



Louisiana Nursery News

September/October 1998
The Newsletter of the Louisiana Association of Nurserymen

Newsletter Highlights

Upcoming Events	
TAN-MISSLARK 1998 Report & Louisiana Select	pg 1
LAN Officers, Board, & Committees	pg 2
Howell Receives SNA Laird Award	
Owings Ornamental Notes	pg 3
ANLA Industry News	pg 4
SNA '98 Sets New Records, Congratulations & Meadows Scholarship Fund Awards \$28,000	pg 5
ANLA Washington Report	pg 6
Horticulture Distance Learning Class	
Louisiana Select (cont'd)	pg 7
Strategies for Pricing Time & Materials	pg 8
GSHE	
SNA	pg 9
In Memoriam	
1998 Census of Horticulture	pg 10
Welcome New Members	pg 11

Upcoming Events

- Nov 17** Southwest La. Nurserymen's Association meeting, Calcasieu Parish Agricultural Center Office, Lake Charles, LA.
- Nov 19** Nursery Crop Educational Program, Forest Hill Academy, Forest Hill, LA.
- Jan 19-20** Louisiana Turfgrass Association Annual Conference, Baton Rouge, LA.
- Jan 28** Gulf States Horticultural Expo Educational Seminars, Mobile Convention Center, Mobile, AL.
- Jan 29-30** Gulf States Horticultural Expo, Mobile Convention Center, Mobile, AL.
- Jan 30** ANLA Town meeting at GSHE, Mobile, AL.
- Feb TBA** Certified Nursery Professional Manual Review and Exam, Burden Research Plantation, Baton Rouge, LA.

TAN-MISSLARK 1998 Report

The 1998 edition of the TAN-MISSLARK Nursery, Landscape and Garden Supply Show was attended by 9,400 green industry professionals representing 45 states and 6 foreign countries. 92% of all attendees came from the south central or southeastern United States. Attendance by business type was grower - 36%, retail - 14%, landscape - 34%, and allied - 16%. The show had 1,561 exhibit spaces occupied by 734 exhibitors. Join us in Dallas for TAN-MISSLARK '99.

TAN-MISSLARK 1999
Dallas Convention Center Dallas, TX
August 6- 8

The TAN-MISSLARK '99 show is already sold out! The show will be held several weeks earlier in 1999. If you have not already contracted for booth space contact the TAN office at 800/880-0343 or 512/280-5182 as soon as possible to get your name on the waiting list.☺

'LOUISIANA SELECT'

Taking the Plants to the People

In 1996, the Louisiana Association of Nurserymen in cooperation with the LSU Agricultural Center initiated the 'Louisiana Select' plant promotion and recommendation program to promote outstanding landscape plants to Louisiana's gardening consumers. Like promotion programs in many states, this program is designed to highlight ornamentals for marketing efforts and is based in large part on the performance of selected plant species in LSU Agricultural Center trials. Input from wholesale growers, landscapers, retail garden center managers, and county agents is widely considered prior to selection.

'Lady in Red' salvia and 'Foxy' foxglove have been named Louisiana Select plants for 1999. 'Lady in Red' will be the featured spring plant and 'Foxy' will be the featured fall plant.

'Lady in Red' salvia is a former All-American Selections and Fleuroselect winner and reaches 18-24" under southern growing conditions. Flowers on this cultivar are an excellent red, almost fiery scarlet, and trumpet shaped. 'Lady in Red' is treated as an annual in many areas but can be grown as (Cont'd on pg 7)

1998 LAN Officers, Board & Committees

OFFICERS

- President:** Gerald Foret
Gerald Foret Wholesale Nursery, 318/ 365-4858
- Past President:** J. C. Patrick
Proscape, 225/ 292-4050
- 1st 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

