







#### Moody on The Market

Pat Moody

Making the Grass Greener, on the Organic Side

In the 1970s, you would have found 12-year-old Eric Hansen pedaling his bicycle on the suburban streets of Chicago, dragging his lawnmower from lawn to lawn, earning money by mowing grass. By the time he was 16, he owned his own lawn maintenance business, had hired several of his high school friends as employees, and was socking away enough money to pay for his own college.

In 1984, Hansen went off to college, graduated, and tested a career in business finance. After seeing that he would have to start at the bottom in the financial world, he quickly opted to go back into the business he had already captained - lawn maintenance and landscaping. Hansen restarted his Chicagoland lawn care business and would eventually have as many as 35 employees that handled everything from residential accounts to commercial and municipal customers.

#### **Discovering Southwest Michigan**

Around that same time that his business was climbing in Chicago, Hansen found time to relax on the weekends in St. Joseph, Michigan. He discovered the area after visiting friends and he liked it so much he bought a weekend house that eventually because his full-time home. Hansen sold properties from his Chicago portfolio and reinvested that money in Southwest Michigan. It started with rental and lease properties, but in 2006 Hansen joined two partners to buy the Whitcomb. Hansen oversaw operations at the Whitcomb until it was sold in 2022.

Meanwhile, back in the landscaping business, interest was growing in organic lawn care solutions. As the cost of organic treatments became more affordable, Hansen

*Continued on page 8* 



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#### Sarah Spoonholtz

Regional Director. SMR Chamber

There is a chance by the time you read this the Scottdale True Value & MB Creative Grand Opening weekend May 5th and 6th will be in full swing, if you have the chance to stop in and welcome the "new" kids on the block, do so! Last December, Doug Landers, who some of you may know from his successful other stores

Scottdale, MB, CollectorZown & More - Oh My! Wolverine Hardware in South Haven and Landers Hardware in Bangor officially opened his doors at the new Scottdale True Value. The former space that had been home to Pater True Value sat empty for less than a half year before Doug and his team

Continued on page 4

#### **Inserts & Promotions**

- Ace Harware ALDI
- Dollar General
- Family Farm & Home Family Fare
  - In & Around St. Joseph
  - Martin's Super Markets
  - Rural King Save A Lot
  - Inserts may vary by zip code

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#### Joshua Doxator, PGA General Manager, The Golf Club at Harbor Shores Resort

#### Spring back into golf

It may not feel like it, but Spring golf is back in action! In just a few short weeks, the trees will be full of life, grass turning green and the wonderful frustrations this game can bring in full bloom. Let's get the 2023 season off to a hot start and commit to getting better this year.

I've watched it happen, time and time again. Golfers eager to knock off the winter dust go out and play fairly well. They step on the first tee with no expectation, because...why would you! In the rounds that follow, expectation creeps back in and can cause early season frustration. Don't let this happen to you!

I always recommend my students start the season with simple processes. Work on getting comfortable over the ball by nailing down your pre-shot routine. This is a very important part of the game as your brain gets used to the firing of movements when you get over the ball. Keep it simple and easy to remember.

Next, spend some time in the short game area. Chipping, pitching, and putting are typically the more difficult pieces of the game to get back on track after a long hiatus. Again, keep the process simple and get back to basics. Work on 3-5 footers on the putting green; as we all know you "drive for show, and putt for dough." If you're anything like me, you can get bored just hitting putts over and over. Instead, turn it into the "Up & Down" drill. Put yourself in various positions around the chipping green and challenge yourself to get up and down. Choose 10 different locations and do your best to get up and down 50% of the time. Let's be honest, if you were able to get up and down 50% of the time during a round, you would probably be fairly happy with the results!

2023 offers all of us the opportunity to work on our skillset and thoroughly enjoy this crazy game. It's never too late to get better and if you need help, ask us! We're fortunate to have multiple, skilled instructors at Harbor Shores. Give us a call or stop in and book some time; you won't regret it!

I look forward to the season ahead and sharing thoughts, instruction, and the occasional story. Until next time, keep it simple and more importantly, have fun!

