

# CONNECTIVITY™

NEWS FOR THE CANADIAN ProVM MARKET



## WHAT ABOUT THE CANDIDATES?

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### EFFECTIVE RECRUITMENT STRATEGIES

**PRODUCT. PROCESS. PEOPLE.** Three key factors that are required for a successful business. The “people” piece may be THE most important. Throughout my 15+ year career as a Human Resources/Recruitment professional, one of the most important things I’ve learned is just how crucial it is for organizations to employ top talent to meet their business objectives. Having developed recruitment strategies both in-house and as an external recruiter, it has become very clear to me that without effective strategies, the organization’s vision, mission statement, and organizational goals will be difficult to achieve.

The demand for skilled employee’s will be exacerbated by the fact the economy is in the midst of important changes, including an aging population resulting in increased retirements, a major skills shortage, and a falling birth rate. This has and will continue to result in a tight candidate market in many industry sectors, including Environmental Sciences.

What this means for organization’s is that the paradigm is dramatically shifting. The good old days of running a newspaper or online job posting and waiting for the resumes to come flooding in are long gone. Organizations have to take a proactive approach in recruitment strategies, including capitalizing on their brand and reputation, by developing a culture that entices employees to want to work for your organization. Offering a culture and environment that provides opportunities for growth and opportunity, work/life balance, mentorship programs, constructive feedback, competitive compensation and benefit packages, all work towards ensuring employees are satisfied and engaged.

Organizations must make themselves visible to ensure they are encouraging interest from potential candidates. Attending

trade shows, networking events, and liaising with educational institutions to provide co-op or internship opportunities are all part of this. Another important factor to remember is every single employee is the organization’s “recruitment specialist”. The way they portray and communicate about the organization will make or break whether qualified candidates will want to work there. External recruitment agencies are often a necessary partner in recruitment strategies, as they are in a position to source candidates from the competition with specific skill sets and experience levels an organization is looking for. They provide a focus on the “passive” candidate who may be very content where they are currently working, but just need the power of suggestion to motivate them to consider another opportunity. If a recruitment firm provides such candidates to your organization, it is never a waste of time to meet these individuals, for current openings or for future potential. Building a candidate base is KEY to ensuring you have the right people in the right position, for now and in the future.

The interview process is much more effective if it is a mutual information gathering session, where both parties learn about each other. A thorough, organized, friendly interview involving the key decision-makers in the organization will speak volumes about the culture, and will make or break whether the interviewee will consider a move. An interactive approach, which allows the organization to gather key information about the candidate, while selling the organization and its benefits, is the key to success.


The tide has turned. Candidates should be treated as important assets who may add value to the organization, if not now, then in the future. Creative, proactive recruitment strategies will be KEY to an organization’s success. It should be top priority for organizations, and the way candidates are treated will impact the organizations not only for the short-term, but for the long-term. A candidate, who doesn’t meet your needs today, may very well be your next CEO down the road. Professionalism and integrity are key. Treat qualified candidates the way you would a future employee and your organization will stand out head and shoulders above the rest.

*Tracy Proutt is a Certified Human Resources Professional with 15+ years’ experience in Human Resources and Recruiting in various industry sectors including Agriculture, Manufacturing, Construction and Consulting. Univar ES customers can access Tracy’s many services as part of our enhanced status benefits package. Send us an email at [ESCanadaInfo@univarcanda.com](mailto:ESCanadaInfo@univarcanda.com) to learn more.*



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# HOT NEWS



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- Ratings and reviews on ProVMWeb™ is a great resource for vegetation management professionals to share their knowledge and experiences with one another. Now, Univar Environmental Sciences is sweetening the deal by adding prize giveaways for active participants.
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Also, don't forget you can always check out all of the on-going industry product promotions in the [Promotions Section](#) of ProVMWeb.com

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## Pests in the News

### [Leafy spurge poses environmental threat](#)

A field tour June 6 at the Willner Elbow Grazing Corp near Elbow, Sask., provided a close up view of leafy spurge. The tour discussed the challenges and the control efforts...

### [Here's what to do if you touch wild parsnip](#)

Wendy Prusha thought she had poison ivy, but needed more than calamine to treat the rash that went from bad to worse. "I got prednisone, I tried Benadryl and then..."

### [County not conceding battle against weeds - Edson Leader](#)

While it looks like the battle may be lost, Yellowhead County Council is not ready to give up fighting off the weeds that have all but taken over...

### [More kochia resistant to glyphosate in Manitoba](#)

Manitoba has more cases of glyphosate resistant kochia, but the details won't be made public until later this year...

### [Waterhemp moves north and west in North Dakota](#)

Waterhemp was identified at multiple locations in the vicinity of the Red River near ND 17 [east of Grafton, N.D.]...

### [Calgarians take to 311 with herbicide heckling](#)

The debate about herbicides is raging on Calgary's 311 system. Calgary's weeds are whack, but the 311 comments about them are even weirder...

### [Edmonton dog owner stares down herbicide truck bound for popular off-leash park](#)

SEE LINK FOR VIDEO COVERAGE Dog owner Ida Duncan was so distraught over a city plan to treat Terwillegar Park with herbicide last Friday morning...

### [Plant that can cause third-degree burns in Canada](#)

See link for video coverage. Giant hogweed is nothing new. In fact, it's been around for years. But every summer, unsuspecting residents come into contact with the dangerous...

## Industry News

### [Repeal the Pesticide Ban in Manitoba - Sign the Petition!](#)

Click to get the link for the petition and sign.

### [Do you know about the Saskatchewan Invasive Plant Management Program?](#)

Invasive Plant Management Program The Invasive Plant Management Program is administered by SARM and contracted to invasive weed specialist Harvey Anderson to provide weed management support and education to rural municipalities...

### [City of Calgary debuts herd of goats as latest weed fighters](#)

SEE LINK FOR VIDEO COVERAGE The city officially launched a new pilot project Tuesday that involves an unconventional form of urban weed control. A herd of 106 goats...

### [Province no longer spraying for weeds - Cold Lake Sun](#)

The Municipal District of Bonnyville is concerned the province is no longer taking on weed control responsibilities along provincial...

### [Lawn laws: New pesticide regulations take effect in B.C.](#)

SEE LINK FOR VIDEO COVERAGE Some property owners may have to change their habits with how they keep their lawns perfectly manicured...

### [Measuring Herbicide Efficacy - Transmission and Distribution World](#)

An effective herbicide application is one that eliminates the possibility of new bud formation and break. In last month's article...

### [Secondary highway weed control concerns - Vauxhall AB](#)

A recent decision by the Alberta government is causing concern about highway corridors, with some particularly irritating flora at the root of it. During their regular June 14 meeting...

### [Province launches public consultation on pesticide regulation - CTV Manitoba](#)

SEE LINK FOR VIDEO COVERAGE. The provincial government wants Manitobans to weigh in on the cosmetic...

## Upcoming Events

### [OVMA Annual Conference](#)

Sault Ste Marie - September  
20-21, 2016

### [AVMA Conference & AGM](#)

St Johns NL  
October 12-14, 2016

### [Ontario Invasive Plant Council Field Tour and AGM](#)

October 25, 2016

### [IVMA of BC Biennial Conference](#)

Prince George,  
November 8, 2016

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