

Volume 10.5

January 2011



WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION

WMNLA News

President's Message

By Chris Lautenbach



Thank you to all who joined us for our **December Holiday Seminar**. Although it wasn't quite what either Gary or Lee had anticipated, I think we were able to glean some good information along with a few laughs. Thankfully, Gary is doing alright after his last minute trip.

Winter can be a tough time of year for many of us. Heavy competition, low balers, anticipated high gas prices this summer, constant equipment maintenance, and personnel issues are all draining; but, with the current show season giving us a reminder, soon those smells of rain and fresh soil, mulch, foliage and flowers, and cut grass will remind us why we put up with the struggles.

Many of us (who don't plow) have a hard time staying productive during the winter months. Green Industry Professionals often only have a few exhausting months to make our money. Those long hours and high demand days will return soon enough. Now it is time to evaluate, re-organize, maintain, and anticipate...maybe not great money makers, but they are productive.

There was some early excitement in December for most of you plowing along the lakeshore areas; then it got a bit boring. Hopefully the predicted snowfalls in January give us the snow most of you are looking for to make better money.

Come join us **January 26th** to hear **Dave Neely of Atlas Block** and **Rob Loughlin of Belden Brick** give us information on **"What's New in the Industry for 2011"** and exciting new options in our future hardscapes.

I also would like to remind everyone about the Scholarship and Grant opportunities that we offer through the WMNLA.

There will also be 2 board positions that open up this June, as we need volunteers to fill those spots. Please talk to any of the board member if you have any questions.

Wishing you all a productive show season,

— Chris

Chris Lautenbach, Arborist at West Michigan Tree Services in Grand Rapids is the 2010/11 President of WMNLA. Contact him with comments, ideas, & questions at (616) 893-9791 or chrisl@grandarborgroup.com

2011 WMNLA Membership Directories Available

The **2011 WMNLA Membership Directories** are available for all members and their staff.

Thanking for their support—**Bartlett Tree Experts, Great Lakes Ornamentals, and Landscape Design Services, and Wavecrest Nursery** for sponsoring ads in the Membership Directory.

We also wish to welcome new members—**Careerline Tech Center, Dykstra Landscape Management, Inc., and Enchanted Gardener, LLC.**

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

Contact Laurel Nease, WMNLA Association Coordinator at (616) 847-8955, info@wmnla.com.

Call for Board Nominations

We need to elect *two* new board members to serve the next three-year term commencing in June 2011.

Finishing their terms are **Chris Lautenbach of West Michigan Tree Service** and **Allison Jesky of Hope College.**

Our goal is to have balanced representation from the green industry. Currently, there is a need for representation from the Wholesale, Retail or Service & Landscape Maintenance 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 26, 2011.

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 & Horticulture Education funds.

Booth space is 10'x10'. **The cost will be \$60 before February 1, 2011. After this date the price will be \$75.** Reserve your space early so you can take advantage of the "early bird" price. Lunch is included for 2 people. 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 11 from 1-5:00 PM and Saturday, March 12 from 7-8:00 AM.** Tear down will be at 3:30 PM on Saturday.

If you have any questions or comments please contact **Laurel Nease, WMNLA Coordinator** at (616) 847-8955 or info@wmnla.com

Call for Silent Auction Items for March Garden Day

Over 200 people attended the March Garden event last year, raising over \$3,000 for the WMNLA Scholarship Fund & Horticulture Education Grant 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 plants, tools, gift packages, or an unique one-of-a kind item for the event, please contact **Laurel Nease, WMNLA Coordinator** at (616) 847-8955 or email at info@wmnla.com.



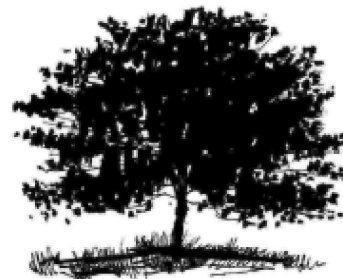
presented by
West Michigan Nursery & Landscape Association

date
SATURDAY, MARCH 12, 2011
9:00 AM - 3:00 PM

location
GRAND HAVEN COMMUNITY CENTER
421 Columbus Ave., Grand Haven



Become a fan of March
Garden Day on
facebook!



greatlakesornamentals.com

Great Lakes Ornamentals

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

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March Garden Day—March 12, 2011

Schedule of Events

8:00 Registration & Check-in Visit Exhibits, Indoor Gardens & Silent Auction. Professionals available to answer your individual gardening questions.

9:00 Session 1

Ornamental Edibles with Mark Dwyer,

Director of Horticulture, Rotary Botanical Gardens, Janesville, WI

Join the new craze of landscaping with ornamental edibles. Don't hide your fresh herbs and vegetables away in the vegetable garden all lined up like soldiers! Herbs and vegetables can contribute their own charm to an informal border or container – plus they're nutritious! Mark Dwyer has a passion for teaching people the dual purpose of many of our garden plants. Learn how to create exuberant landscape displays with heirloom vegetables and other ornamental edibles.

