

Louisiana's **NURSERYMEN**

Official Publication of the Louisiana Association of Nurserymen, Inc.

Volume 5 Number 3

Winter, 1982



Lafayette Nursery emerges from the ashes

Article begins on page 6

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 31st 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 _____

Affiliation _____

Address _____

City, State & Zip _____

Recommended by _____

Firm's name _____

Address _____

City, State & Zip _____

Mail application blank and check to:

J.A. Foret, Secretary

USL Box 44492

Lafayette, La. 70504

Phone: (318) 235-4366

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

Advertising rates

The following advertising rates may be tailored to specific ad sizes and dates of appearance:

Back cover	\$140
Inside cover	125
Full page	115
2/3 Page	95
1/2 Page	80
1/3 Page	70
1/6 Page	40
1/12 Page	30

Scions of the times

Big show, big success

The annual TAN-MISSLARK show has been pronounced an immense success by the folks who put it on. The 9,700 headcount breaks all attendance records, and business bookings of \$51 million establish a new high, as well.

LAN showed up in good numbers at Houston trade show, both as exhibitors and buyers. The LAN information booth sold t-shirts and passed out information on the association. LAN President Frank Akin hosted a reception at the Shamrock Hilton for the Louisiana delegation, and many new LAN members joined the fold.

For those who haven't gone to TAN-MISSLARK, perhaps the best word to describe it is **immense**. It takes hours simply to traverse row upon row of exhibit booths inside the Astrohall. Every conceivable kind of plant, nursery service and hardware is shoulder-to-shoulder in amazing numbers.

The spirit of most everyone at the show was cautiously optimistic. Most wholesalers reported sales levels as high or higher than a year ago—and last year was a good one for most growers.

GCA seeks forms

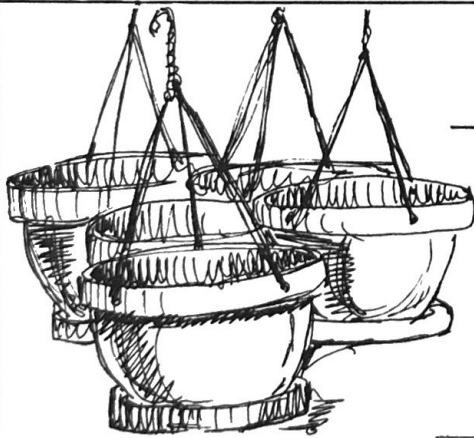
Every business uses different forms in day-to-day operations: inventory forms, special order forms, gift certificates, sales receipts, equipment rental, credit and customer service forms, and so on.

Garden Centers of America is compiling a book of nursery business forms, based on the best-designed forms submitted from nurserymen around the U.S. If you have an in-house form you've devised that has served you well, please share it with your fellow nurserymen by sending it to Garden Centers of America, 320 Southern Building, Washington, D.C. 20005.

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8:00 a.m. to
4:30 p.m.
Monday



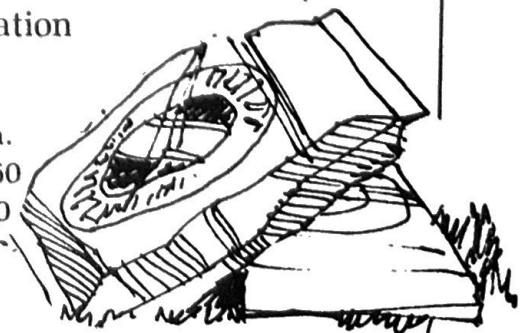
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From the editor

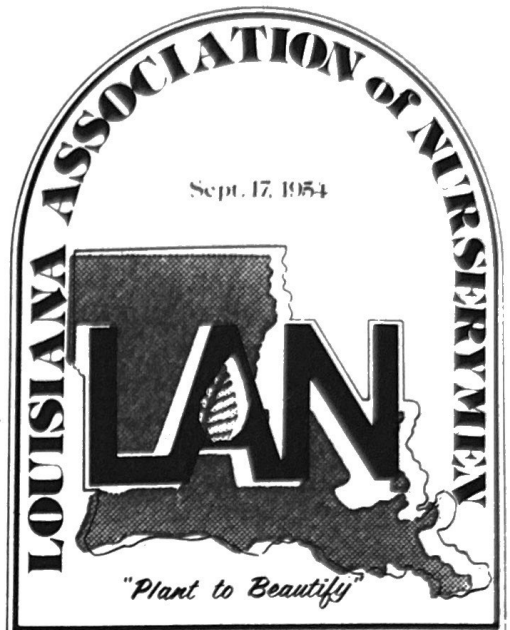
In this issue, you will find considerable evidence of a vigorous, dynamic organization: a rapidly growing membership, a solid program of professional learning at the upcoming LAN-MNA conference, supportive university-sponsored research, and individual members who are colorful, influential, and dedicated to the nursery profession.

As LAN grows in numbers and influence, the Louisiana nursery benefits in many ways: through a more effective voice in the legislature, a more substantial program of educational and professional activities, increased scholarship support for horticulture students, and better communication of nursery news through this publication and other LAN mailouts.

