



2024 Atlantic Edition Judge



Frank Zaunscherb
Creative Marketing Strategist
Lunenburg, Nova Scotia

Frank is a semi-retired marketing strategist with a forty plus year history of designing effective solutions for challenges posed by clients. They include businesses in the manufacturing, distribution, retail and service industries, trade associations, and organizations. The majority of the marketing, design and communications projects during this period have been for North America's ornamental horticulture sector, working with such leading clients as Scotts Miracle Gro, The Canadian Garden Council, AmericanHort: an Association of Floriculture Professionals, Communities in Bloom and America in Bloom.

During his time with both "In Bloom" organizations he aspired to become a judge but was never able to make the time commitment due to personal and professional responsibilities. Instead, he and his team worked behind the scenes which led to meeting inspiring people, visiting vibrant communities during the annual Parks and Grounds Symposiums, engaging with corporate sponsors like Scotts Canada, Home Hardware, and the CN Tower, partnering organizations like Tourism Canada for the Winter-Lights program, and the Department of Canadian Heritage for the Cultural Capitals of Canada Program.

Frank has dedicated his career to sharing the value that flowers, plants, trees, and environmental initiatives provide to people, communities, the planet, and the economy. He currently consults for the Canadian Nursery Landscape Association's communications team on developing green solutions for public and municipal audiences with the Communities in Bloom, Green Cities Foundation, Count My Tree, Green My City, and Plants Love You programs.

His personal life reflects the goals of CiB, as he chooses to live in and visit communities that are vibrant, beautiful, clean, artful, creative, and focused on the future while embracing the unique history and culture of its past. He lives and breathes the Communities in Bloom mission. Frank was engaged in his community as Chair of the Cultural Advisory Committee, and Board Member of the Grand River Council on Aging while living in Brantford. He and his wife Gayle now "Live the Garden Life" at their new home in Lunenburg, a UNESCO World Heritage Site currently undergoing thoughtful planning for future growth. They love to travel and are exploring Canada by discovering natural destinations, visiting public gardens, experiencing cultural activities, seeking out delicious food and exploring unique communities. Seeing a CiB sign while on the road is always their invitation to stop and explore because it means the community cares about its residents and visitors.

Frank is looking forward to meeting the municipal representatives and committee members of the participating communities and learning about their Communities in Bloom efforts in 2024!

No allergies or dietary restrictions

7856 5th Line
South,
Milton, ON
L9T 2X8

T 514 694-8871

E-Mail/Courriel : bloom@cib-cef.com
Web Site : www.communitiesinbloom.ca
Site Internet : www.collectivitesenfleurs.ca

 [cibcef](https://twitter.com/cibcef)
 [communitiesinbloom](https://www.facebook.com/communitiesinbloom)
 [@cibcef](https://www.instagram.com/cibcef)