



Louisiana Nursery News

November/December 1997
The Newsletter of the Louisiana Association of Nurserymen

LAN/MNA Short Course and Trade Show

Our 16th annual LAN/MNA Educational Short Course and Trade Show is Friday, January 9 - Saturday, January 10 at the Mississippi Gulf Coast Coliseum in Biloxi. Once again, concurrent educational sessions for retailers, wholesale growers (woodies and greenhouse), and landscape professionals will be available. The theme of this year's show is "Visions of the Future."

Exhibitor spaces are still available but are filling up fast. If you desire to exhibit and need a form or additional information contact David Tatum (MNA) at 601/325-1682 or Allen Owings (LAN) at 504/388-2222.

For hotel reservations call the Holiday Inn-Coliseum in Biloxi at 601/388-3551. Mention the LAN/MNA Trade Show to reserve the group rate of \$65/night.

We hope to see you in Biloxi in January! You will be receiving additional details on the educational sessions in the next several weeks.

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Board Member/ Staff Changes

The Louisiana Association of Nurserymen has had several board of director/officer changes over the last several months. Steve Bellanger, First Vice-President, resigned in order to more actively pursue his career opportunities with Jan-King. Steve's resignation resulted in Rick Webb, Louisiana Growers, moving to First Vice-President. The LAN board voted at their September meeting to combine the Treasurer and Second Vice-President into one position, this is being filled by Wanda Campagna, Imahara's Landscape. We will vote on by-laws/constitution amendments at the January membership meeting in regard to these officer changes.

In other news, Karan McLean, administrative assistant/member services director, resigned effective September 30th. Karan has served LAN since 1985 and we appreciate her contributions over the last 12 years. Laura Crnko is the new administrative assistant for LAN. Laura resides in Denham Springs with her husband Stephen (works for Louisiana Cooperative Extension Service) and their two sons, Adam and Seth. Laura will be working with Allen Owings and LAN officers to improve our services to members. Welcome aboard!



AAN is now AMERICAN NURSERY AND LANDSCAPE ASSOCIATION

On July 12th, the American Association of Nurserymen's Board of Governors voted unanimously to change the association's name to the American Nursery and Landscape Association (ANLA). This change, effective immediately, follows a two-year period of research and analysis by a broad cross-section of association members and leaders.

"Our evaluation and decision process was deliberate, open, honest, and always kept the interests of the membership first," said ANLA President Carl Meyer. "The result is a professional-sounding, inclusive name that clearly recognizes who our members are and what we are about," he added.

Meyer emphasized that the association's priorities of government representation and excellence in member service will continue, and added that the change will foster the association's new emphasis on creating and delivering "unique knowledge" to help members grow and prosper. For more information on ANLA activities and membership benefits, contact ANLA at 202/789-2900.

'Louisiana Select' *Outstanding Plants for Louisiana Landscapes*

Spring 1996

'Homestead Purple' verbena
'Henry's Garnet' Virginia Willow
Mayhaw
"New Orleans Red' coleus

