

Louisiana's Nurserymen

The official publication of The Louisiana Association of Nurserymen, Inc.

Volume 2

NUMBER 3

OCTOBER 1979





Louisiana's Nurserymen

Officers: President, Frederic Hoogland, Hoogland's Nursery, Ruston La. 71270; First Vice President, Walter Imahara, Imahara's Nursery, Baton Rouge, La. 70815; Second Vice President, Frank Akin, Akin's Nursery, Shreveport, La. 71105; Treasurer, Earl E. Vallot, Granview Nursery, Youngsville, La. 70592; Secretary, Dr. James A. Foret, U.S.L. Box 4-4492, Lafayette, La 70503.

Editor: Hilda H. Welch, 111 Wedgewood Drive, Lafayette, La. 70503; Phone 1-318-233-2189.

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COVER: *Louisiana's first camellias usually peep out right after Labor Day. This lone, variegated pink and white, showed on a warm day in South Louisiana just about that time. Nearby, a red was budded with an occasional bloom open also.*



ADVERTISING RATES

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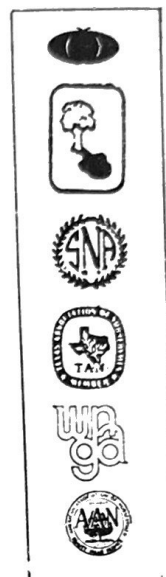
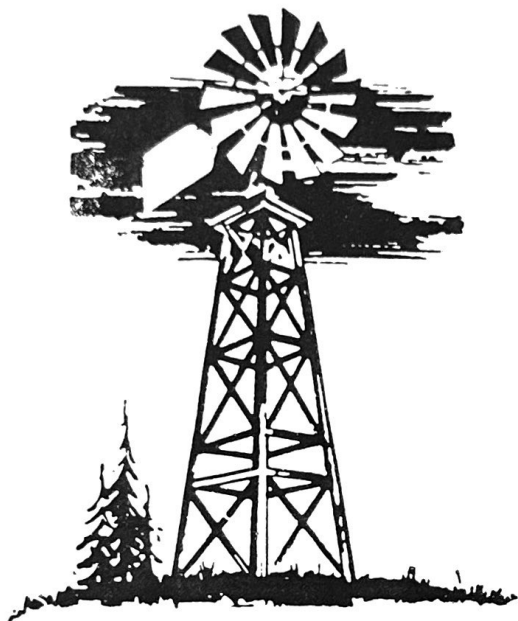
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Louisiana Association of Nurserymen, Inc.

Organized September 17, 1954

TOP DRAWER By President Hoogland



Frederic Hoogland
LAN President

This was the second annual Field Day at LSU Extension Service Research Center at Hammond. Bunny Wascom outdid himself on this display of LSU's interest in Ornamental Horticulture Research. The meeting began at 1:00 p.m. and was followed by an evening meal which left everybody in fine spirits.

There were over a hundred in attendance at the Louisiana Cocktail Party on "free night" at the TAN-MISS/LARK Trade Show in Dallas. Attendance of the Louisiana Association was very good. This show from all indications was as great as anticipated and more.

I was also pleased to see many of our members in attendance at the SNA-AAN joint Convention in Atlanta at the end of July. Congratulations are in order to Dennis McCloskey who is now president of the Southern

Nurserymen's Association. We're mighty proud of Dennis, this is the first time a

Louisianian has served as president. He is our own Nurseryman of the Year for 1979 - looks like others appreciate him too.

And congratulations to Kent Langlais on being re-elected to the board of American Association of Nurserymen. Louisiana's nurserymen represent us well at every level.

Our next event is the annual Short Course in January of 1980. Mike Richard heads up that committee and

we're expecting great things as usual from the Lafayette people. More on this in the December issue.

While we're thinking in the future - how about the Classified Section? Don't you have something to sell that somebody might be needing? Why don't

you add it to the list we're building - no charge? (Rates will begin later); nobody has enough help - do you? What else do you need?

