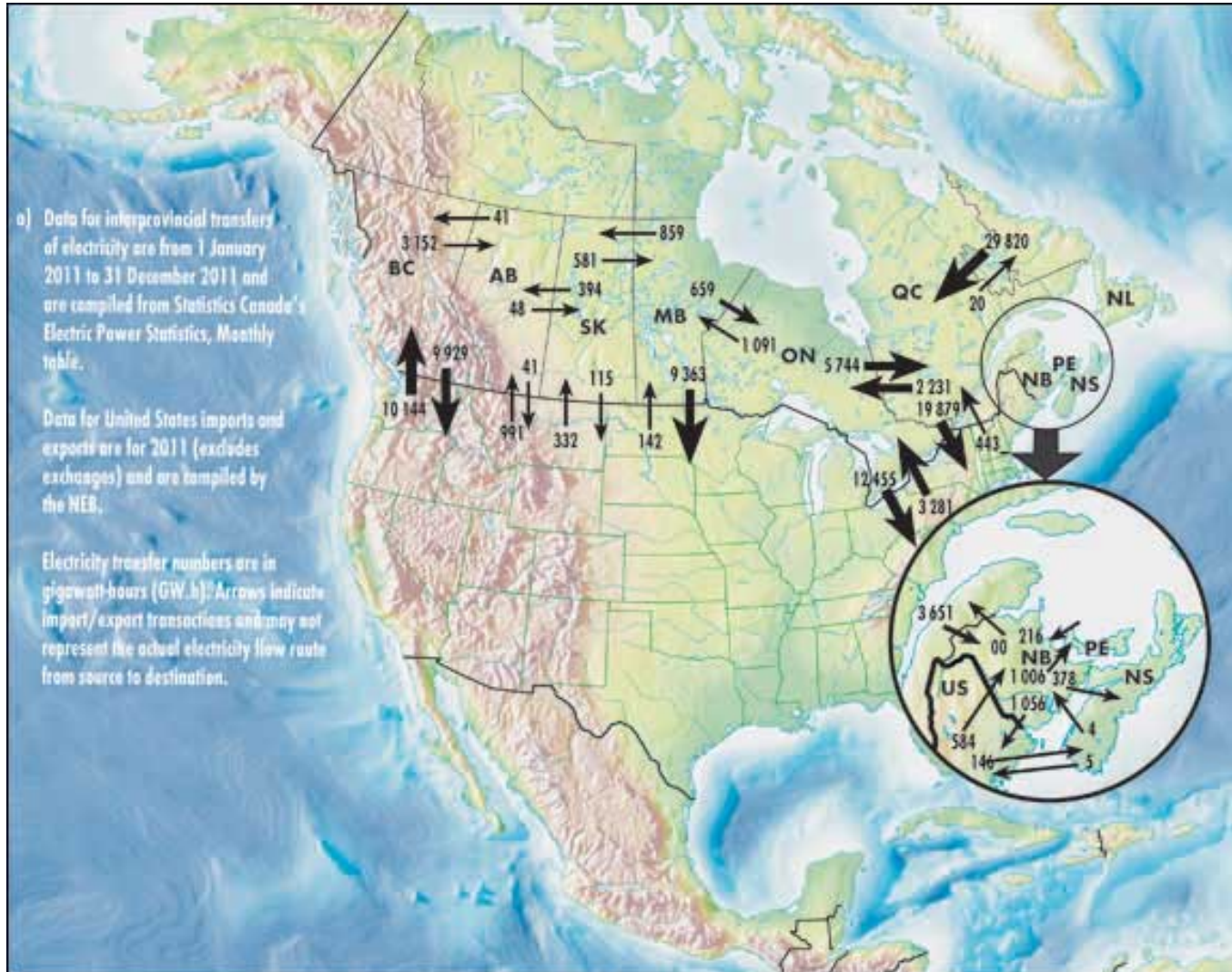
# UVMA - UAA Partnership

Leveraging a Partnership

# Oh Canada! 3.9M Sq. Miles



# Linked Together





# In the Beginning!

---



# History Of IVM Western Canada

---

- ▶ Pre 1950s
  - ▶ Mechanical weed and tree control – Axe to Mower
  - ▶ Labor intensive
- ▶ 1950s
  - ▶ Introduction of Herbicide Use
  - ▶ Innovative mechanical
- ▶ 1960s
  - ▶ Refined herbicide use
  - ▶ Aerial Lifts
- ▶ 1970s
  - ▶ Public concern about non agricultural use of herbicides
  - ▶ Aerial devices
  - ▶ Birth of the IVMAA - CVMA



