



President's Message



Yesterday my mother called me up and said, "What does your wife want for Christmas?" She doesn't ask me anymore... I always want long underwear. Too much information?

In any case it caught me off guard. The Holiday season got here when I wasn't looking. All of us here in the green industry know that when you are passionate about your business, whether it's big or small, that you are never, ever, done. There is always another phone call to make, text to send, tool to sharpen, stone to overturn. Your job can envelope your life if you let it.

But everything has its place. That is why I wanted to take a moment to encourage all of our members to just relax. The Holidays are a time when we should all take time to slow down, whether we will feel like we can or not. It's the time of year when we deserve to catch our breath. We all work hard, but getting together with family and friends this time of year should serve as a reminder that we need to place them first in our lives all of the time. We all have a lot to be thankful for in this country where we are free to achieve, earn a decent living, and create meaningful lives for ourselves.

So, to recognize the need we have this time of year to reflect and relax, come join us in December to unwind with a Holiday program. Our speaker will be **Tom Braak** who will be discussing an ongoing project to **re-Green Haiti through tree planting**. We'll be raffling some fun prizes too, and anyone who walks through the door will have a chance to win. There will be a cash bar also, so maybe take the whole afternoon off. That's part of what the "off" season is for too. If you really need further justification to relax amid peers, you can still call it "networking" if you want.

Unfortunately, the problem remains "What does your wife want for Christmas?" ... I'll be accepting ideas at the next program. Happy Holidays,

— *Ryan*

Ryan Bose, Bartlett Tree Experts in Grand Rapids is the 2011/12 President of WMNLA. Contact him with comments, ideas, & questions at (616) 245-9449 or rbose@bartlett.com

March Garden Day Expo Registration for March 10, 2012

WMNLA will host the Annual **March Garden Day Expo** to the gardening public of West Michigan on **March 10** at the **Grand Haven Community Center**.

This allows WMNLA a great opportunity to market our professional members to consumers in advance of the Spring season.

Over 250 people attend this event from Ada to Zeeland, Allegan to Whitehall, and Allendale to West Olive and all locales in between. Proceeds go to support the **WMNLA Scholarship Fund** and the **Horticulture Education Grant Fund**.

Choose from a Standard Booth space of 10'x 10' for \$75 or mini-booths for \$40.

Early Bird registration cost is \$60 before February 1, 2012, after this date the cost is \$75. Reserve your space early and take advantage of the "early bird" price. Reserve your space today. If you need a table, please let us know.

Exhibitor move in will be on Friday, March 9, from 1-5:00 PM and Saturday March 10, from 7-8:00 AM. Tear down will be at 3:30 PM on Saturday.

Contact **Pam Cater**, **Hidden Grove Nursery** at **Hiddengrove5@gmail.com**.

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.

WMNLA Events

**For all WMNLA programs—
Employee Special—Send 3, 4th employee free.**

Wednesday, December 14, 2011

11:30 p.m.—2:30 p.m.
WMNLA Holiday Program &
Lunch—



**“Tree Planting Mission—
Building Haiti’s Future”**

Presented by Tom Braak, Faith In Action International.
Hear the stories of this organization’s work in tree nurseries and soil conservation, bringing sustainability to the rural communities in Haiti.

*\$20 per person for the Holiday Program & lunch.
RSVP by December 10*

At the Grand Hall—Harbourfront Place, Grand Haven

Wednesday, January 25, 2012

11:30 a.m.—2:30 p.m.

**“Civility—One Easy Way
to Grow Your Business”**



*Presented by Dave Steenstra,
PhD, Ferris State University
College of Business.*

This presentation will discuss the easiest way to grow your business with little or no additional cost.

*\$12 per person, includes lunch
RSVP by January 21*

At the Grand Hall—Harbourfront Place, Grand Haven

Wednesday, February 22, 2012

11:30 a.m.—2:30 p.m.

**“Confronting Old Wives
Tales of Plant Health Care”**



****EMPLOYEE MEETING ****

*Presented by Jon Stone, Michigan
State University Horticulture
Department, Kevin Hoezee, Landscape Design Services
& Vic Forester, West Michigan Tree Services.*

*A panel discussion of insects & diseases.
\$12 per person, includes lunch*

RSVP by February 11

At the Grand Hall—Harbourfront Place, Grand Haven

Saturday, March 10, 2012

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 Macunovich, author** and **Ed McKee, Frederik Meijer Gardens.**



*\$60 Early Bird Booth
Registration;
\$75 after February 1*

Grand Haven Community Center.
Open to the Public.