This magazine reaches many Louisiana nurserymen who are not LAN members. If you're one of them, consider that you owe it to yourself, as well as to your profession, to join LAN. With your membership, LAN will carry added influence in an increasingly competitive world. And through LAN, you can grow into a better informed, more productive nurseryman.

Since many of you are new members, let me say that I welcome your sending news of personal accomplishments or ideas worth knowing about, for inclusion in this magazine. If you know of some topic that your fellow nurserymen would be interested in, please don't hesitate to call or write me.

—Mike Maher



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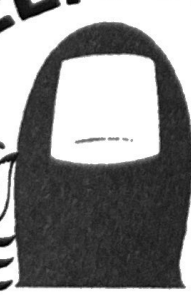
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Buster Mizell
President

NURSERY

incorporated

Welcome, LAN members

LAN is growing faster than ever before, as this listing of new members attests. If you'd like to join, use the form on the inside front cover and become a part of the progressive Louisiana Association of Nurserymen.

O.M. Scott and Sons Pro Grow Division, John E. Lonagan, 6300 Ranchester #185, Houston, Texas 77036.

Viveros Las Cascadas, Hector Gonzalez Carraga, Apartado Postal 1965-A, San Luis Potosi, SLP, Mexico 78000.

Jeansonne's Nursery, P.O. Box 146, Ville Platte, LA 70586.

Perrin's Bedding and Pot Plant Nursery, Joseph Perrin, Rt. 1, Box 119, Ponchatoula, LA 70454.

J and J Nursery, E. Joyce Prether, P.O. Box 531, Glenmora, LA 71433.

Green Trees Tree Spade Service, Earl Ewen, P.O. Box 549, Donaldsonville, LA 70346.

River Bend Tree Farm, Tim Brown, 7505 Pines Road, Suite 1160, Shreveport, LA 71129.

Nine Mile Point Nursery, Edward Nabersching, 2141 River Road, Nine Mile Point, LA 70094.

Stan Whatley, Rt. 6, Box 184, Baton Rouge, LA 70816.

Abernathy and Barney, Inc., C.G. Barney, 720 Castle Kirk Drive, Baton Rouge, LA 70808.

Earthgraphics Nursery and Landscaping, 6731 Masonic Drive, Alexandria, LA 71301.

Northrup King Co., Robert Koss, representative, 6260 Buncombe Rd., Lot #1, Shreveport, LA 71129.

Horticultural Services, Russell Faulkner, P.O. Box 706, 1406 E. First St., DeRidder, LA 70634.

Four Winds Nursery and Garden Center, Wayne Morales, 7700 Haynes, New Orleans, LA 70126.

Guidry's Nursery, Doris Parnell and Doug Guidry, Rt. 1, Box 11, Norwood, LA 70761.

Plantasia, Kim L. Brooks, 15725 Castle Ridge Dr., Baton Rouge, LA 70816.

B and T Nursery and Greenhouse Mfg., B.J. Messer,

P.O. Box 297, Forest Hill, LA 71430.

The Greenhouse, Velma L. Mouton, 4160 W. Main, Houma, LA 70360.

Dickens Nursery and Greenhouse, Gerald W. Dickens, P.O. Box 604, Oakdale, LA 71463.

McLain's Garden Center, Freeman McLain, 5776 Buncombe Rd., Shreveport, LA 71129.

Dimm's Garden Center, 3212 Georgia Ave., Kenner, LA 70062.

Louisiana Tree, P.O. Box 52, Keithville, LA 71047.

Holloway's Nursery, P.O. Box 146, Forest Hill, LA 71430.

The Warren F. Purdy Co., 2537 South Gessner #114, Houston, Texas 77062.

Four Seasons Nursery, Hilda Fuller, P.O. Box 1190, Mansfield, LA 71052.

Alexandria Seed Company, Cecil Philen, 2510 Broadway St., Alexandria, LA 71301.

Kathleen's Evergreen, Kathleen F. Cangelosi, 6555 Burden Lane, Baton Rouge, LA 70808.

Leo's Plant Village, Leo J. Martin, P.O. Box 162, Maringouin, LA 70757.

Dr. Peter W. Gallagher, Louisiana Tech University, Department of Horticulture, Box 10198, Tech Sta., Ruston, LA 71272.

Flowers by Lura, Lura White, Rt. 1, Box 589, Gonzales, LA 70737.

Fineturf, Inc., and **Bayou Bend Nursery**, Thomas L. Carpenter, Jr., Rt. 2, Box 410, Bastrop, LA 71220.

Tidewater Estates Landscape and Nursery (Miss Shirley Floral Shop), Shirley J. Bertucci, 9000 Patricia St., Chalmette, LA 70043.

Ful-Core, Billie C. Fulkerson, 324 W. Northern Ave., Crowley, LA 70526.

H and L Landscaping, Inc., Mr. Hugh Hitt, Jr., 200 S. Michot Rd., Lafayette, LA 70508.

