

# The LEAFLET

## Billings Hosts Fall Tour

by Greg Johnson, Montana Ponds, Inc., MNLA 3rd Vice President

The 2014 Fall (Summer) Tour was very well organized and very informative, especially for myself as I do not know Billings well. I would like to thank the planning committee, Steve Lehenbauer, Guy Raidiger, Dave Sapp, Jason Albaugh, Tim Groener, Jyl Story and James Prchal.

Gary Pates and Guy Raidiger at Midland Implement hosted a wonderful breakfast along with showing us their huge facility. They offer industry leading product lines for turfcare, golf, agriculture and irrigation.

Gainan's Garden Center was a very unique greenhouse setup with lots of good ideas. Mick Gainan and Claire Johnson provided a tour of their place that always has something blooming with floral, greenhouse/bedding plants and a full service nursery. Hail had done lots of damage and replacing the plastic did not look like fun.



(Left) Gary Pates answers a question at Midland Implement.

CTA Rooftop Garden was very much into strawberries, which grew the best. Dayton Rush discussed the challenges of maintaining the garden, which is used as a gathering spot year round. So much nicer than a flattop black roof.

We then went to Orchard School and saw beautiful landscaping with a wonderful playground. The landscape, designed by local architect Jim Foley, really changed the feel of the school yard and was a perfect demonstration of just how much landscaping can improve the nature and feel of a city block.

Gardner Distributing provided a very nice lunch in their new 120,000 sq. ft. warehouse. Rob Chouinard and Dave Sapp hosted

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Gardner Distributing provides a nice lunch to MNLA members before a tour of Gardner's expansive new facility.



## MNLA Golf Tourney Benefits Scholarship Fund

The inaugural MNLA Golf Benefit raised \$1833 for the scholarship fund at this year's Fall Tour at The Briarwood in Billings. Over 50 golfers participated in the event, that became a reality through the vision of Steve Lehenbauer (River Ridge Landscape) and the diligent efforts of event coordinators Tim Groener (2M Company), Jason Albaugh (River Ridge Landscape) and Jyl Story (MNLA ED).

MNLA would like to thank the following companies for their loyal support of the event, providing team sponsorships and flag prize donations:

**2M Company**  
**A & H Turf**  
**Bobcat of Big Sky**  
**Clayton Tree Farm**  
**Farmers Insurance**  
**Hunter Industries**  
**Leavitt Great West Insurance**

**Mc Conkey Company**  
**Mountain Supply Co.**  
**Rainbird**  
**Red Door Lounge & Casino**  
**STIHL**  
**Tractor & Equipment TveteneTurf, Inc.**

**Yellowstone Co. Implement**  
**First Interstate Bank**  
**Good Earth Works**  
**Walla Walla Nursery**  
**Town & Country Supply Association**



(Left) Tim Groener tees off. Nice back swing, Tim!!

(Right) Steve Lehenbauer and Jason Albaugh take a pose.

## NEWS BRIEFS



### ISA-RMC votes Billings Best Arbor Day

In September, Billings won the 2014 Gold Leaf Award for outstanding Arbor Day program from the ISA Rocky Mountain Chapter. According to ISARMC, “The Arbor Day Activity Award is given to individuals, organizations or municipalities that have orchestrated, hosted or promoted an Arbor Day event that has drawn the support of the community to promote the education and support of the care and preservation of arboriculture.”

Parks Superintendent Jon Thompson accepted the award on behalf of the City of Billings. He stated, “the work that I put into the Arbor Day celebration in Pioneer Park pales in comparison to the time, effort and funds that many ... volunteered towards making it the best Arbor Day in 4 states.” Among those volunteers thanked for their participation were MNLA Members: River Ridge Landscaping; Good Earth Works Co.; Yellowstone Valley Tree Surgeons and Danford Road Greenhouse and Nursery.

### MDA Announces Settlement with Bailey Nurseries

The Montana Department of Agriculture concluded an investigation of the introduction of Japanese beetle with nursery stock shipments from Bailey Nursery in Minnesota in 2012 and 2013. The Department had initially levied a civil penalty to the company for violations of the Disease, Pest, and Weed Control Act, Parts 1 – Control of Diseases and Insects in Nurseries (Nursery Act) and Part 4 – Quarantine and Pest Management (Quarantine Act). When considering the violations, the department considered a number of gravity factors, including cooperation, past compliance history, significance of the impact (of the introductions) and corrective actions taken by Bailey Nursery.

Discussions and negotiations concluded in the spring of 2014, resulting in an \$80,000 donation to the Department. Of that, \$50,000 was to be paid in 2014 and \$10,000 in each of the next three years. In addition, Bailey Nursery voluntarily made the decision to cease shipments from their Minnesota nursery and will, instead, ship from their Oregon facility. Our goal has been and will continue to be to assure that only clean and healthy nursery stock is shipped into Montana.

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## Montana Green Expo

January 7-8, 2015 • Holiday Inn Grand Montana • Billings

Six speakers will be featured at the upcoming Green Expo, offering 11 interesting seminars. Subjects range from landscape design to garden center marketing, entomology to arboriculture, and water quality management to rainwater harvesting. Check out the following preview of presenters and schedule your visit to the 2015 MNLA Green Expo in Billings by filling out the registration form on Page 19. Also note Pages 11, 12 & 18 for the Green Expo Schedule and to participate in Board Nominations, the Container Planting Contest and the Best of Montana Landscapes.