1950's

---



# 1950's & 1960's



richard g. proctor  
© 1994

# History Of IVM Western Canada

---

## ▶ 1980s

- ▶ Focus on defending herbicide use
- ▶ Introduction of new chemistries
- ▶ Introduction to more sophisticated aerial units, sprayer systems and mowing/mulching devices(spra disc, mircofoil)
- ▶ Development of systematic program management
- ▶ Regulators
- ▶ IVMBC, IVM Man-Sask, IVM Ontario

## ▶ 1990s

- ▶ Influence from the ISA-UAA connection
- ▶ Mapping, measurements, record keeping
- ▶ Continuous improvement initiatives
- ▶ Benchmarking





# History Of IVM Western Canada

---

- ▶ 2000s
  - ▶ Regulatory
  - ▶ Sophisticated Objectors
  - ▶ Demanding public
  - ▶ Public access to instant media
  - ▶ Emerging issues
  - ▶ Sustainability
  - ▶ Environmental



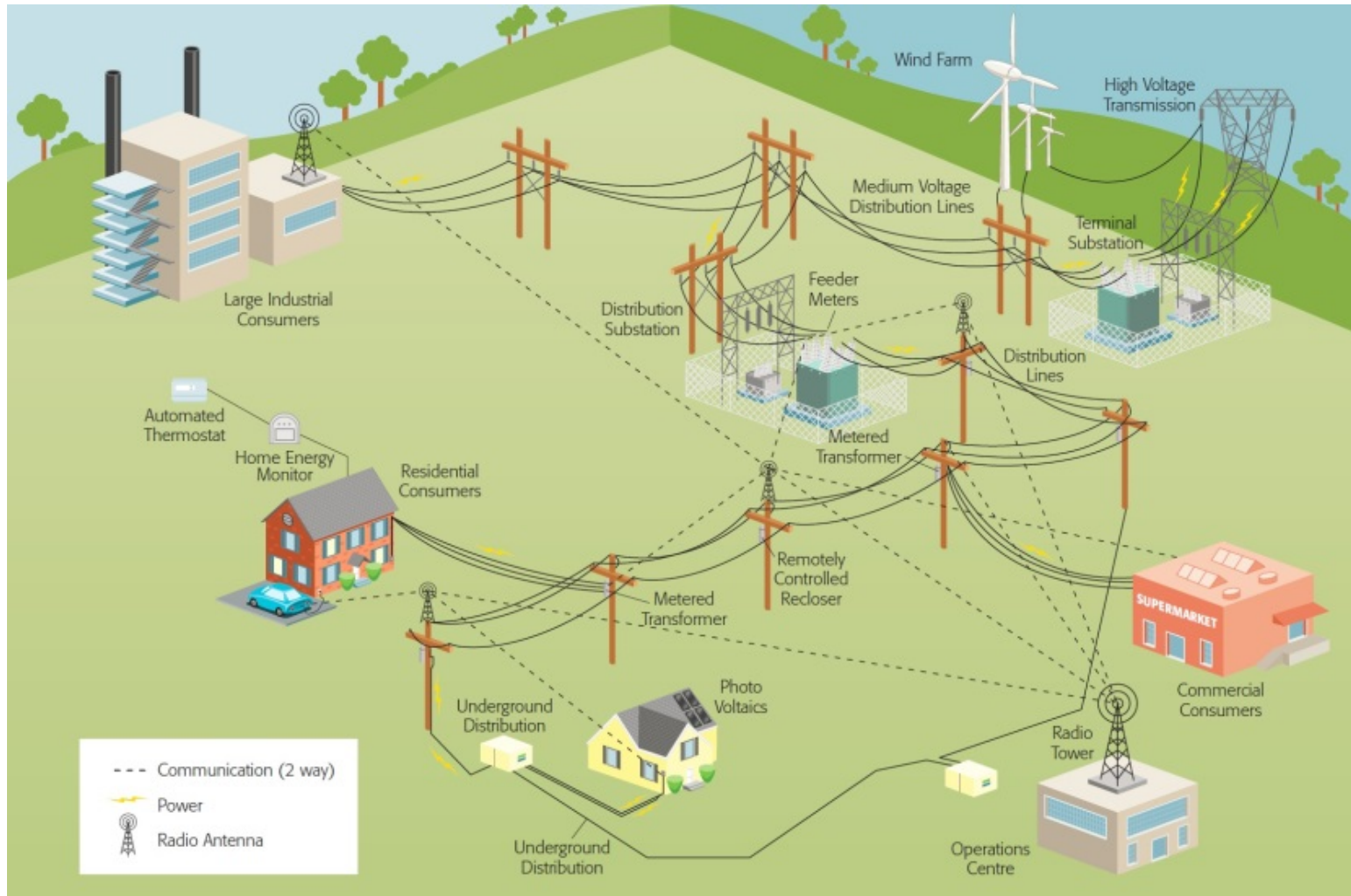
# UAA's Role

---

- ▶ Recognition that the UAA was growing
- ▶ Recognition that UAA initiatives are influencing the Utility Arboriculture and Utility Business
- ▶ Other Organizations partially filling Utility Needs



# What we do is important!



# History Of IVM Western Canada

---

## ▶ SUMMER 2010

- ▶ Sobering recognition of the long way we have come
  - ▶ Organizations, individuals – industry leaders
  - ▶ Utilities had arrived “Uncoordinated Excellence”

## ▶ FALL 2010 – SPRING 2011

- ▶ Began discussions with Utility leaders
- ▶ Agreement about a need

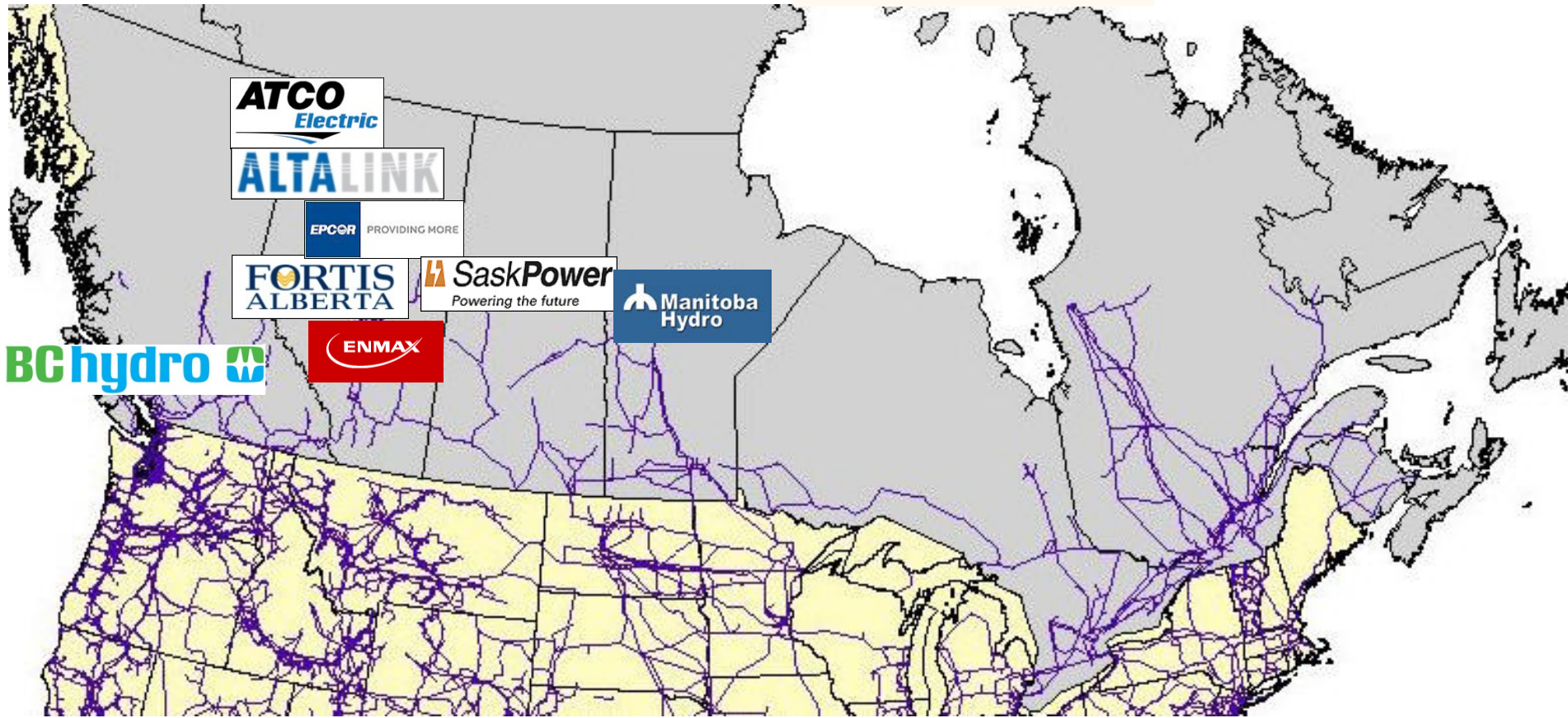
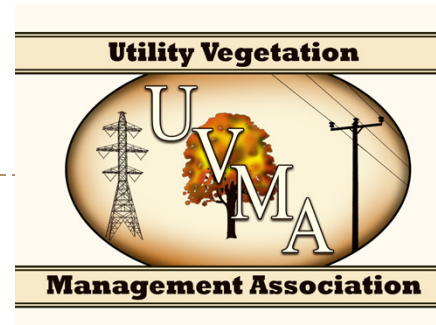
## ▶ FALL 2011