- Director:** Robbie Dupont
Dupont Nursery, 504/ 659-2822
- Director:** Randy Bracy
Bracy's Nursery, 504/ 748-4716
- Director:** David Lowery
Windmill Nurseries, 504/ 796-9655
- Director:** Robby Barry
Barry's Nursery, 318/ 662-5318
- Director:** Chris Bollich
Chris' Nursery, 318/ 748-6513
- Director:** Frances Thorne
Thorne's Plant Farm, 318/ 462-2914
- Director:** Mike Hoogland
Hoogland's Nursery & Landscape, 318/746-8655
- Director:** Pat Newman
Folsom Nursery, 504/ 796-3088
- Associate Director:** Andy Zimlich
Lerio 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

GSHE Representatives:

Gerald Foret
Rick Webb

Finance Committee:

Wanda Metz Chase

Farm Bureau Committee:

Dan Devenport
Tim Holloway

Website Manager:

Gary Marmillion

FACT:

24.4 million households plan to purchase professional landscape, lawn, and tree care services in 1998, a two million – or nine percent – increase over the previous year.

Source: American Nursery & Landscape Association, the Gallup Organization



Jeff Howell Receives SNA David E. Laird, Sr. Memorial Award

Jeffrey Owen Howell of Rocky Creek Nurseries, Inc., Lucedale, MS recently received the David E. Laird, Sr. Memorial Award. This award, which was established in 1974 by the Southern Nursery Association, recognizes qualified young men and women for outstanding service in the field of environmental horticulture to offer inspiration for others starting out in the field. The recipient must be 35 years old or younger and must be a member of his or her state nursery association. The presentation took place during the ANLA/SNA Awards Gala, which was held on August 8, 1998, at the Atlanta Marriott Marquis, Atlanta, GA. James L. Snyder of Riverbend Nursery, Inc., Riner, VA, the 1997 recipient, presented the award.

Howell, a Horticultural Magna Cum Laude graduate from Mississippi State University, was the first recipient of the Walter E. Davis Scholarship from the Mississippi Nurserymen's Association. He also received the T. C. Owen Memorial Scholarship and was inducted into Phi Kappa Phi honor society. Following college, he joined the family nursery business and, along with his brother, operates the largest container wholesale nursery in the state of Mississippi. The nursery has grown from forty acres to over sixty acres in ten years. Jeffrey handles most daily operations such as loading and coordinating trucks and sales. The nursery is operated with little more than a dozen well-trained individuals. In addition to the nursery he also operates an irrigation and landscape business.

No stranger to positions of responsibility in his civic, church, industry and family activities, he serves as a member of the Mississippi Department of Agriculture Bureau of Plant Industry Ornamental Horticulture Advisory Council. He currently serves on the ANLA Board of Governors, and was recently elected President Elect to the Mississippi Nurserymen's Association.

Congratulations Jeff!!!

Owings Ornamental Notes...

Landscape Plant Info From the LSU Ag Center

The LSU Agricultural Center will be evaluating the landscape performance of "Purple Wave", "Pink Wave", "Misty Lilac Wave", and "Rose Wave" petunias this fall through spring. Trials are also planned for next year to evaluate summer performance.

"Mississippi Medallion" plants for 1999 are "Sioux" and "Tonto" crape myrtles, "Biloxi Blue" perennial verbena (also known as "Blue Princess"), and "Indian Summer" rudbeckia will be promoted in 2000.

'Louisiana Select' plants for 1999 are 'Lady in Red' salvia and 'Foxy' foxglove. 'Goldstrum' rudbeckia will be promoted in 2000.

'Texas Superstar' plants for 1999 are 'Violence in Profusion' petunia (also known as VIP petunia), Tecoma stans 'Gold Star' and Ilex decidua (deciduous holly).

Looking for some Indica-type azaleas other than the usual (G. G. Gerbing, George Tabor, Formosa, etc.)? Try 'Fielders White', 'Fisher Pink' and 'President Clay'.

'Harvester' peach, developed by LSU Agricultural Center pomologists J. C. Taylor and P. L. Hawthorn and released in 1973, was recently recognized and received a 1998 Outstanding Fruit Cultivar Award from the American Society for Horticultural Science.

