



# Louisiana Nursery News

November/December 1998  
The Newsletter of the Louisiana Association of Nurserymen

## Newsletter Highlights

Upcoming Events, GSHE Hotel Information, LFBF Nurserymen Recommendations .....	pg 1
Officers, Board and Committees, Recommendations (cont'd) .....	pg 2
GSHE Educational Seminars .....	pg 3 & 4
Congratulations Horticulture Census .....	pg 5
Management Clinic What Has LAN Done Lately? .....	pg 6
LAN Application .....	pg 7

## Upcoming Events

<b>Jan 19-20</b>	Louisiana Turfgrass Association Annual Conference Baton Rouge, LA.
<b>Jan 28</b>	Gulf States Horticultural Expo Educational Seminars
<b>Jan 29-30</b>	Gulf States Horticultural Expo Mobile Convention Center Mobile, AL.
<b>Jan 30</b>	ANLA Town meeting Mobile Convention Center Mobile, AL.
<b>Feb 9</b>	Landscape Maintenance Workshop Hammond Research Station Hammond, LA.
<b>Feb 18-19</b>	Certified Nrsy Professional Manual Review & Exam Burden Research Plantation Baton Rouge, LA.
<b>Feb 25</b>	LA Farm Bureau Labor Conference Alexandria Convention Center Alexandria, LA.
<b>March 3</b>	Landscape Maintenance Workshop Burden Research Plantation Baton Rouge, LA.

## GULF STATES HORTICULTURAL EXPO

Mobile Convention Center  
Mobile, AL

Educational Seminars - January 28  
Trade Show - January 29-30

## Hotel Information

Adam's Mark (Host) .....	334/ 438-4000
Radisson Admiral Semmes .....	334/ 432-8000
Holiday Inn - Downtown .....	334/ 694-0100
Holiday Inn - Express .....	334/ 433-6923
Malaja Inn .....	334/ 438-4701

## 1998-1999

### Louisiana Farm Bureau Nurserymen Recommendations

1 • We request that Farm Bureau urge the AFBF to recommend to the USDA that there would be no attempt to lessen the Quarantine 37 standards for imported plants and materials used for media. These standards cannot be lessened due to the risk of importation of foreign organisms.

2 • We recommend that Louisiana Farm Bureau and the American Farm Bureau Federation keep a watchful eye out for legislation which excludes the nursery industry from agricultural industry classification. We also recommend that AFBF support the American Nursery and Landscape Association in dealing with EPA in their efforts to exclude the nursery industry as an agriculture enterprise.