- ▶ Certificate of Incorporation





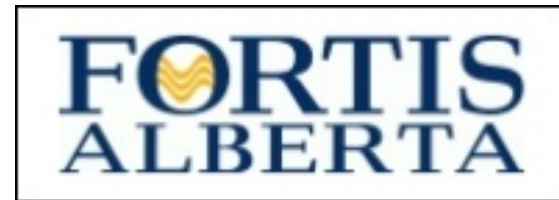
# Western Utilities





# Founding Partners - Sponsors

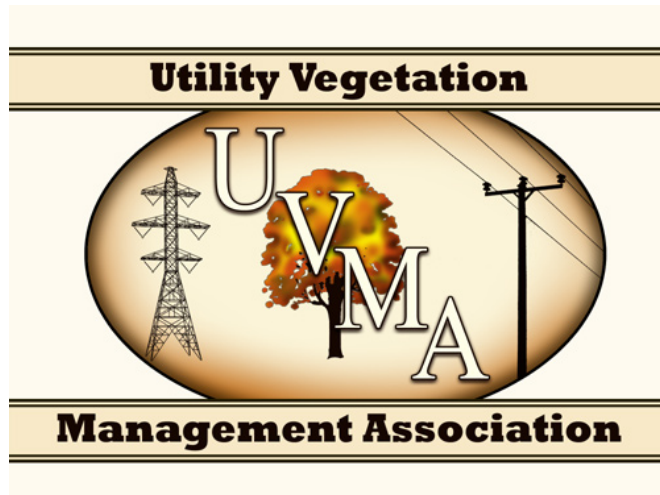
---



# Missing Pieces

---





## UAA – UVMA Partnership

Memorandum of Understanding NOV 29 - 2012

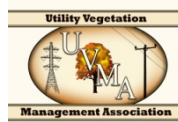
# Where do we fit?

---

## IVMA's



## UVMA-UAA



## ISA



- ▶ IVM focused
  - ▶ Pesticide compliance
  - ▶ Education
  - ▶ Herbicide application
  - ▶ UTW-UTT certification
  - ▶ Operating protocol
  - ▶ Registries
- Utility Business Needs
  - Regulatory
  - Public safety
  - Best management practices
  - Program planning – implementation
  - Education
- Arboriculture focused
  - Tree care and maintenance
  - Education & training
  - Certification



# The MOU

---

- ▶ We pledge to work together to elevate the professionalism
- ▶ Assist volunteers that vigorously represent the profession
  - ▶ Education, PR, Membership, Research
- ▶ Help develop future leaders
- ▶ Mutual Support for activities
- ▶ Share information that helps advance Utility Arboriculture





