

# *Louisiana's* **NURSERYMEN**

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

Volume 4

Number 2

May 1981



**Two-Time FFA National Proficiency Award Winner**

### Application for L.A.N. Certified Nurseryman's Examination \*

Name: \_\_\_\_\_

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

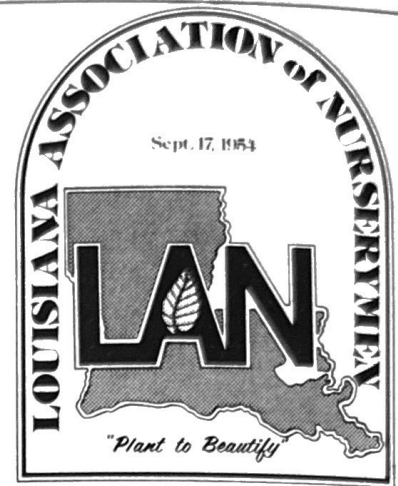
\_\_\_\_\_

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.

Mail to: L.A.N., Box 44492, USL, Lafayette, LA 70504



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### Louisiana Association of Nurserymen, Inc. Application For Membership

Officers and Members

Louisiana Association of Nurserymen, Inc.

Gentlemen:

I hereby make application for membership in your association, subject to the approval of my application by your Membership Committee. I also agree that the decision of the Membership Committee shall be considered final by myself without any appeal.

Enclosed herewith is the sum of \$\_\_\_ covering my membership for the year ending January 1, 19\_\_\_

#### DUES SCHEDULE (REGULAR MEMBERS)

\$000,000 — \$100,000 **\$35.00**

\$100,000 — \$250,000 **\$50.00**

\$250,000 — up **\$100.00**

ASSOCIATE MEMBERS: **\$35.00**

I agree that should I wish to cancel my membership at any time in the future that I must do so in writing to the secretary no later than the last day of December of the current fiscal year. Failing to do this I acknowledge my liability to your organization of the current year's dues.

Applicant's signature \_\_\_\_\_

Firm's name \_\_\_\_\_

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Address \_\_\_\_\_

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Mail application blank and check to:

J. A. Foret, Secretary  
USL Box 44492  
Lafayette, La. 70504  
Phone: (318) 235-4366

# DR. FORET'S FORAYS

Nursery business projections all point to '81 being better than '80. Louisiana's nurserymen have increased most areas of their operations. While inflation distorts the facts of increased business, I'm sure that many of you have sold larger inventories of plants and have seen price increases in production, labor and plant materials.

The apparent drought cycle we are experiencing should lead you to water conservation practices in plant production and the maintenance of plantings. Please share any ideas you may have found successful with your fellow nurserymen by sending them to the editor of our newsletter or to me.

A few ideas that have been proven in the past are:

1. Use Wilt-Pruf or other anti desiccants

on late-planted (after new growth starts) trees and shrubs.

2. Use Wilt-Pruf on the tops and soupy mud dip on the roots of bareroot liners.

3. Check your watering cycles on container grown plants. All same-size and same-age plants should be bedded together. Use a few plants that wilt easily scattered through your container blocks to help maximize the time interval between irrigations. The addition of a portion of finely ground bark or peat to your container mix will increase water holding capacity (be careful, too much can interfere with drainage).

4. If you must use water with salt in it, injury to susceptible species can be minimized by maintaining moist soil

conditions.

5. If soil is very dry, water in two steps: (a) lightly to soften surface and minimize run-off; (b) heavily enough later to soak soil to root zone.

6. Mulch to conserve water.

7. Water deeply, not often.

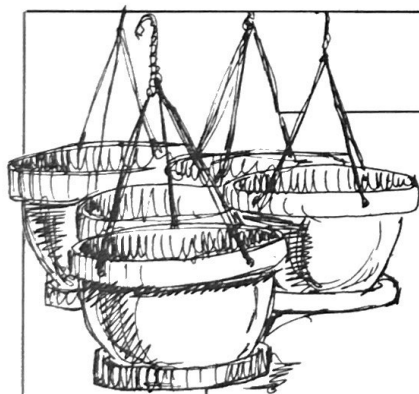
8. Trees planted less than five years may need soaking occasionally.

9. Trees planted bare-root are very vulnerable to drought in the second year.

10. Older trees will show drought stress if not healthy: i.e., if there is insect, disease or root damage, or lack of fertilizer. Water on a monthly basis.

Don't forget our TAN-MISLARK Trade Show in the Dallas Convention Center August 15-18, 1981. Hope to see you there.

