



Louisiana Nursery News

January/February 1998

The Newsletter of the Louisiana Association of Nurserymen

At a Glance:

Upcoming Events

Board of Director Meeting Highlights

Membership Meeting Highlights

Memorial's/Congratulations !

Management Tips

Ads

Board of Director Meeting Highlights

December 1997

❖ Board members present: Owings, Foret, Dupont, Newman, Hoogland, Patrick, Bracy, Lowery, Webb, Metz, Crnko. Guests present were: Ed Bush (LSU), Ann Gray (LSU), and Walter Imahara (SNA Director). Meeting held at Ralph & Kacoo's in Baton Rouge.

❖ Approved minutes of September board meeting in Shreveport. Approved financial report.

❖ Approved investment of \$25,000 with Ray Morris Financial Planner.

❖ Heard updates on Southern Nursery Association (Walter Imahara), Gulf States Horticultural Expo (Gerald Foret, Rick Webb), and educational programs (Allen Owings).

❖ Awarded \$4,500 to Ed Bush at LSU in support of woody ornamental research projects.

❖ Received nominating committee report provided by Rick Webb.

❖ Approved awarding two \$1,000 scholarships at the membership meeting in January.

❖ Heard by-law revision report provided by Randy Bracy.

❖ Agreed that Allen Owings and Wanda Metz would attend the SNA state officers conference in Atlanta on February 20th.

Upcoming Events:

**March
20-22**

Louisiana Nursery Festival, Forest Hill, La. Seminars, exhibitions, booths and entertainment. For booth information call 318/ 748-6832 or general information call 318/ 748-6642.

**May
14-15**

Certified Nursery Professional Manual Review and Exam. Burden Research Plantation, Baton Rouge, LA.

May 27

4th Annual La. Plant Materials Conference. Location TBA, Hammond, LA.

**June
16-17**

Mid-South Greenhouse Growers Conference. Ramada Inn - Southwest Conference Center, Jackson, MS.

Contact:

Allen Owings for information on these events and other upcoming programs.

cont'd on pg. 5

IN MEMORIAM

Sam Clegg, Jr., founder of Clegg's Nursery in Baton Rouge, died on January 1, 1998 at Our Lady of the Lake Medical Center in Baton Rouge. Clegg founded Clegg's Nursery in 1955 and was 84 years old. We extend our sympathy and condolences to the Clegg family.

Doris Morrison, founder and owner of Morrison Nursery and Landscape in Forest Hill, died on January 11, 1998 at St. Frances Cabrini Hospital. Mrs. Morrison was 75 years old. Memorials may be made to Lecompte United Methodist Church, 1504 Weems Ave., Lecompte, LA 71346. We extend our sympathy and condolences to the Morrison family.

Congratulations to...

Chris Bollich, owner of Chris' Nursery in Forest Hill, **LAN's 1998 Young Nurseryman of the Year**. In 1984 Chris' Nursery was established to grow shrubs, ground covers, and trees in containers, up to 10 and 15 gallon, for the landscape trade. Chris is serving as President of the Central Louisiana Nursery Association and has also served as interim mayor of Forest Hill. He and his wife, Dana, are the parents of Annie Marie (age 12), Aaron and John (5-year old twin boys), and a new son, David.

Randall Bracy, owner of Bracy's Nursery in Amite, **LAN's 1998 Nurseryman of the Year**. After receiving a B.S. degree in Animal Science from SLU in Hammond and obtaining certification from LSU to teach vocational agriculture in the 1970's, Randall moved back to Tangipahoa parish to buy into the family dairy business. While in the dairy business, he planted 300 peach

trees for a pick-your-own operation with his father-in-law. Eventually, this lead to starting a nursery in 1985. Today, Bracy's Nursery annually produces over 150,000 containers of fruit, shade, flowering trees and shrubs for a four state market area. Randall has served as vice-president and president of the Southeast Louisiana Nurserymen's Association and is currently a LAN board member. He is completing the LSU Agriculture Center's Leadership Development Program shortly. Randall and his wife, Regina, have been married 23 years. They have two children- a 17 year old daughter, Kelly, and an 8 year old son, Matthew.