# The Challenges

---

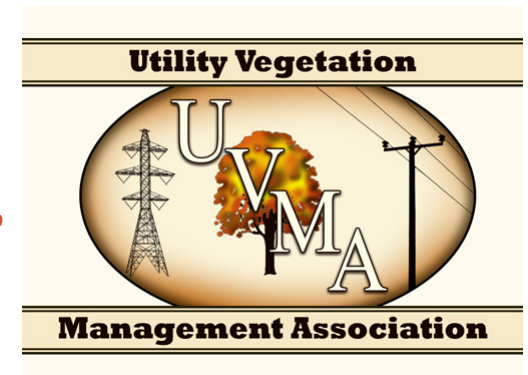
- ▶ Competing for Management time and input
- ▶ Breaking new ground
- ▶ Appropriate and value-added alliances
- ▶ Low membership – High mileage
- ▶ Reaching out to new stakeholder groups



# Western Canadian Utilities' Business Needs

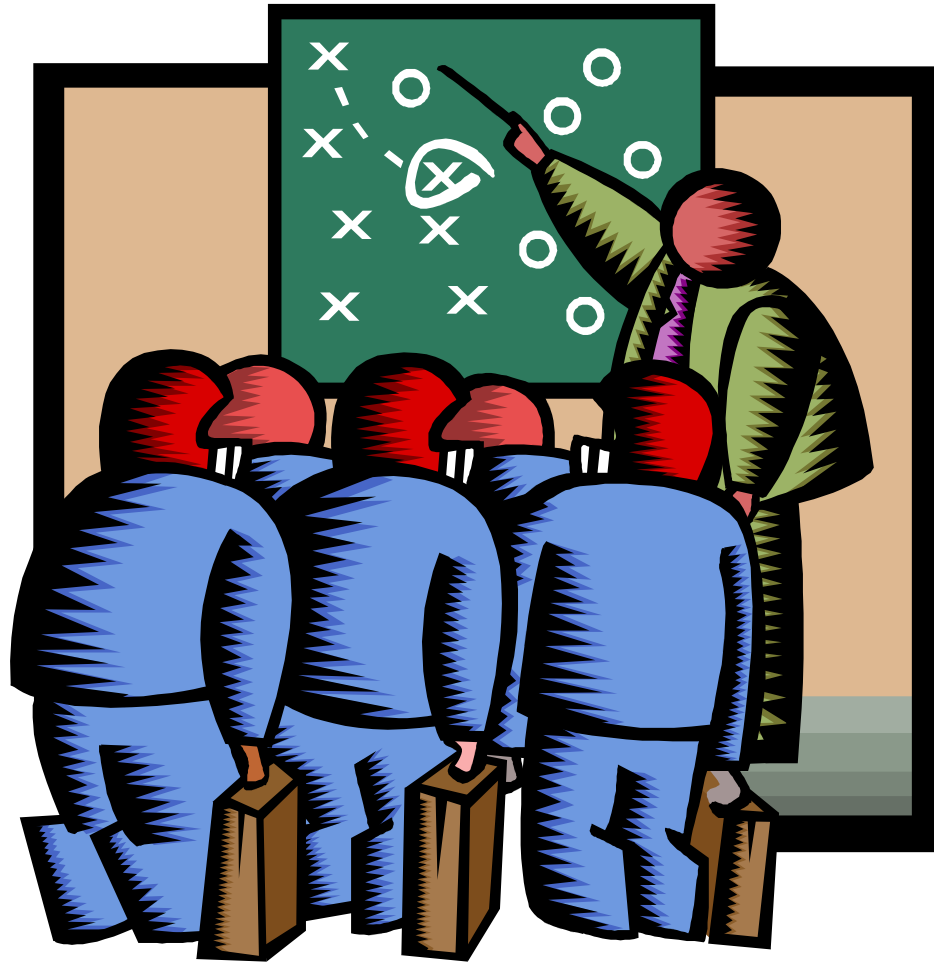
---

- ▶ Aligning Utility Best Management Practices
- ▶ Collective Awareness of Pros and Cons of Business Practices
- ▶ Unified Safety Message to Public and Non-Utility Tree workers
- ▶ Collectively Participate in emerging IVM issues
- ▶ Opportunity to Engage Senior Management
- ▶ Networking Value
- ▶ Stakeholder Growth Opportunities
  - ▶ **Utility Developed and Approved “credential”**



# The Strategic Plan

---



# Goals

---

- ▶ Safety
- ▶ Best Management Practices
- ▶ Credential(s)
- ▶ Relationships and Network
- ▶ Environmental Sustainability
- ▶ Senior Management Engagement



# The Action

---

- Website
  - Safety Message
  - Utility Commitment
- Stakeholder Involvement Expanding
- Links to like minded organizations
- Operations Staff utility supported “credentialing”