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SCHOLARSHIP RECIPIENT

'President Pat' to become grower

Patricia Richard Stelz received the 1979 Louisiana Association of Nurserymen Award in January and reports that her horticulture club at Southeastern Louisiana University at Hammond has received a national grant for research on a solar greenhouse. To encourage students like her, the Association makes grants to one or more students annually.

Patricia is president of that "hort" club but this is her senior year. Then she'll join Louisiana nurserymen in business, probably as a grower at Covington. She is mother to two daughters in their teens. Her husband does structural steel work and, with her, looks forward to doing much of the work of building greenhouses and the other structures for their business.

She was married early and "knew there would be time for my own education later," she states with some certainty. She says her husband helps her with everything and regards this as an "investment" in his own future. She commutes to Southeastern at Hammond from their four-acre home-place at Covington, as a full-time student and finds no insurmountable object in doing so, though the cost of gasoline has become something with which she must cope. She noted that the scholarship award, used here, helped her stay in school.

She is enthused over the grant from the United States Department of Agriculture to her club and looked forward to the actual presentation at the end of September, though it appears no actual ceremony of presentation may take place.

She says work was late beginning, but describes the projected greenhouse as having an east-west orientation and being 20' x 48'. It will be constructed of treated wood and fiberglass. The north wall will be solid insulated and the greenhouse facing south is to take full advantage of the sun. It will absorb heat in the daytime whether or not there is sun and store it in water. At night it will re-radiate the heat. "And remember this is experimental; we hope it will work!" she laughed as she spoke of the project that is dependent on student volunteer labor and has two winters available for testing.

During the past summer she worked on the farm at Hammond and says this really helped "jell" her decision to become a grower.

Her family expects to help with all of the actual work and she indicates she will seek the counsel of established growers in her area.

FAMILY PROJECT
- Patricia Stelz, (back, right) 1979 LAN Scholarship winner recipient, has the full corporation of husband Bob and daughters (from left) Beth and Becky. Pat is a senior at the University of Southeastern Louisiana at Hammond.



Certification Examination

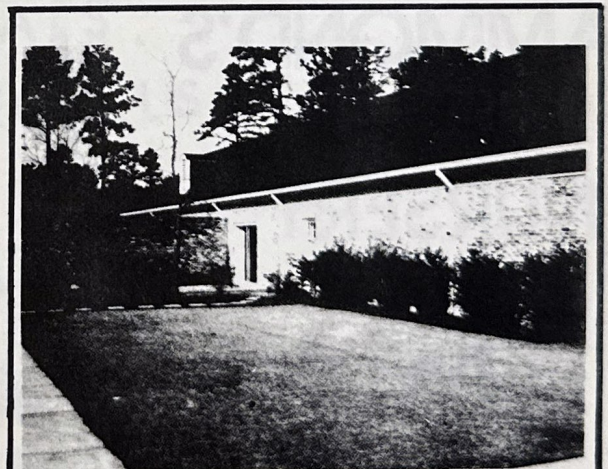
LAN members desiring to become certified nurserymen may register and take the exam being given in Lafayette at the Horticulture Center at USL

Registration

Form

Page

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OFFICE HOURS

8:00 A.M. to 4:30 P.M. Monday thru Friday



LAN Set Standards

EDITORIAL

Assisting and encouraging prospective young horticulturists is the duty of all our membership. They are especially appreciative of our cash awards given each semester as they continue through graduate studies.

The \$200. donation each semester is a great help, but escalating tuition costs at all universities quickly absorb this scholarship money. I would like to see the amount and the number given increased.

Charity begins at home. We must encourage our native sons and daughters to continue our industry. We can all be proud of past recipients who are currently professional nurserymen in Louisiana. I might mention a few, Mike Richard, Live Oak Gardens, Dr. David Reed, Texas A & M Research, Dan Devenport, Lafayette, Jim Foret, Jr., Forets Garden Center, New Iberia.

