



President's Message



How beautiful a fresh white blanket materializes across Michigan's Landscape. As I am enjoying this winter season off (okay, maybe just seasonably relaxed), it has allowed me time to look more closely at how fast the scenery changes. From several inches of snow covering the fields, to winter green (brown) grass; From ice fishing the lakes to geese and ducks swimming freely; From bare branches to wet snow clinging on to every inch of the branch. Well... and this was all in one week during the month of January. What a wonderful place we work and live in.

For those of you who attended, the GLTE this year was another successful one. My perspective was far more people attended, the seminars as a whole were more beneficial, and the weather could not have been better. To those of you with a booth, job well done. I was talking with a friend on Wednesday who is not in this industry, but was attending with his own objectives. He commented on how nice people in their booths' were and how professional we were. As he walked around, what a surprise it was to see all these college students that were interested in our industry and the mingling that took place between students and businesses. In his line of work, he remarked you would never see a show where students and businesses interacted so easily. What a sense of pride this gave me after one of the best GLTE shows I have attended, and that someone else went home thinking better of our industry.

As the WMNLA 2007-08 season draws closer to an end, I now encourage anyone that has entertained the idea of becoming a board member to step forward. Let me tell you a little bit about being on board. In the last three years we have more than doubled the scholarship fund and our general operating fund, we have developed a website, made **March Garden Day** an annual event, and increased our membership numbers. Now, many of you have assisted in making this all possible, we as a board try to make improvements on our association for everyone. The goal of the WMNLA is to improve upon the professionalism of its members while contributing to the quality of life. Jump on Board and see for yourself how you can improve our WMNLA.

The **January meeting** will be on employees; how to hire, manage and retain employees from the top down. We have **Dr. Vera Bitsch** from **MSU** coming to talk to us and she brings a wide range of knowledge and experience to our program. This is a **NOT TO MISS** program as we all prepare for the upcoming 2008 season. I will see you all there on January 30.

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.

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. Currently, 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 January 30, 2008.

March Garden Day Booth Space Registration

An exhibitor's booth for **March Garden Day** is a great opportunity to advertise your business as well as support the WMNLA in their efforts to give something back to the community. Profits from this event 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, let us know.

Exhibitor set up is 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.

If you have any questions or comments please call **Angela Korti** at **Spring Meadow Nursery** at (616) 846-4729 ext. 1405, or email at angela@springmeadownursery.com.

Silent Auction Items Needed for March Garden Day

Over 200 people attended the March Garden event last year, raising over \$1,000 for the WMNLA Scholarship Fund through the Silent Auction.

This is an excellent opportunity to advertise your business and create excitement for the Spring Gardening Season!

If your business would like to donate a door prize for the event, please call **Angela Korti** at **Spring Meadow Nursery** at (616) 846-4729 ext. 1405, or email at angela@springmeadownursery.com.



presented by
West Michigan Nursery & Landscape Association

date
SATURDAY, MARCH 15, 2008
9:00 AM - 3:00 PM

location
101 COLUMBUS AVENUE, GRAND HAVEN
COVENANT LIFE CHURCH



Click on
www.wmnla.com
today!



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March Garden Day Schedule of Events

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.

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

1. **Pruning of Woody Plants Techniques & Demonstration**
by Coleen Boyer, MSU Extension Muskegon County
2. **Gardening through the Seasons for Birds & Butterflies**
by Pam & Rick Cater, Hidden Grove Greenhouse & Nursery
3. **Gardening on the Dark Side—Shade Gardens**
by Lee VerSchure, Westview Farms
4. **Gardening with Deer**
by Reini Moser, Moser Landscape Design & Consultancy
5. **Organic Water Features**
by Greg Kuziak & Zandra Nyland, Jonker's Garden
6. **Critical Dunes**
by Elizabeth Tillman, Naturalist, P.J. Hoffmaster State Park

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 zones, and how what you do right now affects

Michigan Legislative Update

Amy Frankman of Michigan Nursery & Landscape Association will be giving a Legislative Update at the WMNLA program on **Wednesday, January 30 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.

2008 WMNLA Membership Directories Available

The **2008 WMNLA Membership Directories** are available for all members and staff.

Thank you to **Bartlett Tree Experts, Grand Gardens Magazine, Landscape Design Services, Inc.** and **Great Lakes Ornamentals** for sponsoring ads in the Membership Directory.

If you have not picked up your copy at the December program, please let us know and we can mail to your business. Multiple copies are available for staff.

Contact Laurel Nease, WMNLA Association 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!**

**February 20 - WMNLA
Program—“Prune Right—
Managing Landscapes & Crops”**
with panelists Tom Carmode, Frens Nursery and
Kevin Hoezee, Landscape Design Services

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—
“Employee Management Issues”**

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

**Wednesday, January 30
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. As the business grows and different layers of management develop, supervisors and middle managers become important in the management puzzle. Training and coaching supervisors and middle

managers in their human resource management responsibilities, therefore, become a priority.

Successful employee management requires the managing of the human resource management system as a whole. The system can only be as strong as its weakest link. A successful system includes different sources for recruiting employees, effective training, a culture of communication, fair treatment and competent supervisors, a suitable compensation system, which may include incentive pay, showing appreciation, and, counter-intuitive as it may sound, stringent discipline and termination.

Dr. Vera Bitsch is associate professor at the **Department of Agricultural Economics of Michigan State University**. She specializes in human resource management in agriculture. As a nationally and internationally recognized specialist, her

research addresses personnel management issues in agriculture, both in the U.S. and abroad, and builds a strong foundation for her unique extension program. She is particularly interested in how to attract, motivate, evaluate, and retain employees, and how to increase job satisfaction and encourage employees to be innovative at work.

RSVP by January 25

**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**