

APPLICATION FOR MEMBERSHIP

Louisiana Association of Nurserymen

Why Join LAN?

- LAN expresses the collective voice of the Green Industry in Louisiana. LAN members sit on the Horticulture Commission and lobby for legislation that affects nurserymen.
- LAN promotes professionalism through a Certified Nurseryman training manual and testing program.
- LAN sponsors scholarships for horticulture students in universities across Louisiana.
- LAN supports research on topics important to nurserymen. One LAN grant supported a comprehensive study of Green Laws. This study will assist Louisiana communities in passing their own Green Laws.
- LAN schedules an annual short course jointly with the Mississippi Association of Nurserymen. This event draws more than 900 participants and more than 100 exhibitors. The course meets alternately in Jackson, Mississippi and Baton Rouge, usually on the second weekend in January.
- LAN is subdivided into nursery regions (e.g., the Central Louisiana Association of Nurserymen, the Northwest Louisiana Association of Nurserymen). Through these groups and through the annual short course, you'll meet others in the Green Industry. You'll get ideas, find suppliers or buyers, and meet a lot of enjoyable, dedicated people.
- LAN is a participating member of the huge TAN-MISSLARK trade show, which meets annually during the summer. It is the world's largest nursery show, and provides you with access to almost any nursery product imaginable.
- LAN members receive this magazine, plus supplementary mailouts from LAN secretary Dr. Warren Meadows.
- LAN offers members special services, such as training tapes for those seeking to comply with OSHA hazard communication standards.

To: Officers and Members, Louisiana Association of Nurserymen

I hereby apply for membership in the Louisiana Association of Nurserymen, subject to the approval of your membership committee. I agree that the decision of the membership committee is final.

Should I wish to cancel my membership at any time in the future, I agree 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 LAN for the current year's dues.

Firm Name _____

Affiliation _____

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Telephone () _____ **Date** _____

Applicant's Signature _____

Regular Membership

(growers, retailers, landscapers, etc. Dues are based on gross sales: <\$100,000, \$35; \$100,000-\$250,00, \$50; >\$250,000, \$100.)

Associate Membership

(\$35, for out-of-state nurseries, chemical and hard goods suppliers)

Make check payable to the Louisiana Association of Nurserymen and mail to:
Dr. Warren Meadows
4560 Essen Lane
Baton Rouge, LA 70809

SCIONS OF THE TIMES

Hort Symposium Nov. 15

The Eighth Annual New Orleans Horticultural Symposium will meet Thursday, Nov. 15, and will feature presentations on annuals and perennials.

The symposium is for nurserymen, professional arborists, landscape contractors and architects, pest control operators, plant maintenance personnel and garden center employees.

A \$30 registration fee includes lunch. The symposium is cosponsored by the Louisiana Cooperative Extension Service and the New Orleans Metro Area Horticulture Committee Foundation. To register, contact Dan Gill, horticultural agent, Cooperative Extension Service, P. O. Box 24006, New Orleans, LA 70184-4006; (504) 482-9081.

Following registration and introductions at 8 a.m., Dr. William

Welch will discuss "Landscape Opportunities with Perennial Color." Welch is an extension landscape horticulturist at Texas A & M University and author of *Perennial Garden Color*.

At 11 a.m. Emma Williams of St. Rose Nursery will speak on "Bedding Plants to Use in South Louisiana." Her discussion will be followed by lunch.

Afternoon speakers and their topics are: Barbara Bridges, "Perennials That Perform Well in the Deep South"; and Dan Gill and Jerome Lebo, "Performance of Annuals and Perennials at the New Orleans Botanical Garden."

Bridges is owner of Southern Perennials and Herbs, Tylertown, MS; Lebo is a horticulturist at the New Orleans Botanical Garden.

The seminar will be held at Longue Vue House and Gardens in New Orleans.

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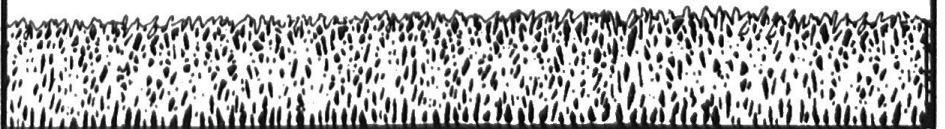
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Accurate Labor Cost Rates

BY WARREN PURDY

In a previous article, "The Profit Eaters," I wrote that "One of the reasons that nurserymen and contractors in the Green Industry do not achieve their anticipated mark-ups is that all direct costs of producing a service or product are not included in the pricing structure.

"What happens in 95% of the firms is that managers are marking up their products or services on a false cost, which will never produce the results that they may desire." That deficiency of not including all of your direct operating costs in the pricing structure was discussed in that article, and directions on how to solve the problem were given.

Now that you have a Production Cost Percentage to add to your labor, let's see how it applies and what effect it has when you make the computation in order to arrive at a very accurate labor cost rate.

Requirements for Computation

When constructing a labor cost rate, several things must be taken into consideration. First are the amenities; such as, paid vacations, paid holidays and paid personal time, as well as non-chargeable overtime.

Added to this are the government requirements that you, the employer, are required to pay; such as FICA taxes, State and Federal Unemployment Insurance and Workers' Compensation Insurance.

Further, you must add General Comprehensive Liability Insurance and Team Members Benefits; such as Group Major Medical Insurance. The final addition to all of the above, for the contractor, is the Production Cost Percentage.

The nurserymen need not add the Production Cost Percentage as they are not selling labor as such, only materials.

To make this computation I will use the Landscape Foreman as an example and give him two weeks of paid vacation, six paid holidays, three paid personal days and an average payment throughout the year of 10% of his hourly rate of pay in overtime.

The FICA rate is 7.51%, State Unemployment Insurance rate is 2.70% (different for each firm because of your experience modifier), Federal Unemployment Insurance (FUTA) rate is .8%, Workers' Compensation Insurance rate is 7.89% (different for each firm because of experience modifier), General Comprehensive Liability Insurance rate is 2.00% and Team Members Benefits rate is 2.50%. The Production Cost Percentage is 60%.

The Computation

Now that you are aware of all of

the things that are required to compute an accurate labor cost rate, let's look at the typical foreman and see exactly how much it costs you, as an employer, to put that foreman out the front gate. Are you ready for this? The computation is shown in the box at right.

