



SOUL NEWS, January 2019

Professional Development Opportunities

Professional Development opportunities have been added to our website. If you are looking for ways to brush up on your skills this winter, be sure to check [here](#) first.

Update your member profile

Did you know you can use SOUL's website to showcase your website and social profile? The member section of our website is set up for people to find you when they have questions about organic land care, or looking for a contractor to improve their lawn or garden. You can add your website and social profiles to the page by updating them in your profile.

Gaia College Alumni Facebook Page

Calling all Gaia College Alumni - have you joined the [Gaia College Alumni](#) Facebook page? A great place to ask questions, find skilled workers, and more.

NEW PROFESSIONAL MEMBERS

Congratulations to our newest Accredited Organic Land Care Professionals!

Arlene Hazzan-Green
Lisa Towson

'TIS THE SEASON FOR TRADE SHOWS

If you're like most self-employed individuals you likely find yourself taking advantage of inexpensive networking opportunities wherever you can. While winter is a quiet time in the land care industry, it is a busy time for conferences and trade shows, and getting your client list together for the spring. Whether you're targeting conferences and tradeshow as a speaker, exhibitor or an attendee, they become a great opportunity to learn and connect, but can be overwhelming. If you're on a time or cost budget, you want to spend wisely.

Make the most of these opportunities with these few tips:

- Check the exhibitor list beforehand. Make note of anyone you want to speak to and make them your priority. It's easy to get sidetracked.
- Have a great business card, but don't forget about your first impression. Dress appropriately, keep the conversation relevant and engaging, and remember that a handshake and smile can go a long way.
- Get their business cards. Make short and succinct notes about your conversation so when you follow up, you'll remember what you discussed. You'll want to follow up after a day or 2 with an email (be cognizant of the fact that they may receive a number of emails in the first days so make sure yours stands out).
- Be prompt. If you're attending a talk, arrive on time and be prepared.
- Don't over schedule. Try to avoid back-to-back talks or meetings to allow for extra conversation. You never know who you'll be sitting next to.
- Plan time to eat. Walking around and talking to people can be exhausting. Make time to eat so you can refuel and avoid an afternoon crash.
- Keep your name badge prominent. It will make it easier for people to remember your name if they're able to see it as well as hear it.
- (My personal favourite) Seek out the best coffee. There are always other people to chat with while getting coffee, and if it's an organic conference – you can bet they have good coffee.

Make the most of the trade show season and I wish you much success!

UPCOMING CONFERENCES AND EVENTS

[Guelph Organic Conference](#) - January 24-27, Guelph University Centre, Guelph

[Regenerative Agriculture and Soil Health](#) - January 25-26, Brooksdale Environmental Centre, Surrey

[Living Soils Symposium](#) - March 28-31, Montréal's Marché Bonsecours, Montréal