



LOUISIANA NURSEYMEN

From the President's Desk....

The long hot days of summer are here once again. I'm really having a hard time deciding if this summer to date has been hotter than last.

Our last board meeting was held May 15, 1996, in Hammond. Several items which should be of interest to the membership were discussed. Foremost among the topics discussed was the 1997 Short Course and Trade Show. The Radisson in Baton Rouge will again serve as our head-quarters hotel. We hope to improve on the banquet portion of the Trade Show and would appreciate any input. The September Board meeting will be devoted to Trade Show and Short Course discussions. Allen Owings has tentatively finalized the greenhouse grower and wholesale growers sections of the Short Course. He would appreciate input on the retail garden center

and contractor/maintenance sessions.

The breakdown for the 1996 LAN/MNA Short Course and Trade Show was LAN attendance 53.77% and MNA attendance 46.23% resulting in the allocation of \$12,586 and \$11,031, respectively. Hopefully we can do better in 1997.

Any suggestions for the Research Priority Committee needs to be made by November 1996, so that suggestions can be made to Dr. Pat Hegwood, Head, Department of Horticulture, LSU before the end of the year.

Randy Bracy, President of the Southeast La. Association of Nurserymen joined us at the Board meeting and gave an update of their regional activities. Randy is also a member of the LSU Ag Leadership Program. I have traveled in some of the regions of the state over the past 1 1/2 years and am very encouraged by the your people in the Industry.

I am very proud of LAN's sponsorship of this individual in the Ag Leadership Program. This is an investment in the future of the Green Industry.

I ran across this quote the other day and felt it could apply to an organization or to an individual. The quote is from Vince Lombardi the former coach of the Greenbay Packers. "The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor."

The officers and Board of LAN are committed to excellence in serving the membership and hope that in doing so are helping to provide a quality organization serving your needs. If we are not let us know and let us know how we can help you.

Sincerely,

J.C. Patrick

A Look Inside....

SNA, Atlanta, GA

What's New at
TAN, Houston, TX

LAN and the
World Wide Web

News from the
AAN and the Light-
house Fund

LAN Certified
Nursery Professional
Review and Exam

And more

UPCOMING EVENTS

August 9

LAN Certified Nursery Exam - RETAKES ONLY. LSU Burden Research Plantation, 4560 Essen Lane, Baton Rouge, La. Contact: Karan McLean (504/763-3990)

August 9-11

Southern Nurserymen's Association Conference and Trade Show. Mariott Marquis and Georgia World Congress Center. Atlanta, GA

August 16-18

TAN/MISSLARK Nursery and Garden Supply Show. George Brown Convention Center, Houston, TX

October 19-20

New Orleans Fall Garden Festival, Botanical Gardens. New Orleans, LA. Contact Dan Gill or Alan Morgan (504/482-1107) for additional information

November 14-15

Certified Nursery Professional Manual Review and Exam. Garden Study Room. Botanical Gardens. New Orleans, LA. Contact Karan McLean (504/763-3990)

December 11

Poinsettia Variety Trial Open House. LSU Campus, Baton Rouge, LA.

January 9-11

15th Annual LAN/MNA Educational Short Course and Trade Show. Riverside Centroplex and Radisson Hotel & Conference Center, Baton Rouge, LA. Contact Allen Owings (504/388-2222 or Karan McLean (504/763-3990) for information.

1996 LAN AWARDS

Nurseryperson of the Year

*Mike Richard
Live Oak Gardens, New Iberia*



**PLANTS
FOR
LIFE**

Your Nurseryperson of the Year

*Harold Poole, Jr.
Harold Poole Nursery, Forest Hill*

Foret Award

*Andy Hart
Hart's Nursery, Baton Rouge*

Scholarship's

*Cassandra Bernard, LSU
Carolyn Savario, LSU
Cynthia Cloud, Louisiana Tech*

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SNA '96... The World's Showcase of Horticulture®. This international exposition sets the world-standard for the latest in innovative plants, technology and services of the horticulture industry.

