

Newsleaf

WINTER 2024
Volume 41
Number 4

INDIANAPOLIS
LANDSCAPE
ASSOCIATION

4000 West 106th Street
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"Growing Companies Since 1949"

The end to an EPIC Year!



ILA Board Members dressed in "Full Holiday Attire" for the Annual ILA Holiday Party.
(Pictured: Wesley Addington, Chris Geryak, Ryan Coyle, Dennis Linner)



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A message from the President



Hello again! What an interesting year 2024 was. The Holidays were great and we are off to the New Year. Hopefully, you were able to take time to spend a few extra minutes with those close to you and share some memories, laughs, and maybe a few seasonal traditions with friends and loved ones.

While we have moved into what we often refer to as our “down time,” there is still a lot of business to tend to: budgets, pricing, cleaning and repairing tools and equipment, and contacting clients to secure some spring projects or annual maintenance renewals. Reflecting on the past year, I feel we had a great year within the ILA. Starting with the Annual Indiana Flower and Patio Show, the 2024 ILA Garden Party was a great success. We had 42 Companies and 136 people attend! What a great way to kick off the season. We followed that with another fantastic ILA Bus Trip. For those who missed it, you missed out. We had 31 people attend, and I think if you asked any of them about it, they would say the same thing: “It was EPIC”. In September, we had our annual Golf Outing, and yet again, we had great weather and a fantastic turnout. We hosted 37 Golf teams and 36 sponsors. In November, we hosted another Mentorship Tour at Aspen Outdoor Designs and Vive Exterior Designs. We had nine companies and 25 people attend. This was another great event that we have been working on for several years and will continue to develop. We closed the year with another fun and exciting Holiday Party / Annual Meeting at the Liter House in Broad Ripple.

With our mission to strengthen our partnerships with other industry associations, we are happy to announce that the ILA is sponsoring an Education Track at the 2025 Indiana Green Expo. With this sponsorship, any member of the ILA in good standing can register for the Trade Show and Educational Seminars at Membership Rates! We are also excited to continue our sponsorship of the Showcase Gardens at the 2025 Indiana Flower and Patio Show. Look for information regarding the 2025 Garden Party in your emails soon.

In closing, there was much to be grateful for in 2024 and much to look forward to in 2025. I look forward to serving the association and industry with passion, dedication and integrity. Please look for your membership renewals via email in February and renew your dues as soon as possible.

Check out the website (www.indylandscape.com) or look in your inbox soon for event details, invitations, and renewals. That reminds me: all invoices, membership renewals, event announcements, and communications are through Wild Apricot. Please make sure you check your spam/junk folders for emails from ILA@wildapricot.org (ILA) Indianapolis Landscape Association and save them as safe senders.

Again, I look forward to continuing to serve the Indianapolis Landscape Association and its members.

Warmest Regards,

Chris Geryak, President
Musselman Landscape Solutions / Greendell Landscape Solutions



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GET READY FOR THE 2025 ILA BUS TRIP!
SAVE THE DATE!
JULY 31, 2025 - AUGUST 1, 2025
DESTINATION: CINCINNATI, OHIO

The Indianapolis Landscape Association is excited to invite you on this unforgettable trip!
 Here's what's planned:

TRIP HIGHLIGHTS

- Stone quarry tour in Batesville.
- A tour of the brand-new Unilock plant in Harrison, Ohio (lunch included).
- An evening at Great American Ball Park for the Reds vs. Braves game (optional).
- Behind-the-scenes tour of the Cincinnati Zoo & Botanical Gardens (lunch included)



Day 1: July 31, 2025

- Depart from Tiffany's Lawn and Garden Supply (address included).
- Tour Batesville stone quarry.
- Unilock plant tour (lunch provided).
- Arrive at the downtown Cincinnati hotel.
- Free time & optional Reds vs. Braves game.

Day 2: August 1, 2025

- Behind-the-scenes zoo tour (lunch provided).
- Return to Indianapolis by 5:00 PM.



MARK YOUR CALENDAR FOR THIS EPIC TRIP!
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Consulting Arborist Corner

Judson R. Scott

Registered Consulting Arborist

Tree disputes have existed in America from the beginning of European settlement. In 1683 Frances Nurse sued Zerubbabel Endicott for trespass. He claimed in his suit that "Mr. Endicott's agents had trespassed onto his property and cut forty seven of his trees as they gathered firewood for Mr. Endicott for the winter".