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Foreman's hourly cost to employer, allowing for benefits and amenities**Foreman's Base Rate Of Pay** _____ **\$ 10.00****Amenities:**

Paid Vacation _____ (2 Wks.) _____ .40

Paid Holidays _____ (6 Days) _____ .24

Paid Personal Time _____ (3 Days) _____ .12

Paid Overtime _____ (10 %) _____ 1.00

Total Hourly Rate of Pay _____ **\$ 11.76**

Payroll Taxes _____ (11.01 %)

Payroll Insurances _____ (9.89 %) _____ 2.75

Team Member Benefits _____ (2.50 %)

Total Cost of Labor and Burden _____ **\$ 14.51**

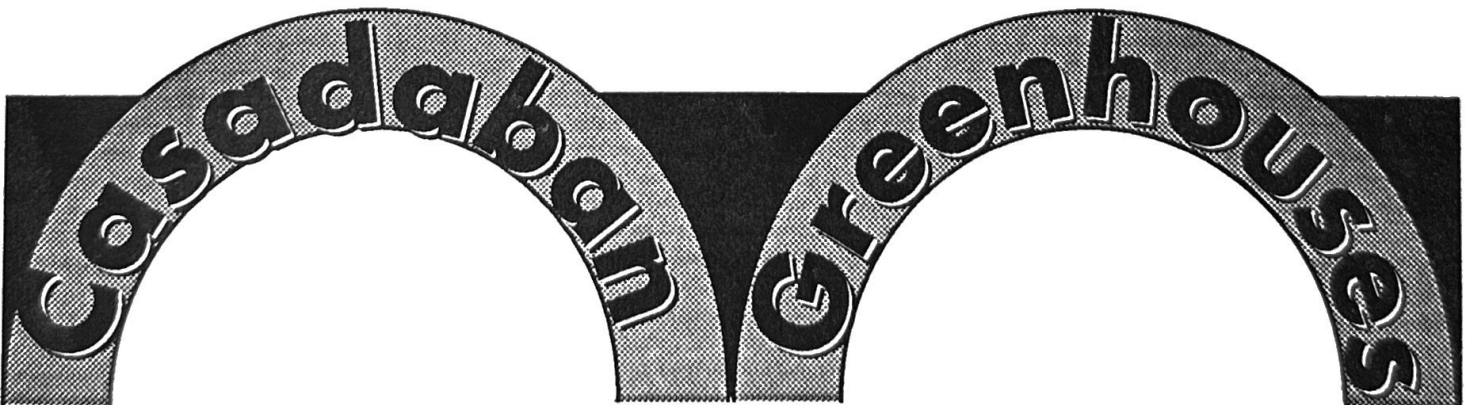
Production Cost Percentage _____ (60 %) _____ 8.71

Total Cost of Labor "Out the Gate" _____ **\$ 23.22**Round up to nearest \$.25 _____ **\$ 23.25**

In the "Good Old Days" grandfather used to mark up his labor three times his base rate of pay, which would supply him with ample profit to operate his business, as there were no such things as payroll taxes, insurance or team member benefits, and practically no amenities. As you can see, the computation has become considerably more sophisticated.

The Effect

The effect of this computation is that this foreman is costing you \$23.25 per hour whether he standing around or is actually working. His cost rate per hour is 2.325 times his base rate of pay and does not include any administrative expense (10%) or net profit. The rate only covers the direct operating costs of the business. Further, this rate does not include any travel time to and

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from jobs. If one hour travel time were calculated into the rate, the foreman's hourly cost rate would increase to \$26.57 (\$23.25 divided by .875) and for two hours travel time it would be \$31.00 per hour (\$23.25 divided by .75).

As an example, let's send the foreman out on a job in a pick-up truck and allow one hour travel time, which means that in an eight hour day, he will only be effectively working seven hours. Are you sitting down? The computation is shown at right.

Does this selling price per hour remind you of the plumber or the TV repairman who comes to your house and charges those high fees which you so bitterly complain about? Actually, you have the same costs as they do but they are recognizing those costs and you in the Green Industry are not! Many will say that they just cannot charge their clients that much and if they did, no one would buy their services. It's apparent that the plumbers and TV repairmen do, so why

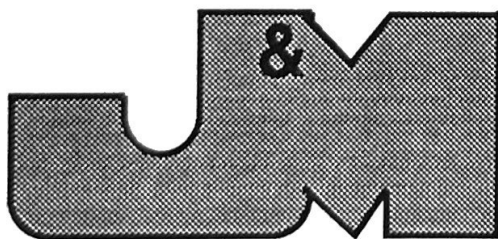
Foreman's hourly cost to employer, assuming one hour of travel time, allowing for 35% gross profit and vehicle cost.

Foreman's Cost Rate _____	\$ 23.25
Pick-up Truck _____	5.00
Total Cost per Hour _____	\$ 28.25
Allow one Hour Travel Time (\$28.25 divided by .875) _____	\$ 32.29
35% Gross Profit (10% Adm. Exp. & 25% Net Profit) _____	17.39
Total Selling Price per Hour _____	\$ 49.68
Or in Round Figures per Hour _____	\$ 50.00

shouldn't you? After all, your foreman is just as qualified in his horticulture background as the plumber and TV repairman are in their fields.

A word of caution at this point. Each segment of the Green Industry carries a different Production Cost Percentage, some higher and some lower than the example shown here. Even within a segment the percentage can be different, as you

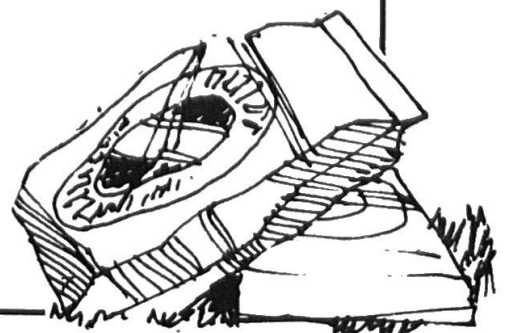
may operate in a different manner than your competitor. This will have an extreme effect on the hourly labor cost rate as explained in this article, which can have an overall effect on your competitiveness in the industry. Therefore it is important to develop your own Production Cost Percentage so that you are absolutely positive of your own Labor Cost Rates.