The table below lists donations received in 1979. We currently have \$5100. in our savings account as a cushion. Originally we had hoped to

build this sum to a point that interest would support our scholarship program. So far this year we have paid out \$1000. for LAN Scholarships and you will note that we are not gaining ground financially.

We need financial donations to the LAN Scholarship Fund. These donations are tax deductible. Please make a note to give to this worthy cause before January 1st.

LAN SCHOLARSHIP DONATIONS

Garden Spot Nursery	-	\$100.00
Imahara's Nursery	-	100.00
Kent's Nursery	-	100.00
Mizell's Nursery	-	100.00
Windmill Nursery	-	100.00
Hilda Welch	-	25.00

Nineteen members chartered the Louisiana Association of Nurserymen. Membership stands at more than 250 in 1979 and is growing. Continuous effort to advance the nursery industry in Louisiana has resulted in growth that attracts new members and serves as a source of satisfaction to the men and women who remember the early years of the Association. They set standards such as a set of by-laws that have been amended to extend the term of the president to two years at the discretion of the nominating committee, to change the amount of the membership dues and to set the second Monday and Tuesday of January of each year as the date of an annual Short Course and Convention.

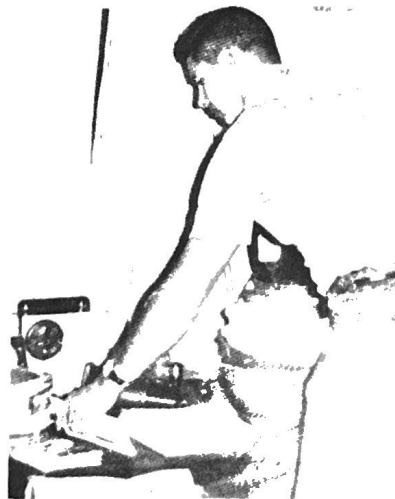
Dr. James A. Foret was named LAN Secretary in 1957 and he has served continuously since then, having received the Dr. James A. Foret award this year (an award named for him) honoring his dedication to Louisiana's nurserymen. His prime goal has been to assist nurserymen in production problems and to bring about improvements in the industry through education.

LAN memberships include regular,

continued on page 7



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continued from page 6

affiliate, associate and honorary members. Toward recruiting new members, the Association, in 1978, initiated an official quarterly magazine mailed to the entire membership.

The LAN directed its energies at an early date toward self-improvement and began the tradition of an annual Short Course during the Convention. Here problems are presented, answers given and news, trends and assistance exchanged.

Each year the LAN awards scholarships to outstanding students and makes an effort to follow their progress. One award is the Ira S. Nelson Memorial, in memory of a charter LAN member. LAN also sponsors awards in the state Future Farmers of America horticulture judging contest, began 10 years ago. There is yet another set of awards sponsored by LAN for the Louisiana intercollegiate horticulture judging contest hosted by various institutions for the past 15 years.

An interesting historical sidelight is the fact that container growing has been in practice in Louisiana since 1952 following the attendance of a LAN charter member at a convention in Austin, Texas.

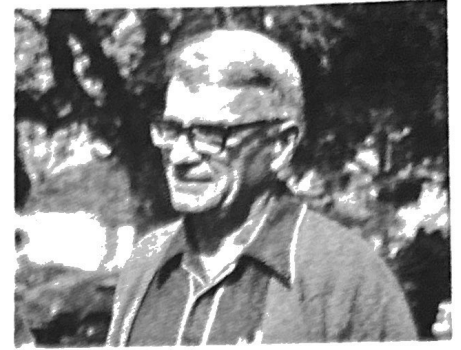
Doc Says

by Dr. James Foret

I recently received Bulletin No. 718 from LSU entitled "Louisiana Agriculture, Economic Trends and Current Status 1940-1977". In reading through this bulletin, I noted an article on "Nursery and Greenhouse Products", dealing with the estimated wholesale value of our industry and which I quote: "A 1977 study indicated a total of 3,843 acres of nursery stock in Louisiana in 1977. This acreage involved some 49 parishes. Most of the acreage (87 percent) is concentrated in six parishes - St. Tammany, Tangipahoa, Washington, Rapides, Lafayette and St. Landry.