According to the Salem Quarterly Court Records and Files on March 20, 1682-3 agents John How and John Dale "appraised the damages to Nurse at 47 shillings., there having been forty-seven trees felled and carted away..."

Testimony for the defense laid out that in fact the trees belonged to Mr. Endicott because the property line was "upon the county road below the hemlock tree...which tree was attested to be the bounds between the property owners"...

Further testimony showed that the "hemlock tree had fallen upon the sawmill frame" but that the line was indeed at that point. The court ruled in Mr. Endicott's favor because the trees were in fact on his property. Mr. Nurse appealed and lost a second time.

What we see from this court record is that many things have not changed. In America and across the world, trees are still cut and hauled away, property owners still do not know their property lines, people still appraise trees, courts still rule and plaintiff's still appeal.

It is my speculation that John How and John Dale were perhaps the first Amenity Tree Appraisers in America?

About the Author: Jud Scott is a lover of trees, landscapes and history and has earned the designation of Registered Consulting Arborist #392 (RCA) with the American Society of Consulting Arborists. As an RCA, Jud advises Attorneys, Landscape Companies, Park Departments, Developers, Architects, Insurance Companies, as well as homeowners concerning their trees and landscapes. Jud can be reached at 317-815-8733 or by email at Jud@arboristexpert.com



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2024 ILA Annual Meeting and Holiday Party.

2024 has now come and gone, but not without an EPIC end-of-the-year annual meeting and holiday party where we welcomed all members of the ILA to join in the fun and festivities at Liter House in Broad Ripple and ended up having 110 attendees and over 24 different companies represented! The evening started with a fantastic food buffet and great conversations and catch-ups among colleagues.

We then moved into the annual meeting, which included committee reports to keep everyone up to speed on what is happening within the ILA. We also welcomed quite a few new members to the organization, and those would include the following:

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All Pro Landscaping
Greenleaf Landscaping
Blue Duck Lawn Care

Membership to Date: Regular (87), Allied (41), Educational (1), Honorary (10)



Chris Geryak, board President, then announced the slate of the officers and board members which are as follows:

President: Chris Geryak, Mussleman Landscape Solutions

Vive President: Ryan Coyle, Vive Exterior Design

Secretary: Todd Engledow, Engledow Group

Treasurer: Alex Grafe, Reed Alexander Design

BOARD:

Travis Tetrault: Haulstr

Scott Levy: Sundown Gardens

Dan Weingart: GreenImage Landscape & Design

Dennis Linner: Heath Outdoor

Charlie Swartzell, Swartzell Outdoor Designs

Darius Norwood, Green Thumb Landscape

Once the annual meeting was complete, we were all ready to enjoy the laughs and tears brought on by nationally recognized comedian Brent Reed, who poked a little fun at individuals throughout the venue.

As committee chair of the Annual Meeting and Holiday Party, I want to personally thank all who were able to make it out and look forward to another great year ahead and hope to see ALL members and employees join us for another great time.

Happy new Year from the entire Indianapolis Landscape Association board.

Sincerely,

Ryan Coyle





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DON'T MISS OUT!

As the ILA being a sponsor of the Indiana Green Expo **any ILA member** that is **NOT** of member of the INLA or MRTF may register for the Indiana Green Expo at **INLA Member Rates**.

Simply Register as an INLA Member they will cross check our membership list and verify your membership status.

Registration Link below

Educational Program and Trade Show

https://web.cvent.com/event/e0498c5a-f701-4481-83ee-139a4bfbc0f7/regPage:4f99cb55-8d74-4b86-95d5-6d6e41c01132?RefId=mrtf_web

The ILA is sponsoring an Education Track at the INLA / MRTF Indiana Green Expo!