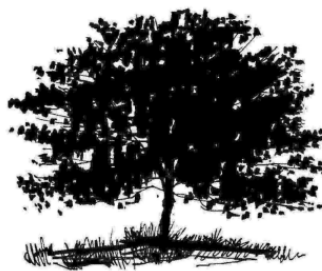


WMNLA Scholarship News

The Scholarship deadline is **March 1, 2012** for students pursuing a green industry degree and reside in Ottawa, Allegan, Kent, Oceana, Newaygo, and Muskegon counties. Up to three scholarships awarded annually up to \$1500 each for college & trade education tuition. Application online at 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 the best part is \$20,500 in Scholarships have been awarded since 2002.**

<i>WMNLA Scholarship Fund History:</i>	<u>Balance</u>	<u>Awards</u>
April 2011	\$9,082.91	\$1,500
April 2010	\$9,793.05	\$3,000
April 2009	\$9,169.43	\$1,500
April 2008	\$13,157.44	\$1,500
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



greatlakesornamentals.com

**Great Lakes
Ornamentals**
2117 Blue Star Hwy
Fennville, MI 49408
(269) 543-8211
Fax: (269) 543-4691

Why GLO ?

- ◆ **Our trees are specimen quality.**
- ◆ **We only sell what we grow. They are northern hardy.**
- ◆ **We offer a broad selection.**
- ◆ **Our prices are competitive.**
- ◆ **We deliver to the jobsite on time and at your convenience.**
- ◆ **We welcome you to “tag your own”.**
- ◆ **We have been pleasing our customers for **23 years**.**



**Remember — Northern
Grown is Northern Hardy!**

*We do our best to provide
you with the best...*

Come see us at the GLTE in January!

Retail Sessions at the Michigan Greenhouse Expo December 6-8, 2011

2012 WMNLA Membership Directory Available

Grand Rapids DeVos Place— Are you trying to improve your retail sales in these tougher economic times? The choose one of the following sessions to help you...

Achieving Success in a New Economy: Ten Tips to Top – Notch Performance for Greenhouse Retailers, by Bridget Behe, Horticulture Dept., MSU. These 10 tips can help your business create and sustain a differentiable advantage in the marketplace. Learn what adaptable businesses do to stay at the cutting edge of innovation and profitable performance.

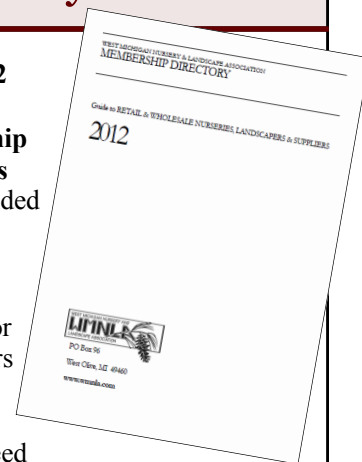
Sustainable Greenhouse Production Practices, by Roberto Lopez, Horticulture and Landscape Architecture Department, Purdue University. Whether you are interested in bio-containers, controlled-release fertilizers, cold-finishing poinsettias, or finishing bedding plants with little or no heat, Roberto will present research-based information that can help you become a more sustainable and profitable producer by reducing your heating, fertilizer, or plant growth regulator costs.

Hear What Your Retail Customers Really Should Be Telling You: Focus Groups Made Easy, by Bridget Behe, Horticulture Dept., MSU. Surveys can provide information from a broad sampling of customers. This session will give you a six-step outline to inviting the right people, asking the right questions, and getting the best information to help you evaluate changes you have made or might need to make.

For session fees & registration go to www.glexpo.com.

The **2012 WMNLA Membership Directories** will be handed out at the December Holiday Program for all members and their staff.

If you need additional copies mailed to you, please contact Laurel Nease, WMNLA Association Coordinator at (616) 847-8955 or email at info@wmnla.com.



The MNLA Landscape Challenge

2012 Great Lakes Trade Exposition January 9-11, 2012 DeVos Place Grand Rapids, MI

Each team consists of up to 5 individuals and will pay a registration fee of \$250 (all proceeds go to fund green industry research).

Contest is open to MNLA members.

