

Volume 7.6

February 2008



WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION

WMNLA News

WMNLA Presents

March Garden Day



Saturday, March 15, 2008

Covenant Life Church
101 Columbus Street, Grand Haven

\$40.00 in advance / \$45.00 at the door
Registration includes lunch. Space limited to 300 people.

sponsored by



8:00 Registration & Check-in Visit Exhibits

9:00 Session 1—Visualizing Landscape Changes

with **Janet Macunovich**, Author, Educator, Professional Gardener and Co-founder of Michigan School of Gardening and The Practical Gardening Institute.

It isn't the lack of ideas that cause gardeners to put needed landscape and garden plans "on hold." Rather, it's a reluctance to commit when we are unsure how the change will play out on that stage we see out our windows. In this talk, Janet will show you her process for visualizing changes -- a simple, step-by-step way to see in the future of your garden or landscape. Says Janet, "It's so great to see what people do, once they have a way to project what's in their minds onto paper or the site itself!"

10:30 Session 2—Landscaping In Tune with Nature—Creating a Natural Look in the Landscape with **Art Cameron**, Professor of Horticulture at Michigan State University

Many of us wish to create a garden that works with the natural scheme—not one that fights against it. We are looking for plants which are tough, but not aggressive; beautiful but not fussy, a blend of native and exotic plants that create a natural look. Art will present his favorite landscape plants—including a wide assortment of native and non-native herbaceous perennials and ornamental grasses suitable for sun, shade, wet and dry. He will also give ideas on how to use this unique group of plants to design for landscapes in tune with nature. Learn to create a new look in your garden using some of these great plants.

1. **Pruning of Woody Plants Techniques & Demonstrations**
by Coleen Boyer, MSU Extension Muskegon County

2. **Gardening through the Seasons for Birds & Butterflies** by Pam & Rick Cater, Hidden Grove Greenhouse

3. **Gardening with Deer** by Reini Moser, Moser Landscape Design & Consultancy

4. **Gardening on the Dark Side**
by Lee VerSchure, Westview Farms Herbs & Perennials

5. **Organic Water Features**
by Greg Kuziak & Zandra Nyland, Jonker's Garden

6. **Critical Dunes**
by Elizabeth Tillman, Naturalist, P.J. Hoffmaster State Park

11:45—1:15 Breakout Sessions & Lunch—Choice of Breakout Sessions:

1:45 Session 3—Hedge Your Bets with **Janet Macunovich**

A look at what you can do this fall to end the headache of second-guessing USDA hardiness zones to fit your particular area and Mother Nature's capriciousness. You'll hear about what makes plants hardy and hardier, how to learn which plants might be "pushed" beyond their zone, which ones might not even be trusted to honor their catalog-proclaimed

Call for Board Nominations

We need to elect *two* new board members to serve the next three-year term commencing in June 2008. Finishing their terms are **Tom Carmode of Frens Nursery** and **Matt Mellema of Mellema Nursery**. Our goal is to have balanced representation from the green industry. There is a need for representation from the Wholesale, Retail or Service segments. Contact one of the current board members if you have interest in serving on the WMNLA Board of Directors or if you have any suggestions for nominees that you think would serve WMNLA well.

Deadline for nominations is February 20, 2008.

MARCH GARDEN DAY FEATURED SPEAKERS

Janet Macunovich known as the Gardener's Personal Trainer™ is recognized for her down-to-earth style and for taking the mystery out of gardening and garden design. She is also a cofounder and senior instructor of the Michigan School of Gardening. The school was founded in 1996 to provide high-quality, practical training in gardening, design and horticulture. She co-founded the Practical Gardening Institute in 2004 to provide practical training and advice to gardeners across the nation.

Janet has developed and presented garden and landscape seminars and workshops to meet the specific needs of prestigious organizations throughout the North America. She is an Advanced Master Gardener and authored nine books available throughout the U.S., Canada and England. She hosted a weekly radio show in southeast Michigan, and for 12 years published a weekly newspaper column, "Growing Concerns," in the Detroit News. That column moved online in 2005 to Practical-Gardening.com in order to reach a wider audience with more in depth coverage. Visit Janet's website GroundRules.com, your source for the simple bottom-line about gardening and improving your yard.

Art Cameron, an avid botanist and perennial gardener, is renowned for his exuberant presentation style, beautiful slide shows and his passion for plants! A Professor of Horticulture at Michigan State University, he teaches and conducts research on herbaceous perennials, ornamental grasses and other garden plants. Art has designed several demonstration gardens specifically dedicated to ornamental grasses and herbaceous perennials. The designs are an expression of his free-spirited approach to plants—and to life! At home, his garden is a great excuse to trial even more grasses and perennials—especially those that are in tune with nature—as he is continually on the lookout for the next best plant! A world traveler, Art has lectured throughout the United States and in Europe, Australia, and South Africa. He was awarded the Perennial Plant Association's Academic Award in 1999.

President's Message

Weather, Weather, Weather. As I mentioned in previous articles about the wonderful Michigan weather, it can also be down right awful. As I have learned the January Program was the first WMNLA program ever cancelled due to weather. We hope to reschedule **Vera Bitsch** for a later date and we will let you know.

Just like the dog days of summer, we also have the gloomy days of winter. I hope many of you have been recharging for the upcoming season as I have been. It is fast approaching; soon I will start working in the greenhouses, as some of you may already be busy in the greenhouses. Typically, February is the last program of the 2007-08 season, but we hope to reschedule the January program. We will have two speakers on Pruning, **Kevin Hoezee** and **Ryan Bose**. Two gentlemen with many years of experience and knowledge.