## Green Expo Speakers



### JULIE MOIR MESSEVY — Keynote Speaker

**Home Outside: Creating the Landscape You Love:** In this inspiring lecture and keynote address, award-winning landscape designer and author Julie Moir Messervy demystifies the art and practice of landscape design for homeowners and professionals alike. She walks you through the process of turning any property into the “home outside” you’ve always dreamed of.

**Landscaping Ideas That Work:** It’s just not that hard to create a landscape that works. In this inspiring lecture, you’ll see a host of visual ideas as well as design tips, before and after images, case studies, and essential information to get you started.

**Biography:** Julie Moir Messervy’s vision for composing landscapes of beauty and meaning is furthering the evolution of landscape design and changing the way people create and enjoy their outdoor surroundings. Julie is the Principal Designer of JMMDS, a landscape architecture and design firm in Saxtons River, Vermont, creators of public and residential gardens around the country. Her best-known work, the three-acre Toronto Music Garden, was designed in collaboration with noted cellist Yo-Yo Ma and received the Leonardo da Vinci award for innovation and creativity.

### JUDY SHARPTON — Growing Places Marketing

#### **Trends In Retail –**

Our industry has rebounded with the first sales increase in 13 years. Customer count is up and owners are beginning to smile. But, wait a minute. These are not 1980’s customers and they are not looking for 1980’s shopping environments or product offerings. We’ll look at the best garden center layout in America and several concepts for developing our industry’s fastest growing product category – container gardening.

#### **The Twelve Most Common Store Development Problems With Solutions -**

Based on work in hundreds of retail garden centers over more than 20 years of store renovation projects, this program will outline twelve common store development issues and options for achieving greater customer-merchandise contact, without a bulldozer.

**Biography:** Judy Sharpton is a garden center design and renovation specialist with 35 years’ experience in advertising and promotion and the owner of Growing Places Marketing. Since 1995, Growing Places Marketing has specialized in on-site consultations on store design, renovation and branding exclusively for independent garden centers and farm markets. In addition, Judy provides program content on store development, store branding and product placement to trade groups and suppliers through Growing Places’ Store School™.



— SPEAKERS continued on page 9



## From the President



With winter season fast approaching, cool nights and dark mornings are upon us. November is upon us, and I hope you have all had a phenomenal year in business. I can't believe it's just about time to switch gears to plan for winter and next spring, and another summer has passed.

As the president of the MNLA, my goals are to increase membership to our association, as well as create more and more opportunities for our members to

continue education in our industry. As a board, we hope that all of our members will take advantage of the many benefits of membership. Our executive director, Jyl Story, has been busy putting together a simple, yet informative brochure describing our association and its benefits. We would invite you, our members, to help spread the word and increase our membership. The board is continuously thinking of ways to inspire folks in our industry to join us in creating and participating in the events and educational opportunities that the association provides each year.

The Fall Tour this season was held in Billings. It was two full days of comradery between members playing golf to raise money for our scholarship fund, visiting landscape sites around Billings, and a great barbeque at River Ridge Landscape Company. This year, we included equipment demos and vendor displays with the sales representatives of each company as well. This gave the opportunity for face-to-face interaction with our industry's local distributors, which is something that folks may not get on a regular basis. I always have a great time seeing the familiar faces and talking business strategy with like-minded people. For those of you who have never attended a function with the association- you will enjoy it! We would love to see you all at our Montana Green Expo in Billings this upcoming January.

We have quite a few nationally recognized speakers slated for the 2015 Montana Green Expo, including Julie Moir-Messervy, our keynote speaker. Julie has written many award-winning books on landscape design, including *Home Outside*. She is one speaker you will not want to miss. Please see the profile on Julie in this edition of *The Leaflet*.

We have been working with the Small Business Growth Alliance for the past few months, which offers programs for credit card processing, payroll services, etc. Use of these services will save your business money. We have also partnered with Marks Lumber, and when our members purchase mulch and other materials from Marks, the association receives a percentage of the profit. We use this money to offer more educational opportunities to our members. Good things are happening in our association, and it is all for you, our members. If you have any ideas, comments or questions, please do not hesitate to contact us. Have a great winter season, and we will see you in January.

## 2014 MNLA Board

### President

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Biggy's Landscape Service, LLC  
hollywadsworth@centurytel.net

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Tilleraas Landscape & Nursery  
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### 3rd Vice President

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ryanr@mountainsupply.com

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rogerss@centurytel.net

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Gardening Under the Big Sky  
weiss1960@theglobal.net

### Executive Director

Jyl Story  
PO Box 215  
Park City, MT 59063  
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# From the Executive Director

by Jyl Story, Executive Director

As we usher out the beautiful Fall we had this year, the reality of winter weather has awakened us in November! I must admit I don't enjoy the cold of winter as much as I used to but that first snowfall does carry a bit of excitement too as we look forward to the upcoming holidays and creating new memories with family and friends.