Dr. J.A. FORET



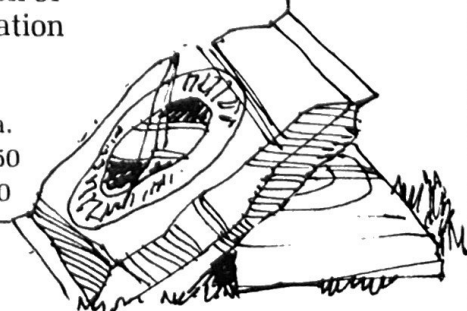
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Texas Chapter of the International Society of Arboriculture will hold its third annual meeting at the Dunfey Dallas Hotel June 11-13. Anyone interested in going should contact Dr. Michael Walterscheidt at P.O. Box 9855, College Station, Texas 77840.

If you thought athlete's foot was bad, listen to the latest advance that fungi have made on the human race: New Zealand scientists have determined that many types of fungus are becoming immune to systemic fungicides. Since systemic fungicides attack the cell wall, the process of natural selection will favor those mutant fungi whose cells resist this attack. The upshot from a nurserymen's point of view, is this: practice good plant hygiene through rotation, use good seed or stock, and destroy infected material before it can spread spores.

If you need to be recertified as a pesticide sales supervisor, contact your local county agent. He will have the open-book test which, when you pass it, will give you recertified status. Call Mary Grodner, associate specialist for pesticide safety, (504) 388-4141, if you have any further questions or problems.

Douglas Hamilton of the University of California Cooperative Extension reports that human beings have ingested 16 mg of Malathion per day for 47 days without adverse effects. Two definitive studies have shown that Malathion does not cause cancer. If you're thinking about incorporating it into your daily diet, don't: accidental exposure to concentrated Malathion has caused human deaths.

**Florists' meetings.** The Society of American Florists Grow Show, Albert Thomas Convention Center, Houston, June 8-10. Contact (703) 471-5761. The Louisiana State Florists Association Annual Convention and Trade Show will be June 13-14 in the Sheraton and Civic Center in Lake Charles. Featured will be Frankie Shelton, Houston, commentator for the design school. There will also be a bridal show with a wedding reception, cake and champagne. For more information, contact Dean Marcotte at (504) 261-4190.

The Valley Growers Short Course will be held June 11-13 at the Bahia Mar Hotel, South Padre Island. Contact Richard Roinick, Box 3408, Brownsville, Texas, 78520, for more information.

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# Forest Hill: Nursery Capital of Louisiana

Forest Hill is the nursery of nurseries. Your newsletter editor had been told there were "a lot" of nurseries there, and drove there expecting 10, maybe 15 nurseries. There are well over 100. Highway 112 to Lecompte is nothing but side-by-side nurseries for miles.

Ronnie Chamberlain and Steve Adams are Forest Hill LAN members whose operations and situations are fairly similar, in terms of how they got into the business, what they're now doing, and what they foresee as the immediate future of their business.

Chamberlain took over a business his dad, O.D. "Buck" Chamberlain, had started over 35 years ago. Ronnie has run Chamberlain's Nursery for six years, and has built up the business from 100,000 to 275,000 containers.

He ships to Houston and Dallas for major markets, and specializes in landscape shrubs and trees.

