

October 2013



WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION

WMNLA News

President's Message

At our last membership meeting on October 16, Bill Johnson of The Berean Group gave an outstanding talk about a key to success in business and the workplace: leadership. If you missed it, I'm sorry for you! His talk was excellent and provided useful information for owners, managers, and staff to help improve any business. It was inspirational, motivational, and provided many take-home ideas that can (and should) be implemented in most businesses. I'm mentioning our previous speaker not to tell what you missed, but to encourage all of our members to attend our membership meetings to get the greatest possible benefit out of WMNLA membership. Your board has put together a solid schedule of informative and interesting speakers in the coming months and we want all our members to gain from the knowledge of our speakers. Talks like the one Bill gave have the power to transform good businesses into great ones, and who wouldn't want to work at or own a great business? We have several other great speakers lined up November through February, so if you can make the time, we encourage you and your staff to attend.

Like all industry associations, we are striving grow our membership, be relevant and provide value to our members. We'd like anyone coming to our next meeting on November 13 to consider bringing a non-member along with you to check out WMNLA. Maybe you know a landscaper who just started a new company, or have a vendor that you use that wants to get more business. Don't forget we also welcome golf courses, resorts, and institutions such as grounds departments at colleges or hospitals. We can all benefit from getting to know each other and expanding our networks.

Are you on Houzz? What the heck in Houzz? Is that a typo? No, Houzz is not

a typo, but rather a website (houzz.com) that (from their website) "...links homeowners with home design enthusiasts and home improvement professionals across the country and around the world. Houzz is the easiest way for people to get the design inspiration, project advice, product information and professional reviews they need to help turn ideas into reality." What does that mean to you? Well, if you are a landscape designer or contractor, garden center, design / build firm, wholesale / retail grower, garden product or hardscape supplier, Houzz is a tool you can use to increase your exposure and build your brand. I see it as a cross between Facebook, Angie's List and Pinterest. It's a website that allows you to create a portfolio that represents your business, allows customers to leave reviews for you, and lets potential customers find you and see your work and / or products that you sell. The bottom line is that Houzz is an up and coming website that combines the social aspects of Facebook with the visual aspects of Pinterest, and the reputation building capabilities of Angie's List. It is quickly becoming a go-to place for your potential clients to find you. It's free for professionals to join, and it's format is easy to use.

One of Bill Johnson's keys to leadership success was to embrace technology that will reduce costs, improve service, or enhance sales. I know that some of your social media and tech savvy competitors are already using Houzz to get clients and enhance sales. As Bill said, don't be left behind, be a leader. It's key to your success in business!

— Paul Kiefer

Paul Kiefer owns Specialty Gardens, LLC in Grand Haven and is the 2013/14 President of WMNLA. Contact him with comments, ideas, & questions at (616) 502-9815 or specialtygardens@charter.net.

WMNLA 2013 New Members

Pete's Lawn Care

Pete Goetz, Owner
Pete's Lawn Care, Inc.

616-844-7200
pete@peteslawncare.com
www.peteslawncare.com

Pete's Lawn Care has been in business for 11 years, serving the lake shore from West Olive to North Muskegon. Pete's Lawn Care has 15 full time employees and a few part time employees. Nine employees are state certified pesticide applicators, one is a licensed

builder, two are irrigation technicians, and one is a landscape designer as well. Pete's Lawn Care is a full service company and offers all aspects of lawn and landscape management, maintenance and construction, as well as full service snow and ice management.



Garden Crossings

Heidi and Rod Grasman, Owners
4902 96th Ave
Zeeland, MI 40464
616-875-6355
Heidi@gardencrossings.com
www.gardencrossings.com

Garden Crossings isn't just a business. It's a family passion planted when we were both young children enjoying our mothers' and grandmothers' gardens. We started Garden Crossings in 2002 with a small website and 100 varieties in our catalog. In 2004, we moved to larger facilities in Zeeland, Michigan, and opened our [Retail Garden Center](#) (4902- 96th Ave. Zeeland) for local customers. Now we grow and sell over 1,150 varieties of plants and we're adding new choices all of the time. The whole family is involved in bringing you the best. Rod is the Grower, and is in charge of Operations. Heidi is Sales and Customer Service.