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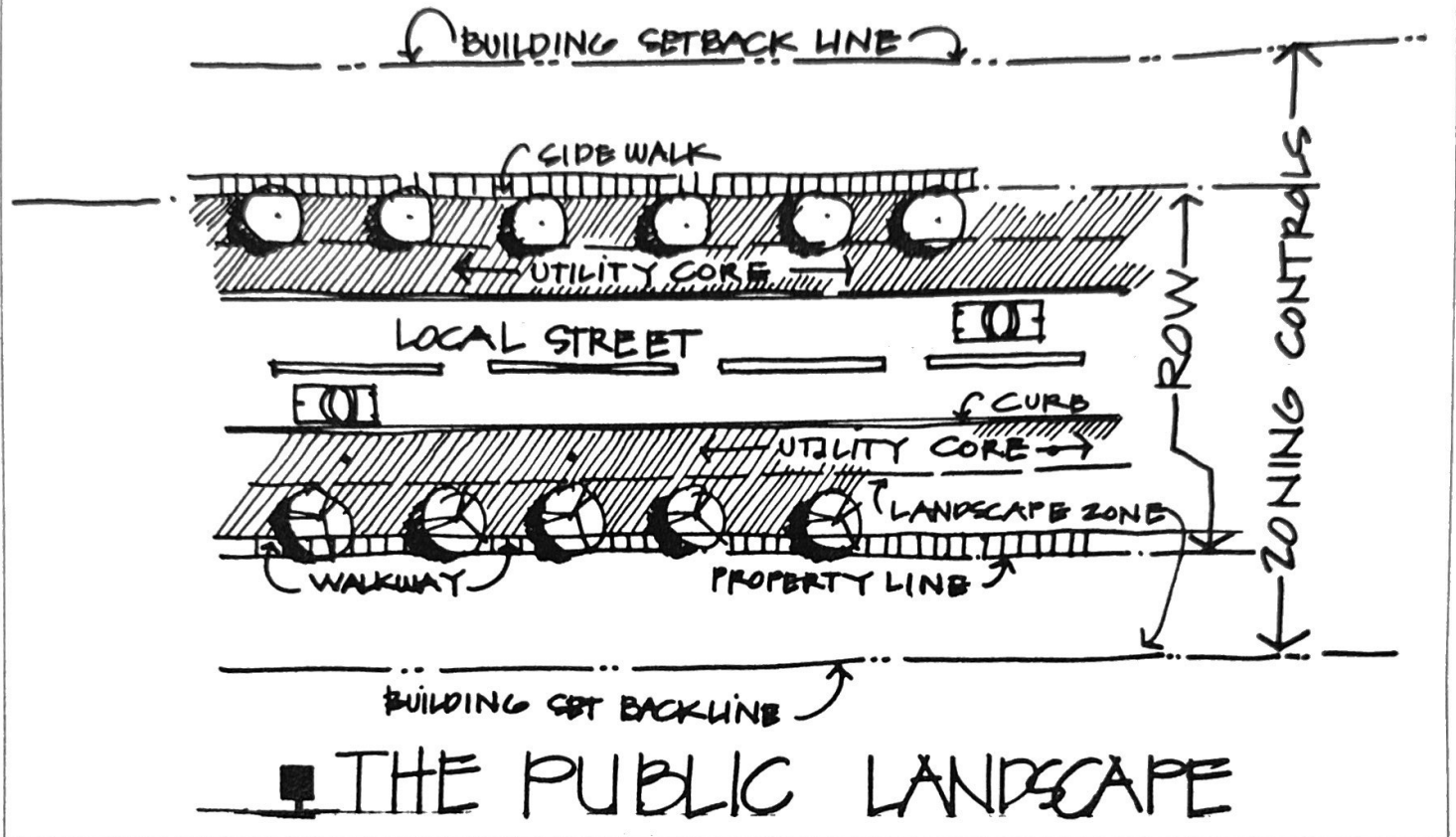
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The Public Landscape of the Street



Green Laws and the View from the Street

BY BUCK ABBEY, ASLA

The view from the street is an important public asset. When one travels through any community the view from the street sets the image of the city and of its people in the mind of the traveller. For visitors this image is critical in sizing up the economic prosperity of the community, as well as helping them to gauge the community's respect for cleanliness, beauty, modernization and order.

A community in Louisiana consists of private property and public property.

Private property consists of homes in subdivisions, commercial establishments, industrial properties, farmland and other miscellaneous

real estate. All private property is regulated by either a subdivision ordinance, zoning ordinance or some other municipal law. Private citizens are required to maintain their property, including all plant materials.

Public property is maintained in the municipality. In the public sector in Louisiana, the landscape of the city consists of parks, arboretums, botanical gardens, zoos, cemeteries, drainage servitudes, reservoirs, schools sites and other public building sites such as the town hall, civic center or municipal complex.

In many other states forest preserves, scenic areas, wildlife habitats and sensitive environmental zones are often part of the public landscape!

But did you know that the most common, the largest amount of land,

and the least-known form of public landscape is the street right of way? And obviously, the street right of way is the first view seen from the street. The street row serves as the dominant visual landscape of the city and this view of the landscape makes the image for the city.

The street row also serves as the basis for town planning, street construction, subdivision development and land drainage. Public and private utility companies also use the row for sewers, gas, electric, cable and telephone service lines.

In some communities the right of way also serves as a landscape zone in which street trees and other plants are planted. Together, these are referred to as the "streetscape" and the design of the streetscape should be of interest to the general public.

The illustration at left shows the

public landscape of the street serving four uses: transportation, drainage, utilities and beautification. Many times the beautification component is overlooked in favor of the other functions that the street serves. But one should not minimize the importance of the view from the street by neglecting the landscape of street trees and shrubs that may be successfully planted at the edges of the row.

An assortment of urban codes or ordinances regulates the use and the design of the row.

Few cities in Louisiana have ordinances requiring the planting of and maintenance of vegetation in the public row.¹ Baton Rouge has a ordinance protecting plant materials in public right of ways, street medians and public parks.² Most cities in Louisiana do not have this type of landscape ordinance. The cities of Hammond and Jennings are exceptions. They have street tree ordinances, which are uncommon in Louisiana but universally

accepted elsewhere as an important function of city government.

City of Hammond

A public tree ordinance was adopted in 1986 and amended in 1989 by the City of Hammond to regulate and coordinate the planting of trees and shrubbery in the streets and public grounds of the city.³ Ordinance 2161 seeks to preserve existing trees from indiscriminate removal and damage, and requires the planting of street trees by the city. In addition, the ordinance requires developers and property owners to replace any public tree that is removed during construction activity. Written permits are required by the city.

Provisions of the ordinance create the position of urban forester and a public body known as the "Advisory Committee on Urban Forestry." Permits are required for tree removal and developers must submit plans showing public trees to be removed during construction

activities. Re-plantings must conform to a list of approved trees and minimal planting standards and requirements are contained within the ordinance. Fines for violation of the ordinance are specified.

There are few street tree ordinances in Louisiana but this ordinance is a model for other cities to follow. The Hammond ordinance needs to be strengthened and made more comprehensive in its scope, with more emphasis on the importance of design and the aesthetic effects of planning. Budgeting and administrative responsibility must be assigned to effectively implement the ordinance, and a master tree planting plan for the city must be prepared to guide the city in the care of its tree canopy.

City of Jennings:

The City of Jennings has the oldest street tree ordinance in Louisiana. This progressive Jefferson Davis Parish community was first to formulate a tree plan. Within ordinance

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No. 953, the City of Jennings has set up a City Tree Board which consists of citizens of the city, two professional arborists and the county agent of the parish.⁴

They are in charge of studying and developing a plan for the care, preservation, pruning, planting and removal of trees and shrubs in public areas. They have developed a mandatory plant list and regulate various aspects of tree care in Jennings.

This is the only "City Tree Board" in the state, an idea that other communities should adopt.

In other parts of the country street tree ordinances have been in effect for some time.⁵ Some communities have adopted landscaping and screening requirements on private land adjacent to the row. These ordinances also affect the view from the street. In Memphis, Tenn., such regulations are referred to as streetscape requirements.

Memphis and Shelby County, Tenn.

A Landscape and Screening Ordinance is part of the general zoning ordinance for the City of Memphis and surrounding Shelby County. The ordinance was written to preserve the tree cover of the community while at the same time encouraging sensitive site grading and planting to minimize erosion.