Fall 1996

'Watchet' azalea
'Telstar' dianthus

Spring 1997

'New Wonder' scaevola
Bald cypress

Fall 1997

Fall is for Planting Native Trees

Spring 1998

Lantanas

Program Sponsors

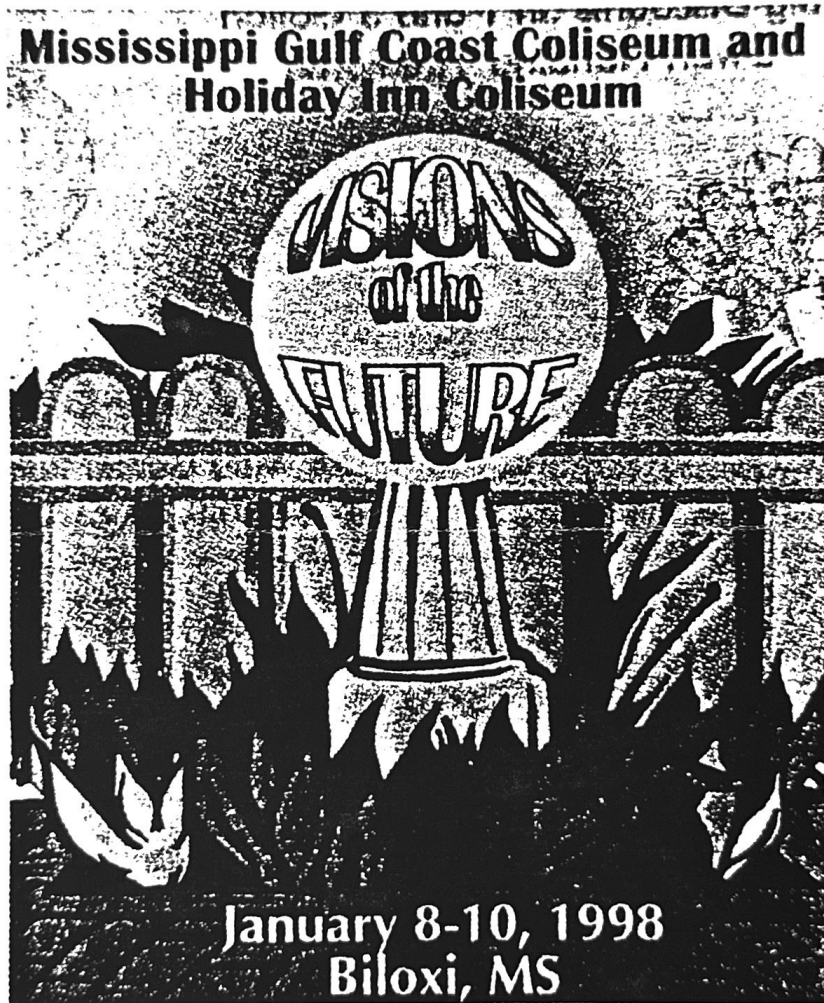
Louisiana Association of Nurserymen
Louisiana Cooperative Extension Service
*La. Dept. of Agriculture & Forestry -Office of
Marketing*

FACT:

The U.S. Environmental Protection Agency has proposed lowering the ozone standard, raising the specter of new controls on landscape equipment, including lawn mowers.

Source: American Nursery & Landscape Association

1998 LAN - MNA EDUCATIONAL SEMINAR AND TRADE SHOW



JOIN US FOR AN OPPORTUNITY TO HEAR EXCITING SPEAKERS
REVEALING THEIR VISIONS FOR OUR INDUSTRY!

TREASURE THE SHOWCASED PLANTS AND PRODUCTS
ON THE BEAUTIFUL GULF COAST !

FOR MORE INFORMATION: DR. DAVID TATUM c/o MISSISSIPPI NURSERYMEN'S ASSOCIATION, INC.,
P.O. BOX 5385, MISSISSIPPI STATE, MS, 39762-5385, PHONE: 800-678-0179
FAX: 601-325-8379, E-MAIL: DTATUM@AC.MSSTATE.EDU