Making New Plant Varieties Available to Everyone

Since we started, our goal hasn't changed. We work to bring the latest and greatest in new plant varieties to our local customers and our gardener friends around the country. If you're looking for something that's hard to find, chances are we have what you're looking for. We offer new plants for sale to home gardeners before many other garden centers.

Plan, Plant, and Enjoy!

That's our gardening philosophy. We help you select the right plants for your gardening conditions, plan your perfect hanging basket or seasonal display. Then, once the work is done, we hope you enjoy your garden as much as we enjoy ours.

We want to help your gardening experience become a success. It will take time, determination and hard work, but at the end of the day it is well worth it. Why, because gardening brings out all your five senses which transforms into a complete and extraordinary experience that everyone needs. We want to be your partner in helping you create that experience. Your garden can become that peaceful retreat where you can relax after that long days work. Make it a family affair. You are never too young or too old to enjoy some form of gardening activity!

WMNLA 2013/14 Programs

Wednesday, November 13, 2013 “Environmental Benefits of the Everyday Landscape”, Dr. Robert Schutzki, Michigan State University, Department of Horticulture

Wednesday, December 18, 2013 “Exotic Forest Pests : Let’s Keep Them Out of Michigan “, John Bedford, Pest Response Program Specialist, MDA and Rural Development Pesticide and Pest Management Division (*Mi Cert Applicator Recertification Credit in Commercial Core, Categories 2, 3b & 6 available*)

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 meeting 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!!!!



New Website for WMNLA!!

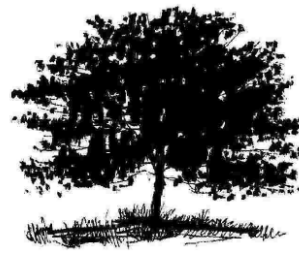
Classifieds! Employment Opportunities!

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.

Thank you Hortech for being a 2013
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- ◆ We welcome you to “tag your own”.
- ◆ We have been satisfying our customers for **20+ years**.



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**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 18th -
“Exotic Forest Pests: Let’s
Keep Them out of Michigan”**

*By John Bedford, Pest Response
Program Specialist, MDA and Rural
Development Pesticide and Pest Mgt. Division*

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

**“Environmental Benefits of the Everyday Landscape”
presented**

by Dr. Robert Schutzki, Michigan State University, Department of Horticulture

Wednesday, November 13

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!!!!

Dr. Robert Schutzki, Michigan State University, Horticulture Dept. will present the “Environmental Benefits of the Everyday Landscape to WMNLA members on Wednesday, November 13th.

Dr. Schutzki is a faculty member at **Michigan State University** since 1982 with responsibility in teaching and extension. He has served as the coordinator of the IAT Landscape and Nursery Program between 1982-1998 and as Acting Director of the **Institute of Agricultural Technology** between 1998-

2002. Dr. Schutzki has been the Curator of the **Clarence E. Lewis Landscape Arboretum** since 1983. His teaching emphasis includes courses in Landscape Design, and Environmental Design. Dr. Schutzki presents professional workshops on Landscape Design, Plant Evaluation, Plant Selection, Landscape Management, and Plant Establishment in the Landscape. His research interests include plant exploration, plant evaluation, and landscape development.

Dr. Schutzki serves on several **MNLA** committees, and is an active member of the **Landscape Plant Development Center**, and is currently a board member of the **Michigan Invasive Plant Council**.

RSVP by November 6

**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**

**2013 WMNLA
Membership Directory**

The **2013 WMNLA Membership Directories** will be handed out at the December Holiday Program for all members and their staff.

Advertising space is available **exclusively** to WMNLA members.

1/4 page ad is \$30

1/2 page ad is \$50

Color ads, add \$25

Deadline is November 27

Reserve your space and send your artwork to Pam Cater at wmnla2013@gmail.com.