The intent of this ordinance is to utilize vegetation in an organized and harmonious fashion that will enhance the physical environment and the view from the street. Through implementation of this ordinance the public will have improved visual screens and buffers, which will preserve the appearance, character and value of existing neighborhoods.

In addition, according to the ordinance, streetscape planting will provide greater perceptual clarity along major roads by requiring more consistent plantings of properly sized trees.

Both in root ball dimension and crown size, tree size is critical in an area adjacent to public utilities. Tele-

phone, gas and electric companies favor this, for it reduces maintenance and repair costs to their lines and equipment.

New plantings along streets must be located so as not to interfere with traffic movement or impair visibility at intersections and curb cuts. A "clear sight area" should be included at each street intersection and a minimum 10 foot "sight triangle" at each curb cut, which is the intersection of a street and private drive.

Plants in these areas are normally ground cover or shrubs which grow below the height of two feet.

The ordinance consists of specific requirements for streetscape planting, edge screening and interior parking lot planting, as well as requirements for installation, maintenance and alternative compliance. Diagrams illustrating planting requirements for each zoning district are given, along with an "approved plant list."⁶

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A site plan and optional landscape plan prepared by a landscape architect are submitted during the initial building permit application procedure in order to gauge disturbance to the site and to see how the developer will replant the street edge upon completion of his project. Approval of the building permit and signature of approval by the Planning Director or other building official constitutes approval of the streetscape planting.

It is very clear, then, that the view from the street is dependent upon how the city manages the public landscape of the road. Each city in Louisiana should seriously consider the importance of trees planted in the public right of way. Street tree ordinances should be enacted, tree boards appointed and each city should protect its urban forest canopy.

Landscape ordinances are the means to improve this important public asset and to leave each Louisiana community with a signature

of beauty, order and prosperity.

REFERENCES

1. Abbey, D.G., Landscape Ordinances In Louisiana, School of Landscape Architecture/LSU, Baton Rouge, LA, 1989
2. City of Baton Rouge, Code of Ordinances Ordinance 2641, Care of Trees, Shrubs & Flowers in Public Places: 1968
3. City of Hammond, Public Tree Ordinance 2058, amended as Ordinance 2161, 1989
4. City of Jennings, Chapter 33—Code of Ordinances, Ordinance 953-City Tree Board, 1978
5. Fairfax County, Virginia—Zoning Ordinance, Chapter 112, Art. 13 Landscaping & Screening Ordinance, 1986
6. Memphis & Shelby County Tennessee, Zoning Ordinance Section 32-Landscape and Screening Regulations, amended 1987

Editor's note: Buck Abbey, ASLA, is Associate Professor of Landscape Architecture at LSU and President of Abbey Associates, Inc., Landscape Architects-Planners, Baton Rouge. This is the fourth in a series of articles concerning his research, which was supported by a grant from LAN.

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Below, a boardwalk leads tourists from the Lafayette Tourist Center across a series of wetlands landscapes.



A Gateway to Tourism

Lafayette rolls out a green carpet for visitors

Lafayette now has a legion of new greeters to entice and welcome visitors from the busy intersection of Interstate 10 and Interstate 49.

Among these greeters are 12,200 azaleas, 560 cypress trees, 184 live oaks and 1,200 camellias. They're part of a cast of thousands of plants that comprise Gateway Lafayette, a massive landscape project aimed at boosting tourism.

“We wanted a warm approach to graciously extend a welcome to Lafayette,” says Larry Sides, who conceived the project as President of the Lafayette Chamber of Commerce. “You can’t do that with bricks and mortar, or signage. It has to be with plants. One of the things that makes this area unique is its people and culture. Plants convey that personal warmth to the highway traveler.”

While he knew he had a good idea, Sides had several major obstacles to overcome when, in 1989, he set out to make Gateway Lafayette a reality.

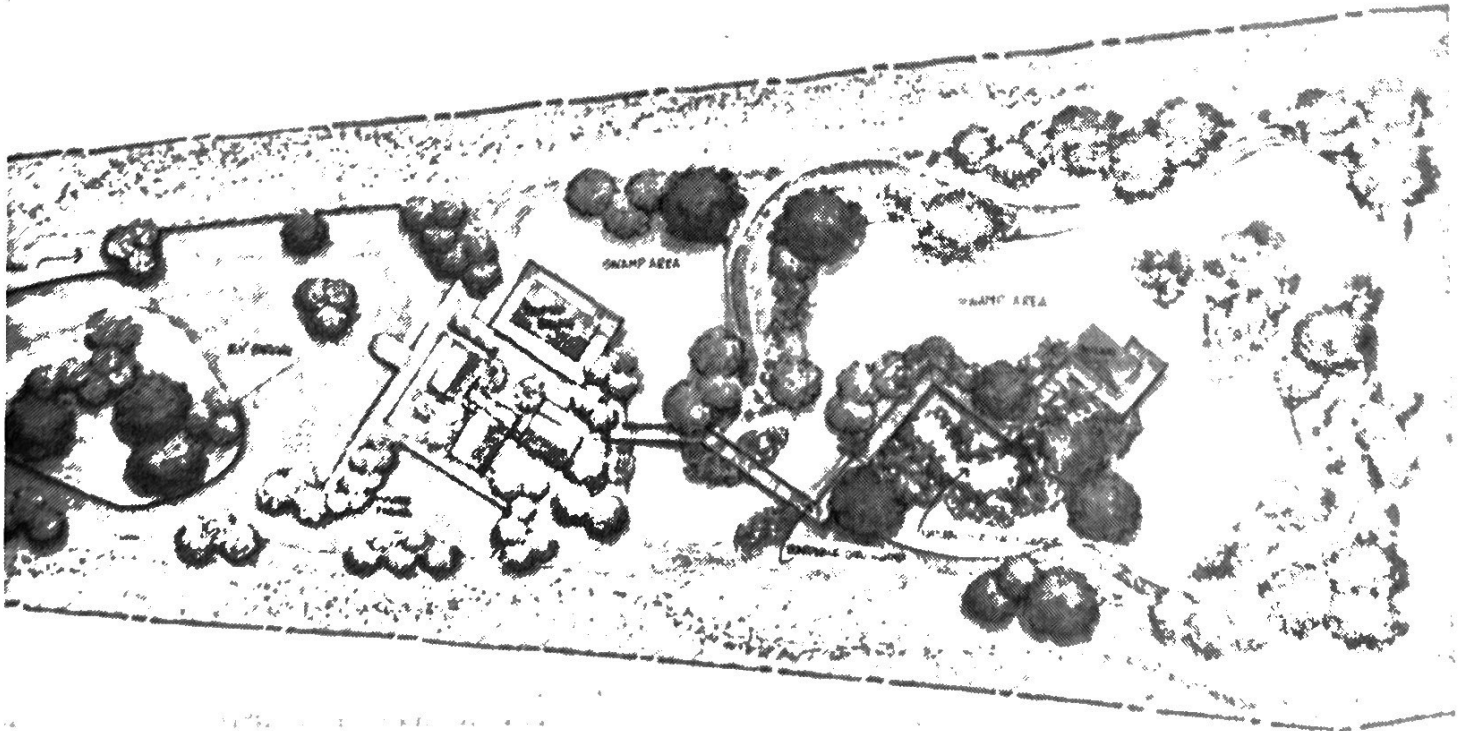
First, he had to slay the twin dragons of state and federal bureaucracy, by convincing them to allow thousands of plants and several large ponds to be installed on

96 acres of highway right-of-way. Such a project had never been done before.

