



Canadian Nursery Landscape Association
Association Canadienne des Pépiniéristes et des Paysagistes



FOR IMMEDIATE RELEASE

December 9, 2022

Cassandra Deenen Earns Certified Landscape Horticulturist Manager Designation

Milton, ON — The Canadian Nursery Landscape Association (CNLA) is pleased to announce that Cassandra Deenen of Hank Deenen Landscaping Limited, Toronto, ON recently passed the Certified Landscape Horticulturist Manager exam and is now certified.

The Canadian Nursery Landscape Association developed the Certified Landscape Horticulturist Manager program to provide professional recognition to competent individuals who are engaged in the business of horticulture. The designation is for the owner/operators and managers within the business who already have a combination of five years of education and experience in the industry.

The Certified Landscape Horticulturist Manager exam is based on a series of seven self-study manuals that focus on: Managing Marketing and Sales, Leadership and Corporate Citizenship, Innovation, Strategic, Business and Succession Planning, Risk, Law, Contract and Government, Technical – Exterior Landscaping, Human Resource Management and Corporate Financial Management.

CNLA's certification programs have been developed to raise the level of professionalism in the industry and encourage continuing education. Those who pass the Certified Landscape Horticulturist Manager exam have proven they have adequate knowledge of the technical aspect of the industry, as well as the principles and practices of managing a successful and capable landscape business.

CNLA represents more than 4,300 professional interior and exterior landscape maintenance, installation and design/build contractors, retailers, growers and suppliers across Canada.

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