cont'd on pg 2

## **1998 LAN Officers, Board & Committees**

### OFFICERS

#### **President**

Gerald Foret, Gerald Foret Wholesale Nursery, 318/ 365-4858

#### **Past President**

J C Patrick, Proscapa, 225/ 292-4050

#### **1<sup>st</sup> Vice-President**

Rick Webb, Louisiana Growers, 504/ 748-5850

#### **Treasurer**

Wanda Metz Chase, Imahara's Landscape, 225/ 767-2250

#### **Executive Secretary**

Allen Owings, LSU Agricultural Center, 225/ 388-2222

### BOARD of DIRECTORS

#### **Directors**

Robbie Dupont, Dupont Nursery, 504/ 659-2822

Randy Bracy, Bracy's Nursery, 504/ 748-4716

David Lowery, Windmill Nurseries, 504/ 796-9655

Robby Barry, Barry's Nursery, 318/ 662-5318

Chris Bollich, Chris' Nursery, 318/ 748-6513

Frances Thorne, Thorne's Plant Farm, 318/ 462-2914

Mike Hoogland, Hoogland's Nursery & Landscape, 318/ 746-8655

Pat Newman, Folsom Nursery, 504/ 796-3088

#### **Associate Director**

Andy Zumlich, Lorio Corporation, 800/ 457-8113

#### **Director/ Research & Education**

Dan Gill, LSU Agricultural Center, 504/ 482-1107

#### **LFBF Liaison**

Dan Devenport, Dan's Nursery, 318/ 898-9295

#### **Administrative Assistant**

Laura Crnko, 225/ 667-4744

### COMMITTEES

#### **Research Priority Committee**

Pat Newman, Dan Devenport, Mike Levy, Robby Barry, Pat Steltz

#### **Executive Committee**

Gerald Foret, J C Patrick, Rick Webb, Wanda Metz Chase, Allen Owings

#### **Membership Committee**

David Lowery, Chris Bollich, Laura Crnko

#### **Education Committee**

Dan Gill, Allen Owings, Ed Bush

#### **GSHH Representatives**

Gerald Foret, Rick Webb

#### **Finance Committee**

Wanda Metz Chase

#### **Farm Bureau Committee**

Dan Devenport, Tim Holloway

#### **Website Manager**

Gary Marmillion

## **LFBF Nurserymen Recommendations** cont'd from pg. 1

3 • We recommend that Louisiana Farm Bureau urge the AFBF and the USDA to strengthen the inspection procedures for APHIS/USDA.

4 • We recommend implementation of a Governor's Executive Order of legislation that requires having a Louisiana-licensed landscape architect assigned to design and supervise installation of landscape plans by a Louisiana-licensed landscape contractor on building construction projects financed by the State of Louisiana.

5 • We recommend that a career program of horticulture maintenance, landscape construction and nursery management be implemented at the college and vocational school levels. We also recommend that an apprenticeship program be established for at least one semester in a nursery field to help students attain practical experience. We also recommend that a person receiving a degree in horticulture be required to take an appropriate number of semester hours in the field of business management.

6 • We encourage landscape architecture students to take a basic horticulture course as part of their curriculum.

7 • We recommend endorsement of effort made by the nursery industry of Louisiana in providing a high quality selection of living plant materials to be used in beautification projects and discourage the use of artificial plants in landscape development.

8 • We recommend that the LDAF strictly enforce inspection procedures on certified horticultural products, including turf grasses, coming from out of state.

9 • We recommend that state colleges, universities, and the Ag Center continue their efforts to disseminate information on ornamental plant evaluations regarding biological and chemical controls for nursery pests. We recommend that the LSU Department of Entomology secure an entomologist to work directly with insect problems of nursery stock. We also support efforts of the Louisiana Association of Nurserymen in their quarterly meetings with the Ag Center to discuss research projects.

10 • We request that Louisiana Farm Bureau support the Louisiana Association of Nurserymen in its Certified Nursery Professional program.

11 • We recommend that financial aid be obtained from state and/or federal funds for the purpose of controlling imported fire ants in nursery-related business.

12 • We recommend that Louisiana Farm Bureau join with the Louisiana Association of Nurserymen and the Louisiana Chapter of the American Society of Landscape Architects in the pursuit of green laws (landscape ordinances) for Louisiana communities. We further recommend this be accomplished by

## **Schedule of Educational Seminars Thursday, January 28, 1999**

- 2:30 p.m. "BMP's for Woody Ornamental Growers"  
Allen Owings, LSU Agricultural Center
- 3:00 p.m. BREAK
- 3:15 p.m. "LSU Agricultural Center Woody Ornamental Research Update"  
Ed Bush, LSU Agricultural Center
- 3:45 p.m. "Pesticide Effectiveness: How to Optimize Performance"  
David Tatum, Mississippi Cooperative Extension Service
- 4:30 p.m. ADJOURN

### **Garden Center Management - Room 204 A**

- 8:00 a.m. "Operating a Successful Garden Center: A 4 Hour Comprehensive Workshop"  
Sue Barton, University of Delaware
- 11:45 a.m. ADJOURN

### **Landscape Design - Rom 204 A**

- 1:00 p.m. "Landscape Design Principles"  
David Williams and Jeff Sibley, Auburn University
- 4:45 p.m. ADJOURN