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## Photo of the Week

Blossomtime Photo by Molly Pate (Blossomtime Grand Floral Parade is next Saturday, May 13th) Please email your favorite photo with a brief description to <u>Photos@MailMaxOnline.com</u>

Photos must be horizontal orientation to be considered for Photo of the Week.

# <section-header>



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Spoonholtz Continued from cover

gave it a little sprucing up and reopened the doors. The entire team at Scottdale True Value are so excited to be part of the community, when you stop in make sure you ask Doug about his "pride and joy." Trust me on this!

With Scottdale True Value reopening came the opportunity for **MB Creative** to have their own brick and mortar location inside, creating the perfect balance of something sweet and creative inside the hardware space. **Megan Mooneyhan and Brittney Posten** are the ladies behind MB Creative, and I can promise you they can help you tap into your creative side through their delicious baked goods, classes, and partnerships with other female business owners.

Our May Business After Hours takes us to the Krasl Art Center for a fun night of light snacks, beverages, networking, and free headshots provided by Smile on 3 Photography on Thursday, May 11th from 5:00 - 7:00 p.m. You'll be among the first to discover the 2023 Krasl Art Fair merchandise and experience the unveiling of the 2023 commemorative design. The 2023 Krasl Art Fair on the Bluff is presented by 1st Source Bank Wealth Advisory Services and will welcome 172 artists from around the country to Southwest Michigan on July 8th and 9th. This year's artist **Alann Boatright** is a former Michigander who travels between Florida and Indiana as a full time artist with his studio Iron Planet Studios. Alann's commemorative design has been transformed into 2023 Art Fair merchandise, which guests can purchase with their Collectors' Experience packages, as well as purchase tickets to the Art Fair in July.

Speaking of collectors, mark your calendars to join us at **CollectorZown's Ribbon Cutting and Grand Opening Celebration** weekend on May 12th & 13th. We will be there on Friday the 12th from 4:00 - 6:00 p.m. for the official ribbon cutting and an after party has been planned at Watermark Brewing Company in Stevensville Friday night. CollectorZown specializes in highend collectables, popular statues, and has an insane number of things any and all comic book fans will love - speaking from my own personal reaction walking inside!

Originally opening their first storefront in Three Oaks in 2018 they outgrew the 1,000 square foot space they were in and relocated their business to 2560 South Cleveland Ave, Suite 6 in St. Joseph. The new space boasts 7,500 square feet of space that owner Marcos Matijevic has transformed into a gallery, retail store, shipping and receiving department, and meetup space for those interested in his products. Upstairs, doubles as a space to live stream and I'm told that some pretty big names in the industry will be in our community for the grand opening weekend! We have more planned for you in the coming weeks, including the ESS 6 ° Resale Grand Reopening & Ribbon Cutting on May 18th at 3:00 p.m., Versiti Blood Centers of Michigan Blood Drive on May 30th from 1:30 p.m. - 6:00 p.m. at the Shadowland Ballroom, our inaugural Wine & Nine ladies exclusive golf outing at Pipestone Creek Golf Course on Friday, June 2nd, and our www.MailMaxOnline.com 63rd Annual Golf Outing at Lake Michigan Hills Golf Club on Monday, July 17th.

You can find all the details on everything I shared today, and more, plus how the Chamber can benefit your business by visiting smrchamber.com or emailing me at <u>sspoonholtz@smrchamber.com</u>. Looking forward to seeing you around Southwest Michigan!



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May's Dazed Derby Days

I used to live in New Albany, Indiana, (where the tourism bureaus of Clark and Floyd counties referred to the area as "The Sunny Side of Louisville"), and I worked in downtown Louisville. This gave me the somewhat unique opportunity to write the preceding 45 words, thus knocking off the toughest paragraph of any column, the first one.

Working in Loovll (honestly, you MUST pronounce it in just one syllable to have ANY hope of being accepted by the natives) also gave me the opportunity to experience the dazing fun and frivolity leading up to The Kentucky Derby.