**Louisiana Association of Nurserymen
Officers and Board of Directors**

<i>President</i>	<i>Gerald Foret</i>	<i>318/365-4858</i>
<i>1st Vice- President</i>	<i>Rick Webb</i>	<i>504/748-5850</i>
<i>Treasurer</i>	<i>Wanda Campagna</i>	<i>504/767-2250</i>
<i>Executive Secretary</i>	<i>Allen Owings</i>	<i>504/388-2222</i>
<i>Past President</i>	<i>J. C. Patrick</i>	<i>504/292-4050</i>
<i>Director Res./Educ.</i>	<i>Dan Gill</i>	<i>504/482-1107</i>
<i>LFBF Liaison</i>	<i>Dan Davenport</i>	<i>318/898-9295</i>
<i>Director (Assoc.)</i>	<i>Terry Wilbourn</i>	<i>601/825-9327</i>
<i>Director</i>	<i>Clyde Gehron</i>	<i>318/463-3148</i>
<i>Director</i>	<i>Robbie Dupont</i>	<i>504/659-2822</i>
<i>Director</i>	<i>Mike Hoogland</i>	<i>318/746-8655</i>
<i>Director</i>	<i>Foster Cook</i>	<i>318/868-2701</i>
<i>Director</i>	<i>Randy Bracy</i>	<i>504/748-4716</i>
<i>Director</i>	<i>David Lowery</i>	<i>504/796-9655</i>
<i>Director</i>	<i>Robby Barry</i>	<i>318/662-5318</i>
<i>Director</i>	<i>Pat Newman</i>	<i>504/796-3488</i>

UPCOMING EVENTS:

<i>December 12-13</i>	<i>LSU Agricultural Center's 3rd Annual Poinsettia Open House LSU Campus, Baton Rouge, LA</i>
<i>January 8-10</i>	<i>LAN/MNA Educational Short Course & Trade Show, Gulf Coast Coliseum, Biloxi, MS.</i>
<i>January 29-31</i>	<i>Alabama Nurserymen's Association Trade Show, Mobile Convention Center, Mobile, AL.</i>
<i>March 4</i>	<i>Landscape and Lawn Maintenance Workshop, Burden Research Plantation, Baton Rouge, LA.</i>
<i>May TBA</i>	<i>4th Annual Louisiana Plant Materials Conference, Holiday Inn, Hammond, LA.</i>

*For more information on upcoming events contact
Allen Owings - Phone 504/388-2222, FAX 504/388-
1068*

You've Gotten a Response From Your U.S. Legislator...Now What?

You've written a thoughtful letter to your Member(s) of Congress—and you've gotten a response! Maybe it's a good response. Maybe it's not the response you hoped for. Maybe the response seems like a "non-response." What's *your* response to *their* response? Here are some suggestions:

The Non-Committal Response

The vast majority of responses to grassroots letters will be non-committal. This allows the Member to wait until the last possible opportunity to take a position on an issue and minimizes bad feelings among other constituents.

The best counter to the non-committal letter is to write back, re-stating your best points, and requesting a response. Remind him or her that *you are following this issue*. (Most people never take this step, allowing the Member to avoid taking a firm stand.)

The Negative Response

First, you should appreciate the Member's candor and willingness to take a stand. Second, you should write a brief letter thanking him or her for the response, expressing your disagreement, and refuting the argument that is offered. You may wish to supplement your response with an additional point or two to bolster your case. Finally, consider asking a question or two that will force him or her to think again about the issue and respond. Close by reminding the Member that *you are following the issue*.

The Positive Response

Obviously, a thank-you is in order here! It may also be helpful to offer to be a resource to the Member for additional information on how the bill would affect a company like yours—positively or negatively. Sometimes these examples are important as legislation is discussed and debated.

ANLA Lighthouse Fund participants receive a special grassroots kit that includes dozens of useful tips on how to structure your letter for maximum effectiveness.

This grassroots tip was brought to you by the ANLA Lighthouse Fund, a grassroots legislative partnership between the American Nursery & Landscape Association and your state and regional nursery/landscape association. To participate in the Fund, compete and return the form on this page.



It's your future. *Protect your bottom line for just a dime a day.*



Sometimes it seems like decision-making in Washington is just a crap shoot. But the truth is, it's about grassroots organization to achieve common goals. The AAN Lighthouse Fund is a partnership between your state association and the American Association of Nurserymen to make certain our future isn't decided willy-nilly up on Capitol Hill.