Dogwood Hills Nursery, John Rochester, Rt. 3, Box 181, Franklinton, LA 70438.

Beauvoir Landscaping, Leslie Bratton, 2804 Zeeland, Baton Rouge, LA 70808.

Pips Patio Plants, Cheryl Pipkin, 505 Bullion, Gonzales, LA 70737.

Don and Shirley's Nursery, Donald S. and Shirley T. Leonard, 1022 McCulla St., Thibodaux, LA 70301.

Mobley Landscaping and Const., Michael K. Mobley, 108 Tiger Lane, Amite, LA 70422.

The Plant A Terium, Mr. or Mrs. Everett Weeks, Rt. 2, Box 16b, Youngsville, LA 70592.

Terrebonne Landscape Co. and Garden Center, James R. Starke, 2532 West Main St., Houma, LA 70360.

Winnfield Garden Center, James L. Womack, P.O. Box 629, Winnfield, LA 71483.

Fort Isabel Farms, Mrs. Celia A. Krebs, Rt. 1, Box 309, Bogalusa, LA 70427.

Orchid Gardens, Mrs. John J. Lynch, 1007 Breaux Bridge Ave., Lafayette, LA 70501.



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Lafayette Nursery reduced to ashes

—but operations continue unabated

When forty-foot flames engulfed Lafayette Nursery the night of Saturday, November 6, many figured one of the state's leading retail nurseries would be out for the count. Yet the smoke had hard-

ly cleared when owner Marshall Mugnier was announcing through the news media that Monday would bring business as usual—well, almost as usual.

The fire destroyed a Christmas

Wonderland of inventory that had opened to the public only that morning. "We'd been working 'til 2:00 a.m. for the previous 10 days to get the Christmas center ready," Mugnier admits. "We lost



Despite the destruction of the main building (above), Lafayette Nursery remained in business, using surviving out-buildings and selling inventory obtained from other retailers.

\$350,000 in inventory. The \$450,000 structure was a total loss as well, and fixtures valued at \$225,000 were also destroyed."

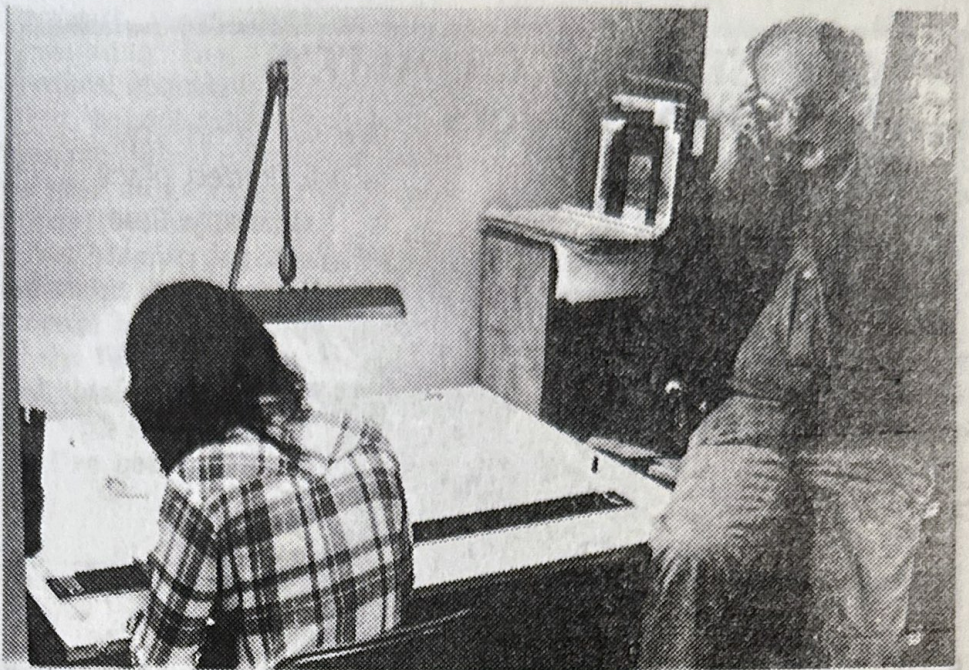
The fire was set by an arsonist. Police are seeking a former Lafayette Nursery employee, Juan Jimenez, in connection with the crime.

Mugnier was at home when the telephone call came. The daughter of an employee had seen the fire from a restaurant across the street. Racing down Johnston Street in his car, Mugnier searched his memory for a cause of the fire. "My first reaction was that it was an electrical fire from all that Christmas stuff. When I got to Woolco (a mile north of Lafayette Nursery) I could see the whole sky was orange. 'That's it,' I told myself, 'It's not going to be partial damage.'"

He was right. Flames intense enough to be felt hundreds of feet away buckled steel structural members and completely destroyed all the contents of the building.

Mugnier stood helplessly and watched as firefighters with four pumpers and a ladder truck fought the blaze for over an hour.