Second, he had no funding, and Gateway Lafayette would cost about \$1.6 million.

Sides, an advertising agency head, had the power of communication and the backing of many influential community leaders. He also had capable co-chairmen for the project. One was his wife and business partner, Kathy Ashworth, a member of the Lafayette Parish Council. The other was Jerry Trumps, director of public works for the City of Lafayette.

First they went after the highway officials. “We talked to Neil Wagoner, secretary of the Department of Transportation and Development,” Ashworth remembers.



Above, landscape plans called for relocating the tourist center in the median of the Evangeline Thruway, just south of I-10 (site plan is oriented with the west at the top). Below left and right, views from the boardwalk looking west and east, respectively.

"He's one of the best guys we have in state government. When others would have told us *no*, he listened. We showed him our drawings, and he was sold on the project. He helped us walk it through the Federal Highway Administration."

When a federal official balked at issuing a permit for the ponds, Wagoner suggested an acceptable compromise.

For fund raising, Trump and Ashworth called on Larry Smith, president of Acadiana Bottling. He and Ashworth amassed a set of landscape plans and a pitch, and took their show to all the civic clubs and nurseries and deep pockets in the area, as well as to the general public.

They sold "Gateway Oaks" to businesses at \$500 each. They held a marathon golf tournament in which local celebrities played on behalf of sponsors whose contributions increased with the number of holes played. They held a raffle and even went to school children and 4-H clubs for donations.

They raised almost \$400,000 in cash, and more than that in in-kind contributions of professional work, materials and labor.

Architect James Broussard joined the team to provide planning. Broussard coordinated moving the Lafayette Convention and Visitors Bureau from its location on Highway 90, 25 blocks from the interstate, to

a new site directly proximate to I-10. He also oversaw the planning and engineering work for several ponds and attendant earth moving. Broussard also kept the project within budget and approved all expenditures.

"Everyone wants to have a nice

Ashworth likens Gateway to a "community garden."

"We had two goals," she says. "One was economic diversification. But a second was to build community pride. That pride was pretty low in 1989, with the economy still down. But people feel that plants

are something they can do—they can buy a \$3.50 azalea and plant it."

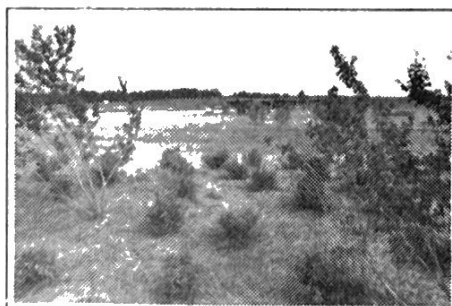
Many did. Ashworth estimates that 4,000 people in Lafayette helped the Gateway project in some capacity. Many even showed up on weekends to install plants.

Green Industry

The Green Industry was part of the Gateway Lafayette project from the beginning. Lue Svendson of Marshall's Nursery in Lafayette worked with two other landscape architects, Mitch Grant of Fenstermaker & Assoc., and Rusty Ruckstuhl of Grass Roots.

"We came up with the concept," Svendson says. "We wanted to do something that would represent Louisiana, using azaleas, sasanquas, camellias, crepe myrtles, live oaks, wisteria. We picked plants that would best achieve that effect. We wanted just as much to pick plants that would produce blooms year round—azaleas in the spring, annuals and crepe myrtles in summer, camellias in the fall and winter.

"Around the tourist center we designed a cypress swamp with a



Above, annual and perennial flowers, and wildflowers, complement the trees and shrubs around the visitors' center. Below left, cypress and weeping willow blend with water lilies to create a swampy tableau. Below right, masses of crepe myrtles and azaleas along the I-10/I-49 cloverleaf will blaze a colorful welcome message to highway travelers.

front yard. Gateway simply extended that idea on a city-wide scale," Broussard says. "It surprised me to get a project this massive off the ground. If it weren't for Kathy Ashworth, Gateway Lafayette wouldn't be where it is today. She has a tremendous ability to put people together and to motivate them. A huge number of people came out to help. And they're still helping. Just a couple of days ago we needed a gas blower to clean parking lot. We got it donated."

boardwalk that visitors could walk through and get the feeling of being in a swamp."

Svendson drew up all the landscape plans, assisted by draftsmen Fedora Gaspard and John Dupuy of Marshall's.

Her boss Marshall Mugnier did all the ordering of plant material. He drove all over the state buying plants, and hosted meetings twice a week for project planners.

Svendson and Dr. Lynn Desselle, dean of agriculture at USL, supervised volunteer plant installers. "Every weekend we had 30 to 50 people show up to plant trees," Svendson remembers. "They came from civic groups, cub scouts and from the general community. It was a zoo. Nobody knew one plant for another. Dr. Desselle and I placed the plants on the site and showed volunteers how to plant them."

Svendson did Gateway work during office hours, at night, on weekends, whenever she could fit it into her day. "There were weeks when that was all I did."

She also credits Ashworth for keeping the project moving. "People like myself and the city employees, we were really involved, but some days we did have thoughts that, *I just can't do this any more*. But Kathy would not let anybody slow down. She'd get you back up again and you'd get excited again."

Wide Involvement

The story of Gateway Lafayette is the story of hundreds of individual efforts as people heard about the project and decided to join.

Jim Whelan, director of the Lafayette Natural History Museum, collected cattails and other water plants, and installed them on his own. Local attorney James Leonard put iris beds in.

LouAnna, the Opelousas company that makes cooking oil, joined the Gateway effort by contributing massive amounts of Louisiana wildflowers, a favorite project of LouAnna chief Ted Schad. Schad has formed a subsidiary company expressly devoted to wildflower propagation and research.

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Horticulturist Lorraine Billeaud, a past recipient of an LAN scholarship, works full-time in this effort and sits on the Gateway steering committee.

When they learned that the relocated tourist center had no flag pole, a local VFW chapter installed one and donated a flag.

While the people of Lafayette cooperated perhaps even more than expected, Mother Nature did not. An extraordinarily rainy late winter and spring delayed many plantings and prevented earth-moving work. For months the project looked like the aftermath of a mudslide.

Then the ponds leaked. "We took soil tests of the site which indicated that the planned ponds had a good chance of holding water," architect James Broussard remembers. "But they didn't." No problem. Area oil industry service firms donated 85 tons of bentonite to seal the porous soil.

