

September 2013



WEST MICHIGAN NURSERY & LANDSCAPE ASSOCIATION

WMNLA News

WMNLA Golf Outing—Raises Over \$2,800 for the Scholarship & Horticulture Grant Funds

The 14th Annual Golf Outing Fundraiser was a huge success for the WMNLA Scholarship Fund with 92 golfers participating. The weather turned out to be great, especially after a chilly morning. The **Meadows Golf Club** hosted another excellent outing and the camaraderie is always good fun.

First place honors went to the **Grand Haven Garden House** team of Brian Mattson, J.P. Huntington, George Slater and Kurt Kugler. Second place honors go to team **The Enchanted Gardener**. And our Last Place award is happily accepted by **West Michigan Tree Services**. Congratulations to all teams!

WMNLA is truly grateful for the generous support from Event Sponsors **Eco Green Supply** and **Forever Green Sod**. Over 50 businesses, both in and outside of WMNLA, supported the event and the scholarship & horticulture education grant fund through hole sponsorships, cash prizes, and raffle gifts. Some of the great prizes included a two night stay at Grand Traverse Resort, Michigan State Basketball tickets & GVSU Football tickets, golf rounds, restaurant certificates, and more. The Hole-In-One Prize, **Pontiac Grand Auto of Grandville** sponsored a free one-year, 12,000 mile lease on a new Buick Regal to a hole-in-one winner on tee #3. Unfortunately our golfers killed more fish on hole #3, than got close to the pin. If it was a new pickup truck, I bet golfers would have been a lot more serious!

This year applause goes to **Tony Hamilton of Berry Family Nurseries** for chairing this year's event. He did a great job! Also, thanks to the board and **Lisa Denison of Landscape Design Services** for all of their time spent soliciting donations! And *Thank You* to everyone who supported the event with hole sponsorships and gift donations. We appreciate all your support!

WMNLA is very fortunate to be able to award a grant from the **Horticulture Educational Fund of \$500** to Clarence Rudat of **Montague High School** for their FFA program this year. A scholarship award of \$1500 was presented to **Kira M. Thomas**, a student at **Michigan State University**.

Photos
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President's Message

Membership = Opportunities

A potential WMNLA member recently asked me what I get out of paying dues and membership. It took me a few seconds to come up with a short answer, but I stated simply: "opportunities". Asked to elaborate, I shared my experience. Six years ago I came to west Michigan with no connections to the area. My wife and I moved to Grand Haven to enjoy the lifestyle of living near Lake Michigan and visiting the beach towns along the coast. I had an existing gardening business, but no clients in the area. To get involved and help build my business, I joined WMNLA. Upon joining I discovered that one of the greatest benefits of membership is the fact that membership leads to unforeseen opportunities.

One example is that I found a great accountant. I never expected to hire an accountant through a landscape industry event, but it was one of those unforeseen opportunities that presented itself. He was the speaker at one of the first member meetings I attended, where he gave a presentation on Quickbooks. Shortly afterward I hired him for Quickbooks training and then eventually to be my full-time accountant. We have a great working relationship and I'm thankful to have met him through WMNLA. Another example is that one of my top clients who consistently uses our services I met through having a display at WMNLA's March Garden Day. She has referred us to many others who have also become clients, and through her I was able to quickly re-establish my business. I've also made friends with several business owners and associates, including some who are friendly competition. A direct competitor and I periodically get together to share ideas and methods for

improving our businesses. We trade information about policies, procedures, contracts, marketing, hiring, rates, vendors, and generally how to do things better. We met through WMNLA, and we both benefit directly in an immeasurable way. I've also found new suppliers, business mentors, employees, and have helped contribute to our industry's future through WMNLA's scholarship funds. Those students receiving funds from our association could be the next great employee or partner in your business. The bottom line is that by getting involved and by encouraging others to do so, everyone in the association benefits. That's the long answer. The short answer is that membership = opportunities.

Also - a quick congratulations to the entire WMNLA board for organizing a fantastic golf outing which raised over \$2800 for our Scholarship Fund and Horticultural Education Grand Fund! Great job Tony Hamilton (chairperson), Matt Mellema, Lisa Denison, Dirk Jonker, Mike Teunis, Jon Mellema, and special thanks to WMNLA's coordinator Pam Cater for her tireless behind the scenes efforts. It was a great day!

— Paul

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.