I want to thank everyone who made our Fall Tour in Billings so successful this year. Steve Lehenbauer of River Ridge Landscape Co. chaired the planning committee and created a new look to the event with the addition of the first MNLA Golf Tournament to benefit our Scholarship fund. Tim Groener of 2M Co. was very instrumental in the tournament organization and making sure the day went smoothly. It was a beautiful day with 13 teams playing for great prizes donated by the sponsors. Guy Raidiger of Midland Implement Co., Dave Sapp of Gardner Distributing Co., Jason Albaugh of River Ridge Landscaping Co., and James Prchal of Good Earth Works Co. completed the planning committee team. A big thank you to Midland Implement Co. for hosting a wonderful breakfast and tour of their business, Gardner Distributing Co. for hosting our lunch and tour of their new facility, and River Ridge Landscape Co. hosting the evening BBQ at their beautiful location on the Yellowstone River. The Tour Stop director was James Prchal and he did a fabulous job of designing the tour route. Jason Albaugh was very instrumental in assisting with the golf tournament details and sponsor contacts. Please see the full Fall Tour article to see the list of our wonderful sponsors and tour hosts. Thank you to all, you made this two day event one of the best yet. Mark your calendars to join us in Helena for the 2015 Fall Tour!



We received wonderful news that MNLA was awarded the grant funds we requested from the USDA Specialty Crop Block Grant. The grant was awarded for a period of three years. Montana will implement the *Plant Something* program that has become popular in other areas of the USA. This program will be rolled out at the 2015 Montana Green Expo.

Speaking of Expo... we have a fabulous slate of speakers this year and hope you will all mark your calendars to be in Billings on January 7-8, 2015 for a great educational opportunity, a wonderful Trade Show, and great networking with old and new friends. Please see the Expo Preview included in this *Leaflet*.

See you in January!

## MNLA Welcomes New Members

### Welcome New Members:

Jason Delaney	Delaney's Landscape Center	Polson, MT
Steven Pottenger	Come Monday, LLC d/b/a Jim's Jungle	Billings, MT
Lee Griffiths	Landscaping for Less	Big Sky, MT
Charles Wissenbach	CW Designs	Billings, MT
Jeff Fliginger	Doctor Lawn Landscape Management	Great Falls, MT

### Welcome Back:

Dwight Walton	Walton Nursery	Florence, MT
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### Members, the MNLA needs your help!!!

In our effort to recruit new members, the MNLA offers a handy new Membership Application Pamphlet. Please keep this tool handy during "day-to-day" business affairs as you spot prospective members.

The pamphlet highlights membership benefits and annual events, with an application form in an easy to use tri-fold layout. The pamphlets will be available at the Green Expo in Billings or contact Jyl Story or any Board Member using the contact info on the facing page.

# Team Up, Dream Up and Theme Up: Now is the Time to Plan for the Future!

## *Why a Collaborative and Creative Monthly Promotional Calendar Matters*



Jonathan Matteson

**Look for  
Jonathan's  
seminar  
at this year's  
Green Expo**

by Jonathan S. Matteson, Garden Marketing

One of the goals I set this year was to help my clients get *4 more in '14*. This means helping folks like Independent Garden Centers (IGCs) get four more purchases and positive reviews from the top 20% of their customers that inevitable account for 80% of their sales and word of mouth. To this end, I have put together a few ideas to inspire you to be more creative and proactive in your sales and marketing campaigns.

First, an incremental plan for growth is far better than dividing the entire year in just two parts:

- in-season, where we operate reactively
- out-of-season, where our sales and marketing efforts, like the perennials we promoted and sold over spring and summer, go dormant

Whereas, a monthly promotional calendar filled with creative themes produces more excitement and engagement, making each and every result that much easier to measure. Can you imagine if your favorite store at the mall or online did not use or change themes? You would be less likely to visit them out of sheer curiosity than dire necessity. Themes offer your customers and staff more than just variety as *the spice of life*, they provide a greater sense of progress over time, which is one of the main reasons why people set foot in your business or elect to *Like, Follow* and *Subscribe* to your (hopefully informative) blogs in the first place.

The majority of your current and future customers should be from the X-and-Y generations. Many of these urban latchkey kids, now grown and working moms, want to *level up* by providing for themselves and their family—farming, canning, and knitting, just like grandma! Yet, unlike their Boomer and Silent generation predecessors, it seems that a lush, sprawling, and thirsty lawn that requires meticulous care and lots of synthetic sprays and fertilizers is not a status symbol anymore. This is the era of the small space eco-gardener who wants to grow food organically and vertically in expressive containers that can be easily moved. With more money than time, they do not pinch pennies, but be warned: their *on-demand*, highly adaptable and disposable approach to life from seeing divorce and other forms of *free agency* on and off the field has taught them to be openly self-centered, so *think global and act local* if you want X-and-Y to remain loyal to you and avoid bad reviews.

Every month you should challenge your audience to complete at least one DIY (do it yourself) and/or DIFM (do it for me) indoor or outdoor project. Identify those projects and market them well so both you and your customer can reap the benefits.

