



# President's Message



As the snowflakes have begun falling, the Christmas music *before* Thanksgiving has been playing, and some of you have been busy putting up lights and ornaments, it must be getting close to .....the end of 2007. Before that happens, we must have our Christmas program. It will be a very enlightening program as Linda talks to us about Butterflies. What? At this time of year! Well, maybe she can get our interests aroused about 2008 while she informs us about the butterfly.

We had a great turnout for the November Program, and again thank you to our panel of *Jim TenBrink of Earth Service & Supply, Vic Foerster of West Michigan Tree Services, and John Stone of Windscapes Landscaping.* They did an outstanding job and for those of you who missed it, these three have a tremendous amount of knowledge and foresight into our industry. The board and I were happy about the many of you who came out to this program as we try to help all of us in the association to better ourselves and our businesses through education. I hope that the successful turnouts will continue.

I wish you all a Merry Christmas and a Happy New Year. Enjoy the holiday season full of friends, food, and Football—okay all sports. And before I go the Mellema curse has been broken, a baby **girl** was born on November 14, little Kathryn Elizabeth. See you all at the Holiday Program on December 12.

*Matt*

- *Matt Mellema, owner of Mellema Nursery LLC in Fremont is the President of WMNLA. Contact him with any comments, ideas, or questions at (231) 924-5106 or at mellemam@ncats.net.*

## March Garden Day Expo Registration for March 15, 2008

WMNLA will be hosting the Annual **March Garden Day Expo** to the gardening public of West Michigan on **March 15** at Covenant Life Church in Grand Haven.

This allows WMNLA a great opportunity to market itself and its professional members to consumers in advance of the Spring weather.

Last year over 250 people attended the event from Ada to Zeeland, Allegan to Whitehall, and Allendale to West Olive and locales in between. Profits go to support the WMNLA scholarship fund.

Booth space is 10'x10'. **The cost will be \$60.00 before February 1, 2008, after this date the price will be \$75.00.** Reserve your space early so you can take advantage of the "early bird" price. Please feel free to reserve one or two spaces. If you need a table or two, please let us know.

Exhibitor move in will be on Friday March 14, from 1-5:00 PM and Saturday March 15, from 7-8:00 AM. Tear down will be at 3:30 PM on Saturday.

Contact **Angela Korti** at **Spring Meadow Nursery** at (616) 846-4729 ext. 1405 or [angela@springmeadownursery.com](mailto:angela@springmeadownursery.com).

# WMNLA Events

Wednesday, December 12, 2007  
11:30 p.m. – 2:30 p.m.

## WMNLA Holiday Program "Butterflies & Their Habitat"

Presented by Linda Koning

Linda will present information on butterflies & caterpillars, their habitat, food, laying eggs, nectar plants, and their relationships with wild & garden plants.

\$20 per person for the Holiday Program & lunch.

RSVP by December 7

At the **Grand Hall—Harbourfront Place, Grand Haven**



Wednesday, January 30, 2008  
11:30 a.m. – 2:30 p.m.

## "Employee Management Issues"

Presented by Vera Bitsch of

Michigan State University Extension.

Even though we are trained as professionals in the green industry, we all are managers. Vera will address workplace issues and management procedures.

\$12 per person, includes lunch

RSVP by January 25

At the **Grand Hall—Harbourfront Place, Grand Haven**



**Employee Special—Send 3, 4th employee free.**

Wednesday, February 20, 2008  
11:30 a.m. – 2:30 p.m.

## "Prune Right! —Managing Landscapes & Crops"

Featuring as Panelists—

Tom Carmode of Frens Nursery,

Kevin Hoezee, Landscape Design Service,

Technique, style, and timing enhances the landscape if done right, & can ruin it if not. Maximize your product's salability & profit potential.

\$12 per person, includes lunch

RSVP by February 15

At the **Grand Hall—Harbourfront Place, Grand Haven**



**Employee Special—Send 3, 4th employee free.**

Saturday, March 15, 2008  
9:00 a.m. – 3:00 p.m.

## March Garden Day

This is the annual garden event to the public presented by WMNLA

featuring gardening seminars and member expo showcase. Featuring guest speakers Janet Macanovich and Art Cameron.

\$60 Early Bird Booth Registration ;

\$75 after February 1, 2008

At **Covenant Life Church, Grand Haven.**

Open to the Public.



# WMNLA Board Meetings

WMNLA Members and guests are welcome to attend the WMNLA Board Meetings. Meetings are from 10 a.m.—11:30 a.m. on the day of the Membership Program. There will be an opportunity for the membership to address the Board with any industry & membership issues.



Click on

[www.wmnla.com](http://www.wmnla.com)

today!

# WMNLA Scholarship News

The Scholarship deadline is **March 15, 2008** for students pursuing a green industry degree and reside in Ottawa, Allegan, Kent, Oceana, and Muskegon counties. Up to three scholarships awarded annually up to \$1500 each for college & trade education tuition. Application online at [www.ghacf.org](http://www.ghacf.org).

With the support from WMNLA members to the scholarship fund as a result of the WMNLA Golf Outing Scholarship fundraisers, the annual March Garden Day event, and with contributions from our members, we are thrilled to have grown this scholarship fund to over \$15,000 this year! **And the best part is \$14,500 in Scholarships have been awarded since 2002.**

WMNLA Scholarship Fund History:	Balance	Awards
April 2007	\$15,330.88	\$3,000
April 2006	\$9,848.65	-
April 2005	\$8,387.96	\$2,000
April 2004	\$8,716.63	\$4,500
April 2003	\$5,114.00	\$3,750
April 2002	\$3,398.17	\$1,300

**Thank you** for your support and providing WMNLA this excellent vehicle to give back in such a meaningful way to the green industry.