WE do not want to forget the upcoming **March Garden Day** on **Sat. March 15**. If you have not attended, this is a way to meet potential customers as they learn more about the gardens. It is also a chance to learn something new from the variety of speakers that day. I hope to see you all soon at the Feb program or at March Garden Day.

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 mellemam@ncats.net.



greatlakesornamentals.com

Great Lakes Ornamentals

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

Why do we get so much repeat business?

- ◆ **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 satisfying our
customers for **20+ years**.**



Quality Workmanship

**Give us a call for a price
quote and availability today!**

What Defines a Professional?

By Juliette Cowall, Editor, Grand Gardens Magazine

A stylist once told me that her brother was teasing her because he was in law school and was going to make a lot of money. His sails deflated when she said, "That's true, but I make the world a more beautiful place."

Professional landscapers do that also — and they have the science to back it up. College degrees and specialized training are just the start. Most horticulture professionals are *required* to earn continuing education credits in order to maintain certification, which few other professions do. They belong to professional organizations, attend horticulture-specific trade shows and subscribe to horticulture journals and publications. Their winter "down time" is spent catching up on new landscape materials, hybrid plants and even learning software. On top of that, since most are self-employed, they have all the accounting, management, supply, human resources, health care, marketing and every other headache that every business contends with.

In the world of horticulture, "landscaper" means as much as a business person calling him or herself a "business person." It means only what it's backed by: education and experience. Reputable landscape professionals are happy to share their credentials, experience and referrals with clients.

In addition, West Michigan doesn't have to import its horticulture professionals. We train them at some of the best local schools in the country. Even the Kent, Muskegon and Ottawa career-training centers each have a horticulture-related educational track. The degrees offered by West Michigan institutions range from landscape design to sustainable business to organic horticulture to golf course management and beyond.

The continuing education credits are earned by attending seminars, field days, conferences and association meetings. Training can be industry-sponsored, education-institution-sponsored or company-sponsored. Proof of participation is sent to the certifying organization by the entities that provided the training.

Horticulture professionals even have annual awards banquets and dinners. There, they show up in suits and ties and look like the "traditional" professional.

We may have missed some horticulture-related training programs — and we apologize. We can add programs, certifications and degrees to our website: www.GrandGardensMagazine.com.

What follows on this and subsequent pages are the organizations that train and certify landscape professionals and the requirements of each to earn certification.

These people will be happy to help you "make the world a more beautiful place."

Reprinted with permission from Grand Gardens Magazine. For the full list of professional accreditations that accompanied this article (and "Consider a Professional," which encourages homeowners to use landscapers and other professionals who belong to professional organizations such as WMNLA) Gardens Magazine, see the Feb/March 2008 issue.

Michigan Legislative Update

Amy Frankman of Michigan Nursery & Landscape Association will be giving a Legislative Update at the WMNLA program on **Wednesday, February 20 at 11:30-2:30 p.m.**

MNLA will be hosting in Lansing the annual **Legislative Day on March 5 from 9:00-12:00**. Participants are needed to represent the Industry at this proactive event to draw attention to the issues effecting our businesses.

For more information, contact MNLA at 1-800-879-6652 or visit www.mnla.org.

MCN Review Session

Make this the year you finally earn your Michigan Certified Nurseryman certification (MCN). A review session (extremely helpful for passing!) will be held 9:00 am – 12:00 pm, **March 13, 2008** at the **Kirkhof Center at Grand Valley State University Campus**, and the test from 1:00 pm – 5:00 pm the same day.

Call Debra Holds from the MNLA at 1.800.879.6652 for more information and to order your manual.

Need Money for College!?!

Know a promising Horticulture Student who needs money for college tuition?

The WMNLA Scholarship Application with instructions for completing and submitting are available at www.ghacf.org/scholarships/application.htm.

Prior to submitting your application online, print a paper copy of your application and mail it with all necessary attachments to the Scholarship Committee at the Grand Haven Area Community Foundation.

Deadline for submitting your completed application 5:00 p.m. on **March 7, 2008**.

Grand Haven Area Community Foundation
One South Harbor
Grand Haven, MI 49417
616-842-6378



**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!**

March Garden Day

March 15, 2008

At Covenant Life Church, Grand Haven

Register today! \$40 Advance Registration

\$45 at the door

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 Membership Program—
“Prune Right—Managing Landscapes & Crops”
with panelists Ryan Bose, Bartlett Tree Experts and
Kevin Hoezee, Landscape Design Services**

Wednesday, February 20

11:30 a.m.—2:30 p.m.

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

**\$12 per person,
includes lunch**

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

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

Mature trees add richness and texture to any landscape. **Ryan Bose** with **Bartlett Tree Experts** will discuss how these elder statesman can be maintained and improved through proper pruning techniques as defined through Ansi standards.

Ryan Bose is a certified arborist with Bartlett Tree Experts nearly six years as a

crew foreman, IPM technician and sales representative. He has a degree from Michigan State University and enjoys long walks on the beach.

Kevin Hoezee will be talking about tree and shrub pruning from a landscape maintenance prospective. He will review the proper pruning tools, timing and techniques.

Kevin is the manager of the landscape maintenance division for **Landscape Design Services, Inc.** He has a BS degree in Agronomy from Michigan State University and has been with Landscape Design for 21 yrs.

RSVP by February 15

**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**

**WMNLA Membership Program—
“Employee Management Issues”**

*Presented by Dr. Vera Bitsch,
Michigan State University,
Dept. of Agriculture, Food, and
Resource Economics*

Rescheduled to:

Wednesday, March 5

11:30 a.m.—2:30 p.m.

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

\$12 per person, includes lunch

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

The success of a business depends on managing the people who work for it. Setting directions for the business, namely its people, is one of the most important leadership tasks.

Dr. Vera Bitsch specializes in human resource management in agriculture.

RSVP by March 1