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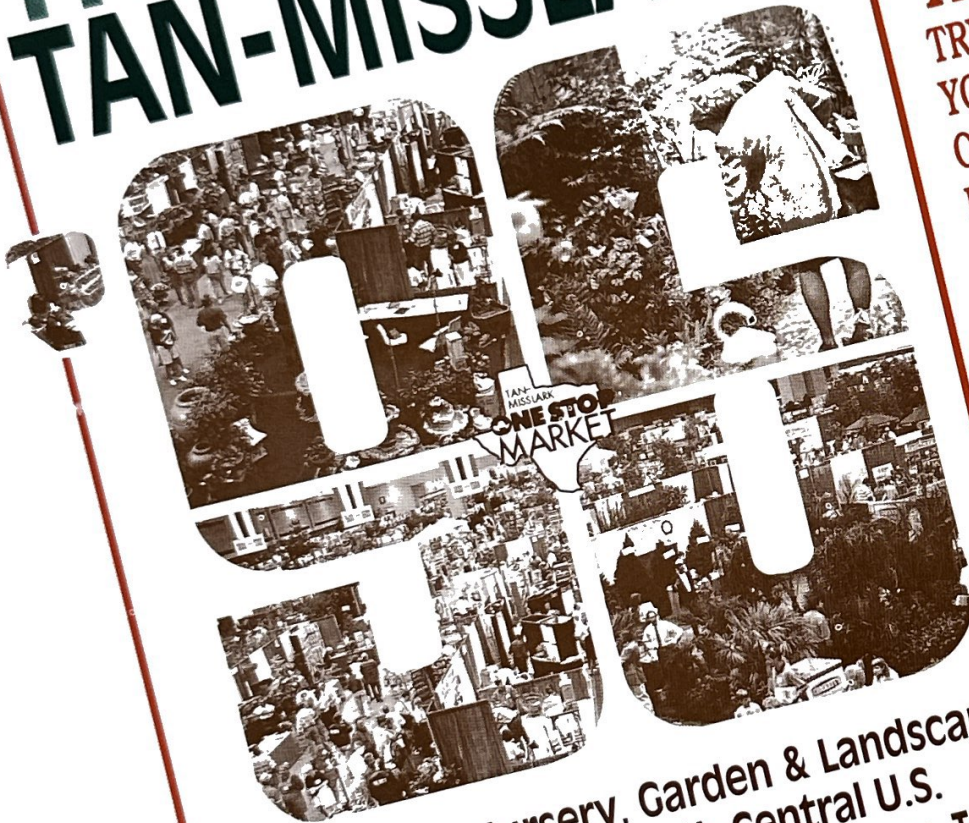


SNA '96...
The World's Showcase of Horticulture®
9 - 11 August, 1996
Georgia World Congress Center
Atlanta, GA, USA

Sponsored by the Southern Nurserymen's Association
1000 Johnson Ferry Road, Suite E-130, Marietta, GA 30068
Voice: 770.973.9026 • Fax: 770.973.9097

SNA InfoLine: 770.973.INFO • SNA Web Site: <http://www.sna.org>

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**NEW
FOR 96!**
**POST
TRADE SHOW
TRY-BEFORE-
YOU-BUY
OUTDOOR
EQUIPMENT
DEMONSTRATION
AREA**
**MONDAY,
AUGUST 19
9 A.M. - 1 P.M.
MASON
PARK**

**AUGUST
1996**

**• AUGUST 16-18
INDOOR EXHIBITS
GEORGE R. BROWN
CONVENTION
CENTER**

**• AUGUST 19
OUTDOOR EQUIPMENT
DEMO AREA
MASON PARK**

**The Premier Nursery, Garden & Landscape
Supply Show in the South Central U.S.
George R. Brown Convention Center, Houston, Texas**

10,000 industry professionals from 45 states and 13 foreign countries will meet at this one-stop-market. Attendees view, deal and buy the Nursery, Garden and Landscape products, services and equipment of the 800 plus suppliers featured in the 1550 booths covering 300,000 sq. ft. indoors at George R. Brown Convention Center . . . PLUS . . . an additional 100,000 sq. ft. of outdoor space devoted to an "ALL NEW" outdoor equipment demonstration at near-by Mason Park. TAN-MISSLARK brings the industry together in '96 . . . grower, retail, landscape and allied supplier . . . for "hands-on" education, information and opportunities.