Fred Hoogland, the **1998 recipient of the James A. Foret Award**, given to those individuals making significant lifetime contributions to the Louisiana green industry. Fred is a horticulture graduate from Louisiana Tech and started his nursery career in Shreveport with Griffith Nursery and shortly returned to his hometown of Ruston to start his own nursery operation by opening a nursery/landscape company in Bossier City. For 6 years, Fred was the leader in developing Lincoln Parish Park. He is a 25 year member of the Kiwanas Club, past president of the Ruston Jaycee's, past resident of the Lincoln Parish Farm Bureau, 8-year president and 24 year member of the Lincoln Parish Police Jury, LAN board member for 26 years and president in 1978-79. He has two sons, Mike, who is owner/operator of Hoogland's Nursery and Landscape Co. in Bossier City, and David, employee of State Farm Insurance in Tyler, TX. Fred, and his wife, Jean, have 9 grandchildren, 2 dogs, and a new home in Ruston complete with a small wholesale container nursery operation to keep him occupied during those "slack" times.

Ann Gray, ornamental horticulture graduate student at Louisiana State

University, for being awarded a **1998 LAN scholarship**.

David Fields, ornamental horticulture undergraduate student at Southeastern Louisiana University, for being awarded a **1998 LAN scholarship**.

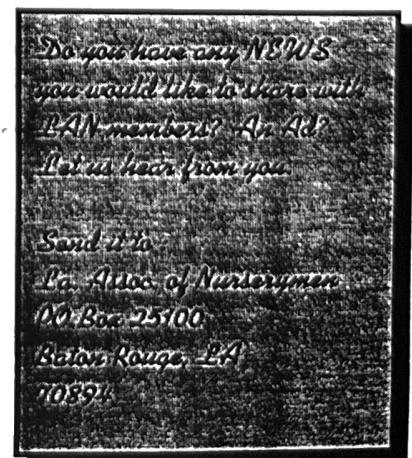
Rich Webb, owner of Louisiana Growers in Amite, upon his recent completion of the **Leadership Tangipahoa class of 1997**.

Dupont Nursery on the feature article in the January 1998 issue of **Greenhouse Grower** magazine.

Allen Owings, Executive Secretary of LAN and horticulture specialist with the LSU Agricultural Center, upon being awarded the **John E. Hutchinson Award** from the American Society of Horticultural Science Southern Region. This award is given annually to the outstanding young extension service horticulturist in the southeast United States.

Roger Mayes, owner of Louisiana Nursery Home and Garden Showplace in Baton Rouge, upon his recent re-election as **Chairman of the Louisiana Retailers Association**.

Tom Campbell, LDAF urban forester in New Orleans, on being selected to participate in the **1998-2000 LSU Agricultural Center's Leadership Development Class**.*



“A Joy that’s shared is a joy made double.” John Roy

Reap What You Sow



Kari Haley/Daily Star

Vincent Ciolino, president of the Azalea Society of America, right, and Bill Bode, vice president, plant an Encore hybrid azalea plant at the Louisiana State University Agricultural Center on Old Covington Highway Thursday morning. Two plants of 12 varieties were donated to the center by Flowerwood Nursery for study.

Strategic Planning: What It Is, Why It Matters

by Jim Huston
SMITH HUSTON, INC.

The following is the first in a two-part series. The next issue of *Landscape News* will address the seven levels of strategic planning.

My associate, Steve Smith, and I have worked with hundreds of landscape and irrigation construction and maintenance contractors. We have computerized their estimating and accounting (taught them how to estimate and prepare budgets), evaluated their overall operations, and have helped them plan how to train their people to implement these systems. There was often so much to do and change that we did not quite know where to start. Moreover, once we figured out where to start and how to approach the task, we found it necessary (but difficult) to communicate to our clients how we were going to tackle the challenge. Hence, our book, "Strategic Planning for Landscape & Irrigation Construction and Maintenance Contractors," was born.

This provided not only a systematic approach for tackling and analyzing what was happening in these companies, but it also provided a tool for communicating the process (and the resulting objectives and goals) to the client and to their staff.

