

## **News Release**

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December 6, 2011

# **DynaSCAPE announces partnership with Canadian Nursery and Landscape Association (CNLA)**

*Software company will sponsor the association's new National Landscape Design Award*

(Burlington, ON) – DynaSCAPE Software Corporation has entered into a partnership with the Canadian Nursery and Landscape Association to be the official sponsor for the CNLA's new National Landscape Design Award. The award is the latest addition to the organization's National Awards for Landscape Excellence, a series of Canada-wide landscape industry competitions that the CNLA began offering in 2004. The award is to be called the ``DynaSCAPE Award of Excellence for Landscape Design``.

With DynaSCAPE as its sponsor, the new award gives Canadian landscape companies and designers a unique opportunity to showcase their skills on the national stage. Landscape companies whose projects have won design competitions at the provincial level will be eligible to enter their projects into the National Landscape Design contest. They are competing for the prestige of being named Canada's best landscape design by the CNLA's panel of industry experts. Submissions will be judged on a range of criteria that include the design's professionalism, creativity and the incorporation of a sustainable approach to landscape design.

The CNLA's Member Services Manager, Joe Salemi, sees their new partnership with DynaSCAPE as "a perfect mission fit, and a perfect vision fit. Not only does the sponsorship arrangement allow us to take the national awards for landscape excellence to the next level and offer that additional value to our membership, but in addition, a portion of DynaSCAPE's sponsorship will also be reinvested into industry development," he explained. "For DynaSCAPE, that was a very important feature in the overall package, knowing that their sponsorship dollars would also have a positive impact on the level of professionalism in the landscape industry. That is the focus in their own software development, and it is exactly our mandate as well."

Len Hordyk, DynaSCAPE Product Manager, is equally enthusiastic about the new agreement. "We're very proud to be selected as the sponsor of this new award, and to be able to support the CNLA in their important work as the certifying body for the landscape industry in Canada," said Mr. Hordyk. "We look forward to sponsoring this prestigious new National Landscape Design Award on an annual basis, and also to growing our partnership with the CNLA in other ways as well."

Mr. Salemi confirmed that this award sponsorship is just the first phase of what he also hopes will be an evolving long-term partnership with DynaSCAPE. Both partners are now exploring the possibility of offering a subsidized purchase of DynaSCAPE technology solutions to CNLA members in the future. Many CNLA member companies already use DynaSCAPE's design and business management software solutions.

Submissions for the DynaSCAPE Award of Excellence for Landscape Design are now being accepted by the CNLA. The winner of the award will be announced at the organization's semi-annual meeting in Halifax in February 2012.

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### **About DynaSCAPE:**

DynaSCAPE Software has been providing technology solutions to the landscape industry since 1998. Now used by over 4000 businesses and over 100 colleges and universities across North America, DynaSCAPE has emerged as the industry leader in quality software for the landscape professional. For more information, visit [www.dynascape.com](http://www.dynascape.com).

**About the CNLA:**

The Canadian Nursery and Landscape Association is a national not-for-profit federation of nine provincial landscape and horticulture associations, representing over 3,600 members in the landscape, retail garden centre, and nursery sectors. The CNLA provides training and qualifications to industry members through the Landscape Industry Certified designation. Specialties include Technician, Retail Horticulturist, Designer and Manager -- certifications that are highly regarded throughout the industry. For more information, visit [www.canadanursery.com](http://www.canadanursery.com).

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