This of course includes sippin' a mint julep, admirin' ladies wearing spectacularly gaudy headwear, and mockin' men sporting nauseatingly gaudy sport coats. Although I myself purchased one such alarmingly multi-colored jacket. I'm wearing it right now, in fact, to set the mood for the following Kentucky Derby Trivia factoids you can recite to your friends and family on Derby Day. Perhaps multiple times without them remembering, if you serve strong enough mint juleps.

• What IS a julep anyway? "Julep" means "sweet drink," and indeed, the juleps I recall were rill swite (Loovll-speak for "real sweet"). A special version this year celebrates 1973 Derby winner Secretariat, and contains bourbon, mint, chestnut liqueur, honoring Secretariat's chestnut coat, and Virginia bluebell flowers, poured into a custom-engraved, gold-plated cup. Cost: \$1,000. Oh, and for an extra \$1,000, the julep will include an actual hair from Secretariat's chestnut coat.

The purchasers of this beverage may not simply be over-dazed by spectacularly gaudy headwear. The proceeds from the julep sales go the care of retired racehorses. So, it's money well-spent. Plus, it comes with a coupon for 10% off the dry-cleaning of alarmingly multi-colored sport coats upon which the drinks will be spilt.

• If you go back far enough in the mists of time, you'll discover who the heck drove you home after you enjoyed a Derby Day mint julep (because you are of course much too smart to drink and drive). You will also discover that the Kentucky Derby could have been known by a completely different name.

The race was named after a British competition called The Epsom Derby. This was called a "Derby" because the Earl of Derby, who co-created it, won a coin flip for naming rights with the co-creator, Sir Charles Bunbury. That coin lands opposite side up, and I'm sitting here in my



alarmingly multi-colored sport coat writing about The Kentucky Bunbury.

• Perusing the names of all the horses that have run The Kentucky Derby, one finds some real winners. Including, incidentally, "The Winner." Which, unfortunately, it wasn't - it placed 7<sup>th</sup> in 1896.

• Then there was Clyde Van Dusen. Clyde Van Dusen was a Derby winner trained by Clyde Van Dusen. (Note to editor - NOT a typo! Do not correct!) Yep, in 1929, the winning horse had the same name as his trainer. The horse Clyde was so named because the human Clyde won a coin flip over naming rights with the horse's owner, Herbert Bunbury. (Okay, actually Herbert Gardner.)

I don't think I'd ever want a Derby winner named after me. I'd hate to suffer the fate of the human Clyde Van Dusen – his Wikipedia entry is 15% shorter than that of the horse Clyde Van Dusen.

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#### **Moody** Continued from cover

saw the opportunity to start offering the additional service to his clients. His services and expertise in organics became popular and he took on major clients including several golf courses, entire residential developments, the Village of Downers Grove, and the Morton Arboretum.

We Have

SAFES!

In 2012, Hansen was hired by the Chicago Park District to design and consult on a 5-year program that covered using organics at Grant Park (commonly referred to as Chicago's Front Yard), the Museum Campus (57 acres facing Lake Michigan), and just about every other public, lake-facing park district landscape that wasn't Soldier Field

By 2020, Hansen had gotten married, built a successful business, and put his children through college, so he decided to sell his landscape company. After the sale, he took two years off, continuing to manage his lease properties in St. Joseph, but he also found time to get his 25-ton boat captain's

people learn how to pilot their own boats, among other things).

#### **Continuing to Grow**

Not content to enter early retirement, Hansen started thinking about what he should do next, what he knew best, and what parts of it he loved the most. For him, there was one answer - turf care. That's when he established Sunset Coast Lawns in St Joseph

"I enjoyed (lawn care) the most. Running a company with 35 people is tough. After two years off, I started this company with the intent of doing what I really enjoy doing - taking care of lawns. Lawn fertilization programs, core aeration, overseeding,

www.MailMaxOnline.com Why Organic?

A big part of his lawn care program is designed around using organics. So, why organic?

"It's about trying to do something better for the environment, but also getting results. The way that chemical fertilizers work versus how organic materials work in the soil, it's two different things, but they can work together," Hansen said.

Hansen said blended products are the way to go because it bridges the gap between the customers' immediate expectations for a lush, weed-free lawn and what organics can achieve in a couple of years.

