

4815 – 44 Ave
Stony Plain, AB T7Z 1V5
www.gprchamber.ca
780.963.4545



**GREATER
PARKLAND
REGIONAL
CHAMBER**

Ashleigh Munro, Kiwi Nurseries Ltd.

By Claire Buisseret

Ashleigh Munro grew up in the Kiwi Nurseries business but it wasn't until twelve years ago that she took on a major role in her family's operations. Her passion for the local community and her family's business is represented through her numerous nominations this year. Earlier this year, Kiwi Nurseries won the Marketing Award of Distinction from the GPRC Business Awards of Distinction. Since then, Ashleigh has been nominated, and is a finalist, for the Marketer of the Year Award with the Alberta Chambers of Commerce. She has also been nominated for the Green Profit/Garden Centre Group Young Retailer Award which is an award that covers all of North America and currently, Ashleigh is one of three Canadian finalists nominated for this award.



This nomination is highly coveted in the garden centre community throughout Canada and the United States. Ashleigh's nominations speak to her commitment to Kiwi Nurseries' growth and development. Earlier this year, Green Profit wrote a feature article on Ashleigh praising her management style which is based on building both team and individual skills.

These nominations mean a great deal to her personally as well as to Kiwi Nurseries. Ashleigh's contribution to the community has not gone unnoticed as Kiwi Nurseries is hosting an impressive number of events for the Tri-Region throughout the year. Community comes before profit at Kiwi Nurseries and in doing so they hope to foster lifelong connections with their customers. In the future, Kiwi Nurseries hopes to create more events for the community, led by Ashleigh.

The business has grown exponentially through Ashleigh's drive and determination, thus leading to Kiwi Nurseries carrying now "25 types of one plant" compared to "25 types of shrubs" when the business started. Her management and marketing skills have launched her family's business onto the

4815 – 44 Ave
Stony Plain, AB T7Z 1V5
www.gprchamber.ca
780.963.4545



**GREATER
PARKLAND
REGIONAL
CHAMBER**

maps of gardeners, landscapers, and plant enthusiasts from far and wide. Not only has she increased their sales with a goal of “tripling each year,” but she has also increased the Kiwi staff. Ashleigh now leads a staff of around 30 in the summer to handle their busy season. This tremendous growth has been made possible by Ashleigh’s preference to adapt and overcome based on the obstacles and goals presented to her rather than following typical marketing and management approaches; she is a successful pivoter.

As the Garden Centre Coordinator, Ashleigh’s tasks include hiring and training staff. On top of her management role she also handles human resources, understanding the technology used at the garden centre, marketing, website management, and maintaining the business and its land. Additionally, she communicates with her clients and suppliers.

Ashleigh has developed and grown her family’s name in the Tri-Region. From the beginning of Kiwi Nurseries in 1979 to Ashleigh’s various prestigious award nominations in 2022, Kiwi Nurseries has been an invaluable member of the Greater Parkland Regional Chamber of Commerce, and the region as a whole. Beginning by helping her mom to implement an electronic invoicing system, Ashleigh never expected to be nominated for such awards, but her hard work and dedication prove her to be a more than worthy nominee.