### **Greenhouse Production - Room 204 B**

- 8:00 a.m. "Maintaining Greenhouse Temperatures Thorough the Year"  
Jim Foust, University of Tennessee
- 8:45 a.m. "How to Fertilize Greenhouse Crops"  
Rick Schoellhorn - University of Florida (Milton)
- 9:30 a.m. "The Basics of pH and Soluble Salts"  
Jeff Kuehny, LSU Agricultural Center
- 10:00 a.m. BREAK
- 10:15 a.m. "Watering Greenhouse Crops - Job #1"  
Raymond Kessler, Auburn University
- 11:15 a.m. "Insect Identification and Control"  
Jan Greene, Whitmire
- 12:00 p.m. LUNCH
- 1:30 p.m. "New Plants. What Takes the Heat and What Doesn't"  
Jim Foust, University of Tennessee
- 2:15 p.m. "Tropical Perennial Crops for Summer 1999"  
Rick Schoellhorn, University of Florida (Milton)
- 3:00 p.m. BREAK
- 3:15 p.m. "Growing Gingers for Customer Appeal"  
Jeff Kuehny, LSU Agricultural Center
- 4:30 p.m. ADJOURN

# Congratulations

## New Louisiana Certified Nursery Professionals

Clegg's Nursery .....	Bill Wrobel
Home Depot .....	David Buys Colleen Ferguson Diane Justice Ann Lusignan Wendy Mersch Nancy Shepard
Lowe's .....	Wes Crain Katherine Dupre Gabriel Picard Angela Robertson Marcy Witherington
Longue Vue Gardens .....	Ann Donnelly
Master Gardeners .....	JoAnn Burke Mel Johnson Kolt Kraft Mary Lipsey
Individuals .....	Michelle Chambliss Suzanne Vicknair

## New LSU and LDAF Personnel

**Bob Mirabello**, a recent M.S. graduate in ornamental horticulture at the University of Arkansas, recently joined the Department of Horticulture at LSU as an instructor. His responsibilities will include teaching Introductory Horticulture as well as assisting other faculty members in class and lab preparation. Bob will also be involved in development of the new Hill Farm Teaching Facility and the landscape renovation of J. C. Miller Hall. His research activities will involve the culture and evaluation of woody and herbaceous ornamentals for the landscape.

**Drew Bates** recently joined the faculty at Burden Research Plantation as an associate professor. Drew will be responsible for woody ornamental research projects at Burden. Employed by the Mississippi Cooperative Extension Service and Mississippi Agriculture and Forestry Experiment Station for the past 11 years, Drew has experience and expertise in a variety of disciplines including research, teaching, project management, commercial landscape contracting, fund-raising, public speaking, and consulting.

**Mark LeBlanc** joined the staff of the Louisiana Department of Agriculture and Forestry on December 14<sup>th</sup> as assistant director of horticulture and plant quarantine programs. He has B.S. and M.S. degrees in horticulture from LSU and was most recently employed as a research associate in the LSU Department of Horticulture.

## 1998 CENSUS OF HORTICULTURE Specialties will Spotlight the Nations Horticulture Industry

Growers of nursery, greenhouse, and other horticultural specialty crops will soon take part in a statistical snapshot of America's horticultural industry through the 1998 Census of Horticultural Specialties. Compared to the 1997 Census of Agriculture, which provides a picture of the diverse agricultural sector across the country, the horticulture census shows in much greater detail the structure of one of agriculture's fastest growing sectors - horticulture.

The horticulture census, conducted every 10 years, is the sole source of comprehensive data about this rapidly changing industry for each State and selected counties (parishes). Report forms will be mailed in January 1999 to all operations growing and selling \$10,000 or more in horticultural specialty crops in 1998. Growers are asked about production and sales by type of plant grown, hired labor, expenses, production area, land values, irrigation, equipment and marketing channels. The report form covers more than 230 types of horticultural crops including production, sales, selected expenses, area used for production, and hired labor.

Individual responses are strictly confidential by law and are used only to tabulate totals at the county, State, and national level. Growers needing assistance in completing their report form may call toll-free at 1-888-4AG-STAT.