This year, AAN expects to earmark more than 200 bills in 45 issue areas that will directly affect your business. Become a grassroots participant for just \$36.50—it's a small price to pay to protect your future. Here's what you'll get:

- a Grassroots Action Kit—\$50 value—FREE for signing up!
- Legislative alerts that keep you abreast of pending legislation—and what the outcome means for you.
- Action reports that summarize our efforts and help you plan for the future.
- Tools you can really use in your grassroots efforts...a list of U.S. Senate and House representatives...sample letters...data you can't get anywhere else on where Congress stands on issues that are critical to the nursery and landscape industry.



AAN Lighthouse Fund

1250 I Street, N.W., Ste. 500 • Washington, DC 20005
Phone: (202) 789-2900 • Fax: (202) 789-1893

Sign up for the Lighthouse Fund!

YES! I want to protect my future.

Sign me up as a member of the AAN Lighthouse Fund. I've enclosed an annual payment of \$36.50. Rush me a FREE copy of the *Nursery & Landscape Grassroots Action Kit*.

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-Mail _____

My check is enclosed, made payable to American Association of Nurserymen.

Charge my credit card:

VISA

MasterCard

Card # _____

Expiration _____

Signature _____

RESEARCH TO NOTE

Two Percent Oil Sprays Safe for the Growing Season, Study Shows

Repetitive sprays of two percent SunSpray Ultra-Fine spray oil can be used safely on shade trees, evergreens, and deciduous landscape shrubs commonly grown in the upper midwest, according to a recent study from the University of Illinois, Countryside Extension Center.

Horticultural oils have been shown to be effective in controlling a wide variety of sap-feeding, as well as some defoliating, insects. In spite of oil's effectiveness and applicator safety, oils are still underutilized in the green industry, according to the report, which was presented by Frederic Miller in the June issue of the *Journal of Environmental Horticulture*.

Research Methods

The study focused on 32 different species/cultivars, including varieties of Norway and red maple, river birch, hawthorn, ash, pin oak, linden, Skyline honeylocust, crab apple, blue spruce, Austrian pine, American arborvitae, burning bush, spiraea, lilac, viburnum and cranberrybush.

The plants were sprayed three times during the 1994 growing season with the two percent oil. Visual phytotoxicity ratings were assigned to treated plants and growth effects were determined by measuring leaf area and incremental twig growth following the last spray application.

No phytotoxicity was observed on any of the 32 species/cultivars of woody plants using three repetitive verdant (growing season) horticultural oil sprays. Collectively, repetitive oil sprays did not significantly affect incremental twig growth or leaf area of treated plants.

Background

Historically, horticultural oils were used at the turn of the century as a dormant treatment to control fruit pests, such as San Jose scale overwintering on bark. These early oil formulations often caused phytotoxic effects when applied to non-dormant plants.

More recently, dormant applications by arborists, nurserymen, and landscapers using improved oil formulations were applied to control overwintering forms of many insects and mites on bark. However, it is only in the last few years that horticultural oils have been utilized as a verdant spray to control bark and leaf feeding pests in the growing season.

Studies have shown summer oil sprays to be effective against a variety of sap-feeding arthropod pests, including scales, psyllids, plantbugs, lacebugs, leafhoppers, and mites. In addition, researchers R.W. Baxendale and W.T. Johnson found oils to control defoliators, such as euonymus webworm and European pine sawfly.

Despite these studies, the use of horticultural oils in urban horticulture and nurseries has not been fully realized. In certain quarters of the industry, there is still a reluctance to employ horticultural oils as part of a comprehensive plant management program.

Conclusion

Results of the study should provide the grower and landscape manager with increased confidence in knowing that oils are not harmful to plants and do not significantly affect plant growth. This should facilitate a greater acceptance and use of horticultural oils in pest management programs.

FACT:

As a positive first step, new legislation supported by ANLA will increase the federal estate tax exemption from \$600,000 to \$1 million.

Source: American Nursery & Landscape Association

FACT:

U.S. Department of Labor audits have expanded dramatically, and growing operations in all 50 states should be prepared for federal audits.