"It was pretty traumatic," he remembers. "There was a cast of hundreds gathered from Bennigan's and Steak and Ale across the street. Fifteen or twenty



Mugnier moved his headquarters to the landscape architects' building (above). The Flower Shoppe moved into a greenhouse behind the charred wreckage (below). Within weeks, the mess was bulldozed and a new, temporary structure was erected (left)...just in time for Christmas tree sales.



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employees showed up, but no one had much to say. We were all stunned. Some bystanders came up to me and asked if I was the owner. They told me, 'We're all Christians; let's pray.' We stood there in the middle of Ambassador Caffery Parkway, watching the flames, joining hands and praying. My fiancée and minister joined us.

"That night I couldn't sleep, couldn't think clearly. Then about 6:00 a.m. the reality hit me and I thought, 'What are you gonna do?'"

From that low point of despair and bewilderment, everything Mugnier has done has reaffirmed his commitment to the nursery industry and to the Lafayette community. He also has discovered that adversity brings out friends and supporters. "A lot of things were going through my mind," he admits. "I've had offers of up to three million dollars for my nursery land.... Should I cut and run? Should I get out of retail and concentrate on landscape only? Flowers only? Looking at the options squarely, I told myself 'No, you're in the nursery business, and you're here to stay.'"

He polled his employees Monday morning. All of them wanted to stick it out. "The florists told me that a cooler was enroute and they didn't want to quit. We set up the cooler in the greenhouse behind the burned building and continued operating the flower shop from there."

The landscape department was in a metal building that escaped the fire, and considerable landscape stock was undamaged. Mugnier set up his office and launched Operation Phoenix.

Some Christmas inventory stored in an off-site location was available, and Mugnier's fiancée, Sandy Austin, offered him floor space in her exclusive fashion shop at the nearby Acadiana Mall for Christmas gift sales. He got on the phone to New York vendors to order more items. Retailers Julian Dondis of Lake Charles and Walter Imahara of Baton Rouge sent him some of their Christmas stock.

"Continuity is important, particularly since we had become a Christmas tradition in Lafayette," Mugnier notes. His advertising

Robert Bates'



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quickly communicated the availability of Christmas items.

Lafayette contractor Ray DesOrmeaux sent Mugnier a job site trailer to use as headquarters for Christmas tree sales, another Lafayette Nursery tradition.

Wholesale nurserymen quickly called to extend Mugnier credit for nursery stock. Michael's Catering and Knickerbocker's Catering sent food for the clean-up crews.

Nursery business advisor Mac Bayles met with Mugnier to discuss revising his debt structure and to plan the transition to a new business headquarters.

The key people in the Lafayette Nursery "Operation Phoenix" were Mugnier's employees. "I was amazed at the swiftness with which my management-level employees responded with positive ideas to keep the business going. We kept a cash flow, and retained all key employees and three-fourths of the others. Everybody who wanted to continue working either stayed with us or we placed them at jobs with other retailers in town. Many will rejoin Lafayette Nursery when the Christmas tree sales begin."

Nevertheless, the fire hurt. Mugnier figures that insurance will cover 42% of losses estimated at over \$1 million. None of his inventory was covered. He retained records of all receivables on an out-of-house computer, but lost copies of contracts, correspondence, insurance policies, legal documents, idea files, personal records and photographs. "We'll have fireproof files next time," he admits ruefully.

On the plus side, Lafayette Nursery Sales occupies 5.83 acres of the most prime commercial real estate in Lafayette. Mugnier has turned down numerous offers for this land, much of which he uses for landscape stock.

Although he feels he could refinance a new nursery center without selling any land, he's considering several offers for part of his acreage, as well as an offer for a land swap.

Tentatively Mugnier plans to erect a temporary greenhouse on the site of the burned-out nursery center, and to build a state-of-the-art center in 1983.

It will surprise no one that Marshall Mugnier and Lafayette

Nursery Sales will emerge with renewed vigor from a truly devastating fire, much as the mythical phoenix is said to emerge from its own ashes. Mugnier has been recognized for years as one of the most astute and successful retail nurserymen in the state.

Yet Mugnier is remarkably candid about the very deep emotional renewal he's felt in the aftermath of the fire, as friends, employees and total strangers have come to him with sympathy and help.

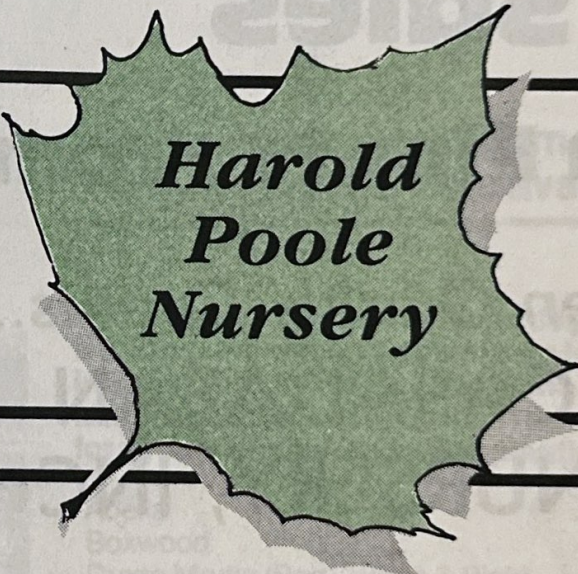
"I've been getting eight or ten

letters every night, some of them from kids. They write and ask, 'How can we have Christmas without Lafayette Nursery?'