Rain-caused delays meant that Gateway workers missed a window of opportunity to install some of the trees along the I-10/I-49 cloverleaf. But the vast majority of plants are in the ground and growing.

City, parish and state government assisted. The state paid for access roads that allow travelers to enter and exit the tourist center, a cost of \$211,000. Lafayette Parish did the earth-moving for ponds and supervised construction. The City donated \$25,000 cash and about

\$100,000 in utilities construction. Sheriff Don Breaux committed jail trustees to the task of maintaining the grounds. Every day ten inmates show up to wield hoes and hoses.

Depending on volunteer labor and volunteered dollars has at times slowed the progress at Gateway.

The following businesses and individuals have contributed plants to Gateway Lafayette:

Bob Andrus, Dwight Andrus Jr., Jim Leonard, Barry's Nursery (Grand Coteau), USL, Prairie Elementary, Beaver Creek Nursery (Houston), Dugal's Nursery, Hodges Gardens (near Many), Live Oak Gardens (New Iberia), Louisiana Iris Society, Gerald Foret Nursery (New Iberia), Marshall's Lafayette Nursery, Lucille Guidry (Abbeville), Pat Ardoin.

Some problems remain, and some dollars still need to be raised. Many trees remain to be planted along the cloverleaf, and an irrigation system is not yet fully installed.

But the project is still moving forward. Shirley Guilbeau, a 1986 horticulture graduate of the University of Southwestern Louisiana, was hired June 6 as a full-time

employee for Gateway. She is paid through a private foundation administered by the Lafayette Chamber of Commerce.

"I love it out there," she says of her 96-acre domain. "But the watering is driving me crazy. We're watering 15 hours a day. We need rain soon. I haven't seen a good soaking rain since I've been here."

Guilbeau, Broussard and Desselle are supervising installation of an irrigation system. But in the meantime, much of the watering is done by hand...no small task for so many thousands of plants—particularly plants that were installed fairly late in the spring, having no well-established roots.

"This winter when things slow down we'll plant some more; about 400 trees," Guilbeau adds. "We don't want to plant more than we can maintain."

The weeds that threatened to engulf the azalea beds are finally under control, Guilbeau says. And the Gateway project has acquired maintenance equipment and a small storage barn. The irrigation system is paid for, and is partially installed.

"This fall we'll be planting tulips and daffodils for spring blooms," Guilbeau says.

Gateway planners hope to install a Louisiana agriculture demonstration area with small plantings of sugar cane, rice and other popular area crops. An alligator pond is also in the offing.



Thousands volunteered to make Gateway Lafayette a reality, but a few were volunteered: Convict labor keeps the weeds down and the plants watered.

Gateway looks good already, and as Svendson says, "once the trees get bigger, it'll be like a huge park."

Tourism Up

Although the Convention and Visitors Commission has been at its new location less than a year, visits by touring motorists are up dramatically. "Month-to-month, this summer versus last summer, we're up 30 to 40 percent," says Gerald Breaux, tourism director. "We're running more than 4,000 visitors a month through the center. Everybody's impressed. They can't imagine that a local visitors center has this kind of landscaping. Nothing compares to what we have here, not even the state centers.

"We're the immediate beneficiary of Gateway. But the community is the major beneficiary. And we still don't even have the signage up."

Gateway officials don't try to take complete credit for the dramatic rise in tourism. In April of this year Vermilionville, a large-scale re-creation of a colonial Louisiana village, opened in Lafayette.

But Gateway is making an impression, not only on tourists, but also on other Louisiana cities and towns. Breaux Bridge has installed some highway-side plants, and Gateway officials have received inquiries from Baton Rouge, Shreveport, Carencro, and from the Louisiana Association of Economic Developers.

Gateway has also spawned other large-scale plantings within the city of Lafayette, one of them at Premier Bank's downtown location. Another smaller Gateway planting of crepe myrtles and azaleas leads visitors from the Lafayette Airport into the city, along University Avenue extension.

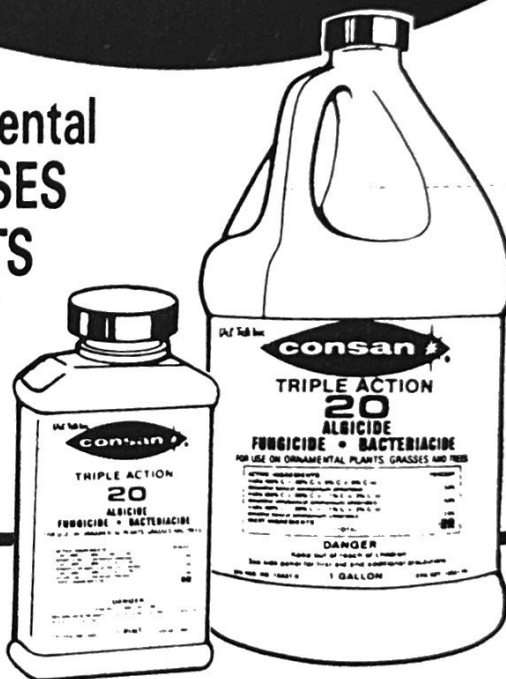
When Lafayette's people wanted to make visitors feel welcome, they did so with massive quantities of plants. This strategy, already proving to be successful for the tourism industry, can bear good dividends for the Green Industry, should other communities choose to express civic pride with plants.

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Southern Crabapple

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BY DR. SEVERN
DOUGHTY

A sure sign spring has sprung is the pink flower of Southern Crabapple blooming along the roadside. It's a beautiful small flowering tree that is greatly underutilized throughout south Louisiana. In this state most small flowering fruit trees are unreliable. But Southern Crabapple will bloom reliably throughout all of Louisiana. As a matter of fact, it's been in cultivation since 1750 (Krusmann 1977).

It belongs to the genus *Malus* and specifically named *angustifolia* (Ait.) Michx. meaning *narrow leaf* (*Hortus III* 1978). Some older references preferred listing it as *Pyrus angustifolia* (Mathews 1915, Bailey 1950, Brown 1972 and Vines 1976). Even a newer reference (Nokes 1986) listed it as *P. angustifolia*. However, *Malus* in the most accurate genus.

It belongs to the *Rosaceae* or Rose family and goes by a number of common names including, Southern Wild Crabapple, American Crabapple, Wild Crabapple and Narrow-leaf Crabapple.

Southern Crabapple extends throughout the entire South. There's a native colony in Montgomery County, Texas, north of Houston, where it's in its westernmost range. Several native locations can be found in Southwestern and northeastern Arkansas as well as central Louisiana and several small locations in north Louisiana.

Most of the native range in Louisiana, however, can be found in the Florida parishes. Southern Crab extends eastward throughout half of Mississippi and most of Alabama and Georgia. It dips into a small portion of north Florida then extends northward through more than



Crabapple consistently produces blossoms (top) and fruit (below).

half of South Carolina and just less than half of North Carolina.