The nursery industry has become an increasingly important segment of Louisiana's economy. In 1977 there were 874 certified nurserymen in the state. The value of sales of nursery and greenhouse products at the grower level totaled almost \$8 million for 1977. As a source of farm income these crops rank sixth among all crops and second among horticultural crops grown in the state.

The economic importance of the nursery industry in Louisiana is also reflected in the activities of numerous agribusiness firms which serve the input



and marketing needs of the state's nurserymen. In 1977 there were 2,856 separate places of business in Louisiana, beyond the grower level, engaged in handling nursery products and offering services involving nursery products. Approximately half held dealer permits to sell potted plants and nursery stock. The remaining businesses included retail florists, horticultural service firms, landscape contractors, tree surgeons, and wholesale florists. These firms had individuals qualified to hold licenses issued by the Horticulture Commission of Louisiana."

In a 1972 census of wholesale trade cited in this same publication, the value of retail sales at Nurseries, Lawn and Garden Supply stores was \$6.8 million. Since that time, our industry has grown at a tremendous rate and should be more than double this figure. **The Nursery Industry in Louisiana is Big Business.**

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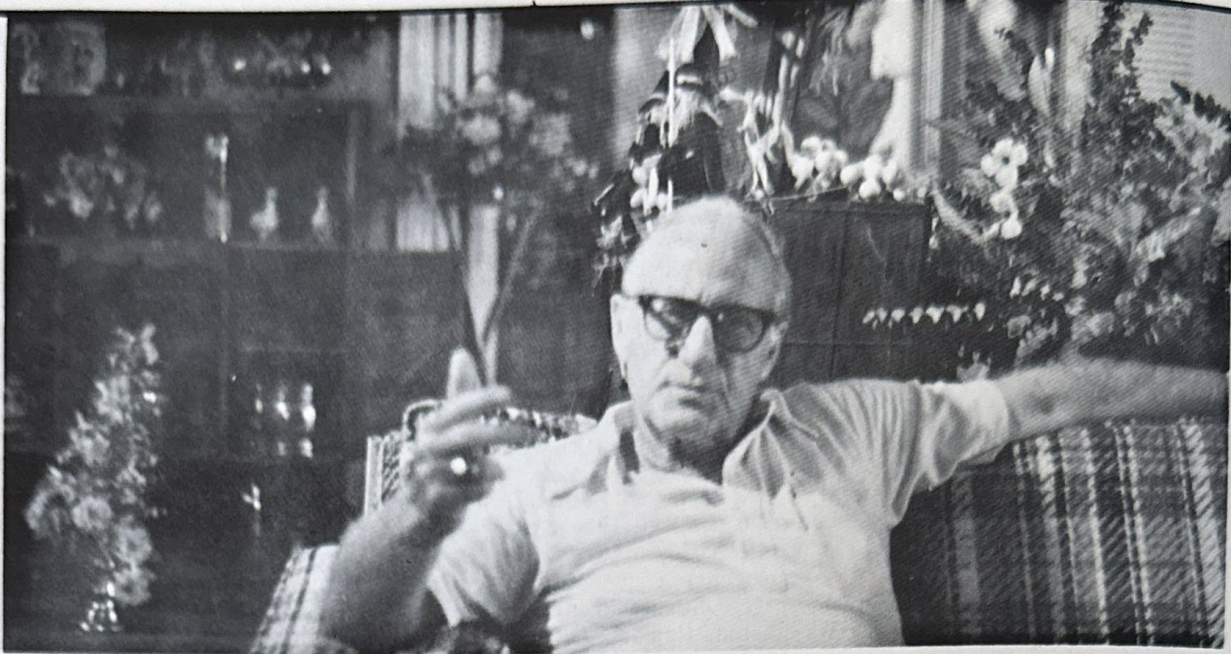
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TODAY - Andy Hart remembers a sparsity of nurserymen in Baton Rouge. Now the retail volume of the area about 10-20 times that of 25 years ago, he believes.

