

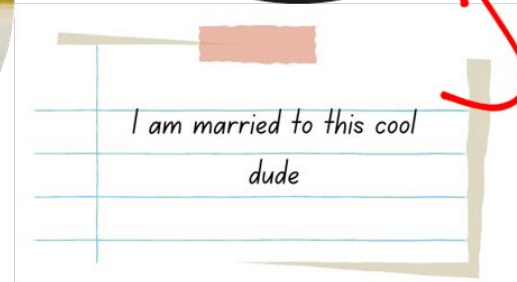
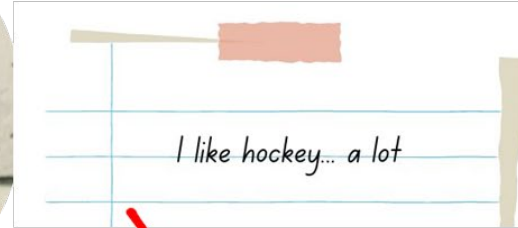
**CAREER SUCCESS:
EXPLORING
OPPORTUNITIES, BUILDING
YOUR BRAG BOOK, AND
PATHFINDING**

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ABOUT ME

- From the Niagara Region
- Grew up playing hockey, played at college in the US and one year for UW (go Warriors!)
- Mom of 2 boys 10 and 7



ABOUT ME

- Grew up working on farms in the Niagara Region – *keep this in mind - this is the single thread has carried me through my career*
- Used my interests to shape my educational path and then my career path
- VP, Research and Development @ the Vineland Research and Innovation Centre
 - Lead a team of about 50 scientists, researchers and engineers to solve problems for Canadian horticulture



I am a **Restoration Ecologist** by training with a PhD in Social & Ecological Sustainability



EDUCATIONAL/ PROF BACKGROUND

- Educational Background
 - BA Hons from Lake Forest College
 - Post Graduate Diploma in Ecosystem Restoration from Niagara College
 - Master of Environmental Studies, UW
 - PhD in Social & Ecological Sustainability
- Affiliations
 - Adjunct Professor at Brock University
 - Adjunct Professor at the University of Waterloo
- Board of Directors Roles
 - BoD of LEAF
 - BoD for ISAO



CAREER PATH

- Finished PhD in 2012
- Briefly considered professorship and was an instructor in the ENV faculty and consulting
- Joined Vineland Research and Innovation Centre in 2013 as a Research Scientist
 - Promotion to Senior Research Scientist and Director in 2020
 - Appointed as VP R & D in 2022





ABOUT VINELAND

Vineland is an independent, not-for-profit organization supported financially by the province of Ontario and the government of Canada and other investments from Canadian and international companies and associations.

Vision

Vineland is recognized as Canada's leader in horticulture research and innovation

Mission

Improve the economic viability, sustainability and competitiveness of horticulture in Canada



ABOUT VINELAND

- 100+ Employees (86 full-time; +27 seasonal)
- Annual operating budget: ~\$13M
- Capital investment (2022): \$6M
- 26 facilities on-campus; 7 off-campus
- 269,141 sq ft admin./laboratory space
- 3 acres greenhouse; +200 acres farm
- Main campus; Victoria farm; Cherry Ave farm
- 167 collaborative partnerships
- 94 varieties of tree fruit
- 200+ new technologies under evaluation

BUILDING A BRAG BOOK

A brag book is a professional portfolio that showcases an individual's achievements, skills, and experiences.

- It is often used in job interviews to provide tangible evidence of past successes and competencies.
- Brag books can include a variety of materials such as certificates, awards, letters of recommendation, positive performance reviews, and project summaries.
- The purpose of a brag book is to demonstrate your value and suitability for a position by highlighting real-world examples of their work and accomplishments.

Biggest tip: It's a LIVING document

- I recommend to my staff that they keep a document/file on their desktop (i.e. jot things down daily which helps with our biannual performance assessments)

BRAG!

THE ART OF TOOTING YOUR OWN HORN WITHOUT

BLOWING
IT



PEGGY KLAUS

FORTUNE 500 COMMUNICATION COACH

"Start bragging....If you don't speak up for yourself, who will?"
—FINANCIAL TIMES