— Continued on page 16

### HASH TREE COMPANY

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# MNLA Member Profile

**Circle H Growers, LLC.**  
604 Mitchell St  
Deer Lodge MT 59722  
406.846.2304  
[www.circlehgrowers.com](http://www.circlehgrowers.com)  
[info@circlehgrowers.com](mailto:info@circlehgrowers.com)

**Circle H Growers** is a retail garden center and grower located in Deer Lodge, Montana. The owner, Ed Hebbe IV, started the business in 1995, with just one tiny greenhouse and a lot of ambition and love for gardening. The business has grown tremendously since then, and Ed now grows and sells trees, shrubs and perennials, as well as poinsettias, garden tools and gifts. Circle H has an on-line catalog as well, which offers holiday lighting, hand-made Christmas tree toppers, and other garden related goods.

Circle H Growers specializes in growing top quality bedding plants, which are offered to the folks around Deer Lodge from their retail shop on Mitchell Street. They offer trees and shrubs, annuals and perennials as well as hanging baskets, berries and small fruiting shrubs, vines, vegetables and herbs. Ed strives to only grow and offer the best quality plant material that is well suited for Montana's hardiness zones. Circle H does guarantee all of their perennial offerings for a one-year period, provided the customers properly take care of the new plants.

The company also sells commercial grade holiday lighting and decorations, along with horticulture containers and plastics on-line. You can also visit the Circle H physical location each holiday season for different and unique varieties of poinsettias, Christmas wreaths and cut trees, as well as a great variety of garden tools and garden decorations for the gardener in your family.

Circle H Growers is known for their top quality plants, as well as Ed's unforgettable personality and positiveness. Ed says "It's been challenging at times, but without some of those challenging disappointments you can't fully appreciate overcoming those shortcomings at some point. A gardener never gives up, even if one thinks it's too difficult. Besides, beauty is in the eye of the beholder, and the beholder puts the beauty in the eye of others. That's what really keeps me going. The excitement I provide for others."

Ed has a passion for horticulture and it certainly shows through in his business. Their website is also very user-friendly and informative. The list of links to informational websites and distributors is outstanding. Another big portion of Ed's business is phone orders. The company offers same day shipping on most orders.

Please visit Ed and his great staff at Circle H Growers at 604 Mitchell Street in Deer Lodge, or give them a call for all of your retail garden center and holiday decoration needs.



**Bobcat of Big Sky, Inc**  
2125 OLD HARDIN ROAD | BILLINGS, MT 59101  
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## Green Expo Speakers – Continued from page 3



### JAMES DeROUSSEL— Watershed Management Group

**Low Impact Development and the Urban Forest: Thinking Outside the Planter Box:** Low Impact Development and Green Infrastructure focus on using natural materials such as soils and vegetation, and the biology that they support, to provide environmental services such as improving water quality and air quality and reducing the urban heat island, ultimately improving quality of life in urban areas. This presentation will cover the principles, practices and benefits of LID/GI, and their role in supporting a sustainable urban forest.

**Rainwater Harvesting for Arid Climates:** Principles and Practices: Across the western United States, summer drought and diminishing winter precipitation threaten the water security of both metropolitan and rural populations. This presentation will cover the benefits and principles of rainwater harvesting, with an emphasis on arid and semi-arid environments. Secondly, the presentation will cover the functions, design, and construction applications of common rainwater harvesting features, both passive and active.

**Biography:** James DeRoussel, RLA has over 17 years of experience in the landscape industry. James began his career in landscape architecture in Tucson where he gained experience working on a variety of large-scale projects in the public sector. In 2009, James founded ForeSite LLC and currently serves as Principal/Registered Landscape Architect. In 2010, James joined Tucson-based non-profit Watershed Management Group as a Program Manager, overseeing a variety of projects related to storm water management and sustainable infrastructure across the state of Arizona. James continues to practice as a Registered Landscape Architect and Certified Arborist at ForeSite and Watershed Management Group, managing a wide variety of projects from design through construction and speaking internationally about watershed health and landscape design and management in arid environments.

– SPEAKERS continued on page 10



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## Green Expo Speakers – Continued from page 9



### DR. RAYMOND CLOYD — Kansas State University

**Horticulture and Pest Management:** Pest management or plant protection in horticultural systems including landscapes and nurseries entails implementing a variety of strategies to alleviate problems with both insect and mite pests; thus preventing substantial plant damage. This presentation will provide a realistic overview on how these strategies can lead to long-term plant protection, and some of the consequences of continual pesticide use.

**Beneficial Bugs and Diseases:** This presentation will provide an overview of the major beneficial insect and mites (and diseases) that commonly occur in landscapes and nurseries, and how you can best conserve these populations.

**Woodboring Insects and Japanese Beetle:** This session will discuss the impact of woodboring insects and Japanese beetle on plants in landscapes, and how plant stress influences susceptibility to woodboring insects. This session will also describe the most appropriate strategies in dealing with Japanese beetle adults.

**Biography:** Dr. Raymond A. Cloyd has an extension (70%) and research (30%) appointment at Kansas State University (Manhattan, KS). His research and extension program involves pest management/plant protection in greenhouses, nurseries, landscapes, turfgrass, conservatories, interiorscapes, Christmas trees, and vegetables and fruits. Dr. Cloyd is the extension specialist in horticultural entomology for the state of Kansas with a major clientele that includes homeowners, master gardeners, and professional and commercial operators.