Since "Strategic Planning" approaches a business in its entirety, it has become a training vehicle for business owners and their staff. The mere act of putting someone through the strategic planning thought process not only helps people to become aware of their "blind spots," it also provides the means for improvement. As a result, the strategic planning process not only provides a plan that can be easily communicated, it also gives vital insights into a business and into the people in the business.

Start with a Mission Statement

I like what Philip B. Crosby says in his book, *Quality Is Free*: "Good things only happen when planned; bad things happen on their own." He is so right. We define strategic planning as the process of accomplishing a mission by the achievement of well-defined, incremental (bite-sized) goals (or steps). Simply put, it is a tool that helps you get things done quicker and better. It presupposes that you have a mission for your business, and that you want to get somewhere or accomplish something. The strategic planning process assumes that there is a dynamic already in place that needs to be directed and channeled toward a mission, so develop a mission statement. The following is an example:

"To create and accumulate wealth (material possessions and resources) by marketing viable products and services which help people (both clients and employees) to achieve their goals and to develop their maximum potential without violating moral and ethical principles."

The mission statement focuses your energy. By definition, the selling of illicit drugs, prostitution, organized crime, etc., would not be considered viable businesses in that they are parasitic (rather than creative) in nature. They destroy and limit people; they inhibit the development of maximum potential; they do not produce "viable" products or services.

The Purpose of the Plan

The purpose of a strategic plan is to put on paper a clearly-focused, well-defined set of actions and plans which take into account all aspects of the realities that affect your business. It can, and should, provide (at a minimum) the following:

- * A written plan/document.
- * A historical narrative for future reference.

- * Goals for the next twelve months.

- * Incremental goals.

- * A document that helps a company's staff to get on the same "wave length" and/or "dance to the same sheet of music."

- * A measuring stick that not only defines your ability to achieve your goals, but which also will reflect and measure your ability to plan accurately and effectively.

- * A self-fulfilling prophecy that tends to become reality. It recognizes that a goal well-defined is a goal half-achieved.

- * A thinking process that encourages a systematic approach to your business.

- * A filing system which allows you to categorize and compartmentalize the diverse, and often confusing, elements affecting your company.

A strategic plan focuses your will (and the values, energy and purpose behind your will) to achieve the maximum effect upon an organization that consists of people, systems, and tools. It is designed to energize your company with focused purpose and values.

A strategic plan is a tool very much like a magnifying glass (or a laser) which brings light energy to a focal point, thus creating even more energy by increasing the intensity of what was already there, but diffuse. It can also be likened to a good, swift kick in the pants in that it tends to get you off the dime and point you in the right direction, propelling you toward your goals.

This article was adapted from Strategic Planning for Landscape & Irrigation Construction and Maintenance Contractors. The author is president of Smith Huston, Inc. For further information on the products and services offered by Smith Huston, call 1-800-451-5588.

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.

January 1998

❖Board members present: Owings, Foret, Webb, Hoogland, Newman, Dupont, and Lowery. Guest present were: Dennis Vidrine and Liz Trepdahl (Wright & Percy Insurance). Meeting held at Gulf Coast Coliseum in Biloxi.

❖Heard presentations from Wright & Percy concerning insurance policy options and possible LAN endorsement of an insurance company.

❖Reviewed membership meeting details for January 9th.

❖Announced Landscape and Lawn Maintenance Workshop on March 4th in Baton Rouge.

Membership Meeting Highlights

January 9, 1998: Gulf Coast Coliseum, Biloxi, MS.

❖Approved minutes of 1997 LAN membership meeting in Baton Rouge.

❖Approved financial report for 1997.

❖Approved by-law revisions:
(1) elimination of 2nd Vice-President,
(2) make Treasurer elected instead of appointed position,
(3) change officer terms from 2-year to 1-year,
(4) change associate board member from non-voting to voting position.

❖Selected board members with terms expiring in 2000: Chris Bollich, Robbie Dupont, Mike Hoogland, Frances Thorne, and Andy Zimlich.

❖Heard SNA update from Walter Imahara.

❖Heard LSU Horticulture update from Pat Hegwood.

❖Awarded scholarships to Ann Gray from LSU and David Fields from SLU.

❖Announced educational programs for 1998.*

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