"This has been my most grievous loss since my parents died, and many times I've had to laugh to keep from crying. When you see your employees visibly, deeply suffer with you, it's very humbling. In fact, this has been the most humbling experience of my life, and I've never been known to be a humble person. I'll never forget this."

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Tar paper beginnings

When a wondrous new Lafayette Nursery opens in 1983, few will suspect that the original sales office was a packing crate covered with tar paper, located opposite Judice Inn next to the now-defunct Twin Drive In.

Marshall Mugnier was born into

the nursery business; his parents operated Hillside Nursery in Folsom.

He came to USL to study horticulture, and in fact opened the nursery while still a student, in 1955. He worked afternoons and went to class mornings. His initial

investment was \$972, and his bank account showed \$68 the day he opened.

After three years of work-study, he was ready to move to Houston to ply his trade, but a horticulture teacher named J.A. Foret told him he'd do well to stay on the south side of Lafayette. He did. He also received good advice and support from D.S. "Shine" Young, a developer/realtor with strong agricultural interests. Young is one of the men who pioneered Lafayette's tremendous growth.

"I can't estimate where I'd be without him," Mugnier says of Young. "He became my mentor. Other than my father, no man has influenced me more. He advised me on investments and influenced many of my business decisions. He was totally unselfish."

With Young's advice and support, Mugnier went to Guaranty Bank and asked for a loan of \$25,000. "That was a lot of money in 1958. I was a 25 year old kid with no collateral and I couldn't put any money down on the loan." A loan officer named Robbie Castille had faith in him, though, and gave him the money. He established his second location farther south on Johnston Street, an area that was just beginning to boom as the main retail center of a rapidly developing city.

He had outgrown this location 13 years later, and moved farther south on Johnston Street to his present site. At the time this third location was well south of Lafayette, on a road still known to many locals as "the road to nowhere." "Shine" Young sold him the property.

Today the road to nowhere is the Ambassador Caffery Parkway, and Mugnier's nursery is sandwiched between a huge shopping center to the north and the immense Acadiana Mall to the south. Major office buildings have sprung up on all sides.

From all indications, the Lafayette Nursery that will emerge in 1983 will match its sophisticated surrounding in every way. The pre-fire Lafayette Nursery was selling \$2.25 million a year, and the



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fourth Lafayette Nursery structure should bring in sales that will surpass this significantly.

"I try not to get too impatient," Mugnier says. "My first impulse is to run out and sign a construction contract for a new building. But I want to study the new garden centers on the West Coast. The centers that have hit my hot button are in the San Francisco area.

"The garden center of today will be obsolete in five years," Mugnier predicts. "The 100 by 150 foot lot

is gone. Everybody is buying townhouses and condominiums. If you landscape 150 apartments in a complex, it's one job, not 150.

"People want topiary and specialty plants, and accessories for a New Orleans-style patio arrangement. They'll still spend money on plants and landscape items, but not on six-inch live oaks. We'll continue and expand a strictly prestige line of brass objects, fountains, patio and landscape accessories, and plant

material. Lots of annuals and perennials for color, lots of foliage plants.

"You'll see a change in our flower shop, too. This won't be just a funeral parlor shop. We'll have new, informal designs with unusual elements like Japanese yew, privet and Confederate jasmine mixed with flowers in a free-form arrangement."

Mugnier predicts he'll be fully operational in a new building by October of 1983.

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Pittosporum,
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River Birch
Viburnum

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Joint L.A.N.-M.N.A. Short Course and Conference

Holiday Inn—Holidome Covington, LA

Time	Activity	Speaker/Sponsor
SATURDAY—January 8, 1983		
12:00-1:00	Registration	Dr. Jim Foret—L.A.N. Mr. David Tatum—M.N.A.
1:00-1:30	Opening Welcome	Mr. Frank Akin—L.A.N. Mr. Byron Fellows—M.N.A.
	State Research Report	Dr. Sam Leiche—M.N.A. Dr. Warren Meadows—L.A.N.
1:30-3:00	Management Seminar Part I	Mr. Frank Ross
3:00-3:30	Coffee Break—Exhibit Area	
3:30-5:00	Interior Scape Forum	Mrs. Lucy Price Plant Interiors & Maintenance New Orleans, Louisiana
5:00-6:00	Cocktail Hour—Exhibit Area	Sponsor—Southeast Louisiana Nurserymen Association
SUNDAY—January 9, 1983		
8:00-9:30	A.A.N. Breakfast (Dutch)	Mississippi Governor, Mr. Rudy Hough Louisiana Governor, Mr. Frank Akin
9:30-10:30	Plant Maintenance in the Garden Center	Dr. Bryson James
10:30-12:00	M.N.A. General Meeting L.A.N. General Meeting	
12:00-1:30	Lunch (On your own)	
1:30-3:00	Management Seminar Part II	Mr. Frank Ross
3:00-3:30	Coffee Break—Exhibit Area	
3:30-5:00	Garden Center Forum	Mr. Dave Byers-Moderator Mr. George Bennett Mr. Bill Barton
6:00-7:00	Cocktail Area—Exhibit Area	
7:00 'til	Joint Banquet L.A.N.—M.N.A.	
MONDAY—January 10, 1983		
7:00-8:00	Miss. Nurserymen Breakfast L.A.N. Board Breakfast	
8:00-9:00	New Plants in the landscape	Mr. Jack Corkern
9:00-9:30	Coffee Break—Exhibit Area	
9:30-10:30	Federal Estate Planning	Mr. Gerald Jackson, C.L.U.
10:30-12:00	Management Seminar— Part III	Mr. Frank Ross