Production of "Sarah's Favorite" crape myrtle by wholesale nurseries should be discontinued. Distributed as a numbered selection from the US National Arboretum's crape myrtle breeding program, this cultivar was never officially released and was propagated and distributed without authorization. Some nurseries are still selling this plant as 'Hybrid White'.

"Pocomoke" is the newest (and second) miniature crape myrtle to be released from the US National Arboretum. This cultivar has deep rose pink flowers and high tolerance to powdery mildew. "Chickasaw" was the first miniature crape myrtle cultivar introduced by the arboretum. Wholesale availability of "Chickasaw" is increasing and the plant should be available in 1999 for spring sales.

FACT:

Nursery and greenhouse crops rank 7th in grower cash receipts among farm commodities.

Source: American Nursery & Landscape Association and U.S. Department of Agriculture.

ANLA-Sponsored Gallup Poll Results

Americans Invest \$14.6 Billion in Professional Landscape & Lawn Help in 1997; Two Million More Households Expect to Hire Pros in '98

With a robust national economy and a strong national housing market as a backdrop, more than 22 million U.S. households spent \$14.6 billion on professional landscape/lawn care/tree care services in 1997, according to a just-released Gallup survey. This represents a one million increase in the number of households using these services and a \$600 million rise in spending over the previous year.

The study also estimates that 24.4 million households plan to purchase these services in 1998, a two million—or nine percent—increase over the previous year. Since 1993, more than 22 million U.S. households have spent over \$14 billion annually on professional landscape, lawn care, and tree care services.

Highlights

■ The average amount spent on these services rose by four percent over the previous year to \$647. Homeowners have spent an average of \$663 annually over the last five years.

■ Older Americans (ages 50 and above) represented the largest "customer" group in 1997, accounting for nearly half (\$7.1 billion) of total spending on these services.

■ Homeowners in the West led the nation in total spending on these services, accounting for over a third (38 percent) of all expenditures.

■ Total homeowner spending in the tree care category showed the largest increase, rising by 50 percent to \$2.4 billion. This category also

saw the greatest growth in average amount spent (38 percent to \$434) and household participation (21 percent to 5.6 million).

■ Lawn and landscape maintenance accounted for the largest dollar volume of green home improvements (\$7.6 billion) and the greatest household participation (14.3 million) while the landscape installation and construction category represented the largest average amount spent (\$1,772).

Analysis

The continued robust performance of the professional landscape, lawn and tree care markets are attributable to a number of factors, including: strong economic performance and consumer confidence, an active market for sales of new and existing homes, continued recognition of the practical benefits of having a professionally designed, installed, and cared-for lawn and landscape.

Methodology/Sponsorship

Results of the U.S. Homeowner Landscaping, Lawn Care, and Tree Care Survey, conducted by the Gallup Organization, are based on interviews with a representative sample of 1,500 households nationwide. The study looked at their 1997 spending and 1998 plans to hire the following services. The data has a margin of error of +/- 3 percent.

■ **Landscape installation/construction**—plants, walkways, fences, decks, pools, and other water features.

■ **Landscape design**—professional landscape design/landscape architecture services.

■ **Lawn/landscape maintenance**—lawn fertilization, mowing, renovation, insect/weed control, pruning, and mulching.

■ **Tree care**—pruning, fertilization, repair, pest management, or removal of trees.

The Gallup survey was sponsored by the American Nursery & Landscape Association (ANLA), the Associated Landscape Contractors of America (ALCA), the International Society of Arboriculture (ISA), the National Arborist Association (NAA), and the Professional Lawn Care Association of America (PLCAA). Funding for the study was also provided by the Horticultural Research Institute. It was conducted in cooperation with the National Gardening Association (NGA).

Editors Note: ANLA developed and mailed a special version of the above story to the nation's consumer press in late April. We also forwarded a copy to each member landscape firm and encouraged that they do the same within their communities. For a copy of this consumer-oriented release (also available via e-mail), contact Stephanie Mund at 202/789-5980, ext. 3006.