Source: American Nursery & Landscape Association

This article was provided by the American Nursery & Landscape Association (formerly the American Association of Nurserymen) and its grower, retail and landscape divisions, in partnership with your state association. For more information on ANLA, call 202/789-2900; fax 202/789-1893.



Congratulations !

The newest LAN Certified Nursery Professionals

Louisiana Nursery - Baton Rouge

*Jason Bennett
Tim Carahan
Jamie Saulsbury
Ricky Sampere
Wade Smythe
Stacy Stanton
Kathy Talbot Williams
Jane Woods*

Charvet's Garden Center - River Ridge/

*Metairie
Lee Burmaster
Dale McClelland
Mara Mote*

Creations by G & D - Alexandria

Don Stephens

Nevco - Chalmette

Pam Nevle

Hoogland's Nursery - Bossier City

*Mike Hoogland
John Hamiter*

Barry's Nursery - Grand Coteau

Jery Plauche

Clegg's Nursery - Baton Rouge

*Sandra Calloway
Greg St. Romain
Holly Stroud
William Sturdivant*

Greenway Nursery - Denham Springs

James Hughes III

*LSU - Baton Rouge
Erica Stock*

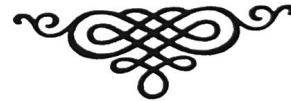
*La. Coop. Ext. Service - Amite
Annie Coco*

*Hebert's Garden Center - New Iberia
Richard Hebert*

*Texas A & M University - College Station
Mitchell Goyne*

Individuals

*Bettie Abbate - Destrahan
Peggy Rawles - Rayville*



FACT:

Nearly 900 workers have been deported as a result of INS raids on U.S. nurseries and the numbers are expected to increase during the fall shipping season.

Source: American Nursery & Landscape Association

Board of Director Meeting Highlights

May 1997

- *Board members present: Foret, Gill, Bracy, Webb, Owings, Lowery, Newman, Bellanger, and Barry. Guests present were: Ed Bush (LSU), Jeff Kuehny (LSU), Paul Coreil (LSU), and Mike Materne (USDA). Meeting held at Windmill Nursery in Folsom.*
- *Discussed the possibility of LAN pursuing members of the Louisiana Wetland Plant Producers Association, should that organization dissolve.*
- *Reviewed report of the research priority committee. Proposals to pursue: bedding plant growth regulator study, weed control management in landscape settings, and continuation of plant promotion and marketing ('Louisiana Select').*
- *Update on LAN website activities.*
- *Financial support for Allen Owings to attend TAN/MISSLARK and Wanda Campagna to attend AAN Legislative Conference.*
- *Report of discussions with Alabama Nurserymen's Association on a joint trade show.*
- *Educational program announcements: Louisiana Plant Materials Conference, Nursery Short Course, MISSLARK Greenhouse Conference, and Southern Plant Conference.*

September 1997

- *Board members present: Foret, Cook, Bracy, Owings, Hoogland, Campagna, McLean, Webb, and Wilbourn. Guest present: Joe White, extension service area horticulture agent. Meeting held at Savoie's Catering in Shreveport.*
- *Information was presented on the possibility of pursuing long term investment of LAN's financial resources with the Financial Service Corporation*

- *of Baton Rouge.*
- *ANA, MNA, and LAN will join for the "Gulf States Horticulture Expo" in Mobile starting in January 1999.*
- *Gerald Foret will serve a one year term and Rick Webb will serve a two year term on the initial GSHE trade show policy committee.*
- *Karan McLean announced her resignation as administrative assistant/membership services coordinator.*
- *The executive committee will pursue hiring Laura Crnko to replace Karan McLean.*
- *Gerald Foret and Allen Owings gave a "Louisiana Select" update and reported on meeting with the La. Dept. of Agriculture and Forestry on a "Louisiana Grown" program.*
- *Approved funding LSU research (\$4,500) to study plant growth regulators in production of bedding plants.*
- *Approved funding 'Louisiana Select' (\$2,000) through 1998.*
- *Approved funding for Tom Campbell's partial tuition (\$500) in LSU Ag Center's Leadership Development Program.*
- *Accepted resignation of Steve Bellanger as First Vice-President and named Wanda Campagna Second Vice-President/Treasurer.*

FACT:

Over 23 million U.S. households plan to hire professional landscape, lawn care, and tree care services in 1997.