Smaller native colonies may be found in Tennessee, Virginia, Ohio

and a lone colony in western Kentucky. It will only grow to an altitude of about 2000 ft. (Little 1977).

Malus angustifolia is mostly found

along moist stream bottoms in woods, especially hardwood sloughs and along woodland edges, where it is easily seen from the road. It will grow in deep shade to full sunlight but only flowers well in sun to partial shade. It likes an acid, sandy, well-drained soil high in organic matter content.

Southern Crab exhibits a medium rate of growth, with juvenile plants growing rapidly after becoming well established. It is easily transplanted when young during winter and will tolerate container culture well.

For landscape purposes Southern Crabapple makes an ideal small flowering specimen tree. It has a medium texture and density and creates a rather mounded form, growing to a maximum height of 35 feet, spreading to 20 feet and a maximum trunk diameter of around 9 inches. More generally, though, it reaches a height of about 20 feet and spreads to 15 feet (Odenwald and Turner 1987). Its irregular branching makes it especially interesting, not to mention its abundant pink, fragrant flowers in spring (Wigginton 1957). Dormon (1965) indicated that it will begin flowering when only five or six feet tall.

Malus angustifolia has simple, alternate, deciduous leaves that are a dull green above and paler below. They turn brown in autumn, not providing much in the way of fall color (Little, 1988). They range in size from 1 to 3 inches in length to $1/2$ to $1 1/2$ inches wide. Mature leaves are elliptic to oblong with serrate to wavy, saw-toothed margins. Young leaves may be oval to ovate and lobed as well as serrated. The apex is usually blunt or acute and the base is wedge-shaped (Harrar and Harrar 1962, Vines 1972 and Little 1988).

The $3/4$ to $1 1/2$ inch crimson to light pink, fragrant, perfect flowers appear from March to April in Louisiana in clusters of from 3 to 5. Each flower pistil has a five-celled ovary (Harrar and Harrar 1962). The buds are a deep pink to crimson before opening. A number of books are available with good color prints of the flowers: Brown 1972, Justice

and Bell, 1983, Duncan and Duncan 1988, Little 1988, and Foote and Jones 1989.

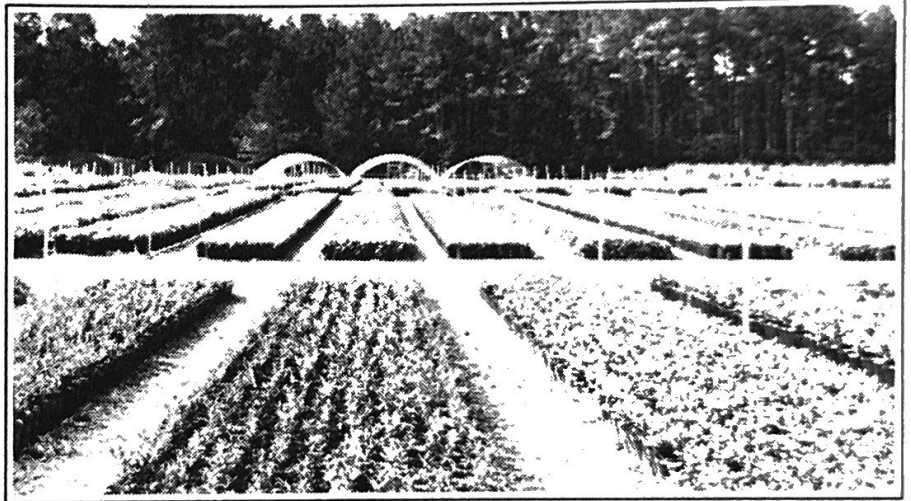
The green to yellowish green $3/4$ to one-inch globose fruit (pome) ripens in September (Brown 1945). It's often broader than it is long, somewhat waxy and fragrant with sour, acid flesh. According to Vines (1972) the fruit may be used to make preserves or cider.

The twigs are rather stout, light brown to reddish brown and some-

what covered with pale orange lenticels. They are hairy at first, later turning glabrous. According to Dean (1988) the branchlets eventually harden into thorns.

The bark is thin and gray to dark reddish-brown with deep fissures and flat scaly ridges. The reddish brown heartwood and yellowish sapwood is close-grained and, according to Vines (1972), was used to make "levers, tools and small woodenware objects."

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Southern Crabapple being a *Malus* can be successfully propagated by seeds, cuttings, grafting and tissue culture. You can collect seeds from September on and remove the pulp. Dirr and Heuser (1987) indicated that if you want to store the seeds, dry them to a moisture content of around 11% and place them into sealed containers and store at between 36° and 50° F. They'll store for over two years without germination loss.

Nokes (1986) indicated that crabapple seeds have a dormant embryo and should be stratified for up to 60 days at 41° F then planted in early spring. Dirr and Heuser (1987) recommended cold, moist stratification for one to four months, after which seeds should germinate in 30 to 60 days.

Softwood cutting can be successfully taken from May through June. Dirr and Heuser (1987) recommended taking four- to six-inch cuttings from current season's growth. Subject them to between 2500 to 10,000 ppm IBA and place them in half peat, half perlite under mist. Once rooted, they can be potted up, fertilized and successfully grown. They did mention that a longer time is required to produce a salable tree by cuttings.

Odenwald and Turner (1987) indicated that after propagation by root sprouts, rapid growth occurs. Nokes (1986) also indicated that sprouts, or suckers, dug in February will propagate into new plants.

For those with good grafting skills, you can try your hand at budding (which is probably preferred) on regular or dwarfing root stock (Dirr and Heuser 1987), chip budding, whip grafting or root grafting.

It's important to remember that crabapples produce flowers on previous season's growth. So if pruning is required, be sure to do it after flowering. According to Dirr (1987) most crabapples initiate flower buds for next season's bloom during the end of June to early July. However, water sprouts and suckers may be removed as needed.

Not much is in the literature concerning varieties. However, Vines (1976) noted two—a Drooping Southern Crabapple, *M. angustifolia* forma *pendula* and Double-Rosy Southern Crabapple, *M. angustifolia* forma *rosea-plena* with pink, double flowers. No source is given, though.

Southern Crabapple is important to wildlife. Little (1988) indicated that the fruits are eaten by bobwhite quail, foxes, grouse, opossums,

pheasants, rabbits, raccoons, skunks and squirrels. Vines (1976) stated that bluejays, cardinals, prairie chickens and ruffed grouse also consume the fruit.