### DR. GARY JOHNSON — University of Minnesota

**Trees versus Sidewalks: Both Can Lose or Both Can Win...Your Choice.** When tree roots or trunk flares damage sidewalks, there's a reason. When sidewalks are repaired due to that damage, there's a reason. When trees fail at higher rates in wind storms because their roots were lost due to sidewalk repairs, that's the reason. This session will review studies that document that damage and tactics that minimize damage to (good) trees and (smart) sidewalks.

**Using Urban Trees to Improve Community Health:** Well-placed, healthy, sizable, maintained trees can be effective comrades against hotter and drier climates, runaway rainfall events and grumpy citizens. We'll spend this time focusing on which trees are likely to contribute the most with the least input, where they should be placed, and which groundcovers are essential for any of this to work.

**Biography:** Gary Johnson is Professor of Urban and Community Forestry at the University of Minnesota, Department of Forest Resources. Since 1992, he has conducted research on the impacts of urban and site stresses on trees, written on risk assessment and minimizing construction damage, and directs the Urban Forestry Outreach, Research and Extension lab and nursery at the University of Minnesota in Saint Paul.





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# 2015 Montana Green Expo Schedule

<b>Tues Jan 6</b>	3:30 - 7:30	<b>EXHIBITOR MOVE-IN</b>		7:00 - 8:15 PM	Something Fun <b>Gainan's</b>	
	7:00 - 12:00	<b>EXHIBITOR MOVE-IN</b>				
<b>Wed Jan 7</b>	8:30 - 9:30	Safety Investment in Business <b>Scott Rogers</b>	Winterizing your nursery check list <b>Jake Wagner</b>	Rainwater Harvesting <b>James DeRoussel</b>		
	9:45 - 10:45	Continued <b>Scott Rogers</b>	Trends in Retail <b>Judy Sharpton</b>	Swarms, Hives, and Honeybees <b>Cam Lay</b>		
	11:00 - 12:00	Pre-Pro Marketing Part I <b>James Matteson</b>	Expanding the Urban Forest Tree Selection Palette <b>Mike Garvy</b>	Hort and Pest Management <b>Dr. Raymond H. Cloyd, PhD</b>		
	12:00 - 1:00	<b>Lunch</b>				
	1:15 - 2:15	DOT Safety Regulations <b>Kevin Stubbs</b>	The 12 Most Common Store Development Problems and Solutions... <b>Judy Sharpton</b>	Sidewalk/Root Issues <b>Dr. Gary Johnson</b>		
	2:00 - 7:00	<b>Trade Show Open</b>				
	2:30 - 3:30	Small Business Growth Alliance <b>Scott Norris</b>	Low Impact Development and the Urban Forest: Thinking Outside the Planter Box <b>James DeRoussel</b>	Beneficial Bugs & Diseases <b>Dr. Raymond H. Cloyd, PhD</b>		
	3:45 - 4:45	Pre-Pro Marketing Part II <b>James Matteson</b>	Lighting Seminar	Using Urban Trees to Improve Community Health <b>Dr. Gary Johnson</b>		
	5:00 PM	<b>COCKTAIL RECEPTION</b>				
	6:30 - 9:30	<b>DINNER, ENTERTAINMENT, AND AWARDS CEREMONY</b>				
	<b>Thu Jan 8</b>	8:00 - 9:00	<b>BREAKFAST OF CHAMPIONS</b>			
		9:00 - 12:00	<b>CPP Exam</b>		<b>Trade Show Open</b>	
		11:45 - 12:45	<b>ANNUAL MEETING LUNCHEON</b>			
1:00 - 2:30		<b>KEYNOTE SPEAKER</b> Home Outside: Creating the Landscape You Love <b>Julie Moir Messervy</b>				
2:45 - 4:00		Landscaping Ideas That Work <b>Julie Moir Messervy</b>	Irrigation Hydraulics <b>Chad Corcoran</b>	Woodboring Insects/Japanese Beetle <b>Dr. Raymond H. Cloyd, PhD</b>		

## News Briefs

### Nursery Fee Licensing Update

After much discussion and work by the MNLA Legislative Committee and members of AMTOPP, in conjunction with the Montana Department of Agriculture, the MNLA Board of Directors and AMTOPP have decided not to proceed forward with this funding request before the 2015 Montana State Legislature. Good groundwork has been laid, however, and this bill may surface again in 2017. As a result, the Department will be making some budget adjustments including raising the hourly inspection fee from \$42 to \$50, increasing the mileage rate and calculation, raising nursery certification, heat treatment, and other quarantine related document fees, and reducing activities so that expenditures do not exceed revenue.

### Grants Awarded

The Montana Department of Agriculture submitted a grant project for the benefit of MNLA members procuring 10,000 plastic in-soil pot tag labels which will identify the MNLA member crops as specialty crops grown in Montana with a QR code which, when scanned, will link the consumer to the Grown In Montana website's listing of nurseries. Please contact Jyl Story at 406-755-3079 if you would like to receive these tags. There is a form to complete and register your business with Grown in Montana to receive the tags, however, there is no charge to register or for the tags. The purpose is to increase awareness of Montana-grown nursery products. These will also be available at Expo.