First Place Winners -Grand Haven Garden House
Second Place—Enchanted Gardener
Longest Drive—J P Huntington
Closest to the Pin—Jason DeKuiper
Longest Putt—Rick Cater
Closest to the Utility Pole—Dave Flagstead

 Find us on Facebook



Thank you to Eco Green Supply and Forever Green Sod who



generously contributed to the WMNLA 14th Annual Golf Outing & Scholarship Fundraiser

Golf Hole Sponsors

Bartlett Tree Experts
BFG Supply
Berry Family Nurseries
Double L Enterprise
Dykstra Landscape Management
Evergreen Acres
Foster's Inc.
Frens Nursery
Grand Haven Garden House
Great Lakes Nursery Soils, Inc.
Jonker's Gardens

Landscape Design Services, Inc.
Mattson Properties
Mellema Nursery
Michigan Commerce Bank
Michigan Nursery & Landscape Association
Michigan Turf & Ornamentals
Michigan Wood Fibers, LLC
Northland Farms
Porto Bello Restaurant
Rosebay Nursery
West Michigan Tree Services

Gift Sponsors

Alpen Rose Restaurant
BFG Supply
BFN Operations
Beechwood Inn
Bartlett Tree Experts
The Biscuit
Cabella's
City Vu Restaurant
Endegi Salon
Fenn Valley Winery
Forever Green Sod, LLC
Grand Haven Golf Club
Grand Traverse Resort

GVSU Facilities
Tony Hamilton
Jonker's Garden
JP's Coffee Shop
Macatawa Legends Golf Course
The Meadows Golf Course
Michigan Wood Fibers
New Holland Brewery
Pereddie's Restaurant
Pricilla's Boutique
Quality Car Wash
Rosebay Nursery
Van Wieren Hardw
West Ottawa Golf Course

Golf Teams

Bartlett Tree Experts
BFG Supply
Berry Family Nursery
Double L Enterprises
Dykstra Landscape Management
Eco Green Supply
Enchanted Gardener, LLC
Evergreen Acres
Fillmore Equipment
Foster's Inc.
Grand Haven Garden House

Jonkers Garden
Landscape Design Services
Mellema Nursery
Michigan Turf & Ornamentals
Michigan Wood Fibers, LLC
Pete's Lawncare
Shoreline Landscape and Maintenance
Specialty Gardens
West Michigan Tree Services
West Olive Nursery

WMNLA 2013/14 Programs

Wednesday, October 16, 2013 "Growing Your Company: Leadership, Planning & People", William M. Johnson, President & CEO, The Berean Group LLC

Wednesday, November 13, 2013 "Environmental Benefits of the Everyday Landscape", Dr. Robert Schutzki, MSU, 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

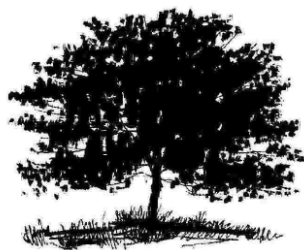
Wednesday, February 12, 2014, "Social Media for Green Industry Businesses", Christopher VanOosterhout, Muskegon Community College

All meeting eligible for CPIG 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



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- ◆ **We offer a broad selection.**
- ◆ **Our prices are competitive.**
- ◆ **We deliver to the jobsite on time and at your convenience.**
- ◆ **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!

**November 13 -
“Environmental Benefits of
the Everyday Landscape”**

*By Dr. Robert Schutzki, Michigan State
University
Horticulture Department*

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

**“Growing Your Company: Leadership, Planning & People”
presented
by William M. Johnson, President and CEO, The Berean Group, LLC**

Wednesday, October 16

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

Bill Johnson, President and CEO of The Berean Group, LLC will present to the WMNLA membership a presentation that will cover ten to twelve key items that will insure growth in your business over the next decade. The key items are based on years of

experience and work with many small business owners to improve and enhance their operations.

Bill has been CEO of two Fortune Five Hundred companies in the energy sector. He has also run a smaller, private company in the construction industry. He currently provides consulting services to 65 clients in West Michigan, including many of the area’s high net worth families. Johnson has a B.S. and M.A. from Central Michigan University. He serves on the board of directors of four different companies. Attend this presentation to see how his expertise can make a difference in your business.

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.

MNLA CGIP credits can be applied for the WMNLA programs.

**RSVP by October 9
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**