Source: American Nursery & Landscape Association and the Gallup Organization



ANLA WASHINGTON REPORT

Grower Involvement Could Save Pesticides **MCFA & ANLA Lead Effort to** **Provide Information**

By Craig Regelbrugge
ANLA Director of Regulatory Affairs and Grower Services

Chances are good that, in the future, fewer pesticides will be available to growers of minor-use crops, including nursery and greenhouse crops. A new risk assessment process at the U.S. Environmental Protection Agency (EPA) will determine which pesticides survive, but if the Minor-Crop Farmer Alliance (MCFA) succeeds, growers will play an important role in the process. The MCFA is closely involved in the implementation of last year's landmark pesticide legislation.

For example, MCFA is gathering critical information on pesticide use, which will be submitted to EPA for risk calculations. The accuracy of the usage data will be a significant factor in determining which pesticides make it safely through the process. While most MCFA members are grower groups representing food crops, ANLA represents the nursery & landscape industry on MCFA's steering committee and technical committee.

Food Quality Protection Act (FQPA) Mandates New Risk Calculation

With the passage of FQPA, EPA is required to evaluate pesticide risk based on a "reasonable certainty that no harm will result from aggregate exposure." Aggregate exposure means that EPA must consider exposures from dietary, water and household sources (lawns, gardens, and indoor pest control). In many cases, real-world data for these calculations have never been collected. Without the actual data, EPA will make conservative assumptions about the risk.

Generally, assumptions are inflated estimates of the true risk and could result in the unnecessary loss of pesticides. MCFA and a coalition of pesticide manufacturers and food processors known as the FQPA Implementation Working

Group (FQPA-IWG) have organized an effort to provide information to EPA on actual pesticide use so EPA can develop more accurate risk assessments.

Real-World Pesticide Use Information Could Avoid Pesticide Cancellations

To accurately assess the risk associated with the use of pesticides, EPA must know how a pesticide is used. In many cases, this information is not readily available. EPA often uses the pesticide label rates in place of the actual information. This practice tends to exaggerate the true risk because growers often use less than the labeled rate, or make fewer annual applications than may be allowed by the label.

MCFA and the FQPA-IWG coalition have designed a process to channel pesticide use information directly to EPA. The focus at this time is to gather crop-specific information on basic pesticide use information such as the target pest, application rates, number of applications, preharvest interval, timing during the production cycle, alternative pesticides and relative efficacy and method of application. Accurate use information will result in more accurate risk assessments and avoid unnecessary cancellations.

What Growers Should Do

EPA will soon release a schedule of the pesticides that it plans to review. The schedule will dictate what specific information is needed. It now appears that EPA will first review organophosphate and carbamate pesticides. While the current data collection effort is focused on a wide range of food crops, future efforts may extend to nursery and greenhouse crops, as well as lawn and landscape uses.

ANLA has supported since the beginning MCFA's efforts to address minor use issues. Yet, the needs at this time are both vast and urgent. If you wish to help, financial contributions made payable to MCFA may be sent to P.O. Box 1417-C28, Alexandria, VA 22313-1480.

Provided compliments of your state association's partnership with the American Nursery & Landscape Association and Lighthouse Fund. For more information on the Fund, contact your state association.

Louisiana Association of Nurserymen
PO Box 25100
Baton Rouge, LA
70894



Louisiana
 One
Call before
1-800-272-3020
you dig.