MNLA received confirmation of a grant award from the USDA Specialty Crop Block Grant program. The grant was awarded for a period of three years. Montana will implement the "Plant Something" program that has become popular in other areas of the USA. This program will be rolled out at the 2015 Montana Green Expo.

### Farewell Gerald Landby

Long time MNLA Member, Gerald Landby, moved from his position at Carroll College in Helena to Winona State University, Winona, MN to serve as their Landscape Services and Arboretum Director. Gerald also served as a board member and Past President of AMTOPP. He was a great asset in our Legislative Committee meetings this year and represented AMTOPP on that committee. We wish him well in his new position.

### 2015 Fall Tour

The Board of Directors has selected Helena, MT as the site of the 2015 Fall Tour. Please contact Jyl Story if you are interested in serving on the planning committee at [ed@plantingmontana.com](mailto:ed@plantingmontana.com).

## MNLA CONTESTS



Winners will be announced and prizes awarded at January Green Expo Annual Banquet.

### CONTAINER PLANTING CONTEST

*Sponsored by Skagit Gardens*

*Applications on our website or from MNLA office*

#### DEADLINE:

All entries must be submitted to MNLA by December 1st

*Participants must be members of the MNLA or an employee of an MNLA member firm. Entrant may be either an individual or firm. One entry per individual or firm. Entry must include at least one (and no more than three) color digital photo(s) of entry. Entry must highlight a single container or groupings of containers that contain botanical material. Container or containers must wholly surround botanical materials.*



### BEST OF MONTANA LANDSCAPES CONTEST

*Applications on our website or from MNLA office*

#### DEADLINES:

October 15 - Registration • November 15 - Photo submission

*Promote professionalism of the Montana nursery & landscape industry  
Create a sense of pride within your company  
Educate the public, students and members about current industry trends  
Gain an advertising/marketing opportunity for you or your company*

# MNLA Board Summaries

## August 2014

The August 7, 2014 Board meeting was held prior to the Fall Tour in Billings at the Billings Hotel and Convention Center. The tour was discussed at length along with the meeting with the Department of Ag on the increase in licensing fees. The details of the upcoming Expo in January in Billings were reviewed. Two scholarships were approved to Josh Pecukonis of MSU and Scott Samson of MSU. The 2015 Fall Tour location was discussed and Helena and Missoula were mentioned. The board selected Helena for the 2015 fall tour.

## September 2014

The September 18 Board meeting was held by Conference Call. The Membership Directory is in progress and should be mailed out by the first of October. MNLA was the recipient of a grant from the Department of Agriculture and received plastic plant tags to be distributed to interested members signifying Grown In Montana products. The licensing fee legislation has been delayed at this time. Board Job Descriptions were discussed and will be reviewed more thoroughly in October. Expo plans and the Fall *Leaflet* are in progress. One new student achieved the CPP designation at the Fall Tour. Three additional students will take the Plant ID Exam later in September.

## October 2014

The October 16 Board meeting was held by Conference Call. Grant dollars have been awarded to MNLA from the USDA Specialty Crop Block Grant to establish a *Plant Something* program in the amount of \$52,380 over a period of three years. The program will be introduced at the 2015 Expo. The Department of Ag gave an update on the upcoming Applicator training schedule for 2015. The Board Job Descriptions were reviewed. The 2nd Vice President position will be reviewed in more detail in November. Three MSU students passed the plant - id exam and are now Certified Plant Professionals. The new Membership Brochure was reviewed.



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# From the Education Chair

## New Certified Plant Professionals (CPPs)

Montana Nursery & Landscape Association (MNLA) is pleased to announce four recent graduates of the Certified Plant Professionals (CPP) program, Samantha Jo Smith, Easton Volz, Scott Samson, and Allison Smith. Samantha Jo, Easton, and Scott are students at Montana State University, Bozeman, MT, and Allison is employed at Blanchford Landscape Group in Bozeman, MT.

MSU Professor Bill Hoch has been a staunch supporter of the CPP program and encouraged the students to study and take the exam. Samantha Jo, Easton, and Scott all completed the final segment of the exam on September 20 at Cashman Nursery where they took the Plant ID exam.

Allison Smith was encouraged to take the exam during the Fall Tour by her employer, Blanchford Landscape Group. She successfully passed both the written exam and the plant ID exam at that time.

Congratulations to our new Certified Plant Professionals!



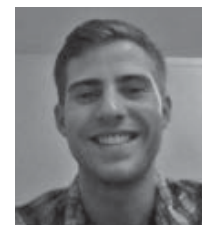
Scott Samson



Allison Smith



Samantha Jo Smith



Easton Volz



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# Smart Chip Cards Are Here

## *What Every Business Owner Needs to Know to Stay Compliant with Upcoming Regulations*

With a 47% increase in card fraud in the past year alone, the U.S. has become home to an estimated \$8.6 billion dollars of annual fraudulent card transactions. EMV – more commonly known as Smart Chip Cards – has finally arrived to the United States to help mitigate these losses. While smart chip cards have made card payments safer for customers and card issuers, merchants face carrying full liability for any fraudulent card used in their store if they are not equipped to properly handle smart card transactions. The Montana Nursery & Landscape Association (MNLA) has endorsed the Small Business Growth Alliance to assist in this mandatory transition and ensure that your business is ready to accept these payments.