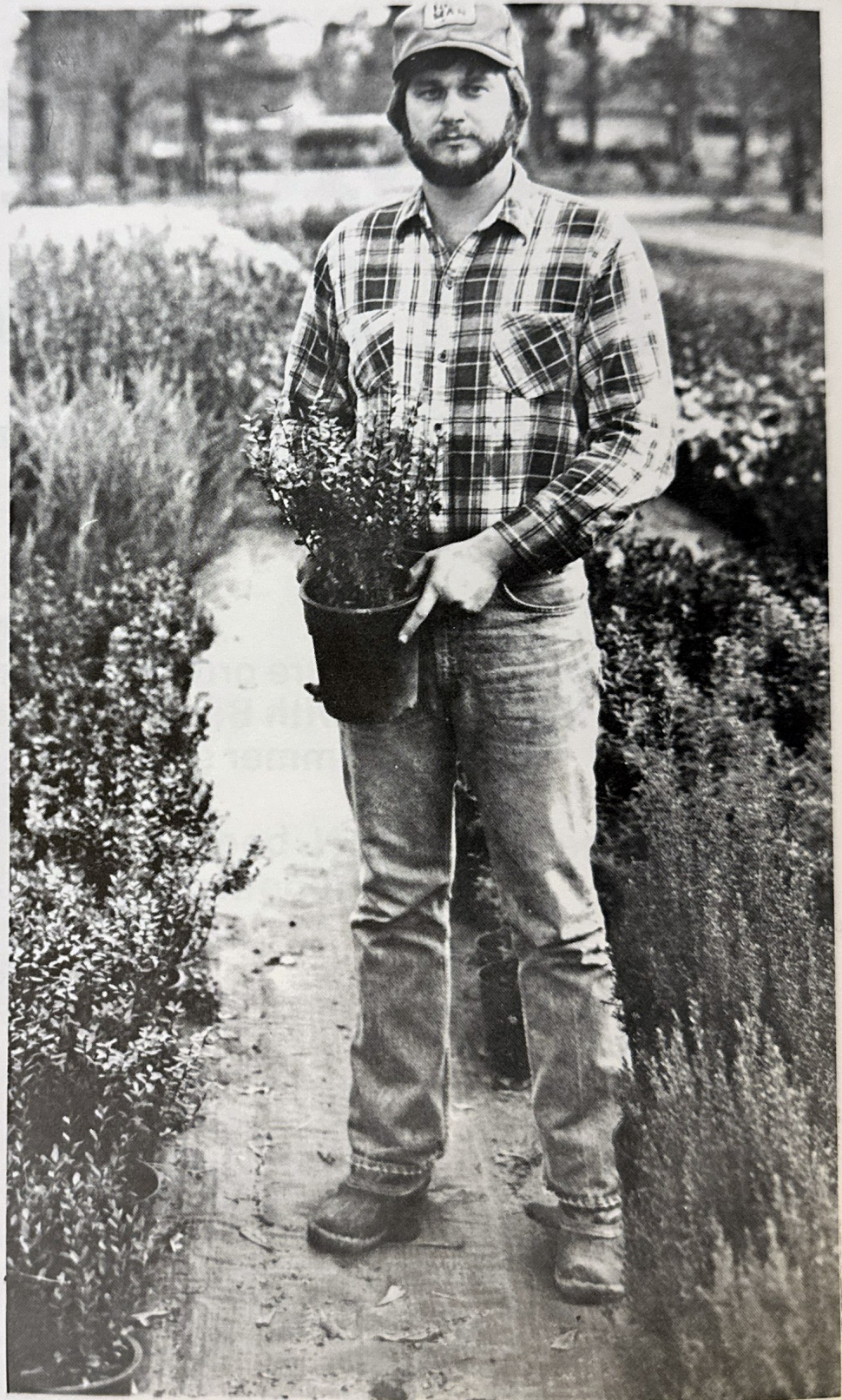
1980 was a "down" year for Chamberlain, but early this spring he'd rebounded well: "I've already sold as much as 1980 sales altogether. I can't keep enough of the right item. The market's really there this year."

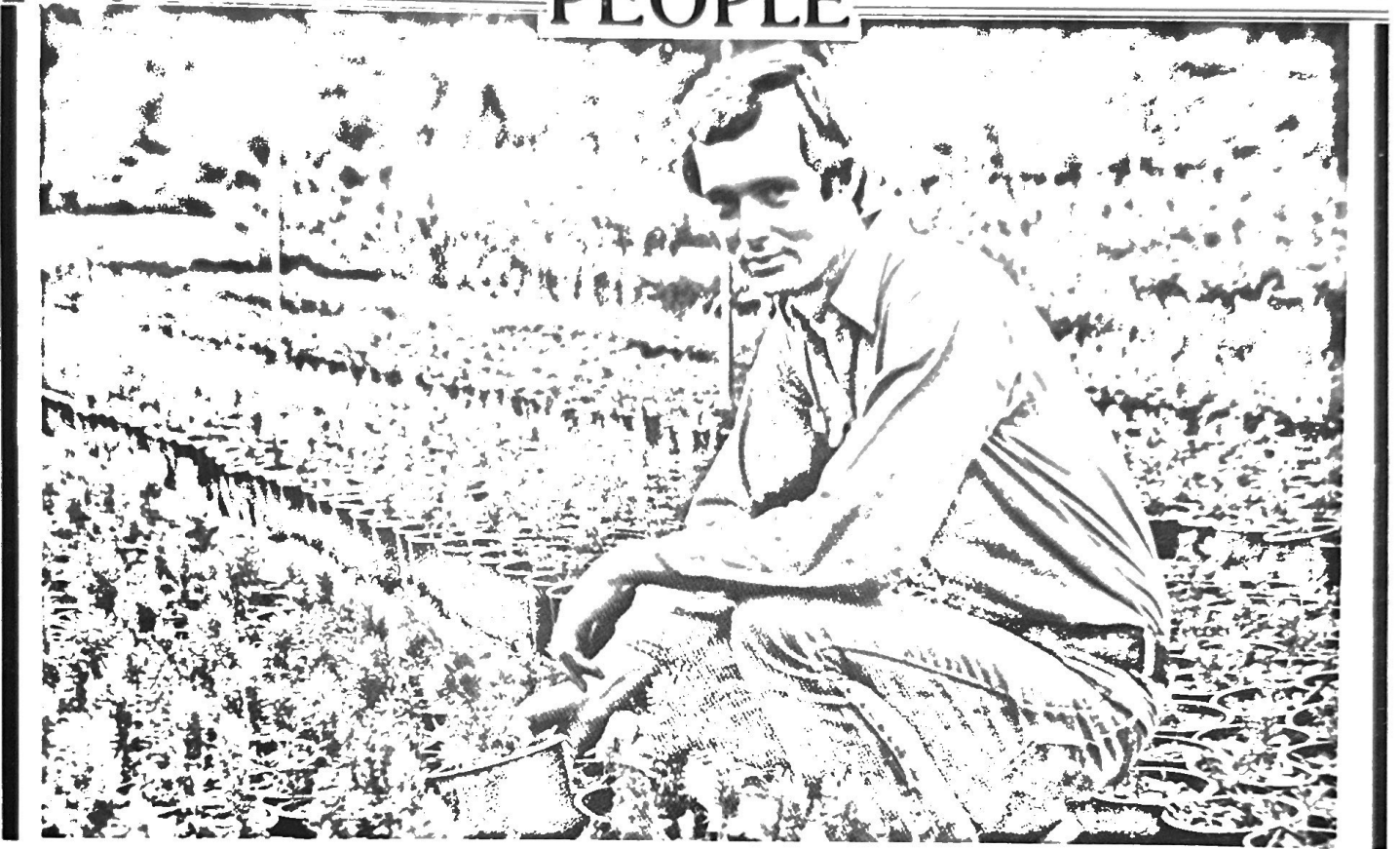
Growing mostly outdoor crops in containers, he was burned by last year's drought, losing 10,000 plants in a week of particularly hot weather.