"We can build up microbial activities in the soil, which over time will deliver better



be like FEDEX and deliver overnight, we can't do that with turf. It will take a couple of years for that to happen. But some people won't wait. So instead of going fully organic and taking two years, we start with blended products to build up the soil and still get the green turf results that consumers want, and then we start weaning off (the chemicals)," Hansen said.

"It's an annual, seven-step program. We start with a blend and then after two or three applications, you start to see the results. We also do spot weeding and use some herbicides, but once the lawn starts growing well, it crowds out the weeds," said Hansen. "Typically, after one season you see good results."

#### **Reaping What You Sow**

Long term, Hansen says his program for lawn care works.

"With soil tests we can prove this. Some of the main issues you're looking at are with phosphorus, potash, iron, and copper nutrients. You'll see (under our program) that will gradually change. When you have a problem lawn, we can test the soil microbes and there might be something really wrong with the soil. We can make adjustments with sulfur or lime applications or additional organic materials. Once that soil starts working, you'll see the results on top (of the lawn)." By Ken Lundberg

> Pat Moody Publisher, MoodyOnTheMarket.com moody@wsjm.com (269) 925-1111







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SUBTOTAL		
SIEMANS DISCOUNT	<u>- 1,516</u>	3
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 5.3 V8 EFI Engine, 6 Speed Automatic, Aluminum Wheels,
 35K Miles, Security Cover, Bedliner, Locking/Limited Slip Differential, Back-Up Camera, Remote Keyless Entry System, Balance of Factory Warranty! Red Hot, U23056



6.7 V8 DIESEL Power Stroke EFI Engine, 6 Speed Automatic, Aluminum Wheels, 48K Miles, Bedliner, Power Hunning Boards, FX4 Off-Road Package, Remote Start, Navigation, SYNC 3, Memory Power Leather Heated/AC Front Seats, 2<sup>rd</sup> Row Heated Seats, Panoramic Moon Roof, Auto Climate Control, Adaptive Cruise Control, Blind Spot Information System, Reverse Sensing System, Back-Up Camera, Remote Keyless Entry System. Ruby Red Metallic, F22302A



 1.5 EFI Engine, 6 Speed Automatic, Aluminum Wheels, 49K Miles, Power Driver's Seat, Touchscreen Display, Back-Up Camera, Remote Keyless Entry System, Balance of Factory Warranty! Sandy Ridge Metallic, U23048

5 E



Only 17K Miles! Touchscreen Display, F23022H



Warning, Front Collision Mitigation, Driver Monitoring, Blind Spot Monitor, Rear Collision Mitigation, Rear Parking Aid, Back-Up Camera, Remote Keyless Entry System, Balance of Factory Warranty, Wolf Gray, C23120A

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3.5 EFI Engine, 9 Speed Automatic, Aluminum Wheels, 35K Miles, Remote Start, Memory Power Leather Heated Front Seats, Power Moonroof, Auto Climate Control, Adaptive Cruise Control, Lane Departure Warning, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Blind Spot Monitor, Cross-Traffic Alert, Back-Up Camera, Power Liftgate, Balance of Power Train Factory Warranty! Lunar Silver, M23038A

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6.4 V8 SRT HEMI Engine, 6 Speed Manual Transmission, Aluminum Wheels, Only 2K Miles, Power Driver's Seat, Heated Front Seats, Heated Steering Wheel, Touchscreen Display, Alpine Audio Group, Back-Up Camera, Remote Keyless Entry System, Dodge Certified! Granite Pearlcoat, C23022A



Bedliner, Running Boards, Remote Start, Navigation, SYNC 3, Power Heated Front Seats Power Sliding Rear Windows, Front Collision Mitigation, Reverse Sensing System, Back-Up Camera, Remote Keyless Entry System, Ford Certified! Rapid Red Metallic, U23024



2.7 V6 Ecoboost EFI Engine, 10 Speed Automatic, Chrome-Like PVD Wheels, 50K Miles, Security Cover, Bedliner, Running Boards, Remote Start, Navigation, SYNC 3, Power Heated Front Seats, Power Sliding Rear Window, Front Collision Mitigation, Reverse Sensing System, Back-Up Camera, Remote Keyless Entry System, Ford Certified! Agate Black, U23016