February 11 from 1pm-4pm

1 PM - Hardscape Installs in Tight Quarters and Challenging Sites

– Chris Geryak; Greendell & Musselman Landscape Solutions

2 PM – Landscape Contracts and Permitting: Understanding and Preparing Your Company and Your Customers

- Ryan Coyle; Vive Exterior Design

3 PM – Growing Your Landscape Business: Building a Strong Marketing Brand and Leveraging Marketing Power””

– Jon Carr / Troy Austin; Five Stones Marketing

4 PM – Landscape Lighting Basics

- Chris Geryak; Greendell & Musselman Landscape Solutions

Indianapolis Landscape Association Hosts Inspiring Mentorship Event



This past November, the Indianapolis Landscape Association (ILA) held its highly anticipated Mentorship Event, an initiative aimed at fostering growth and collaboration within the landscaping industry. The event provided an invaluable opportunity for newer, smaller landscape companies to connect with established leaders in the field, exchange ideas, and gain insights into the strategies that drive success.

An EPIC Day of Learning and Networking

The Mentorship Event kicked off with great enthusiasm, bringing together industry professionals eager to learn and share their expertise. The day's agenda included tours of prominent landscape companies and a compelling guest speaker session, all designed to equip attendees with practical knowledge and inspiration.

First Stop: Aspen Outdoor Design

The day began with a visit to Aspen Outdoor Design, where their experienced team graciously welcomed participants for an exclusive behind-the-scenes tour. Attendees were introduced to the company's innovative processes and operational efficiencies that have made them a cornerstone in the industry. The tour highlighted everything from streamlined workflow techniques to tools

and technologies that boost productivity, leaving participants with actionable insights to implement in their own businesses.

Last Stop: Vive Exterior Design & Artisan Outdoor Craftsman

The event continued with a visit to Vive Exterior Design & Artisan Outdoor Craftsman, where participants dove into the crucial topic of sales and customer engagement. Vive's team shared their expert approach to qualifying customer leads and navigating the sales process effectively. The session provided attendees with practical strategies to attract the right clients and deliver exceptional customer experiences, setting a strong foundation for business growth.



Guest Speaker: Frank Geisking from Greendell Musselman

One of the event's highlights was a presentation by guest speaker Frank Geisking from Greendell Musselman. Frank emphasized the vital role of communication in achieving success, urging attendees to prioritize clear, consistent, and open dialogue within their teams and with clients. His insights resonated deeply with participants, underscoring the importance of building strong relationships as a cornerstone of long-term success.

A Platform for Growth and Collaboration

The Mentorship Event proved to be more than just a learning experience—it was a platform for collaboration and connection. Attendees left with not only practical knowledge but also the inspiration to innovate and elevate their businesses. The ILA's dedication to supporting the landscaping community was evident throughout the day, and the event's success reaffirmed its role as a catalyst for growth in the industry.

Looking Ahead

The Indianapolis Landscape Association is committed to fostering a thriving community of landscaping professionals. With events like the Mentorship Day, ILA continues to bridge the gap between experience and ambition, empowering small businesses to achieve their full potential. We look forward to future events that will further unite and strengthen our industry.



