

December 2013



WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION

WMNLA News

Happy New Year from WMNLA!

Best wishes for a happy and profitable 2014! Our December meeting had Amy Frankmann, MNLA Executive Director, providing an update of legislative issues relevant to the green industry.

John Medford, Pest Response Program Specialist with the Department of Agriculture and Rural Development, presented information about the Asian Longhorned Beetle, and it's possible impact on Michigan trees. John provided information

about the ecology of the beetle and possible impact if it is detected in Michigan. For further information go to the Midwest Invasive Species Information Network: <http://www.misin.msu.edu>.

Our January meeting features Kelly Oates from Walters Gardens. She will provide information about hybridizing and marketing new plants. Join us for an informative meeting and a chance to meet others in the green industry.



March Garden Day Saturday March 15, 2014

A Celebration of Gardening!

*Sponsored by the West Michigan Nursery and Landscape Association
Grand Haven Community Center
421 Columbus St., Grand Haven Mi 49417*

8:00 Registration and Check In

View exhibits, Indoor gardens and Silent Auction.

9:00 Session 1

‘The Know Approach : The Concept’ by Roy Diblick. Roy is co-owner of Northwind Perennial Farm in Burlington, Wisconsin. He has been growing traditional and native perennials since 1978. His garden designs emphasize plant relationships to maintenance strategies and costs. His new book ‘The Know Maintenance Perennial Garden’ will be available for purchase.

10:30 Session 2

‘The Know Approach: The Plants.’ by Roy Diblick. Roy’s thoughtful, fresh design uses contemporary styles and diverse perennial plantings while responsibly addressing maintenance concerns. Roy uses regionally dependable perennials to create endless natural plant patterns and calculates the necessary investment-both in time and money to maintain them.

11:45-1:15 Lunch Break/Break Out Sessions

‘Discovering Daylilies’ Carol DeVries, Advanced Master Gardener, Past President of the Grand Valley Daylily Society

‘Introduction to Square Foot Gardening’, Dirk Jonker, Jonkers Gardens

‘The DeVos Japanese Garden at Frederick Meijer Gardens and Sculpture Park’, Ed McKee, Horticulture Manager, Frederick Meijer Garden & Sculpture Park

‘New Plants: Perennials, Annuals & Shrubs’, Heidi Grasman, owner Garden Crossings

‘Garden Accoutrements: Dressing up Your Yard: Great Ways to add Pizazz to your Garden’, Jan Landry, owner Huntree Nursery

‘Inspiring the Next Generation to Love the Garden’, Sarah Koert, past horticulturist at Morton Arboretum Children’s Garden

1:45 Session 3 Vegetable Soup:

‘ A Potpourri of Vegetables’, Rebecca Finneran and Pam Cater

Rebecca and Pam will illustrate how you can harvest and enjoy a wide range of tasty vegetables regardless of how small or limited your garden space is. Rebecca Finneran received a Bachelor of Science in Horticulture with an emphasis on Landscape Design from Michigan State University in 1983. She has been a MSU Extension horticulture educator since 1987. Rebecca helps the green industry and consumers learn about horticulture, the environment and pesticide safety.

Pam Cater received a bachelor of Horticulture with an Integrated Pest Management specialization from Michigan State University Pam owned Hidden Grove Greenhouse & Nursery for 21 years. Pam spends her retirement playing in her own gardens.

March Garden Day Expo Registration for March 15, 2014

WMNLA will host the Annual **March Garden Day Expo** to the gardening public of West Michigan on **Saturday, March 15** at the **Grand Haven Community Center.**

This day long event 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.**

A Standard Booth space of 10’x 10’ is available. **Early Bird registration cost is \$60 before February 1, 2014, after this date the cost is \$75.** Reserve your space early and take advantage of the “early bird” price.