3.0 Ecoboost V6 EFI Engine, 10 Speed Automatic, Aluminum Wheels, 25K Miles, Remote Start, Navigation, SYNC 3, Memory Power Leather Heated/AC Front Seats, Heated Steering Wheel, 2nd Row Heated Seats, Panoramic Moon Roof, Blind Spot Monitor, Lane Departure Warning, Lane Keeping Assist, Lane Departure Warning, Front Collision Mitigation, Aerial View Display System, Cross-Traffic Alert, Back-Up Camera, Power Liftgate, Remote Keyless Entry System, Ford Certified! Stone Blue Metallic, U23015/



2.3 Ecoboost EFI Engine, 10 Speed Automatic, Aluminum Wheels, 28K Miles, Rocky Ridge Conversion Package, Security Cover, Bedliner, Step Bars, Remote Start, SYNC 3, Power Leather Heated Front Seats, Power Slide Rear Window, Climate Control, Blind Spot with Cross Traffic Alert, Lane Keeping System, Front Collision Mitigation, Reverse Sensing System, Back-Up Camera, Remote Keyless Entry System, Ford Certified! Hot Pepper Red Metallic, C22087C

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Ramsey Financial Expert The Ramsey Show

Dave

Dave Says

#### **Never Have Just One**

#### Dave

As a small-business owner, should I work with multiple banks to avoid what happened with Silicon Valley Bank? Matt

Matt,

You should work with multiple banks, but that has nothing to do with Silicon Valley Bank. SVB shouldn't be a business model anyone follows. It was a crash of high-tech, start-up and venture-capital players. It was a "players" bank. In other words, it was a bunch of Silicon Valley posers misbehaving under the heading of a bank—and it all came crashing down on their heads. But it didn't have anything to do with the kinds of banks you or I do business with.

Believe it or not, a bank is just another vendor. They are helping you, and they are a supplier to you—whether it's a checking account, debit card or anything else. Anytime you're doing business, especially when it comes to key areas of your company, it's always good to have more than one vendor in that category. That way, you're not stuck if they decide to raise their prices or their quality of service declines.

Don't get me wrong: I'm not talking about jumping from vendor to vendor every time the wind blows. We have vendors we've worked with for 20 years at Ramsey Solutions. But I'm also not going to let myself or my business become a prisoner of one provider. Currently, we have three banking relationships. We have a primary bank, and we've been with them for 35 years. We also have two other minor banking relationships. Do you see what I'm saying, Matt? If you've only got one supplier for one of the key elements of your business and they suddenly go sideways, so do you! We deal with smaller, regional and local banks at my company too. That way, we get to talk with actual human beings who make reasonable decisions. The big banks? No, thank you. Small businesses, especially, are just numbers to them. You get no respect, no mercy and no real help.

Develop banking relationships with people in your own town and area. I'm talking about the kind of folks you could sit down with, have a cup of coffee, and engage in a real discussion about your needs and what's going on in your business. A bank is a key vendor relationship for a small business, but make sure you protect yourself and diversify. Never have just one!

– Dave

\* Leadership and small-business expert Dave Ramsey is CEO of Ramsey Solutions. He has authored eight national bestselling books, including "EntreLeadership," and is a host of "The Ramsey Show" and "The EntreLeadership Podcast."



With Spring here, and Summer around the corner, I thought I would make my first column about Ultraviolet (UV) light.

Everyday, patients ask if and how much they should protect themselves from harmful rays.

The media inundates us with information about harmful rays of the sun and its effects on our skin and our eyes. NOT ALL sunlight is bad! Sunlight is absolutely necessary for life. It helps our physiology (most growth spurts are in the summer), mental balance (Seasonal Affect Disorder), and is necessary to grow food. So what is all this fuss about sunlight and especially ultraviolet radiation (UVR)?