Results from the horticulture census, scheduled for release in the fall of 1999, will be used extensively by extension specialists to justify research; producer associations to evaluate changes within the industry at the local level; suppliers to allocate goods and services; banks and lenders to evaluate loan applications; government agencies to develop and improve proposed legislation affecting the horticulture industry, such as quarantine regulations to safeguard horticulture crops from pests and diseases; growers to make management decisions; and others to determine import-export quotas, cost, and availability of transportation, and energy usage.

To ensure an accurate picture of the horticulture industry, growers must be counted in the 1998 Census of Horticultural Specialties. Complete, accurate, and timely reporting will make the census an effective tool for charting horticulture's future.\*

*This article provided by the United States Department of Agriculture. In Louisiana, contact the Louisiana Ag Statistics Service office at 225/922-1362 for additional information. The contact persons are Jimmy Bellelo and Becky Cross.*

Do you have any news you would like to share with LAN members. An ad? Let us know. We also need regular articles from regional green industry organizations in the state. Send to:

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

establishing incentive-based enabling legislation at the state and local levels.

13 • We recommend that Louisiana Farm Bureau strongly support the LDAF's enforcement of all state plant pest quarantines.

14 • We recommend support of legislation that would make agricultural labor more available for all producers and reduce the regulatory compliance burden associated with maintaining an agricultural labor force.

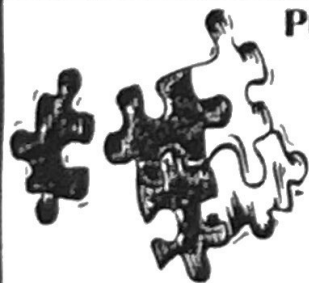
15 • We recommend that the LSU Ag Center acknowledge the size of the Louisiana nursery industry along with the different types of production methods used to produce the variety of nursery crops grown in Louisiana. We recommend that a greater amount of personnel, equipment and facilities be allocated by the LSU Ag Center for nursery crop research projects.

16 • We are concerned with the implementation of the Food Quality Protection Act (FQPA) and its effect on the availability of agricultural chemicals. We recommend that a priority be maintained on FQPA implementation and that LFBF work with AFBF to oppose the loss of chemical labels until alternative products are available and accurate use data is used. \*

## What has LAN done lately?

- ✓ Formation of Gulf States Horticultural Expo
- ✓ Insurance Program for Landscape Contractors
- ✓ "Louisiana Select" Plant Promotion Program
- ✓ \$14,500 in Research Funding (1997-98)
- ✓ 3 Certified Nursery Professional Reviews in 1998
- ✓ Louisiana 4-H Foundation Contributions
- ✓ Louisiana Plant Materials Conference
- ✓ Greenhouse Conference with MS and AR
- ✓ Membership Directory
- ✓ The best nursery association Website
- ✓ Landscape/Lawn Maintenance Workshops
- ✓ Nursery Production Short Course

## Join Us in 1999!



## PUTTING THE PIECES TOGETHER FOR INCREASED PROFITS

JOIN US AT THE GREEN INDUSTRY EVENT OF THE YEAR

## THE MANAGEMENT CLINIC

FEBRUARY 4-7, 1999

AT THE GALT HOUSE EAST IN LOUISVILLE, KENTUCKY



### FEATURED SPEAKERS

**Ira Blumenthal:** Internationally-known Business Development Consultant to companies such as Nestle, Coca Cola, and many other household names

**Rebecca Kolls:** Host of Nationally-syndicated "Rebecca's Garden" TV show

**Mark Victor Hansen:** Best selling author of "Chicken Soup for the Soul" and "101 Stories to Open the Heart and Rekindle the Spirit"

### THIS YEAR'S PROGRAM WILL FEATURE:

- 3 days of dynamic, business building education & networking
- More than 1000 green industry professionals
- Hundreds of profit-producing ideas from those who've done it
- Nationally-known speakers
- Specialized topic-based networking opportunities

### 7 concurrent tracks of educational programming in these areas:

- |   |                   |
|---|-------------------|
| Retail Business Basics                                    | Landscape Design  |
| Retail Management   | Grower Management |
| Landscape Business Mgt.                                   | Human Resources   |
| ... and Family Business Issues ( <u>a new addition!</u> ) |                   |

### DON'T BE THE ONLY ONE WHO MISSES OUT!

Watch your mailbox or our website ([www.anla.org](http://www.anla.org)) in early November for full program details and registration information

PLEASE CONTACT KRISTEN JARVI 202/789-5980 X3011 WITH ANY REGISTRATION QUESTIONS!