Various factors have brought Smart Chip Card technology to the public conscious and pushed EMV adoption in the United States, from recent data breaches at large retailers like Target and Home Depot to new ways for consumers to pay, such as Apple Pay™. Upgrading your point of sale system to Smart Chip Card standards will open your business to safer transactions, new methods of payment, and the latest technology solutions to help you manage everything in your business from payments to inventory.

The Small Business Growth Alliance is a long-standing member of many professional business organizations, and has helped hundreds of thousands of members find ways to improve and grow their businesses. To schedule a complimentary consultation on what your business needs to become EMV ready, call Scott Norris at 800-889-7242 ext. 7865 or email [member.benefits@sbga.com](mailto:member.benefits@sbga.com).

Don't be left liable for fraudulent transactions – let SBGA go to work for you.



## Expo Reminders....

- ❖ Are you planning to take the Certified Plant Professional (CPP) Exam at the Montana Green Expo? Applications must be received by December 15 to take the exam.
- ❖ Join in the fun and contribute an auction item to the Silent Auction Scholarship Fundraiser. Contact Jyl at the MNLA office by December 15 with your donation.
- ❖ Tuesday evening enjoy a free seminar at the Holiday Inn by Gainan's Heights Flowers and Garden Center open to both the public and Expo attendees. Enjoy an evening of fun, education, inspiration, and demonstration by Mick Gainan and Claire Johnson. Invite your friends to join you!
- ❖ Have you made your room reservation for the Montana Green Expo? Please call the Holiday Inn Grand Montana in Billings, MT at 1-800-465-4329. The group booking code is MNL. Reservations must be made by December 31.

Register for Expo today at [www.plantingmontana.com](http://www.plantingmontana.com) or by calling the MNLA office at 406-755-3079.

# Garden Marketing – Continued from page 6

A monthly theme should be brief (10 words in 10 seconds). It must alert consumers about a fun and fascinating gardening activity at a particularly important time of year, like mulching before it gets extremely hot or cold. A campaign needs to show (via displays, photos, and sketches) and tell (in three concise bullet points) why an activity is necessary and how to do it (in three clear steps). Your goal in providing this form of education on a regular basis to your audience is to raise awareness and mobilize all possible participants into taking profitable actions like the discovery channel's Shark Week phenomenon has.

Remember, statewide industry association *Plant Something* promotions are purposely vague. Their function is to provide a unifying umbrella that covers many microclimate-specific marketing campaigns within a given territory. Furthermore, co-op associations continue to struggle with securing a smartphone/tablet app that uses geolocation and push notifications to meet the needs of their membership's typical beginner gardening customer. Therefore, you should create or refine an individual or collective group of campaigns by taking the following few steps:

1. Identify an idea for each month and see if you can connect it to a larger theme that already has momentum. My generation is into extreme competitions like the X Games so how about a Giant Pumpkin Growing Contest during Oktoberfest?
2. List a few key products and/or services to promote that will force people to visit your business. Make sure that your vendor(s) will support your promotion with co-op advertising materials and dollars. An *in-kind* donation in lieu of cash will help you monetize the *free* tips and information you give to your audience.
3. Make sure your call-to-action marketing materials: webpage backgrounds, cover photos, in-store signage, email signatures, tweets and posts, #hashtags, on-hold phone messages, among many others reflects each theme. (Get some graphic design advice on color, font, size and ways to use links.)

Lastly, please take a look at the "Signage" board and pins I've created for you at [www.Pinterest.com/GardenMarketing](http://www.Pinterest.com/GardenMarketing). Also, consider my *50 Power Phrases*, gardening-related adages to use in your campaigns.

Good luck in your panning and may every month ensure an exceptional year of growth for you, your company, and our industry as a whole!

**About the Author:** Jonathan Matteson has been working in the horticultural industry for more than 18 years helping independent nurseries and garden centers as a sales, merchandising and marketing professional. Jonathan is the founder of Garden Marketing, which exists to help the lawn and garden industry successfully reach the highly valuable and tech savvy X & Y Generation customers that he represents. Jonathan has given powerful presentations to many state associations for their membership, as well as numerous helpful private consultations, primarily throughout the Western United States.

You can connect with Mr. Garden Marketing on the following sites:

[www.Facebook.com/FollowGardenMarketing](http://www.Facebook.com/FollowGardenMarketing)

[www.Twitter.com/GardenMarketing](http://www.Twitter.com/GardenMarketing)

[www.YouTube.com/GardenMarketing](http://www.YouTube.com/GardenMarketing)

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The advertisement for Jayker Wholesale Nursery features a black and white photograph of a long, straight path lined with tall, thin evergreen trees. The text is overlaid on the image, with the company name "Jayker" in a large, elegant script font. The tagline "growers of premium plant material" is positioned below the name. Contact information, including a phone number and website, is provided in the lower middle section. The address and fax number are listed at the bottom.



# Billings Hosts Fall Tour

— Continued from page 1

the group and highlighted the facilities climate control system that eases the challenge of storing lawn and garden products with pet food. We were shown how they take orders, collect and ship with the help of small computers worn on the employees fingers and arms.