Steve Adams and his mother are continuing the Adams Nursery begun by his father 25 years ago. He primarily grows azaleas, hollies and juniper for the Texas and South Louisiana markets. Most of his stock is container plants, but he plants three acres of field stock, as well.

Adams employs two or three part time people year-round, and from two to five full-time workers in the busy season. 1981 is as good as any year he's ever had, a turnabout of 1980.

Ronnie Chamberlain, below, and Steve Adams, are second-generation growers in a thriving nursery center.





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# LOUISIANIAN MA

CLINT ALBIN OF COVINGTON IS A

When Clint Albin won the FFA National Proficiency Award in Nursery Operations, he made statewide news as the first Louisianian ever to take such a prize. Next year, when he returned to Kansas City for the 1980 competition, he made FFA history by being the first competitor ever to win a second National Proficiency Award.

Albin got involved with growing ferns as a hobby in the back yard of his family home, located between Bush and Covington.

The Albin family is what you might call diversified. Clint's father is a plumbing contractor, but the family also manages a grocery store and raises sheep, cattle, swine and goats.

Encouraged by the initial results of the back yard fern growing, the family invested in a 30-by-90 foot greenhouse. Clint bought 1/3 interest and began growing fern liners in 14 12-by-4 foot beds.

"We had friends in the nursery business, but no one in our area was raising fern liners," Clint explains. "The results with liners were so fantastic that we decided to keep some and try our luck with growing them to 10-inch size."