BRAG BOOKS DIFFER FROM CVS

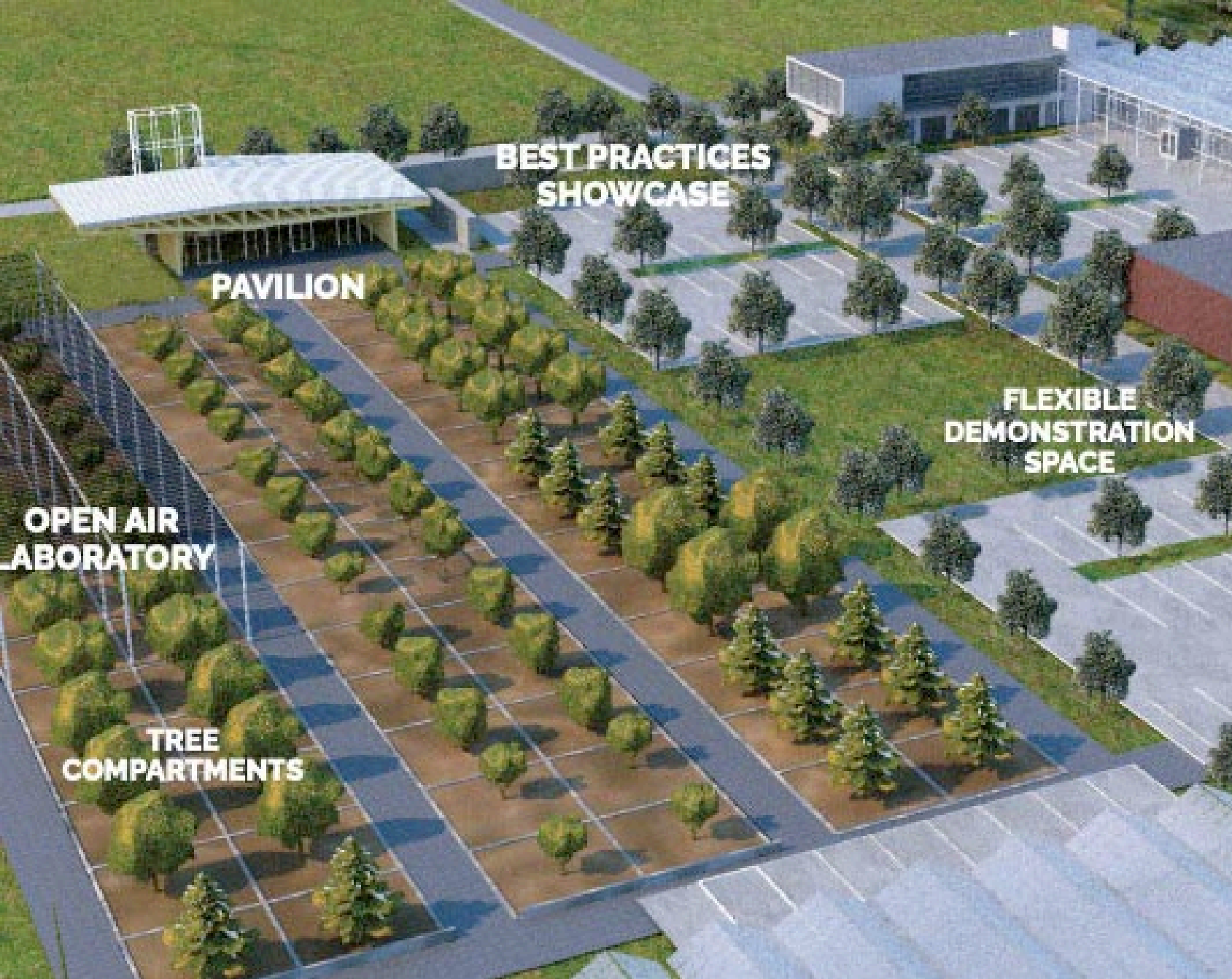
Aspect	CV	Brag Book
Overview	Concise overview of work history, education, and skills	Detailed and often visual representation of achievements
Length	1 to 2 pages	Comprehensive portfolio
Format	Standardized format listing positions, responsibilities, and accomplishments	Includes tangible evidence like certificates, awards, letters of recommendation, and positive performance reviews
Visual Elements	None	Graphs, charts, photos
Customization	Static document tailored slightly for each job application	Highly customizable, arranged to align with specific roles
Layout	Simple	Professional layout, includes table of contents
Usage	Static document	Dynamic presentation tool during interviews
Complement	Standalone	Complements a CV by providing a richer narrative



EXAMPLES FROM MY OWN EXPERIENCE

- Invention of the Rootsart™ Tree Propagation Tray
 - Hold patents in Canada, the United States, Australia
 - Filed patents in New Zealand and the European Union
 - A CV would capture the patents but not the IMPACT of the invention:
 - Promotes Healthy Root Development
 - Prevents root defects during propagation
 - Reduces tree failure in urban landscapes
 - Videos and marketing materials etc.
- Establishing Pathways Between Municipalities and Tree Suppliers
 - Ensuring seamless flow of trees
 - Meeting changing market demands
 - Filled a gap in the supply chain that was previously unrecognized





DESIGNING RESEARCH FACILITIES

- State-of-the-Art Outdoor Research Facility "TreeCulture Research Park"
 - Unique in North America
 - Designed for urban green infrastructure
 - Supports soil health analysis
- Indoor Soils and Substrates Laboratory
 - Innovative initiative for soil health
 - Invaluable resource for producers and suppliers

SOME MILESTONES THAT HELPED ME KEEP MOMENTUM



Authored the Ontario Landscape Tree Planting Guide



Created the Greening the Landscape Research Consortium



Wrote Canadian Landscape Standard on Growing Medium



Working with remote Northern Indigenous communities on food security projects

Keep a focus on the things that drew you to the career path in the first place!



USING YOUR PASSION TO PATHFIND YOUR CAREER

- Discover Your Passion: Identify what truly excites and motivates you.
 - *Remember I mentioned that thread at the start about my connection to horticulture, crop production and healthy ecosystems*
- Investigate Careers: Explore professions that align with your interests and values.
- Match Your Skills: Find careers that utilize your unique strengths and talents.
- Seek Mentorship: Connect with professionals who can guide and inspire you.
- Say yes to experiences! Participate in internships, volunteer work, and job opportunities to build your skill set.
- Set Goals: Establish clear, achievable milestones for your career journey.
- Stay Informed: Keep up with industry trends and continue developing your expertise.
- Embrace Challenges: Use obstacles as opportunities for growth and learning.



KEY TAKEAWAYS

- I always loved science, being outside, and food production, but I didn't 'know what I wanted to be' and that's ok!
- Always stay true to the stuff that excites you and lean into what you are good at
- Don't be afraid to say yes and take chances
- It's easy to forget your own accomplishments, so make sure to build your brag book – start small with a file on your desktop
- Come work at Vineland!