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 **Pam Cater,** **wmnla2013@gmail.com. Or call 616-402-4885 to reserve your space.**

WMNLA 2013/14 Programs

Wednesday, January 15, 2013 “Bringing New Ornamental Plants to Market”, Kelly Oates, Walter’s Gardens

Wednesday, February 12, 2014, “Social Media for Green Industry Businesses”, Christopher VanOosterhout, Muskegon Community College

All meetings are eligible for CGIP Credit

Meeting time 11:30 a.m. at The Grand Hall, Portobello Restaurant, Grand Haven

Cost: \$15.00 person, (December \$20 /person)

Employee special: Send 3-4th employee eats free

Door Prizes!!!!

March Garden Day, Saturday, March 15, 2013,
Grand Haven Community Center



New Website for WMNLA!!

Classifieds! Employment Opportunitites!

Look for our newly redesigned website at www.WMNLA.com. We now have the capability to offer our members the opportunity to post employment openings and equipment for sale. Classifieds will run for one month at the low fee of \$5.00 per ad. Limit postings to 3-4 sentences with the optional ability to post a photo. Contact Pam Cater at wmnla2013@gmail.com. for information.

WMNLA Board Meetings

You are welcome to attend the WMNLA Board Meetings at 10 a.m. on the day of the Program. It is an excellent opportunity to address the Board with any industry & membership issues.



January 6-8, 2014

Devos Place, Amway Grand Plaza Hotel-Grand Rapids, Mi
www.glte.org

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**WEST MICHIGAN NURSERY &
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For advertising, business news, submission
of articles and WMNLA member news:

Contact Pam Cater at

(616) 402-4885

Email:wmnla2013@gmail.com

**Mark Your
Calendar!**

**February 12th -
“Social Media for Green
Industry Businesses”**

*By Christopher VanOosterhout,
Muskegon Community College*

2013-14 WMNLA Board of Directors

Paul Kiefer, President, Specialty Gardens
Mat Mellema, Vice President, Mellema Nursery
Tony Hamilton, Treasurer, Berry Family Nursery

Lisa Denison, Secretary, Landscape Design Services
Mike Teunis, Member At Large, BFG Supply
Dirk Jonker, Member At Large, Jonker's Gardens
Jon Mellema, Member at Large, Forever Green Sod, LLC
and Shoreline Landscape and Maintenance

**“Bringing New Ornamental Plants to Market “
*Presented by Kelly Oates, Walters Gardens***

Wednesday, January 15th

11:30 a.m.—2:30 p.m.

At The Grand Hall

Harbourfront Place,

***Grand Haven \$15 per person,
includes lunch***

Send 3, 4th employee is free

Door Prizes!!!!

**Kelly Oates , Walters Gardens
will present “Bringing New
Ornamental Plants to Market’
to WMNLA members on
Wednesday, January 15th.**

Kelly was introduced to
horticulture at a young age,
watching her mother run a
landscape design and maintenance

company in Greensboro, North
Carolina. She received her
bachelor’s degree in Horticulture
from Virginia Tech in 2004 and
her master’s degree in Plant
Breeding from NC State in
2012. In between graduating from
Virginia tech and going back to
school for her masters, Kelly
worked at Monrovia Nursery in
Oregon and Ohio, serving as
General Manager of the Ohio
facility and Perennial Production
Manager of the Oregon
facility. She now works as a Plant
Breeder for Walters Gardens in
Zeeland, MI where she works
hard to create new plants for
today’s marketplace.

*“Ever wonder how breeders come
up with all these great new*

*garden plants? Perhaps you have
a few ideas of your own about
what might be the next new
thing. As a plant breeder myself,
I can attest that it can be a fun
and rewarding hobby and
profession.*

*Join us to discuss the “how-to’s”
of plant breeding and the steps
involved in introducing a new
plant to market.”*

**CGIP credits can be applied for the
WMNLA programs.**

RSVP by January 8th

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

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

**RSVP to Pam Cater at
(616) 402-4885 ♦ wmnla2013@gmail.com**