LAN '54-'79

Retail Sales Show Growth

Ed. Note: Following is part two of a two part series on the growth of the Louisiana Association of Nurserymen over the past 25 years. Part one reflected the success experienced by LAN growers; the retail business also has its success story.

Retail sales developed naturally for Andy Hart whose first love is landscaping. He graduated from LSU in Baton Rouge in the '40's and remained in Baton Rouge though he was born in Monroe "on the next hill from Grandpa Roach".

"All put together, I'll bet there wasn't half a million dollars in nursery sales in Baton Rouge 30 years ago," he says.

Today, he believes the figure is easily 10-20 times that much, accounting for \$10-15 million annually. When he began his nursery career there were only three nurseries in Baton Rouge. "Now there are a lot of us," he laughs. "And, yes, something has been going in my favor," he happily admits.

"That big gray house" on Harrell's Ferry Road houses a landscape business, garden center and gift shop, all of which evolved from providing nursery material at the request of friends; as requests increased sales increased and he has continued to center the business around landscaping.

"People may pick out the actual plants they will have in their plan. It helps to have the customer be able to say 'I want this plant' and have that plant appear where he wants it," he observed of landscaping.

He grows some plants himself, but buys first from friends, then from growers within Louisiana, reaching to neighboring states next and, when required, he reaches as far as is necessary to get the wanted material. "This keeps the money at home, cuts operating expenses and then the customer can almost see what he is getting," he notes.

Providing material for landscaping resulted in a few extras he could sell. This led to buying extras because requested - the satisfaction of having satisfied most of the people he has had the opportunity to serve has provided Andy Hart with a plus in his business.

There is no sense of restriction, no lack of empathy with other nurserymen and no trade secret he can't share with them. Sharing is supporting, he believes. "If we can do something better now, we tell everybody; and it wasn't always that way," he remembers.

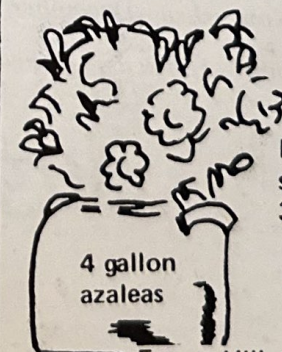
The sharing attitude he attributes to the "founding father" of the Louisiana nursery business who encouraged young men to become college educated, from their own aspirations to be better educated. "We aren't selfish any more. We have a good exchange among us. We listen, go to seminars, read brochures, attend Field Days. And spend time visiting fellow nurserymen - all this time is well spent because we find information that saves money, increases production and is in a lot of ways profitable."

Genuine enthusiasm for the

nurseryman and the nursery business radiates from the past president of the Louisiana Association of Nurseryman. He says, "I honestly feel that I can go anywhere and the nurseryman there is my friend."

Retail sales in 1950 were proportionately small throughout Louisiana. In 1979 men are leaving other fields to enter the nursery business as grower, retailer, landscape architect or a combination of these. It is understood that the homeowner is looking to improvement of his surroundings - he finds that he has more time at home than even a few years ago. Well-tended property is also more valuable. The nursery retail business appears to be on sound ground for some years ahead.

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LAN PERSONALITY

Hoogland sets goals — accomplishes

Goals set and reached seems to be a way of life for Frederic Hoogland, 1978-79 president of Louisiana Association of Nurserymen. Hoogland's Nursery and Garden Center on Highway 80 East of Ruston was begun in 1962 and has become a successful landscape business, retail and wholesale combination under his personal guidance.

And since 1971 he has also found time to be an effective member of the Lincoln Parish Police Jury, serving as chairman to several committees. His most exciting project has been the effort to obtain a parish-wide park system, for which \$275,000 has recently been earmarked. He serves as chairman of that committee, also.

"I believe service to humanity is the best work of life," he says, quoting from the Jaycee creed. He was named an Honorary Life member of the Jaycees, having served as officer in most capacities, over a 10-year span.