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.



SNA '98 Sets New Records

SNA '98... The World's Showcase of Horticulture® set an all-time attendance record of 10,235, up 4% compared to last year's 9,862. This three-day event, held August 7-9, 1998, in conjunction with the ANLA/SNA Joint Convention, was sponsored by the Southern Nursery Association and featured the most comprehensive schedule of events, including SNA Days® AMERICASMART, the TechShop '98 Personal and Professional Series, the 43rd Annual SNA Research Conference, the 11th annual SNA/HRI Golf Classic, the SNA JobLine, 16 SNA Participating State Association Meetings, and many other various industry-related meetings.

Despite unprecedented industry consolidation in 1998, demand for booth space was at its strongest with over 1,300 booths comprised of nearly 800 exhibiting firms.

While SNA '98 attracted all segments of the industry, the largest increase in attendance was landscapers, with over 1,697 total, representing 17% of total attendance. Retailers represented 13%, with over 100 of the nation's top mass merchandisers and more than 1,200 independent retailers. Other segments included wholesale growers, distributors, business services, golf course & institutional, education, press and other industry-related interests. Internal attendance figures indicate a total of ten countries were represented at SNA '98.

SNA '99 is scheduled for July 30- August 1 and will be held in Atlanta, GA in conjunction with the annual SNA convention. This convention and trade show will be highlighted with the 100th anniversary celebration of the Southern Nursery Association. Final details of this exciting event will be forthcoming in the weeks ahead.

For further information contact Karen Summers, Southern Nursery Association, 1000 Johnson Ferry Road, Suite E-130, Marietta, GA 30068, Voice: 770/973-9026, SNA InfoLine: 770/973-INFO, SNA E-Mail: mail@mail.sna.org, or visit the SNA Web Site at www.sna.org.

Country Pines wins Booth Award

Country Pines Nursery, Inc. of Forest Hill was awarded the Best Small Greenhouse Booth award at the 1998 TAN-MISSLARK Show in Houston.

Sidney B. Meadows Scholarship Endowment Fund Awards \$28,000

The Southern Nursery Association (SNA) has announced that a record number of scholarships has been awarded this year through the Sidney B. Meadows Scholarship Endowment Fund. In past years, the number of scholarships awarded has been solely based upon the interest generated from the fund. In 1997, six scholarships were awarded from the interest income and a seventh scholarship was made possible by a grant from the Webel Fund. However, last year, at the annual meeting of the Sidney B. Meadows Scholarship Fund Board of Directors, the Board voted to increase the Scholarship amount from \$1,500 to \$2,000 and redirect a portion of SNA's annual contribution (which includes Gold and Silver Membership dues, as well as SNA exhibitor voluntary contributions) to scholarships, which should allow for an average of ten to twelve \$2,000 scholarships to be awarded annually.

With a current fund balance of over \$250,000, a total of fourteen \$2,000 scholarships were awarded this year. The fourteenth scholarship was made possible by the Webel Fund. This year's recipients included Kris Leader of Louisiana State University. Kris is currently completing a master's degree in horticulture and is the son of Mr. and Mrs. Bonnie Leader of Whitehall.

Kris Leader, graduate student in horticulture at LSU, receives congratulations from Warren Meadows on his SNA scholarship





ANLA WASHINGTON REPORT

Time for the Industry to “Squeak”

By Bryce Quick
ANLA Director of Legislative Affairs

Over the past year ANLA has taken the lead in advocating a number of issues of interest to the nursery and landscape industry ranging from estate taxes to industry research to crop insurance. The greatest share of our resources and time continue to flow to the issue of highest concern to nursery and landscape businesses: labor availability. Worker shortages are popping up at an alarming rate in numerous growing areas around the country.