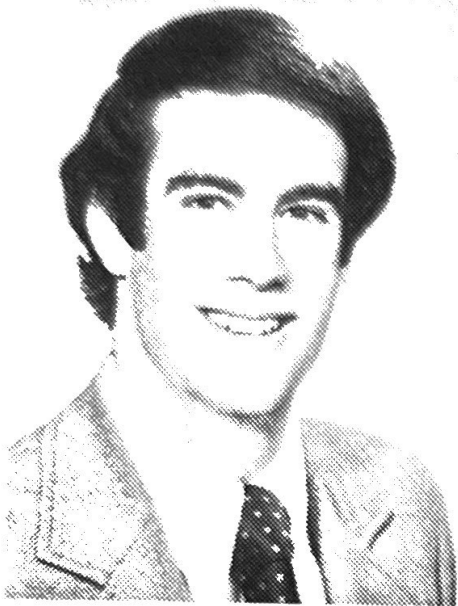
Registration

Registration costs \$45 and can be accomplished at the registration desk at the Covington Holiday Inn. Rooms are \$40 for either single or double occupancy, per night. For reservations, call (504) 893-3580, or write to the Covington Holiday Inn, Rt. 3, Box 440H, Covington, LA 70433.

Certification Exam

LAN will offer the Certified Nurserymen's Examination in conjunction with the short course. USL Professor of Horticulture Ellis Fletcher will present a review session, then he'll administer the exam the following day. To register for the exam, use the form on the inside cover of this magazine.

Conference speakers



Featured speaker Frank Ross began financial consulting work in the mid-sixties and later founded Ross-Payne and Associates, a Chicago firm.

Ross is nationally known for his innovative financial modeling and information system design. He has published many articles in trade journals, and has prepared texts on financial management, forecasting, costing, and communication.

An engineering graduate of North Carolina State University, Ross has done graduate work in psychology, tax law, and applied mathematics. He is certified by the Institute of Management Consultants.

His three-part discussion at the LAN-MNA conference will begin a

with a general consideration of financial management. He will discuss how to interpret financial statements and use them in business planning, and how to maintain good cash flow.

Ross will also discuss tax strategies that will enable nurserymen to get the most financial return from their businesses. His final lecture is how nurserymen as individuals can best manage their personal assets.

Dr. Jim Foret
Secretary, L.A.N.

David Tatum
Secretary, M.N.A.

Frank Akin
President, L.A.N.

Byron Fellows
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Louisiana Extension Service
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Booth space is still available for this joint conference, for \$75 a booth. For more information, contact program chairman Dennis McCloskey at Windmill Nurseries, Rt. 4, Box 180, Franklinton, La 70438; (504) 796-9655 or 1-800-535-1887.

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Imahara autobiography published

Walter Imahara has entered the publishing business: Now available from Imahara Nursery is the autobiography of Walter's father. **James Imahara: Son of Immigrants** is in fact a very readable and quite touching narrative of an industrious Japanese-American who overcame numerous tribulations to raise nine children and to found Imahara's Nursery in Baton Rouge.

"I have kept this thing in my chest for half a century," Mr. Imahara writes. "Today I'm going to tell you. What I say is honest. It is the truth. It is the story of the Japanese-American in this country."

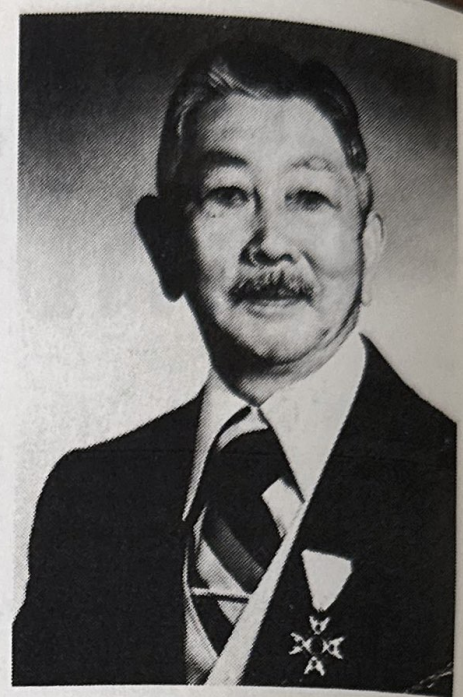
Born in Watsonville, California, James Imahara was able to build a thriving 60-acre farm growing strawberries, grapes, fruit trees and poultry. He became president of a Sacramento agricultural co-

op, and was secretary and manager of the Northern California Farms Company.