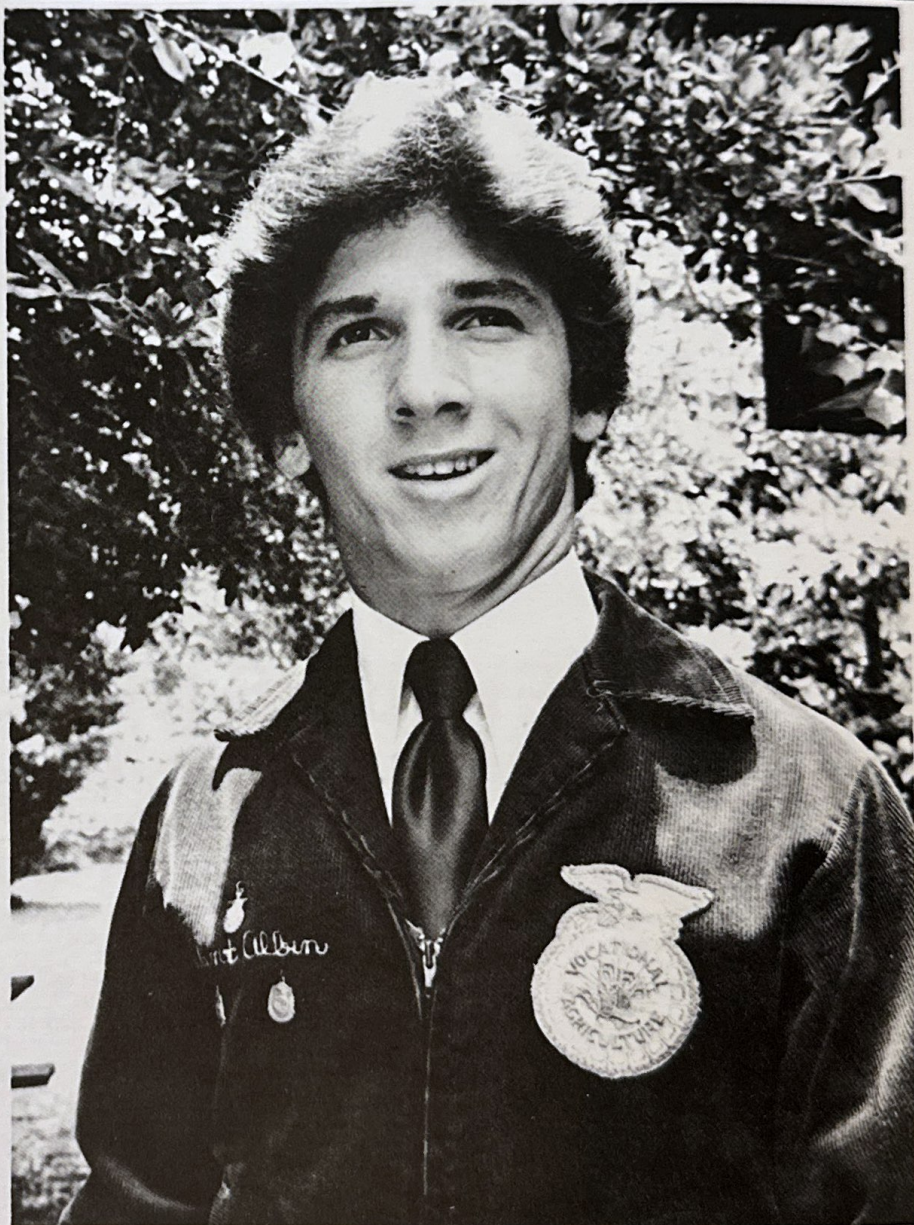
In 1977, the Albins erected a second, somewhat larger greenhouse. "We started filling it up with liners and hanging baskets, and with baskets of assorted other items like begonias, impatiens and geraniums."

Clint marketed his plants through the family store and trucked them to Covington and New Orleans.

He documented the rapid growth of his nursery work for the local FFA proficiency competition. He made his first entry in 1979, as a junior at Covington High.

There are 22 different FFA categories for proficiency awards, ranging from forestry to farm mechanics to dairy cattle to nursery operations.

An FFA student enters a project by submitting a six-page written application. "You give your liabilities and assets, you explain all equipment acquisitions and expenditures, and itemize your net worth over a three-year



project period." Clint says. "You also give 10 objectives you wanted to learn about as you started the project, then you explain the 10 most important things you actually learned during your project."

Clint's first entry, in 1979, was in nursery operations. Winning at the chapter level, he proceeded to statewide competition. Placing in the top four in the state, he faced a visit by a

panel of judges, who declared him the state winner.

He then went to Southern Regional FFA competition, where his project was evaluated against winners from 15 other states. He won.

The national competition was tough. In nursery operations, his fern project was judged against all other types of nursery enterprises — trees, turf, roses, the whole gamut.



# MAKES FFA HISTORY

TWO-TIME FFA NATIONAL WINNER.



Clint and the winners of other FFA regionals were evaluated by 15 top professionals in the nursery field. At the Kansas City awards competition, judges were looking for projects that documented rapid business growth through efficient operation.

"They're looking for the person who starts with little or nothing, and who develops it into something big. If you can show evidence of efficiency — if

you fertilize plants through your irrigation system, if you recapture irrigation water, if you use greenhouse space to best advantage — they're impressed with that, too."

Clint and the other candidates each submitted 10 photos of their operation, along with their written entries. As he faced judges' questions, Clint's excellent speaking skills complemented what one judge later called a "fantastic fern

operation."

Clint showed a three-year net worth of \$23,000 from his ferns. Impressed by his business success and horticultural skills, the judges gave him the top award.

The grueling FFA competition is amply recompensed by the award: a month-long trip to Europe and a college scholarship.

Clint went through the same competitive procedure in 1980, this time in a different FFA category of entry: floriculture. "In nursery operations, the scope of competition was broader, to allow judging among diverse entries. In floriculture, it was my fern operation versus John Doe's fern operation. Judges were more concerned with how we operated our greenhouse; how many plants we could produce in a given period."