Each team will have the same amount of space to complete the Challenge. Contest space is limited to 200 sq. ft. (10' x 20' area)—finished landscapes that exceed 200 sq. ft. will be disqualified.

Each team will receive the same amount of hardscape, green goods, and other landscape materials placed in/near their designated area. Teams will not be able to see these materials until the Challenge begins.

Each team is allowed to bring a feature item or items—feature item(s) MUST fit in a wheelbarrow (Maximum size wheelbarrow - 8 cubic feet). Water features must be displayed dry. No water is allowed in the space.

Each team must bring their own tools and misc. construction supplies. Construction supplies and tools cannot be used as elements in the landscape. Battery-powered hand tools can be used. No electric or gas equipment can be used.

We'd like to introduce all teams on the first day of the 2012 Great Lakes Trade Exposition during the Welcome Reception. This will be held on Monday, January 9 beginning

at 4:30 p.m.

The Challenge begins on Tuesday, January 10 at 10:00 a.m. when the Trade Show opens. Landscapes must be complete by 2:00 p.m.

Voting takes place on Tuesday, January 10 from 2:00 p.m. – 4:00 p.m. and Wednesday, January 11 from 10:00 a.m. – 12:00 p.m.

The winner of the Landscape Challenge is decided by popular vote of the GLTE attendees and votes of the Landscape Challenge Judges. The winning team will receive a cash award of \$750 and the honor of carrying the title of Masters of the 2012 Landscape Challenge.

Award ceremony takes place on Wednesday, January 11 at 3:00 p.m. during the 2012 GLTE Closing Ceremonies.

Each finished landscape will be auctioned off in the Green Industry Research Auction on Wednesday, January 11. It is the responsibility of the team to identify the feature items not included in the auction at the close of construction (Tuesday at 2:00 p.m.) and to remove these items towards the close of the Trade Show, 2:30 p.m. on Wednesday, January 11.

The participating Team will be featured on-site Conference & Trade Show Guide. Let us know if you are interested or have a team by December 14.

To register—Contact Laurel Nease, WMNLA Coordinator at (616) 847-8955
Email: info@wmnla.com



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

www.wmnla.com



Mark Your Calendar!

**January 25 -
WMNLA Program—
“Civility—One Easy Way to
Grow Your Business”**

Presented by Dave Steenstra, Ph.D.,
Ferris State University College of Business

2011-12 WMNLA Board of Directors

Ryan Bose, President, Bartlett Tree Experts
Jon Mellema, Vice President, Shoreline Landscape & Maintenance

Jeff Rylaarsdam, Treasurer, Earth Service & Supply
Bill Akker, Secretary, Member At Large
Paul Keifer, Member At Large, Specialty Gardens
Tony Hamilton, Member At Large, Berry Family Nursery



**WMNLA Holiday Program—“Tree Planting Mission
— Building Haiti’s Future”**

presented by Tom Braak, Faith In Action International



Wednesday, December 14

11:30 a.m.—2:30 p.m.

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

\$20 per person, includes lunch

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

Beer & Wine Cash Bar Available



Join us for a very special Holiday Program presented by **Tom Braak, Faith In Action International.**

Tom will be speaking in general about his group’s mission activities in **Haiti**, and more in depth about their **agricultural** and **agriforestry** project.

Their mission is to assist the hillside farmers in growing vegetables, papaya, fruit trees, and trees for lumber and charcoal production. Some families have recently brought their annual income up from around \$300 to over \$1,000 in one year (with no investment other than labor)!

They strive to teach sustainable practices that are low risk to the farmer. Soon they will be building a new plant nursery on property recently purchased, aiming to grow 25,000 trees to two years old for distribution.

Tom began working with less than a dozen men from one community in Haiti, and now they are up to serving in over 30 villages.

Visit their website: faithinactionint.org
or on Facebook: **faith in action international**

Tom Braak grew up in Marquette, Michigan and was always outside whether in the woods, canoeing, or x-country skiing. He lived in Grand Rapids for 15 years before moving to Haiti. Tom spent a few months in a cabin in the UP in prayer prior to going back in January of 1997.

Tom married a local gal, from the area in Haiti 7 years ago. They have one son, Ryan, age 2.

RSVP by December 11

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

WMNLA member businesses & staff are welcomed!

Call Laurel Nease at
(616) 847-8955 or Email your RSVP to
info@wmnla.com