# Louisiana Association of Nurserymen

"Serving Louisiana's Green Industry Since 1954"

Phone 225/ 388-2222, FAX 225/ 388-1068

## Membership Application - 1999

Please select **X** all categories that apply:

- |   |   |
|---|---|
| <input type="checkbox"/> Independent Retail Garden Center | <input type="checkbox"/> Extension/Education/Research |
| <input type="checkbox"/> Mass Merchandiser                | <input type="checkbox"/> Student                      |
| <input type="checkbox"/> Wholesale Greenhouse Grower      | <input type="checkbox"/> Arborist                     |
| <input type="checkbox"/> Allied Supplies                  | <input type="checkbox"/> Landscape Design/Architect   |
| <input type="checkbox"/> Horticultural Services           | <input type="checkbox"/> Landscape Contractor         |
| <input type="checkbox"/> Wholesale Woody Grower           | <input type="checkbox"/> Sod Grower                   |
| <input type="checkbox"/> Lawn Maintenance                 | <input type="checkbox"/> Other _____                  |

Please select **X** your LAN membership type:

**Regular Members - \$ Based on gross sales**

Any corporation, partnership, firm, or person engaged in any facet of the green industry or other related business with a definent address and appropriate facilities having further been actively engaged in the nursery business in a reputable, trustworthy and ethical manner for one year in Louisiana.

	Annual Gross Sales	Dues
<input type="checkbox"/>	\$0 - \$100,000	\$50.00
<input type="checkbox"/>	\$100,00 - \$250,000	\$75.00
<input type="checkbox"/>	\$250,000	\$150.00

**Associate Members - \$100.00**

Associate members shall be reputable persons, firms, or corporations outside the state of Louisiana actively engaged in the growing and selling of nursery stock, and reputable persons, firms, or corporations outside the state of Louisiana engaged in the supplying of accessories incidental to the nursery business.

**Affiliate Members - \$25.00**

A person or persons employed in any capacity in any nursery industry or establishment, or allied industry which is a member in good standing of the association.

**Student Members - \$ No Charge**      Name of University and location: \_\_\_\_\_

Any student actively enrolled on a full-time basis in a Louisiana University and majoring in horticulture or a closely allied field.

**Governmental Agency/Educational - \$ No Charge**

Any person actively employed by a governmental agency or educational institution and having a job responsibility in horticulture or a closely allied field.

★ Check here for    LAN Membership Plaque    1999 Sticker    Plaque & Sticker (all new members receive both)

Please type or print clearly

Company Name \_\_\_\_\_ Representative's Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_, X \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ E-mail \_\_\_\_\_

Renewal      Date: \_\_\_\_\_ Check # \_\_\_\_\_ Amount Remitted \$ \_\_\_\_\_

New Member

Return 1999 dues application and check to:

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

LAN's Annual Membership Meeting  
7:30 a.m., Friday, Jan 29, 1999  
GSHF, Mobile Convention Center, Mobile, AL

Louisiana Association of Nursermen  
PO Box 25100  
Baton Rouge, LA  
70894-5100



**MID-SOUTH  
GREENHOUSE GROWERS  
CONFERENCE**

June 1 - 3, 1999

**RAMADA INN -**  
Southwest Conference Center  
Jackson, MS

**FIFTH ANNUAL  
LOUISIANA PLANT  
MATERIALS  
CONFERENCE**

Wednesday, June 9, 1999

**City Park Pavilion**  
New Orleans, LA

**Watch for more details coming soon**