There is still **SPACE to EXHIBIT . . .** and **ROOM to BUY . . .** **CALL NOW** for details (800) 880-0343

TEXAS ASSOCIATION OF NURSERYMEN
7730 South IH 35, Austin, Texas 78745-6698
FAX (512) 280-3012

TAN-MISSLARK '96 is sponsored by
Texas, Mississippi, Louisiana and
Arkansas Nurserymen's Associations.



TAN-MISSLARK '96 OUTDOOR EQUIPMENT DEMONSTRATION AREA



TAN-MISSLARK '96 premieres a new Outdoor Equipment Demonstration Area on Monday, August 19 from 9:00 am to 1:00 pm. Exhibitors participating in this post-trade show outdoor demonstration have a chance to clinch the deal in this "try-before-you-buy" opportunity attended by interested, serious TAN-MISSLARK buyers.

- 1 Space Allocation** . . . the outdoor equipment demonstration is optional to TAN-MISSLARK exhibitors and space is available for an additional fee of \$195. Exhibitors participating in the outdoor demonstration are allocated space proportional to the amount of space rented indoors at TAN-MISSLARK '96. Exhibit location will be determined by the amount of space allocated plus the type of equipment to be demonstrated.
- 2 Location/Parking** . . . the outdoor equipment demonstration will be held at Mason Park in Houston (located approximately 10 minutes from the George R. Brown Convention Center). Complimentary round trip shuttle bus service will be provided between the downtown show hotels (Hyatt Regency, Four Seasons, Doubletree and Allen Park Inn) and Mason Park on Monday, August 19th from 8:30 a.m. to 1:30 p.m. Parking for private vehicles and for large trucks/trailers is available at Mason Park near the demonstration area.
- 3 Move-in/Move-out** . . . the indoor exhibits of the TAN-MISSLARK '96 show will close at 3:00 p.m. on Sunday, August 18th. At this time, exhibitors participating in the outdoor demonstration may begin moving equipment to the outdoor site. Security at Mason Park will be continuous from 4:00 p.m., Sunday, August 18th to 3:00 p.m., Monday, August 19th. Exhibitors can choose to leave equipment in the George R. Brown Convention Center on Sunday night. The center will open at 7:00 a.m. Monday, August 19th to exhibitors moving equipment to Mason Park.
- 4 Exhibitor Recognition** . . . all exhibitors contracting for space in the outdoor equipment demonstration by July 1, 1996 will be recognized in the TAN-MISSLARK '96 show program and on signage displayed on-site during the indoor exhibit portion of the show.

***Guarantee your space in the Outdoor Equipment Demonstration Area
. . . complete and return the enclosed APPLICATION FORM today!
Act now, space is limited.***

QUESTIONS?? Call TAN (800) 880-0343 or FAX (512) 280-3012

John Deere Company

Commercial walk-behind mowers, front-mount mowers

Grasshopper Company

Riding rotary lawn mowers and attachments

Pro-Power Midsouth, Inc.

Mowers, brush cutters and hedge trimmers.

Dingo Diggers USA

Hydraulic equipment with various attachments

Finn Corporation

Hydroseeders and mulch spreaders

Zipper Ts

Riding mowers

Spyder, Inc.

Portable all-terrain truck-mounted forklift

We-B-Trees

Post pullers, Post drivers, wood splitters, truck accessories, ladder racks, etc.