St. John's Lutheran Home facility had incredible landscaping over many acres, including many ponds. Recently becoming MNLA members, Cena Anderson and Gary Raitt discussed the challenges of providing a beautiful and inviting landscape for the residents and their visitors.

Scheels Sports was our next stop. This is the second biggest retail store in the West with a 98' high ferris wheel inside. The landscaping was done by River Ridge Landscaping and was very large scale, featuring three semis of wildflower sod and many oak trees. The landscape design was intended to match the Oak Savannah of southern Minnesota where the original store was.

Across the road from Scheels was a huge stormwater reclamation project called Shiloh Conservation Area. Stacey Robinson and Michael Verseman of Land Design, Inc. explained how the water is being collected and cleaned through a series of holding ponds with aquatic plants. In addition, a trail network was constructed with educational signs so the public can learn about and enjoy the benefits of stormwater runoff management.

We then drove back to the hotel and to River Ridge Landscape Company's beautiful facility along the Yellowstone River for a big dinner with a very talented musician and jet boat rides sponsored by 2M Company.

Everyone that came had a great time and was treated to a lot of informative landscaping scenarios.



↖ *Scheel's Sports* ↗

## Orchard School ↘



↖ *Gainan's* ↗



## St. John's Lutheran Home ↘



↖ *CTA rooftop* ↗





## Call for Board Member Nominations

We are publishing this call for nominations which is **due by December 1, 2014**.

- Candidate must be a voting member of MNLA in good standing
- Candidates must be willing to make a 5 year commitment to service on the Board
- Board members are allowed to miss 3 board meetings per year and one face to face meeting
- Board members must attend the annual Fall Tour and the annual Montana Green Expo

Once nominated, each candidate will be contacted by the past president to gauge their interest and ability to serve. The candidate(s) will be asked to attend the December MNLA Board of Directors' meeting. The candidate's information will be distributed by electronic mail to the membership in December. Voting will take place at the annual membership meeting in January.

### Board and Committee Member Nomination Form

Name of Candidate: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_ email: \_\_\_\_\_

Name of nominating person: \_\_\_\_\_ Phone: \_\_\_\_\_

*(It is acceptable, and common, for candidates to nominate themselves)*

Position nominated for *(for complete information on these positions, visit our website at [www.plantingmontana.com](http://www.plantingmontana.com)):*

- Board of Directors - 3<sup>rd</sup> Vice President**
- Board of Directors - Secretary**

Please provide a brief description of the candidate and explain why he/she/you will be a great candidate. *(You are welcome to submit a separate file or document.)*

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# 2015 CONVENTION REGISTRATION

January 7-8, 2015 • Holiday Inn Grand Montana, Billings, MT  
Register before **December 15, 2014** & Save

## FOR MNLA OFFICE USE ONLY

Receipt Date: \_\_\_\_\_  
Amt. Received: \$ \_\_\_\_\_  
Check #: \_\_\_\_\_  
CC Auth #: \_\_\_\_\_

Please type or print clearly. Photocopy additional forms as needed. • Early registration postmark deadline is **December 15th**.

## COMPANY INFORMATION

Pre-Registration closes on December 25th.  
Registrations received at the MNLA office after 12/25 will not be processed.

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

**IMPORTANT:** Confirmations for those who register early will be sent by mail to the Contact Person and address above prior to the Expo.  
**For companies with multiple registrations**, all confirmations will be sent to the Contact Person and address above.  
**Pick up badges, badge clips, and programs at the Pre-Paid Registration table. Badges will NOT be mailed.**

## REGISTRATION INFORMATION

FULL includes all seminars, all meals and keynotes for 2 days.  
1-DAY includes all seminars, lunch and keynotes for the one day chosen.  
Entrance to the Trade show is included in all attendee registrations.

### Banquet and Breakfast of Champion tickets are included in the full registration fee.

NAME TO APPEAR ON BADGE Please Print for EACH registrant from your company. Check all applicable boxes at right.	MEMBER			NON-MEMBER			STUDENT MEMBER			STUDENT NON-MEMBER			Yrs. Attending		REGISTRANT TOTAL			
	BEFORE 12/15/14	AFTER 12/15/14	FULL	BEFORE 12/15/14	AFTER 12/15/14	FULL	BEFORE 12/15/14	AFTER 12/15/14	FULL	BEFORE 12/15/14	AFTER 12/15/14	FULL	BEFORE 12/15/14	AFTER 12/15/14		FULL	1-5	6-10
	\$225	\$260	\$260	\$290	\$155	\$195	\$140	\$160	\$90	\$115	\$175	\$200	\$115	\$145		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**DISCOUNTS:** As an incentive to firms registering numerous employees, please note that there are price breaks for five attendees and ten or more attendees from the same company. These discounts are applicable for MEMBER firms only. 5 - 9 attendees from the same firm, deduct 5% from your total registration—10 attendees or more from the same firm, deduct 10% from your total registration.

**TOTAL \$** \_\_\_\_\_

## PAYMENT INFORMATION

Check this box if you have special dietary needs. Kindly attach a written description of your needs. Notify MNLA at least 2 weeks prior to the Expo. Thanks!

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Signature: \_\_\_\_\_



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