By 1980, Clint had upped his net worth to \$28,000. He won again.

He recently returned from his second tour of Europe. Luckily for Clint, the tour had a different itinerary from the previous year. He and the 21 other FFA National Proficiency Award winners visited agricultural sites throughout Europe.

He was particularly impressed by a nursery outside Paris. "They had 7.4 total acres, four acres under glass or plastic. Their automated heating and cooling system alone cost \$1.6 million. The owner employed 23 Turkish workers, and he not only furnished them with housing, he sold them shares in the nursery. He said it improved productivity. It made me stop and think: Why is that here and not in America?"

If Clint keeps progressing as a nurseryman, one day such an establishment may very well be in America — somewhere on the outskirts of Covington.

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*Louisiana's Nurserymen is indebted to Carlos Harkness, associate editor of Rural Louisiana, for information, photos and background on Clint Albin.*

# GREENHOUSE GROWERS TO MEET AT USL

The University of Southwestern Louisiana will host the Louisiana Greenhouse Growers Association Short Course, Friday and Saturday, June 19-

20 Now in its eleventh year, the course attracts hundreds of greenhouse growers from across the South.

Pre-registration for the short course

costs \$13, which includes a Friday barbecue. To pre-register, write to Dr. Robert Barry, LGGA secretary, USL, Box 40847, Lafayette, LA 70504.

The course emphasizes both ornamental and vegetable greenhouse production. This year the program will open with a morning session devoted to hobby greenhouse gardeners. Experts in the field will discuss construction and operation of small greenhouses, growing bedding plants, propagation and culture of pot plants, and growing greenhouse vegetables.

Afternoon sessions June 19 will



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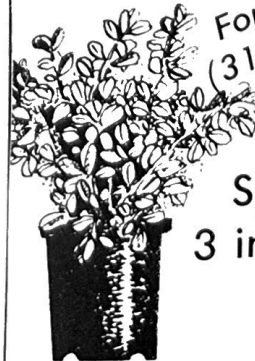
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discuss commercial culture of such ornamentals as poinsettias, mums, and hybrid gerbera; and hanging basket production. Ground heating and greenhouse pest control will also be discussed.

A barbecue social will be held that evening at Building C behind Blackham Coliseum on the USL campus.

June 20 topics center on greenhouse vegetables. Texas A&M and the USL Center for Greenhouse Research will report on the latest research results.

Other topics include the economics and tax aspects of the business, and the LSU tissue testing service for greenhouse tomatoes. A panel of greenhouse growers will discuss problems and successes of the 1980-81 crop.

Saturday afternoon will include two hours of discussion and slides illustrating

practices that have worked well for greenhouse growers. After the LGGA course is adjourned, there will be a tour of the USL Center for Greenhouse Research.


Speakers for the 1981 LGGA Short Course include Dr. John Larsen of Texas A&M, Dr. Robert Barry of USL, and Drs. Ed O'Rourke and Tom Koske of LSU.

The USL Center for Greenhouse Research is funded annually as a line item in the state budget. This means your support of the center is essential to its continued funding. Although most research concerns greenhouse vegetables, the USL center studies the economics of heating and cooling greenhouses, and does other work of benefit to the entire nursery industry.

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# FORMER LAN PRESIDENT DIES

Alvin Guidry, president of LAN from 1978-80, died May 20 after a brief illness. He was 52.

Guidry managed Guidry's Nursery from 1952-79. He was a 1952 graduate of USL (in horticulture).

Guidry was a board member and treasurer of LAN, and was active in

community work around Parks, Louisiana.

He was a member of the St. Martin Parish School Board, the SLEMCO board of directors, the Knights of Columbus, and was on the board of directors of both the Farmers and Merchants Bank and the Southwest

Louisiana Soil and Water Conservation District.

Alvin was named the 1976 Outstanding Alumnus of the USL College of Agriculture.

He is survived by his wife, Yvonne, his mother, a sister and five brothers.

# TIPS FOR RETAILERS FROM GCA

Retailers — if you're not using point-of-purchase "talkers," or display cards, you're missing a lot of sales, according to the Garden Centers of America.

"Plants, interesting as they are, will not sell themselves," reports the GCA newsletter. "We have to tell people interesting things about them; provide incentives to purchase in order to capitalize more on impulse buying."

If you're merely putting a price on a plant, you could do better with an attractive, well-worded card that would explain more about the plant and perhaps tie the plant to some special seasonal promotion (Easter, Christmas, Mother's or Father's Day, and so forth).

"Botanical descriptions are fine, but they should also appeal to the imagination," GCA says. "Why not actually show in your displays how plants can be used. Get your customer's attention; plant some ideas in his mind."