# The Action

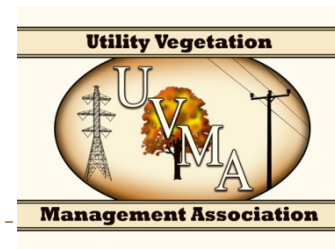
---

- ▶ Western Canadian BMPs
- ▶ Successful 1<sup>st</sup> Senior Management Summit 2012
  - ▶ 2<sup>nd</sup> scheduled for April 2014



# The Action

---



Operations Staff utility supported “credentialing”

## Drivers

- ✓ Younger workforce
- ✓ Workforce turn-over
- ✓ Competing for labor
- ✓ Knowledge & experience gap

## Opportunity

- ✓ Engage end users in solution
  - ✓ Committee exploring “gap” needs
    - ✓ All domains
  - ✓ Provide exposure of career path/opportunities
- 



# Key Focus

---

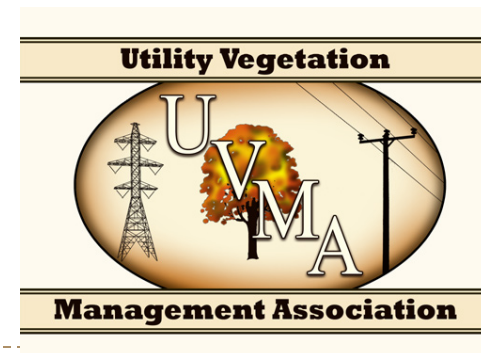
- ▶ The Safety Message
- ▶ BMPs Canadian Style
- ▶ Networking with like minded groups
- ▶ Senior management Summits
- ▶ Personal Growth – Utility Recognized Credential



# Success will look like:

---

- ❑ Utilities involved and working common ground
- ❑ Employees at all levels have a voice/growth
- ❑ Public safety message is consistent and widely promoted
- ❑ Utility stakeholders are equal partners in delivering sustainable IVM
- ❑ Individual professional development
- ❑ Joint workshops – related industry Organizations
- ❑ Senior Management is engaged/supportive



# UVMA Summary

---

- ▶ Incorporated to serve Utilities Business Needs
- ▶ UAA MOU Opportunities
- ▶ Public Safety
- ▶ Stakeholder Involvement
- ▶ BMP Western Canadian Style
- ▶ Networking Value

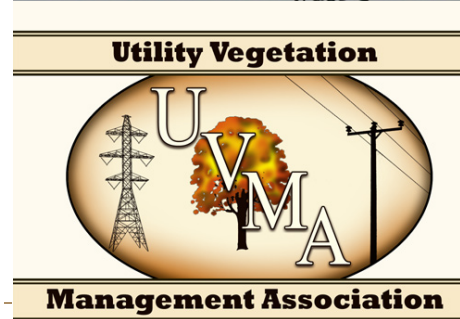




# We Make a Difference

---

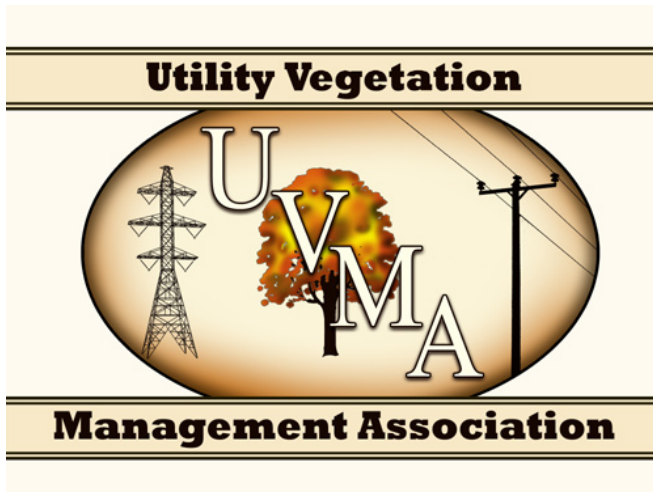
- ✓ Safety
- ✓ Educate
- ✓ Reliability
- ✓ Sustainability
- ✓ Learn, Grow  
Communicate



# Thank You

---

- ▶ What we talk about doing is important!
  - ▶ What improvements we achieve is even more important!



+



# WWW.UVMA.CA