Hoogland is married to the former Diane Griffith of Shreveport. He worked for her father as a landscape architect for three years and credits her: "My real education really came from N.J. Griffith. I can't emphasize enough the importance of this man in my nursery career." Diana says her father has at his command such a large amount of nursery information and shares it so easily.

The Hooglands have two sons, Mike 18 and David 14. Mike will graduate from high school this year and has indicated his intention to go into the study of horticulture.

LAN's president is of Dutch ancestry. His parents came to Minnesota in 1925 to establish a life for themselves following World War I. From there they came to Louisiana where he became associated with Louisiana Tech University's agriculture department. Fred uses a Dutch windmill for his nursery's logo, pointing up pride in his Dutch heritage.

The Hooglands, like most of Louisiana's nursery families, are all fully involved in growing and tending the business. Both boys help with the plants and Diana has helped with the Garden Center.

Totally involved with the industry, the retiring president of LAN had set for himself as president, the task of initiating an official publication for this state which is marking its 25th anniversary. He noted a need for such a publication as a means of better communication among LAN members. The present magazine first appeared in April of 1978. It is mailed to the entire membership and is a non-profit publication, helping to pay its way



AT HOME - Fred Hoogland family is just completing this arched bridge over the pond at the front of their home in Ruston. From left are Mike, Diane, David and Fred. Hoogland is the 1978-79 president of the Louisiana Association of Nurserymen.

through advertising encompassing only membership ads in the first issues.

Members have, under his leadership, established an Extension Nursery Advisory Committee of three wholesale nurserymen, two retail nurserymen and the President of LAN, to meet with LSU personnel for the purpose of communicating, in a consensus manner, the educational needs of the industry to the Extension Service. The committee developed a written document containing the current situation of the La. Nursery Industry, problems of the industry, priorities based on problems, and goals, both long and short range. The document is to be revised as the needs of the industry change. The Committee solicits input from all members of LAN.

ATTENTION!!!

Slide-tape presentation on AAN's Nursery Marketing Council available from the Secretary's office, 230 Southern Building, Washington, D.C. 20005; Tel. (202) 737-4060



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Dennis McCloskey new SNA president

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"There was no telephone and the only heat was a fireplace in the living room - not exactly adequate in the cold winter months! But this didn't daunt his spirit." This quote from his bio-sketch perhaps reflects best the image of the new president of the Southern Nurserymen's Association. He assumed the duties of this post this year at the Convention of the Southern Nurserymen and the American Association of Nurserymen in Atlanta, Ga. at the end of July.

Under his direction the nursery property he bought in 1962, six miles north of Folsom, has grown from one employee (Dennis) to approximately 40. And the sole proprietorship has become sole stockholder. His "biographer" describes him "I think he is the perfect example of a 'work-a-holic'."

The list of his places of service to nurserymen is the result of his commitment to the principle that everyone should participate for the betterment and advancement of the industry. But the nurseryman does become outdoorsman. He has hobbies leaning to outdoor interests such as Field Trailing birddogs, on horseback; he seems most at home on horseback and owns two Tennessee Walkers; he keeps catfish in his irrigation ponds and feeds them; and is always ready for a deep sea fishing trip, a dove hunt or a quail hunt.

His hours of service include Convention Chairman for the Miss-Lark Convention, New Orleans, 1969; Southern Nurserymen's Association 1976 and American Association of Nurserymen, 1978, New Orleans; he has served as president or vice president for the South East Louisiana Nurserymen's Association, Louisiana Association of Nurserymen and AAN; he was vice president of SNA just prior to being installed as the president; he continues to serve AAN's Board of Governors and their Horticultural Standards Committee.

McCloskey's nursery is a wholesale business and began as a field operation. In 1968 he added containers and in 1972 expanded to include foliage. The original 120 acres has grown to 400 to contain the operation. The primary field products are broadleaf evergreen with deciduous trees. In containers there is a concentration of azaleas with about 20 varieties, as well as heavy production of ilex.