The workforce implosion in agriculture seems to be driven by a number of factors, including:

- Historically low unemployment caused by a booming U.S. economy
- A super-charged INS and border control.
- The Social Security Administration's more advanced and efficient numbers matching system.
- Reverse migration of welfare recipients out of agricultural work.
- The Department of Labor's administrative obstruction of the only worker safety net, H2-A.

With these events and factors in mind, ANLA and its members have cranked up the lobbying machine in an effort to head off what could be a damaging and costly labor crisis.

We are focusing our efforts on educating legislators on how critical a legal, willing, and able workforce is to the economic viability of the nursery and landscape industry. ANLA has also taken the lead with other affected agricultural industries to encourage lawmakers to either repair or replace the only agricultural worker safety net, H-2A. To this end, outreach efforts by nursery growers earlier in the year produced a groundswell of support from Members of Congress. These efforts played a pivotal role in propelling guestworker legislation through a major committee in the House of Representatives and helped get members of the Senate moving on similar legislation of their own.

Friends of agriculture in the Congress remain optimistic that passage of guest worker reform is possible before the end of the year. Industry professionals are strongly encouraged to keep the pressure on House and Senate members to get the job done this year—before the Congress goes home!

Some Personal Observations

Having observed the lobbying efforts of the ANLA from within the halls of Congress, I think it's safe to note two very important truths when it comes to lobbying elected officials.

First truth: The squeaky wheel gets the grease. If members don't hear from their constituents, they assume all must be well. You might recall former Chairman Rostenkowski of the powerful House Ways and Means Committee who learned this truth the hard way in his district when angry senior citizens staged a sit-in on the hood of his car and chased him down the road on national TV in protest of increases to their Medicare premiums. Nursery and landscape industry members clearly recognize the need and value of letting their voices be heard in Washington D.C.

Second truth: Constituency has its privileges. Members of Congress prefer seeing constituents from their home states or districts and don't expect them to look or act like polished lobbyists—they see dozens of lobbyists all day long! You, the constituents are different. You are one of them and they certainly want you to believe that they truly are one of you! The constituent is their lifeline to the power seat. It's the one thing that makes your voice so powerful and valuable on issues so important to your individual businesses and the health and vitality of the nursery and landscape industry.

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



HORTICULTURE DISTANCE LEARNING CLASS

LSU-Shreveport (Department of Biological Sciences), in cooperation with the LSU Agricultural Center's Cooperative Extension Service, is conducting a horticulture course in the spring of 1999. Dr. Severn C. Dougherty, instructor, has tailored the course for Extension agents and Green Industry professionals who answer home horticulture questions. The course title is Special Topics in Biological Science 490/690 (three undergraduate/graduate credit hours), subtitled **Fundamental Problems in Horticulture**. The course will be taught on Wednesday afternoons from 3:30 p.m. to 6:30 p.m. starting January 20, 1999, at five locations throughout the state via distance learning. These sites include: LSU-Alexandria, Room 101, Abrams Hall, 318/ 473-6566; LSU-Eunice, 208 Manuel Hall, 318/457-7311; University of New Orleans, 234 Liberal Arts Building, 504/ 280-7100; LSU- Baton Rouge, Knapp Hall, 225/ 338-1135; and LSU-Shreveport, 363 Bronson Hall, 318/ 797-5306. The equipment will allow each student to interact with the instructor and other students. You won't just look at a television monitor and not be able to partake in discussion. Quite the contrary. You will be able to see and talk with other students at distant locations at the same time.

Course topics include a wide variety of environmental conditions that cause most plant problems such as various aspects of light, water, and water-related conditions, soils and soil plant interactions, plant nutrition, temperatures and other physiological conditions that could cause problems.

Also covered are basic insect, weed, animal, and disease problems; landscape design, installation, and maintenance to minimize problems; tough trees, shrubs, fruits, vegetables, lawns, vines, ground covers, perennials, annuals, bulbs, and interior foliage to consider and plants to avoid. Lastly, diagnostics to help you determine what your problems are and where to go for help.