Then came Pearl Harbor. Executive Order 9066 mandated the relocation to detention centers of all native Japanese, Japanese-American immigrants (the **Issei**) and native-born U.S. citizens of Japanese ancestry (the **Nisei**).

The Imaharas were moved first to Fresno (where their ninth child was born), then to Camp Jerome in Arkansas, then finally to Camp Rhower in Arkansas. They lost their home, their land and virtually all their possessions, and were prisoners in the camp for more than three years. During this period they faced rumors that they'd meet the same fate as the Jews in German camps.

The anti-Japanese sentiments stirred up by the war made the postwar years the hardest for the



James Imahara

James Imahara family. He could find only menial work, first in New Orleans, then in Baton Rouge, but finally founded Imahara's Nursery and Landscape Company in 1968.

Of his first son, Mr. Imahara writes, "Walter changed his (college) major from cars and girls to plants. He started at SLI and got into weightlifting, so no more

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girls; I paid for his brawn instead of his brain, but he is a good, gentle person and I have confidence in him as in all my children.

"I needed a hand, depended on Walter and his horticulture degree. He gave everything. The nursery to me is his. We needed each other, a combination of my years of experience and his degree. Walter learned from books, but he is a good worker."

Mr. Imahara is 79. In recognition of his leadership in the Japanese-American community and in the detention camps during the war, he received the fifth class of the Order of the Sacred Treasure, conferred on behalf of the Emperor of Japan by Consul General Hiehachi Mochizuki in 1977. In his retirement he writes haikus, does wood carvings, cultivates bonsai plants and collects horseshoes and other old iron items.

Despite a difficult struggle against many adversities, he is able to conclude, "I've got everything in the world and am the happiest man in the world. You might say I have two countries, and I am a product of both. The United States is my father country, Japan is my mother country. Thanks to both of them, we made it."

Mrs. Imahara (Walter's mother) also writes her side of the family story. She gives more details of camp life, expresses no bitterness, and emphasizes the importance of education: "I found out how important education is in camp. In one square mile, there were 10,000 people. In 3½ years, I watched these people, the differences in them. An education nobody can take away from you, you can sup-

port yourself. If you have no education, you are very lost, especially a woman. I did my best to give my children an education. I gave that to them. I am not scared. They have taken over my dreams."

Copies of **James Imahara: Son of Immigrants** are available from Imahara Nursery, 12289 Florida Boulevard, Baton Rouge, LA 70815, for \$14 postpaid. The book is hardbound.



Walter Imahara at an Arkansas detention camp during World War II.

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President Kent tours the Netherlands

Youngsville's own **Kent** and **Jeanette Langlinais**, second couple from right, joined other U.S. nursery industry leaders in a week-long tour of the Netherlands, sponsored by the Netherlands-U.S.A. 200 Foundation. This organization commemorates 200 years of unbroken trade and diplomatic relations between the two countries.

During their stay, they observed Dutch sales and marketing methods, grower-researcher cooperation, interaction among bulb, flower and nursery stock growers, and the relationship of private industry and government in the Netherlands.

They were guests of honor at a reception hosted by Queen Beatrix, held in the Rijksmuseum art gallery wing that houses Rembrandt's "Night Watch."

Kent, featured on the cover of the summer issue of this magazine, is president of the American Association of Nurserymen. With the Langlinais are, from left: Bill Usrey of Monrovia Nursery, California; Larry Carville of the Eastern Regional Nurserymen's Association; Susan Usrey; Jim and Gen McCarthy of the Minnesota Nurserymen's Association; and Tommy and Mary Henegar of the Southern Nurserymen's Association.