NEW SNA PRESIDENT -
Dennis V. McCloskey was installed president of the Southern Nurserymen's Association in Atlanta, Ga. at the end of July. Above, he received the LAN 1979 Nurseryman of the Year

Award at the January LAN Short Course and Covention. Below, he displays the award with his wife, Blanche, and their daughters Dee, Katie and Kelly.





LANDSCAPE AWARDS - Kent Langlinois is welcomed by Mrs. Carter at a reception she hosted marking the 25th anniversary of the National Landscape Awards. Kent, director of Region V of the American Association of Nurserymen, was accompanied by his wife, Jeanette.

George Johnson Nursery

Azaleas under the pines

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See You!

By Hilda H. Welch

Some more -- !

I had two cards from nurserymen this quarter - one offering his need for small nurserymen to be given space in Classified and another letting me know he didn't get the December issue of the magazine. That's more like it.

A card works miracles for me. Bernard Baum at New Roads has slash pine you can have - for a price and aspidistra, too. Fred Hoogland still has the wheels you might be looking for to build that trailer. Like so -- Classified is intended to be an exchange place for everybody. Right now we want a page full of "exchangeables". If you don't get results, let me know so I can run your ad again - no charge to anybody for now. Write me at 111 Wedgewood Drive, Lafayette, 70503 or call 233-2189.

Tall pines remain tall pines, but in early fall under an almost cloudless sky, they're even taller, more peaceful. It's a long state we have when you drive from Lafayette to within shouting distance of Arkansas, then return to Lafayette between 5:30 a.m. and 7:30 p.m.

And we hereby SHOUT that a straight road NORTH TO SOUTH (or vice versa, s'il vous plait) is a disparate (well, almost) necessity. How we can get one??? Hills and curves I love, but not when I'm trying to hurry up!

I talked with Bunny Wascom just before Field Day (he had more rain than he really could use - there were 2.7 inches in an hour) when he was trying to pull together the second annual 'Day'. He says he'll have an article for us on Weed Control next issue. I asked for other material from him also and he'll send us a report which will give us source material enough to satisfy us

(me) for awhile, he said.

In Forest Hill, George Johnson is still fishing, he says, - some flounder, some bass.

With the dry weather, we are worrying for the water for the nurseries. Sprinkler systems are going but the north wind --



Three new Certified Nurserymen:

As of last test in May, 1979

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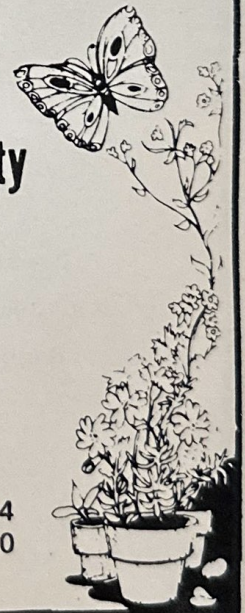
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522-5840



Certification Examination

Plans for the next Certification Examination are tentative for the week of the annual Short Course in January. For more information write Dr. J.A. Foret, P.O. Box 4-4492, USL, Lafayette, La. 70504.

L.A.N. APPLICATION TO TAKE THE EXAMINATION TO BECOME A CERTIFIED NURSERYMEN*

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ADDRESS: _____

NURSERY: _____

NURSERY AFFILIATION - OWNER _____ EMPLOYEE _____

*THIS APPLICATION MUST BE ACCOMPANIED BY A \$25.00 CHECK OR MONEY ORDER MADE PAYABLE TO L.A.N. AN ADDITIONAL CHARGE OF \$10.00 WILL BE MADE FOR RE-EXAMINATION OF THOSE SECTIONS FAILED.