In addition to equipment demonstrations, the outdoor area will offer shade and cool drinks for attendees. Refreshment areas will be sponsored by exhibitors and TAN members.

For more information about the outdoor demonstration area, contact the TAN office (800) 880-0343.

TEXAS BIG



TAN-MISSLARK Nursery, Garden and

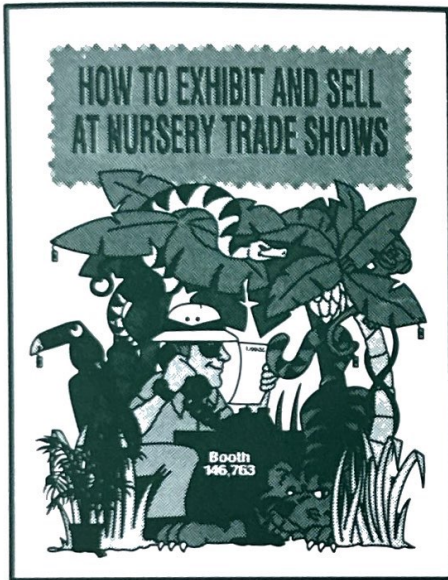
Landscape Supply Show

August 16-18, 1996

George R. Brown Convention Center

Houston, Texas

With all the booths at all the trade shows...



Only 16-20% of the attendees on a trade show floor at any given time have a specific interest in any one exhibitor. They either are not interested in your product, they either already have a supplier, or have another reason for not wanting to stop at your exhibit. Learn how to draw these serious buyers into your booth and make the sale:

- Staffing an Exhibit
- Display of Merchandise
- Impressions
- Lasting Impact
- Closing the Sale



Increase SALES at each trade show by using WNGA's new publication, *How to Exhibit and Sell at Nursery Trade Shows*.

What makes your exhibit stand out from all the rest?

Please send copies of WNGA's *How to Exhibit and Sell at Nursery Trade Shows* (WS-2-524).

Name Telephone

Company

Address

City/State/Zip

Payment method:

Charge my:

- VISA  Master Card 

Account Number Exp. Date

Name on card Signature

Enclosed is a check payable to: Wholesale Nursery Growers of America

\$25.00 (plus \$3.00 shipping/handling) for State Association Members.

\$35.00 (plus \$3.00 shipping/handling) for non-members.



The Grower Division
of the American Association
of Nurserymen

Please return to:

Wholesale Nursery Growers of America
1250 I Street, NW, Suite 500
Washington, DC 20005
Phone (202) 789-2900
Fax (202) 789-1893

LAN WORLD WIDE WEB INTERNET SITE NOW ONLINE!

The board of directors of the Louisiana Association of Nurserymen has authorized the creation of an online site on the World Wide Web, better known as the Internet. This site is yet another member service of LAN. Anyone with access to the internet can find the site at: <http://www.lan.org>.

The LAN site includes facts about LAN, a listing of LAN board members, an online edition of the Louisiana Nurserymen magazine, Louisiana Cooperative Extension Service information, conference and trade show information, links to other interesting horticulture internet sites, and much more!

In addition to the wealth of information available on the internet there is also the added benefit of internet electronic mail (e-mail). The benefits of e-mail are just beginning to be realized by the general public. E-mail can be transmitted at twice the speed of a fax and with better quality. In addition, files can be attached to e-mail which can include color pictures if desired. You don't have to tie up a phone to receive e-mail as you usually do with fax machines and you can log on to get your e-mail at your conveyance.

The LAN site links to another site called PlantWeb: (<http://www/plantweb.com>) where all dues-paying LAN members may have a free listing of their business contact information (include e-mail address) if they choose. Plant-

Web has categories in which the member's businesses are listed. If a business offers plants, products or services in more than one category it will automatically have multiple listings. The categories in PlantWeb now emphasize the wholesale side of the green industry, however if interest warrants a more expanded retail section can be included. Full web page advertisements are also offered to LAN members at a discounted rate. Web pages with graphics are available for as little as \$20.00 per month on PlantWeb. You do not have to be connected to the internet to have your business listed on the LAN site or to take advantage of a web page advertisement.