10:30 Session 2

Exciting Foliage Perennials with Mark Dwyer,

Director of Horticulture, Rotary Botanical Gardens, Janesville, WI

Everyone loves flowers but all too often, they are a "fleeting feature" of so many perennials. Foliage can be a colorful contributor in the garden and offer significant visual texture as well. Exciting foliage is the primary attribute for many perennials and with a longer season of interest, can be very effective in the sunny or shady garden.

Mark will share some of his favorite, hardy perennials for a wide range of conditions.

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

1. **Vegetable Gardening**
by Ana Bosma, Frederik Meijer Gardens
2. **Water Gardens**
by Greg Kuziak, Jonker's Garden
3. **Dune Grass and Native Plants**
by Deane Wassink,
Olde Paths Perennial Farm, Inc.
4. **Shade Gardening**
by Lee Ver Schure, Westview Farms Herbs & Perennials
5. **Adding Pizzazz With Unusual Annuals and Perennials**
by Paul Kiefer, Specialty Gardens
6. **The Joy of Ferns & Companion Plants**
by Jan Landry, Huntree Nursery

1:45 Session 3

Tales from the Weed Whisperer! with Dr. Ron Calhoun,

Environmental Turf Grass Specialist at Michigan State University.

Did you know that weeds have a story to tell? In our busy lives we have limited time for our recreational gardening. Weeds are a nuisance to us because they interfere with the intended use for a site. Did you know that the term *weed* is a human designation, not a botanical one? Many *weeds* can be indicators of site and soil conditions and as such, have a story to tell.

Tales from the Weed Whisperer is an engaging, entertaining and informational look at the plants that impede our efforts throughout the year. Join MSU's own "Weed Whisperer," Ron Calhoun, as he helps you identify the reasons those weeds are so competitive.

"Totally new and unexpected way to look at weeds. Wow!"

- Rebecca Finneran, Kent County Extension

WMNLA Scholarship Application Available Online

Attention all High School & College Students in Ottawa, Kent, Allegan, Newaygo, Muskegon and Oceana pursuing a degree in Horticulture—

The WMNLA Scholarship Application through the Grand Haven Area Community Foundation is available for completion online at www.ghacf.org.

The time to start working on your application is NOW!

The deadline for submitting your application is:
March 1, 2011

Please call Barb Post at (616) 842-6378 with questions about your scholarship application.

Ottawa MSU Extension Programs

Weed Control Workshops for Nursery Growers February 9 & 14 or 10 & 15, 2011

Michigan State University Extension in cooperation with **Dr. Hannah Mathers, from the Department of Horticulture and Crop Science, Ohio State University** will be conducting these two-day in-depth workshops for either field or container ornamental plant nursery growers. The goals of these workshops are to: assist growers in improving their weed control results, reducing costs to hand weed plants, reduce the incidence of herbicide injury and apply the latest research results from Dr. Mathers work at Michigan nurseries. Attendees will be able to develop and implement cost effective weed control programs that will reduce the need to hand weed crops wherever possible. Proper identification of nursery weeds will be included in this program along with an understanding of how nursery herbicides work.

Choose the location that is closest for you to attend one of these workshops. They will be held in East Michigan (**Ann Arbor**) and West Michigan (**West Olive**).

RUP credits for your pesticide license have been requested from the MDA for this program.

Deadline to register is February 4, 2011

Thomas A. Dudek
MSU Extension-Ottawa County
616-994-4580 dudek@anr.msu.edu



WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION

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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 16 - WMNLA Program—

“Customer Service Concerns for Spring”

Presented by Professor Jon Baxter, Aquinas College”

2010-11 WMNLA Board of Directors

Chris Lautenbach, President, West Michigan Tree Services
Ryan Bose, Vice President, Bartlett Tree Experts
Allison Jesky, Treasurer, Hope College

Bill Akker, Secretary, Member At Large

Jon Mellema, Member At Large, Shoreline Landscape & Maintenance

Jeff Rylaarsdam, Member At Large, Earth Services & Supply

WMNLA Membership Program—

“What’s New in the Industry for 2011—Two Discussions: Green Opportunities & Hardscapes—”

Presented by David Neely of Atlas Block & Rob Loughlin of Belden Brick

Wednesday, January 26

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* ❖



David Neely of Atlas Block of Canada will be speaking on "Green Opportunities" a discussion on current trends and options in the Landscaping Industry.

Dave has been in the landscaping industry 15 years and with Atlas Block

for 10 years. He is a graduate of Purdue University and University of Saint Francis.

Each year brings new and exciting products. With the most recent economic swing, homeowners are creating cozy, relaxing spaces and entertainment areas more than ever.

Fireplaces are being added to backyard patios, adjoined by elaborate kitchens, sitting areas and bathrooms are warming up with flat screen fireplaces, and real stone and handmade brick are being added to homes every day.

Rob Loughlin has been with **Belden Brick and Supply** for 16 years, a leading supplier



of brick and stone veneer, pavers and retaining walls along with fireplaces and stoves for over 30 years. Rob’s focus is taking care of the many hardscape businesses, who are creating gorgeous outdoor escapes.

In his free time, Rob enjoys golf, hiking, running and spending time with his family. Rob and his wife, Melissa, are still savoring being new parents. Jack is only a few months old and is being well entertained by his two siblings, Brenden and Ashley.



RSVP by January 24

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