W.M.N.L.A. STANDS FOR:

## WESTERN MICHIGAN NURSERY AND LANDSCAPE ASSOCIATION

It is a "green industry" non-profit organization whose members are West Michigan landscapers and contractors, landscape management companies, wholesale nurseries and retail centers.

W.M.N.L.A. MEMBERS ARE DEDICATED TO-

- Professionalism and integrity in all business practices.
- Promoting the general welfare and prosperity of all association members.
- Encouraging environmental responsibility and public trust.
- Increasing awareness of this industry's contribution to the quality of life.
- Providing workmanship, service and materials of the highest quality and a fair price.



WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION



*Happy Holidays  
from WMNLA*



## The Michigan Urban & Community Forestry Program

The Urban & Community Forestry Program advises and assists local units of government (city/village/township/county/schools), community-based organizations, volunteers and individuals in developing and implementing community forestry activities, including:

- Proper tree selection, planting and maintenance
- Community involvement
- Tree ordinance development
- Public awareness and education
- Insect and disease management
- Tree inventories and management planning

Despite being a small percentage of all trees in the State of Michigan, the urban forest impacts about 80% of the state's population. Trees within our neighborhoods and communities not only improve the immediate quality of life they also affect our natural resources. They annually provide millions of dollars worth of environmental, social and economic benefits such as reducing storm water runoff and air pollution, conserving energy, improving public health and well being, increasing property values and attracting business, tourists and residents.

The Michigan Urban & Community Forestry Program (MUCF) aids communities, schools, neighborhood groups, and non-profits to better manage their trees. MUCF provides funds through in-kind financial grants such as the Tree City USA program, Arbor Day mini-grants, Community Forestry Grants, and more. The MUCF is also an excellent resource for information pertaining to planting, maintaining, and managing trees.

As a green industry professional, you are encouraged to take advantage of this program by contacting **Kevin Sayers, the MUCF Coordinator** to receive regular e-news updates on current programs and resources. For more information, see the MUCF web site at [www.mi.gov/dnrucf](http://www.mi.gov/dnrucf) or contact **Kevin Sayers at [sayersk@michigan.gov](mailto:sayersk@michigan.gov)**.

*Vic Foerster, West Michigan Tree Services  
Chairman, Michigan Urban & Community Forestry Advisory Council*

## 2008 WMNLA Membership Directory

The 2008 WMNLA **Membership Directories** will be handed out at the December Holiday Program for all members and their staff.

Advertising space is available exclusively to members. Deadline for materials is December 5.

**Rates are:**

1/4 page ad is \$30

1/2 page ad is \$50

*Color ads, add \$25*

Reserve your space and send artwork to Laurel Nease, WMNLA Association Coordinator at (616) 847-8955 or email at [info@wmnla.com](mailto:info@wmnla.com).

## A Call to Serve on the Advisory Committee at Careerline Tech Center

To keep pace with industry standards, **Careerline Tech Center** in Holland enlists individuals to serve as advisors to provide recommendations & input on curriculum and program direction. Careerline Tech has a **Retail Program in Greenhouse/Floral Design** and **Building Technologies Program in Building Trades**.

For more information, contact **Dale Kwekel, Grand Haven Garden House at (616) 842-8680** or **Careerline Tech Center at 1-877-702-8601**.



**WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION**

P.O. Box 96  
West Olive, MI 49460

For advertising, business news, submission of articles and WMNLA member news:

Contact Laurel Nease at

(616) 847-8955

Email: [info@wmnla.com](mailto:info@wmnla.com)

[www.wmnla.com](http://www.wmnla.com)



**Mark Your Calendar!**

**January 30 - WMNLA Program—“Employee Management Issues”** presented by Vera Bitsch, Michigan State University Extension

**2007/2008 WMNLA Board of Directors**

Matt Mellema, President; Mellema Nursery  
Tom Czerniak, Vice President; Landscape Solutions West  
Jim TenBrink, Treasurer; Earth Service & Supply

Tom Carmode, Secretary; Frens Nursery  
Kyle Lohman, Member At Large; Double L Enterprises  
Ken Stanton, Member At Large GVSU Facility Services



**WMNLA Holiday Program—  
“Secret Butterfly Relationships”**  
*Presented by Linda Koning, Naturalist,  
West Michigan Butterfly Association*



**Wednesday, December 12**  
**11:30 a.m.—2:30 p.m.**

***At The Grand Hall  
Harbourfront Place,  
Grand Haven***

***\$20 per person,  
includes the Holiday  
Luncheon***

Linda Koning will present this colorful program on butterflies & caterpillars, their habitat, food, laying eggs, nectar plants, and their relationships with wild & garden plants.

Linda spent many field hours searching for butterflies and found a number of new county records in Muskegon, Ottawa, and Allegan. Linda has also increased interest in butterfly watching in West Michigan by starting a local chapter of the **North American Butterfly Association**.

Linda is an independent photographer specializing in Butterflies and Wildflowers. Her fascination with the symbiotic relationship between host and nectar plants with butterflies along with her superb photographic skills, has

allowed her to combine her talents in a unique way. Audiences have been amazed and captivated wherever her educational programs have been presented, from young children to professionals.

Her collection of summer and winter butterfly photography can be viewed at [www.glsqa.org/wmba/wmba\\_org.htm](http://www.glsqa.org/wmba/wmba_org.htm).

**RSVP by December 7**

**Let us know you are coming so our hosts can prepare!**

**WMNLA member businesses & staff are welcomed!**

**Call Laurel Nease at  
(616) 847-8955 to make your  
reservation or**

**Email your RSVP to  
[info@wmnla.com](mailto:info@wmnla.com)**



*A Tiger Swallowtail, a Monarch Butterfly, and a Hickory Horn Devil Caterpillar*