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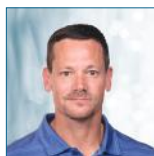
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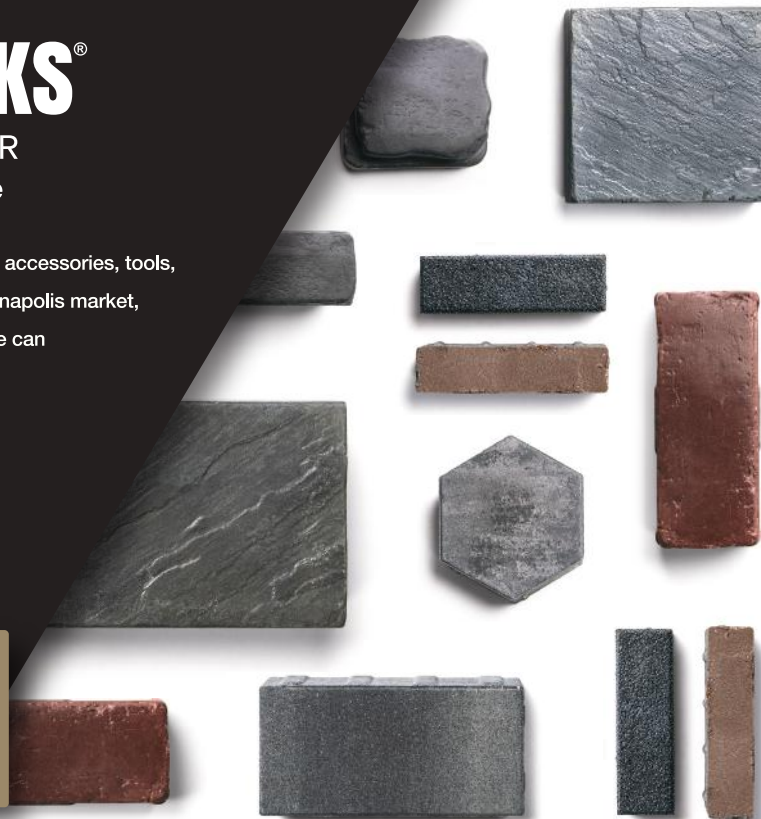
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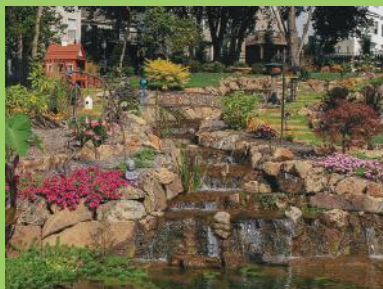
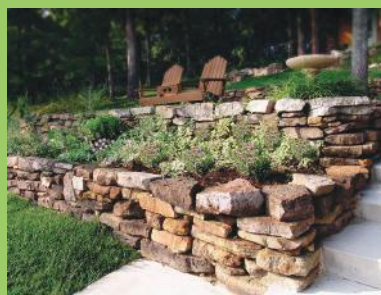
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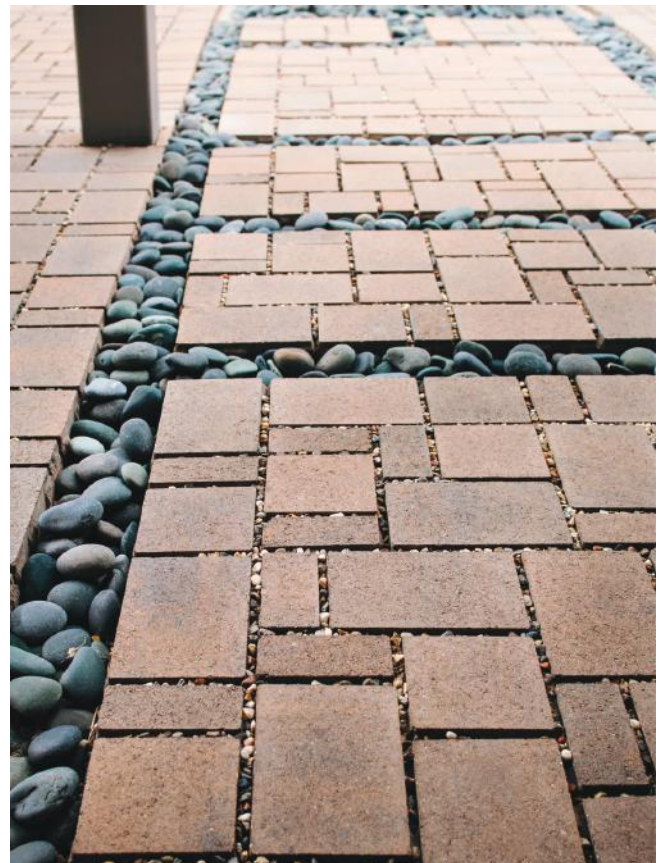
Words like “sustainable” and “responsible” continue to grow in importance with today’s consumers as we collectively become more conscientious about how our actions affect the world around us and the legacy we leave behind. However, we still wish to enjoy our time on this planet.

Enter the permeable paver. Permeable pavers give homeowners the opportunity to create eye-catching, livable outdoor spaces that actually improve the environment and allow us to leave the world better and more beautiful than we found it.



The technology is ingeniously simple. Permeable pavers are laid on multiple layers of crushed stone, and the joints between each paver are filled with smaller aggregate. This design allows water to instantly drain through the joints and percolate through the layers of aggregate below, where any impurities are trapped before water seeps into the ground and returns to local waterways. To create the ultimate sustainable patio, driveway or walkway, the system can be designed to collect and recycle rainwater for irrigation and other purposes.

And here’s the best part...in many states and municipalities with water conservation and stormwater management initiatives, there are often grants or tax incentives available for installing permeable pavers or a water harvesting system, which makes the idea of installing a permeable patio, walkway or driveway all the more attractive.





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