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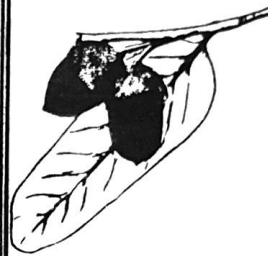
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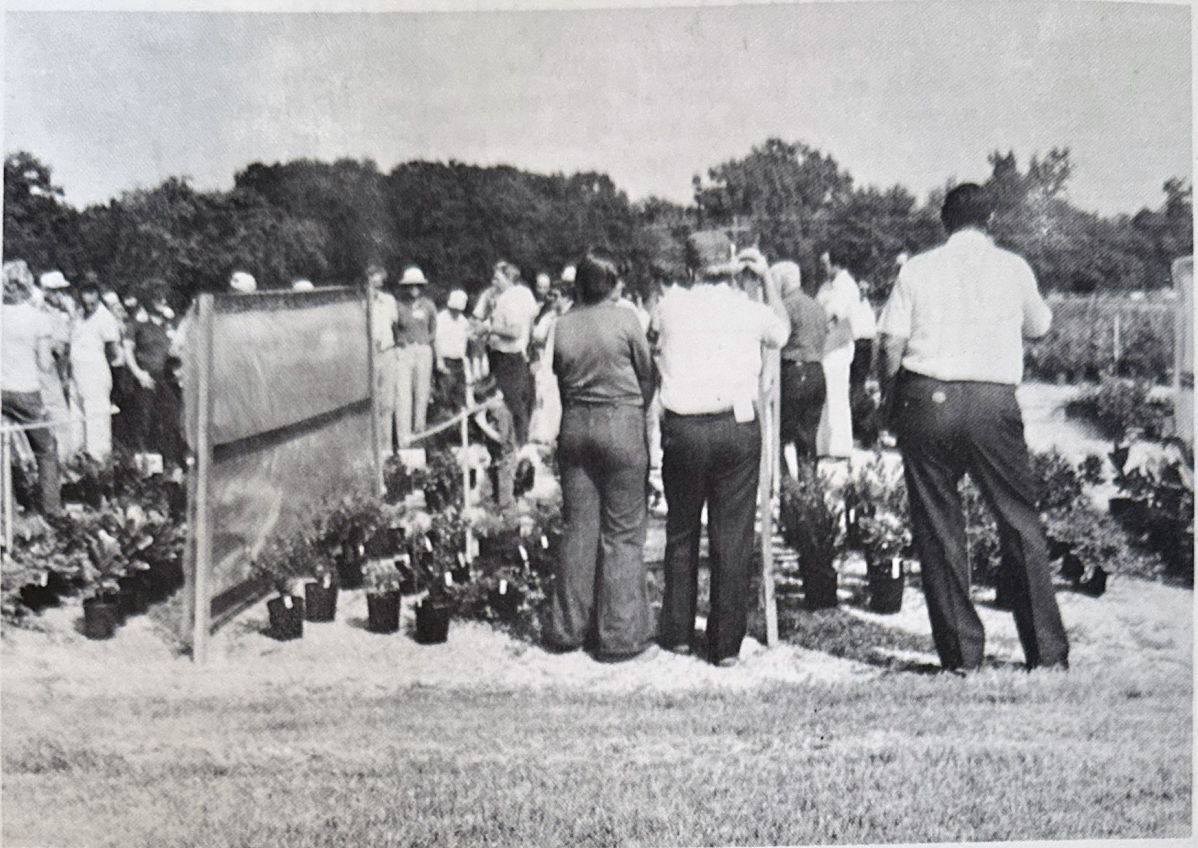
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FIELD DAY - Many Louisiana nurserymen took advantage of the opportunity to gain research information at the second annual Field Day in Hammond. The event was

planned and presented by Bunny Wascom for the Louisiana State University Extension Research Center at Hammond, displaying LSU interest in Ornamental Research.



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A BIT O' FELLOWSHIP - At the annual TAN/MISSLARK trade show and convention in Dallas, Louisiana nurserymen enjoyed a break in which they attended the Louisiana Cocktail Party. Above, president-elect Walter Imahara hams it up for the photographer. The next major event for LAN members is the annual convention and short course in January 1980 to be hosted by members of the Lafayette area. (Photo by 'Doc')

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