If you are a dues-paying member of LAN and you want your business to be listed on the internet in the LAN site or if you are interested in a web page ad for your business call (504)294-5089 or send e-mail to Gary Marmillion at gary-mar@i-55.com. You may also call the LAN office in Baton Rouge at (504)763-3990 for more information.

If you wish to connect to the internet to participate in the electronic information revolution that is sweeping the country and also to access the LAN site this list provides connection information for most areas of the state.

Internet Service Providers for Louisiana

If you wish to access the internet or if you are using LYNX or any of the On-line services such as America Online, Compuserve or Prodigy and you wish to start using a service provider who can provide you with direct access to the internet using Netscape or Microsoft Browser, you may be interested in this list. The ISP's listed should be able to provide connection technical assistance and software to connect, if you have the proper equipment (computer, modem, etc). In areas with more than one provider you may want to call more than one to compare rates. Phone numbers listed are voice phone numbers you may call to establish service or inquire about rates.

Acadiana Internet Service
(318) 364-0333
New Iberia, LA

Accesscom
(504) 887-0022
New Orleans, LA

Ark-LA-Tex Internet
(318) 747-5810
Bossier City, LA

Bayou Internet
(318) 388-2323
Monroe, LA

Cajun Net
(504) 868-7856
Houma, LA

Communique'
(504) 527-6200
New Orleans, LA

CP-Tel Network Services
(318) 352-0006
Natchitoches, LA

Cyberlink
(504) 277-4186
Arabi, LA

CyberView
(504) 291-2983
Baton Rouge, LA

DataExchange Internet
(318) 238-5679
Leesville/DeRidder, LA

First Net of Acadiana
(318) 235-1234
Lafayette, LA

Gulf South Internet Services
(504) 885-1352
Metairie, LA

Hollingsworth Information
(504) 769 2156
Baton Rouge, LA

JAMNet Internet Services
(504) 361 3492
Gretna, LA

Intersurf Online Inc.
(504) 755-0500
Baton Rouge, LA

LinkNet Internet Services
(318) 442-5465
Alexandria, LA

NETCOM On-Line
(800) 353-6600
Nationwide

Net-Connect
(318) 234-4396
Lafayette, LA

Tammany Net
(504) 626-4472
Covington/Mandeville, LA

Premier One
(504) 751-8080
Baton Rouge, LA

Prysm Technologies, Inc.
(318) 424-INET (4638)
Shreveport, LA

Slidell.Com
(504) 649-9141
Slidell, LA

Soft Disk Internet Services
(318) 221-8718
Shreveport, LA

Southern Star
(504) 888-3348
Metairie, LA

Tangipahoa Internet
(504) 345-1170
Hammond, LA

The Big Easy
(504) 821-0583
New Orleans, LA

USA Netlink Inc.
(504) 344-7722



**Listed below are persons that have completed the
Certified Nursery Professional Program since
August 1995.**

JULY 1996 - SHREVEPORT

**Mike Hoogland, Hoogland's Nursery
& Landscape
Bossier City**

**John Hamiter, Hoogland's Nursery
& Landscape
Bossier City**

**Don Stephens, Creations by G & D
Alexandria**

NOVEMBER 1995 - NEW ORLEANS

Andrea Primeaux, Jack's Nursery, Slidell

**John Heroman, Clegg's Nursery
Baton Rouge**

**Chris Green, Clegg's Nursery
Baton Rouge**

**Tommy Lawton, Clegg's Nursery
Baton Rouge**

APRIL 1996 - BATON ROUGE

**Katrin Zarinski, Home Depot
Roy Dauzat, Home Depot**

AUGUST 1995 - BATON ROUGE

**Roy Chanecka, Home Depot #352
Slidell**

**Jay Werner, Harb's Oasis
Baton Rouge**

**Carolyn Charvet, Charvet's Garden Center
Metairie**

**Sharon Prater, St. Rose Nursery
St. Rose**

**Penelope Sarnatano, Clegg's Nursery
Baton Rouge**

**Bennett Lulce, Louisiana Nursery
Baton Rouge**

**Shane Michelli, Louisiana Nursery
Baton Rouge**

**Traci Compton, LSU Dept. of Horticulture
Baton Rouge**

**Elizabeth Laiche, Charvet's Garden Center
River Ridge**