Malus angustifolia is susceptible to numerous insect and disease problems. According to Dr. Dale Pollet, entomologist with the Louisiana Cooperative Extension Service, peach tree borers, tent caterpillars, aphids, red spider mites, shot hole borer and round-headed apple



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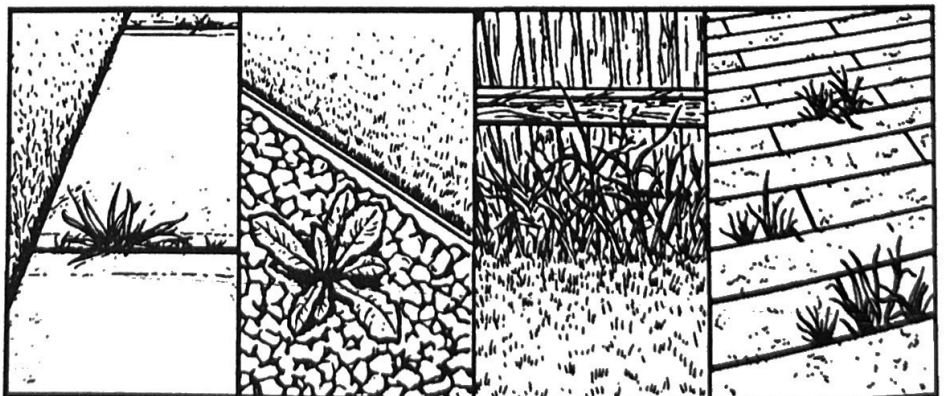


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tree borers, June beetles and saw fly can attack the tree. If Southern Crabapple is to be grown for ornamental quality alone and the fruit is not to be consumed, then the following insecticides/miticides may be used: Dursban for borers, Orthene 75 S for caterpillars and aphids, Talstar 10w for aphids and spider mites, Vendex for mites and Tempo 2 for aphids and caterpillars. If the tree is to be used for its fruit, only Malathion, Methoxychlor, Sevin and Kelthane can be used.

By in far the most devastating disease of Southern Crabapple is cedar apple rust. A number of authors (Cocker and Totten 1937, Dormon 1965, Duncan and Duncan 1988, Foote and Jones 1989 and Wigginton (1957) all mention this as a most destructive disease.

According to Dormon (1965) the native crabapple cannot be grown where there are junipers. The rust disease requires both crabapples and juniper to complete its life cycle.

Odenwald and Turner (1987) further state that a leaf spot disease (rust fungus) often defoliates trees in late summer. Dirr (1983) recommended a minimum distance of 500 feet between junipers (*Juniperus virginiana* and *J. scopulorum*) and crabapples to minimize the disease effect. Mancozeb (Dithane M 45) or Bayleton 25WP can be sprayed 3 times at 10 day intervals as flower buds open.

Fire blight caused by the bacterium *Erwinia sp.* causes new shoots and leaves to turn blackish

brown. Spray at flowering with fixed copper or Fire Blight Spray (streptomycin sulfate).

Wehlburg et. al. (1975) listed a number of pathogens attacking Southern Crabapple at least six leaf spot diseases and three powdery mildew diseases. These all can be sprayed with Maneb, Zineb, mancozeb or Triforine as soon as the problem is detected. Use a spreader-sticker such as Triton B 1956 when spraying. Several dieback cankers also are listed and the best control for those would be to keep the trees as healthy as possible and prune out the affected portions. After pruning, spray the tree with Mancozeb (Dithane M45).

In spite of its insect and disease problems, it deserves more attention, primarily because of its fragrant flowering qualities and mounding form. It too is scarce in the nursery trade. But you may locate it at Natives Nurseries, P.O. Box 2355, Covington, LA 70434 (504) 892-5424 or Louisiana Nursery, Rt. 7 Box 43, Opelousas, LA, 70570; (318) 948-3694; 942-6404.

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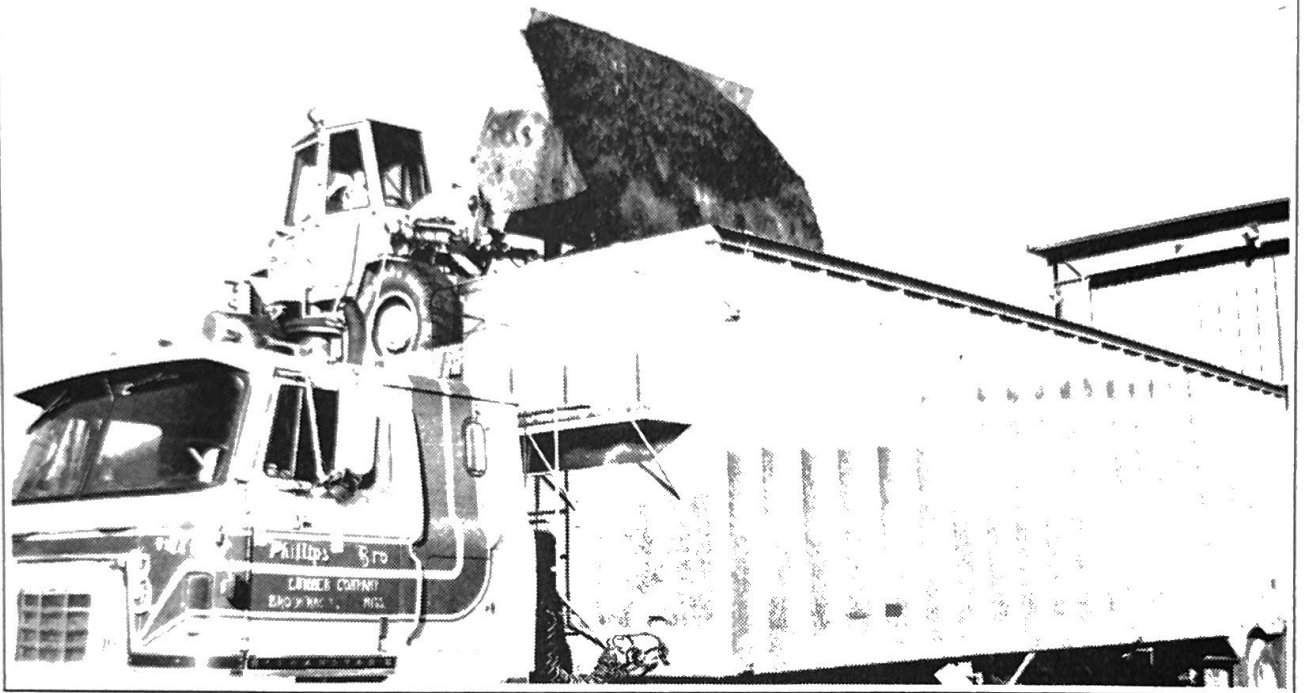
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The gathering will consist of joint educational sessions, social activities, awards banquets and a 90-booth trade show.

The schedule for the meeting is:
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Reception & Hospitality Suites. Baton Rouge Hilton. *Golf Tournament.* The Bluffs Golf Club, St. Francisville, LA.

Friday, September 21

Products Show. Centroplex Exhibit Hall. *Party.* Louisiana Arts & Sciences Center and riverboat.

Saturday, September 22

Collaborative Site Design. Max Conrad, ASLA.

ASLA Annual Awards Program & Luncheon. Keynote speaker Cameron Man, ASLA, Starkville, Miss.

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For information contact Pete Newton, ASLA, Newton Landscape Group, 8967 Castille Road, Suite C, Baton Rouge, Louisiana 70809, or call him at (504) 756-4321 for registration information.

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