



Simon Traskey, Nominee for Treasurer

Born, raised and educated in the United Kingdom, I moved to Maryland, USA, at the end of my teenage years to start life in America. My career in horticulture started by chance. I fell into a sales job at an independent garden center in Maryland, then looped my way from retail through a portion of the landscape industry until I found my home in the propagation and container-growing side of the nursery industry. I relocated to British Columbia in 2001 to continue in the same vein of the horticulture industry. Currently working with Qualitree Propagators, as a service to our customers, I work with growers across Canada and the United States, aiming for success with new or unfamiliar crops. In the development of crop programs and a knowledge base for our internal team and external customers, I consult and visit with breeders and suppliers across North America and Europe. During my 33 years in the industry, I have participated in various industry associations, including the Maryland Nursery Landscape and Greenhouse Association, American Conifer Society, IPPS, AmericanHort and BCLNA. I have recently been granted an appointment on the Board of Trustees for the AmericanHort Foundation's Horticulture Research Institute.

Victor Kulla

With a unique blend of experiences, I offer a diverse skill set honed over nearly two decades across multiple industries including residential landscape contracting, mineral exploration, and a medical 3D printing startup. My journey has been marked by leadership roles, technical expertise, and a passion for fostering innovation. As someone with a love for complex challenges, I took on the role of Technical Chair for the Skills Canada BC Landscape Competition, promoting the industry as a career choice for aspiring professionals and contributing to the Skills Canada National Technical Committee. This journey has shaped my leadership philosophy, characterized by empowerment, innovation, and a strong commitment to excellence. By joining the BCLNA Board, as a Director I believe that I can use my diverse experience to drive an increase in landscaper membership application and retention rates.



Date: Nov 22, 2023

Jason, Co-Owner and Director of Operations at Hyland Landscapes Ltd., is a purpose-driven professional in the landscape construction industry with over 9 years of experience. Originally from Cork, Ireland, he immigrated to Canada in 2014, starting as a laborer in the field and quickly rising through the ranks.

As the Co-Owner of Hyland, Jason's entrepreneurial mindset and strong leadership skills have been pivotal in the company's rapid growth. With a background in high-level rugby, he instills teamwork, leadership, and grit into the company's ethos.

Under Jason's guidance, Hyland has experienced remarkable growth, expanding by 500% since its inception in 2019, a 100% increase from the previous year. Jason's commitment to professional development is evident through his involvement in HAVAN Young Professionals committee as a 2nd vice-chair and participation in the Irish-Canadian Chamber of Commerce. As well as being a member at Large at the VRC rugby section.

To sustain and manage Hyland's growth, Jason has implemented efficient business systems and software tools with the support of his professional business coaches from Breakthrough Academy. Today, Hyland is recognized as a leading authority in Vancouver's construction landscape design and building sector. Jason holds a Bachelor of Science in Food Science from University College Cork, graduating in September 2010. Though accepted into the Master of Business program for business marketing, deferred the program to take a chance on a new life in Canada.

Throughout his 9 years in the industry, Jason has excelled in various roles, managing teams responsible for millions in revenue annually. Jason possesses extensive knowledge across all aspects of the business, from sales and design to production, business development, HR, and marketing.

Jason's business ethos and core values are rooted in his nearly 30 years of experience playing rugby worldwide. In the contracting world, having gone from the field to the office, Jason knows the benefits and challenges of leading a team of like-minded individuals. His transparent communication style has fostered Hyland's growth to over 20 employees, and his genuine passion for people's personal growth is evident in the company's exponential revenue increase and the commitment of its employees.