"Talkers" should be tied in with your local advertising for best effect. "Relate your plants to people and their aims and desires. You can advertise your special events until you are blue in the face, but unless you follow through at the nursery with good point-of-purchase material,

you will not have the volume you should."

GCA also recommends using bins or baskets full of garden supplies near your

cashier; and marketing small children's gardens, sold as a unit with instructions a child can follow.

# HRI SERVES YOU

The Horticultural Research Institute is a non-profit organization which supports or conducts research necessary to the advancement of the nursery industry.

Association participation is tax-deductible and costs \$200; for more information contact HRI at 230 Southern Building, Washington, D.C. 20005.

Two recently-published books are available from HRI: *Nursery Consumer Profile* and *Economics of Producing and Marketing Woody Landscape Plants*.

The first is a 24-page summary of almost 1,000 pages of research by the Nursery Marketing Council. NMC surveyed 19 market areas across the U.S. and Canada to determine consumer attitudes and purchasing action. The profile costs \$6.00.

The second book covers the development and use of production budgets in

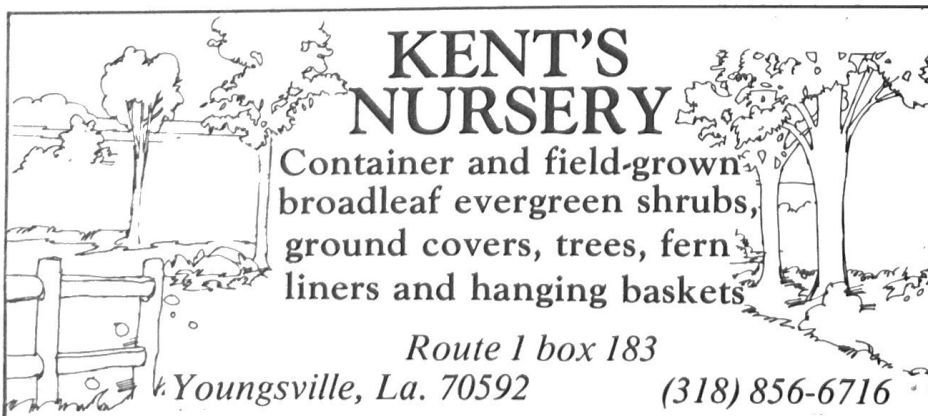
pricing and marketing plants, in financial and personnel management, and in the regional advantages of Southern producers. It costs \$1.50, postpaid.

*Horizons*, the research newsletter from HRI, contains capsule summaries of many different studies of interest to all aspects of the nursery industry.

For example, HRI reports on computer programs available to nurserymen which, if you can get access to a computer terminal and telephone model linkup, can give you immediate information which will help your decision making.

For wholesale producers, a Computer Analysis of Production Costs for Container-Grown Nursery Products can aid decisions concerning product mix, production levels, pricing and promotion. For more information write to Dr. J. L. Robertson, Ohio State University, Department of Horticulture, 2001 Fyffe Court, Columbus, Ohio, 43210.

A Florida Retail Nursery Business Analysis Program gives results of a survey of 21 nursery firms which shared financial records. A retail nursery firm whose data are complete and in the Standard Nursery Business Analysis Program sequence can see the results of the computer analysis immediately. For more information, write to Dr. J.R. Strain, Food and Resources Economics Department, 1157 McCarty Hall, University of Florida, Gainesville, Florida 32611.



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# THE DO'S AND DON'TS OF LANDSCAPING

## DO'S

1. Think of a landscape as a series of outdoor rooms satisfying needs of a family or group in respect to approach (entry), service (work) and recreation

(fun) (in-out) (work-storage) (fun-eating) (energy conservation).

2. Consider existing conditions of a landscape as the knowns; work from those

to the unknowns.


3. A small home property will look more generous if not **overflowing** with too many landscape materials, neither can a small grounds be considered an estate in miniature.

4. Open spaces, even of odd shape, line, and form will serve multiple purposes if not overdone with a **wild** mixture of materials in a **wild** arrangement competing **wildly** with each other.

5. Do develop a sense of taste (consciousness of your own judgements of **better** and **best**) in home landscape design in the following for:

- (a) practicality - versus fadism.
- (b) esthetic appeal (beauty) — more is not always better!
- (c) ease of care versus energy — human and planetary.

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**DON'TS**

1. Don't think of a landscape as materials and spaces unrelated to each other.

2. Don't overlook visible and invisible utility features of a property — trees don't look good under wires, sanitation systems don't look good under trees, and plants don't grow well surrounded by cement or black top unless there is great human effort to replace deprivations.