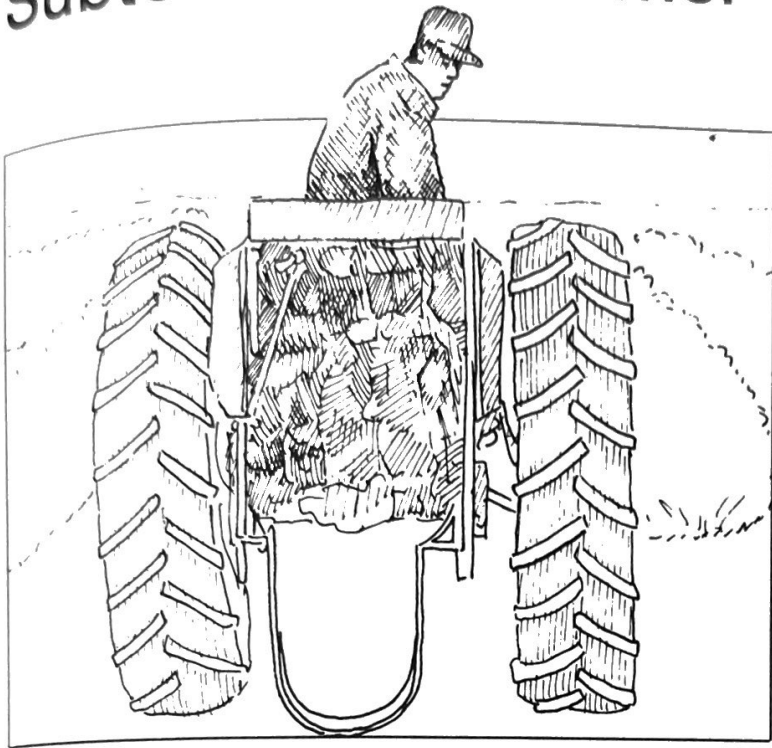


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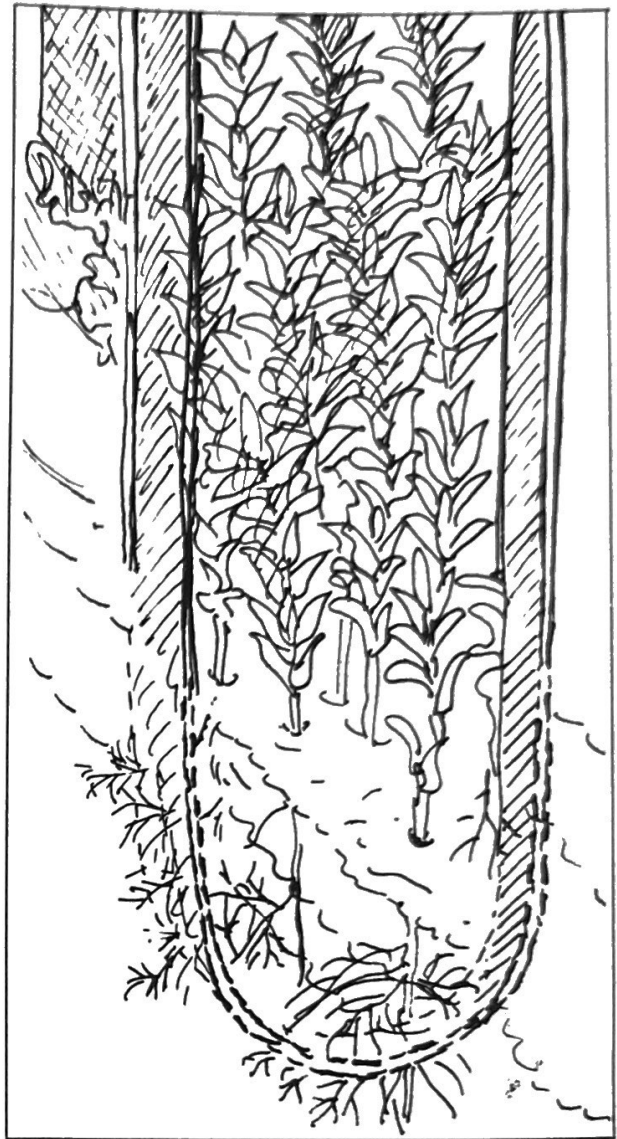
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Economic survey of the industry planned

Can a Louisiana grower produce a gallon azalea more cheaply than a Tennessee grower? Why or why not? Who gets the best price for a delivered two-year-old bareroot dogwood?

These and many similar economic questions will be addressed in a five-year regional study of the economics of producing woody ornamentals. Louisiana joins Mississippi, Alabama, Ten-

nessee, Florida and several other states in the study.

Dr. Roger Hinson, who in 1980 joined the LSU Center for Agricultural Sciences and Rural Development, will coordinate the survey in Louisiana. Hinson earned his Ph.D. in agricultural economics from the University of Tennessee, and now works closely with Dr. Warren Meadows of LSU.

In truth, the interstate survey will not compare state versus state, but various climatic regions, to assess whether a given region is ideally suited to a given crop. The ornamentals covered in the survey include forsythia, azalea, pin oak, dogwood, Buford holly, Pfizer juniper, and crape myrtle.

Hinson feels the study will give any grower the data he needs to measure himself against a statewide and regional norm. For example, Hinson hopes to arrive at an average cost for all the production variables involved in the nursery industry: land, machinery, labor, and alternative production practices (hand weeding vs. chemicals, different fertilizer regimens, various means of mechanization, and so forth).

Hinson also will be seeking information from growers on how they market and transport their products. Is advertising more cost-effective than attending trade shows? How much should a



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Dr. Roger Hinson

grower with 10 acres of field stock be spending to market his product? What mode of transporting a crop to a buyer is cheapest and most dependable?

The LSU economist will try to determine the point at which a nursery can profitably afford various mechanization investments. He also hopes to compare the effectiveness of hourly versus piece work, and the

economics of moving plant materials within a nursery.

These questions can be answered only with the full cooperation of Louisiana nurserymen. Previous economic studies have been less than effective because of poor response to mailed-out surveys.

Although a five-year study, interim reports will be issued by LSU and reported in this magazine.

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