**Audrey Gaudent, Charvet's Garden Center
River Ridge**

**Susan Currera, Louisiana Nursery
Baton Rouge**

**Mary Cover, Louisiana Nursery
Baton Rouge**



LAN CERTIFICATION EXAM- NOVEMBER 14-15 - NEW ORLEANS, LA

The next manual review and exam for the LAN certified nursery professional has been scheduled for November 14-15, 1996 at the Botanical Gardens, Garden Study Room, New Orleans.

The schedule for the manual review is :
November 14 9:00am - 4:30pm
November 15 9:00am - 12:00noon

There are five sections to the exam:

The exam will begin at 1:00pm on the 15th.

Section 1 - Plant Classification, Growth and Development,

Any questions call Karan McLean (504)763-3990.

Section 2 - Understanding Pests and Their Control,

Section 3 - Culture of Nursery Stock in Retail Yards,

Section 4 - Landscape Contracting, Turf and Tree Management and

Section 5 - Plant Identification.

Registration LAN Certified Nursery Professional Manual Review and Exam

Firm: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____

_____ Numbers of Persons for Review and Exam

_____ Number of Persons to Retake Exam

Names:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Please complete the following and attach payment.

"Louisiana Nurserymen's Manual for the Environmental Horticulture Industry" _____ @\$50.00 ea = \$ _____

Review and Exam _____ @\$75.00 ea = \$ _____

Re-Takes \$15.00 each section per person _____ @\$15.00 ea = \$ _____

Total amount enclosed \$ _____

Make check payable to LAN and mail to 1651 S. Lobdell Suite 102-164, Baton Rouge, LA 70806. Call the LAN office at (504)763-3990 if you have any questions or problems.



AAN WASHINGTON REPORT

Minimum Wage Hike Proposal Gets Election-Year Boost— Are You Ready?

By Ben Bolusky
AAN Director of Government Affairs

Who's Pushing and Why?

Organized labor leaders have launched a carefully orchestrated drive to increase the minimum wage in order to energize their members and influence the 1996 elections. Labor recently unveiled a campaign to spend nearly a half million dollars in each of 75 targeted Congressional districts. This strategy comes as no surprise since President Clinton referred to a "living wage for America" and reiterated support for a minimum wage hike in his '96 State of the Union Address.

But the unions are not just pushing for a 21% increase in the federal minimum wage from the current \$4.25 per hour to \$5.15 by 1997. They are sponsoring a national campaign to increase individual states' minimum wage, which, in some cases, are already higher than the federal rate. In fact, as of March 1996, at least 29 states were either facing a ballot initiative or serious legislation that would raise the state's minimum wage!

A recent article in the *Washington Post* "blew the lid off" one of the underlying reasons why organized labor is pushing for a minimum wage hike. It stated:

"When the government forces a business to pay \$5.15 an hour to employ someone whose labor is worth less than that, the business will have to make adjustments. It will substitute machines for people, hire more skilled workers (which is the reason unions push for the minimum wage) or move production offshore."

Impact on Nursery and Landscape Industry

The nursery and landscape industry has traditionally paid starting wages that are often higher than the minimum wage. Even if the starting wage is at the minimum, it is often used as a "training wage" which is increased as employees develop skills and make greater contributions. In order to attract qualified workers, our industry needs to do a better job at offering attractive wages. It's that simple.