3. Don't parallel property lines, house walls, and driveway-walk areas with plants. It calls too much attention to them as surface features and people will overlook the home as the center of interest.

4. Seldom, if ever, allow an objective to be placed "on center" in a lawn area — it takes on too much prominence and competes seriously with other elements in the landscape.

5. Don't attempt to get your kicks out of using every color of the rainbow — emphasize one or two favorite colors, then use a range of light to dark shades of those colors.

6. Don't overuse accessories as substitutes for good simple lines and spaces within a landscape.

excerpted from  
*Landscape Architecture*  
Newsletter



**NURSERY ON  
JEFFERSON ISLAND**

**Asiatic Jasmine**  
Pints & Gallons

**Ligustrum (wax)**  
Gallons

**Ligustrum fraseri**  
Gallons

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**Liriope majestica**  
Gallons

**Ophiopogon**  
Gallons

**Pittosporum (green)**  
Gallons

**Variiegated privet**  
Gallons & 5's

**Gardenia radicans**  
Gallons & 5's

**Gardenia radicans**  
Gallons & 2's

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2's

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NOW AVAILABLE**

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1/3 Page.....	60
1/6 Page.....	35
1/12 Page.....	25

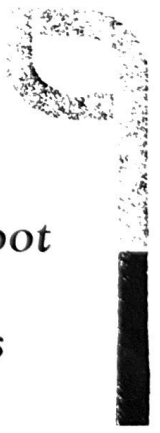
**Mid-South  
Turf**

P.O. Box 531  
Abita Springs,  
La. 70420  
(504) 892-1892

8:00 a.m. to  
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Monday

## George Johnson Nursery Inc.

*Quality  
is the root  
of our  
business*



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**Nurseryland, USA**

Wholesale Grower

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**Container Stock**

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**Foliage**

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**Quality field  
grown shrubs,  
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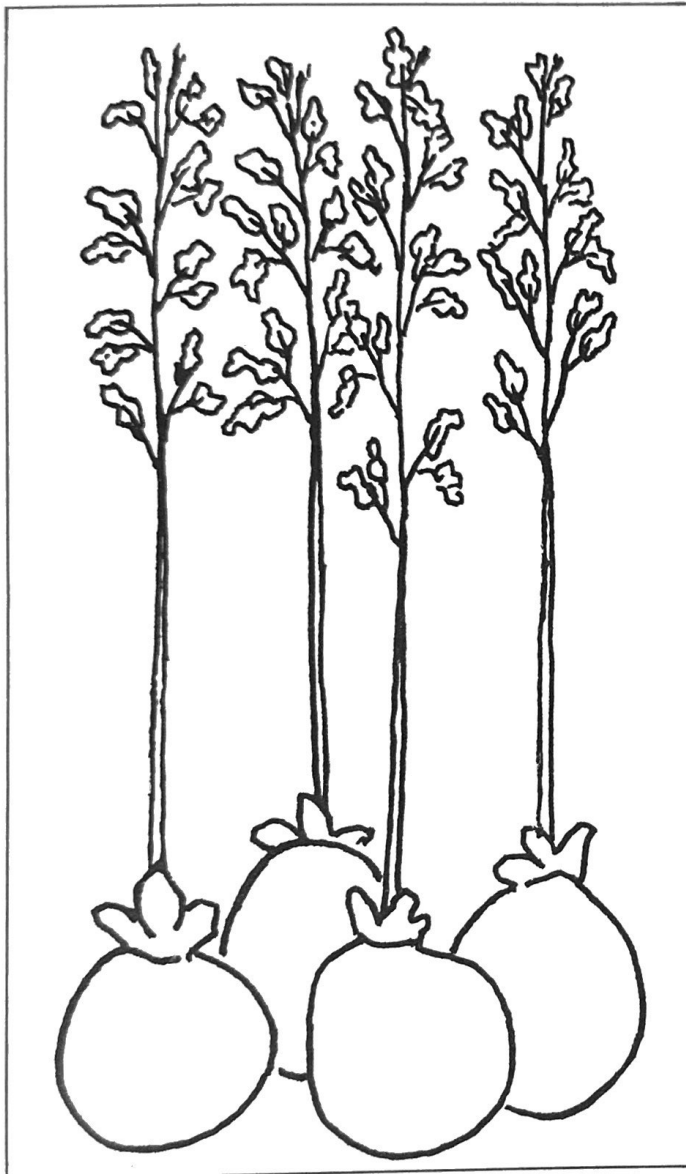
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We invite you to visit our  
nursery when in the area.

Please call or write  
for price list.

*The Welcome Mat  
is always out!*

P.O. Box N Folsom, Louisiana 70437  
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