The visible spectrum is the portion of the electromagnetic spectrum that is visible to the human eye. Electromagnetic radiation in this range of wavelengths is called visible light or simply light. A typical human eye will respond to wavelengths from about 380 to about 750 nanometers.

Ultraviolet radiation has been divided into UVA, UVB and UVC. UVA is also called near ultraviolet and is in the range of 320 to 380 nanometers (nm). UVB is called mid-range ultraviolet and extends from 290 to 320 nm. UVC is far range ultraviolet and extends from 0.1 nm to 290 nm. So, the range of all UV is from 0.1 nm to 380 nm. Researchers have proven that UVR is the most biologically active part of the spectrum related to human physiology affecting health.

Let's look at the different parts of the eye and how UVR can impact it. The conjunctiva and

www.MailMaxOnline.com cornea can be the most acutely affected, as they are the external surfaces of the eye. Normally, the conjunctiva, when overexposed with UVR, can develop pingueculae and/or pterygia, and conjunctival tumors. The cornea is a filter to all wavelengths below 295 nm. (Meaning it filters ALL UVC, and most UVB!) Overexposure to UVR can result in inflammatory responses like sun burns. It can also trigger Herpes Simplex Keratitis.

The Iris, lens and fundus (inside lining of the back of your eye) are continuously exposed to UVR longer than 295 nm throughout life. Continuous exposure to UVR over 295 nm photochemically generates chromophores (pigments) in the lens, which are responsible for changing people's color perception and is the cause for the development of cataracts.

The retina is very sensitive to UV radiation between 295-400 nm, but is largely protected by the cornea, lens and vitreous. Current implants, put in during cataract surgery, have the ability to filter UVR and protect delicate retinal cells.

Bottom line. Make sure you wear sunglasses that filter out UVA and UVB light. Especially during the peak sunlight hours of 11am-4pm.

Please feel free to ask questions for further articles. I can be reached at geoff@HeddleVT.com or 269.408.8719







#### Glenn Rosenbaum

Confrontation

Jesus said to her. "I am the resurrection and the life. The one who believes in *me will live, even though they die; and* whoever lives by believing in me will never die. Do you believe this?" John 11:25.26

Ever hear something like this? "Jesus was a great teacher and a great example. The world would be a better place if more people tried to live as he lived. I don't subscribe to the idea that he was more than a human being, but that takes nothing away from my high regard for what a good person he was."

Opinions like that have been around for quite some time. But as writer CS Lewis once pointed out, Jesus does not let people get away with opinions like this. Instead, Jesus confronts them with very pointed claims that he makes about himself. The Word of God before us in John chapter 11 is a perfect example. No mere teacher about God talks like this. No mere teacher about God makes such an outrageous claim. No mere teacher

about God has the chutzpa to say, I am the resurrection and the life. The one who believes in me will live.

Confronted in this way, what are people to conclude? CS Lewis offered some possibilities. Perhaps Jesus was a liar. If that's the case, however, no one has any business calling him good, especially since his followers willingly faced torture and death rather than renounce what Jesus claimed. Perhaps, then, Jesus was a lunatic. a madman with delusions of grandeur. Insanity, however, does not fit with the written record of how he consistently conducted his ministry.

And so if Jesus is not a liar, and if he is not a lunatic, what is he? The Holy Spirit brings us to another conclusionthat Jesus is exactly who he claims to be. He is God the Son, who became fully human. He came here to live a life of perfect goodness on our behalf. He came to suffer and die for our every sin. Then, to demonstrate who he is and what he's accomplished, he raised himself to life three days later.

Do you believe this? Jesus asks. His gospel empowers you and me to say, "Yes."

Prayer: Lord Jesus, you are the resurrection and the life. Empower me to live and believe in you. Amen.

Submitted by Pastor Glenn T. Rosenbaum Administrative Pastor Grace Evangelical Lutheran Church, St. Joseph Originated by: www.What AboutJesus.com



Gotcha Doin' Good

#### **Ellie Murray**

Ellie is a St. Joe High School student who happily lends a hand to her senior neighbor who is also a veteran. She takes out his trash weekly, does light yard work and mows his grass.

> Thanks for being AWESOME!





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