At the same time, many whose pay scales are above the minimum naively believe that a minimum wage hike will not impact their business operations. AAN has consistently voiced great concern in the halls of Congress over the rippling upward effect that a minimum wage hike will have on a business' entire wage scale. If the starting wages are increased by 21% as is currently proposed, then there is often an expectation by other workers that their wages should be similarly increased. Many employers do try to maintain the distinctions between the lowest hourly rate and higher rates.

AAN has opposed all previous legislative attempts to automatically peg the federal minimum wage to the annual rate of inflation because such a system would fuel an inflationary spiral. This would make it difficult for landscape, garden center and grower businesses to accurately forecast each year's bottom-line labor costs and complicate the pricing of your products and services.

Past minimum wage hikes resulted in full-time job cuts. This left nursery and landscape industry employers little choice but to turn to part-time and temporary workers in an effort to control payroll costs.

Impact on American Jobs

The non-partisan Congressional Budget Office (CBO) recently determined that an increase in the starting wage would be an unfunded mandate on both the private sector and local governments. CBO estimated the direct cost of a minimum wage hike to American businesses to be \$12.3 billion over the next five years. CBO also found that roughly 100,000 to 500,000 entry-level jobs could be lost. For example, when was the last time you pulled into a *full service* gas station?

Hardly anyone can live on \$4.25 per hour. Yet according to the U.S. Bureau of Labor Statistics, most minimum wage earners in 1995 were not poor. (Many are teenagers living at home with their parents). Of the workers earning the minimum wage, 59% were 24 years old or younger. Only 9% are married and are principal wage-earners, and only 3% are single parents.

Clearly, the government should ensure that the hard-working poor have opportunities to succeed. Congress should seriously explore the ability of the hard-working poor to supplement their incomes, perhaps through an earned income tax credit.

Industry Must Assess Impact

The nursery and landscape industry must recognize and assess the impact posed by minimum wage hikes. The risks lie not only in the disingenuous use of the minimum wage hike as an election year political weapon, and as a union organizing tool, but also in the impact it has on the bottom-line labor costs of every landscape contractor, garden center retailer and grower. Meanwhile, the industry should brace itself for the impact of an eventual increase in the minimum wage.

Provided compliments of the American Association of Nurserymen's partnership with your state association. For more information, call 202/789-2900.



The AAN Lighthouse Fund Will Make A Difference...

Announcing
A New Partnership...
Watch Your Mail For Details!

FOR YOUR INDUSTRY... AND FOR YOUR BUSINESS!

Now you can join a unique, new partnership with your state association and American Association of Nurserymen. It is a partnership that will strengthen our representation in Washington and make your voice heard on Capitol Hill.

For only a dime a day — \$36.50 a year — join our powerful partnership! Together, we will strengthen our industry's representation — where it counts! And don't forget — if you sign up now, we'll send you the *Nursery & Landscape Grassroots Action Kit* — a \$50 value — Yours FREE!

Here's what you'll get when you sign up:

- Information you need about proposed national legislation or regulations that will affect you.
- To-the-point analysis of *how* they will affect you.
- Alerts on when — and how — to take action.
- And, the tools you can use to make the difference in getting legislation passed — or passed over.



AAN Lighthouse Fund

1250 I Street, NW, Suite 500 • Washington, DC 20005
Phone: 202-789-2900 • Fax: 202-789-1893



AAN Lighthouse Fund Participation Form

YES! I want to become a participant in the Fund right away. My annual payment of \$36.50 is enclosed. Please send my special Free bonus — *Nursery & Landscape Grassroots Action Kit* — so I can begin making my voice heard.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

My check is enclosed.

Please charge my: VISA Mastercard

Cardholder Signature: _____

Card No: _____

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LOUISIANA ASSOCIATION OF NURSERYMEN

4560 ESSEN LANE

BATON ROUGE, LA 70809



LAN Homepage: <http://www.lan.org>