

November 2017



WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION

WMNLA News

## President's Message

Microbials and Millennials: those are two subjects I didn't think I would ever hear brought together in a seminar, but that's exactly what John Stone did at our last WMNLA meeting. As a recap, he talked about soil science and how to teach both our new millennial customers and our millennial employees about the importance of microbials in the soil. It was fun and interesting and we all learned a lot.

The WMNLA Board has been talking about how to make a point that our organization really makes a lasting impact on our industry. We have gone over options regarding the Horticultural Grant and the Scholarship that we give and we have some great ideas moving forward. We want to make sure that we continue to give these out on a consistent basis and hopefully we can attract young people who find a love for our industry. We are all looking for great employees and to help build our businesses! Hopefully by reaching out and touching our community and these young people, they will then in return

look to our industry as a future career. It's a win, win for everyone involved!

Make sure to check out the future meetings and seminars we have coming up. It's always great to see you all and we have some great people speaking this year. I also encourage you to let myself or any board member know if you have any ideas moving forward for our organization. We appreciate any feedback and suggestions. It helps us plan for the future!

Ryan Weesies  
President  
Weesies Brothers Garden Centers and Landscape

Contact Ryan at [ryan@weesies.com](mailto:ryan@weesies.com) or 231-894-4742

### WMNLA Awards West Ottawa Schools Education Grant Funds

West Michigan Nursery & Landscape has awarded West Ottawa Public Schools Lakeshore Elementary School a \$500 education grant to fund a vegetable garden for first grade Spanish immersion students.

The funds will help teacher ,Melody Holmes establish a vegetable garden, start seeds and help students learn about plants. It will also help to connect Spanish Immersion students with English language learners, encouraging conversation across language and cultural borders.

The garden will incorporate science, English Spanish and the arts. Hands on learning will teach teamwork, social skills, and Spanish Immersion students will become more proficient in a second language while engaging in community service.

**“Updates Within the Green Industry”**  
*presented by Dr. Bob Schutzki, Department of Horticulture,  
Michigan State University  
and  
Amy Frankmann, Executive Director,  
Michigan Nursery & Landscape Association*

*Wednesday, November 8th*

*11:30 a.m.—2:30 p.m.*

*At The Grand Haven Community Center*

*Mackinaw Ballroom*

*421 Columbus*

*Grand Haven*

*\$15 per person,  
includes lunch*

*Send 3, 4th employee is free*

RSVP by November 3rd

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

WMNLA member business-  
es & staff are welcomed!

RSVP to Pam Cater at  
(616) 402-4885 ❖ wmn-  
la2013@gmail.com

**WMNLA Welcomes New Member:  
ALTA Equipment Company**



Jack LaForge  
Compact Equipment Specialist-Sales  
Alta Equipment Co  
[8840 Byron Commerce Dr. SW](https://www.altaequipment.com)  
Byron Center, MI 49315  
Office: [\(616\)878-7450](tel:6168787450)  
Cell: [\(616\)551-8421](tel:6165518421)  
Email: [jack.laforge@altaequipment.com](mailto:jack.laforge@altaequipment.com)



Alta Equipment began in 1984 with a single location in Detroit. Through the support of our customers and hard work of our team, Alta has grown to 20 locations throughout Michigan, Illinois, and Indiana. As we've grown, our commitment to serving our customers has remained consistent, while our ability to meet their needs has increased. Alta's Guiding Principles are that we Invest in the Best, we have a Passion for Excellence, we promote Mutual Respect, we are One Team, and we develop relationships that create Customers for Life. Alta Equipment offers new and used sales, parts, service, and rentals. We have a team of compact equipment salesmen whose main focus is to serve the needs of the green industry offering products such as Volvo wheel loaders and compact excavators, Finn hydroseeders and bark blowers, Toro Dingos and utility trenching equipment, Gehl skid steers, Takeuchi compact equipment, Daniel's snow plows, Avant wheel loaders, and more.

I have been working for Alta Equipment since 2014. I live in the Grand Rapids area and cover the West Michigan region. I'm very excited to be a member of MNLA and look forward to being involved in many local events.

# WMNLA 2017/18 Programs

**Wednesday, November 8, 2017** Dr. Bob Schutzki, Michigan State University, Department of Horticulture and Amy Frankmann, Executive Director of Michigan Nursery and Landscape Association at the Grand Haven Community Center, Grand Haven, Mi.

**Wednesday, December 13, 2017** Stan Moore, Michigan State University, Senior Educator 'Staff Retention', at Hope College, Holland, Mi.

**Wednesday, January 10, 2018** Rick Lohman, Business Coach, Trainer, Speaker; Woohooing.com at Hope College, Holland, MI.

**Wednesday, February 14, 2018**, Mike Bryan Michigan Department of Agriculture and Rural Development; 'Green Industry Specific Updates' **at Michigan Wood Fibers, 9426 Henry St, Zeeland, MI 49464 (Lunch provided by Michigan Wood Fibers)**

**All meeting eligible for CPIG Credit**

Meeting time 11:30 a.m. at The Grand Haven Community Center, 421 Columbus, Grand Haven, Michigan. (October and November), Hope College, Holland, MI (December and January)

Cost: \$15.00 person,

Employee special: Send 3-4th employee eats free



## 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.



## 2018 WMNLA Membership Directory

The **2018 WMNLA Membership Directories** will be handed out at the December Program for all members and their staff.

**Please review your listing and send any changes to [wmnla2013@gmail.com](mailto:wmnla2013@gmail.com)**



Click on  
[www.wmnla.com](http://www.wmnla.com)  
today!



**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 Pam Cater at

(616) 402-4885

Email:wmnla2013@gmail.com



**Mark Your Calendar!**

**December 13th - "Staff Retention"**

*By*

*Stan Moore, Senior Educator,  
Michigan State University*

**2017-18 WMNLA Board of Directors**

Ryan Weesies, President, Weesies Brothers Garden Center & Landscaping

Allison Jesky, Vice President, Hope College

Russ Hillman, Secretary, Bosch's Landscape & Lawn Specialties

Chris Howe, Treasurer, Hortech, Inc.

Christina Hipshier, Member at Large, Grand Valley State University

Keith Hogan, Member at Large, Bartlett Tree Experts

# WMNLA Scholarship Application

Attention all High School & College Students in Ottawa, Kent, Allegan, Newaygo, Muskegon and Oceana interested in a degree in a Green Industry field.

The WMNLA Scholarship Application through the Grand Haven Area Community Foundation is available for completion **online in early January 2018** at **<http://www.ghacf.org/scholarships.htm>**

Students should go to this page to see available scholarships and then go to the application tab to click the link to begin the E-grant process.

*The printed and signed application, transcript and page one of the FAFSA must be stapled together and postmarked to GHACF no later than **Thursday, March 2nd, 2018**. All of these instructions are on the online application as well.*

For questions contact: Lauren Grevel at Grand Haven Area Community Foundation, 1 South Harbor, Grand Haven, MI 49417. 616-842-6378.