No prerequisite is required for this course. Information will be presented in understandable terms that will lead to practical application. The intent is to prepare you not only to be able to respond to clientele questions with a prescriptive recommendation, but also to be able to reason through an answer and have a general knowledge of why plants have problems and what to do about them.

A \$10.00 registration fee is required at the time of registration plus a \$10.00 application fee for all students new to LSU-Shreveport. Call 318/ 797-5306 or 1-800-290-2378 for application forms. Return completed forms with a check for the appropriate amount and mail to: Continuing Education, LSU-S, One University Place, Shreveport, LA 71115. If you wish to pay by credit card, please ask for the appropriate forms when you call.

<u>Undergraduate</u>		<u>Graduate</u>	
BIOS 490 - 90		BIOS 690 - 90	
\$225	Tuition	\$285	Tuition
10	Registration Fee	10	Reg Fee
15	Technology Fee	15	Tech Fee
<hr/>		<hr/>	
\$250	Total	\$250	Total
10	Application Fee (new Students only)	10	App Fee
<hr/>		<hr/>	
\$260		\$320	

Please note: If you are already registered at any LSU System campus for the Spring '99 semester, you may register at your

campus registrar's office. Please be sure they are aware it is a distance learning course.

LSUS students will need to register through the regular registration process (i.e., early phone registration, on-campus). Should you have any questions about registration, please call Lottie at 318/ 797-5306 or 1-800-290-2378.

'Louisiana Select' ...cont'd from pg 1

perennial in the Gulf South.

Fall is a great time to plant perennials in the Gulf South and 'Foxy' foxglove should be given serious consideration. This foxglove is another former All-American Selection winner and reaches heights of 36-42". Although foxglove is commonly classified as a biennial or short-lived perennial, this cultivar is a reliable performer in Louisiana landscapes. Flower colors include carmine-red, creamy yellow, pink, and white with maroon.

'Louisiana Select' Outstanding Ornamentals for Louisiana Landscapes

Spring 1996

'Henry's Garnet' virginia sweetspire
'New Orleans Red' coleus
'Homestead Purple' verbena
Mayhaw

Fall 1996

'Watchet' azalea
'Telstar' dianthus

Spring 1997

Bald cypress
'New Wonder' scaevola

Fall 1997

"Fall is for Planting Native Trees"

Spring 1998

'New Gold' lantana
'Silver Mound' lantana
'Trailing purple' lantana
'Confetti' lantana
'Dallas Red' lantana

Spring 1999

'Lady in Red' salvia

Fall 1999

'Foxy' foxglove

Spring 2000

'Goldsturm' rudbeckia

Strategies for Pricing Time and Materials

by James Huston, President
Smith Huston, Inc.

Many landscapers ask how to establish Time and Material (T&M) rates. The following example demonstrates options for calculating T&M labor rates.

Before developing labor rates, it helps to consider how to price materials used on repairs and non-site time (e.g., drive time, load time, picking up materials time, etc.).

I recommend charging for repair materials independent of labor rates. Most contractors charge clients the manufacturer's list price for materials used in T&M service work. Sometimes list prices will be lowered for commercial customers. However, I recommend marking up materials a minimum of twenty percent above your actual invoice cost (10% for overhead and 10% for profit).

Off-site labor time (drive, load, and picking up materials time, etc.) can be handled one of three ways:

1. Include off-site labor time in the hourly "curb-time" rate charged to the client. Curb-time is the actual time that a worker or crew is on the job site. It starts when they arrive at the site (curb) and ends when they leave the site (curb). Hence, the term "curb time" is used. Calculate the curb-time rate by dividing the total price (including all costs and net profit) for an average day of service work by the average amount of on-site (curb-time) labor hours.

2. Charge the client for actual off-site time (primarily drive time to the job site). This is often referred to as "portal to portal" billing. Essentially, the clock begins to run once the driver leaves the yard and stops when the job is completed or in some cases when the driver returns to the yard. This method has some inherent problems, especially if the driver starts from a location other than the yard, gets stuck in traffic, or has to make other stops along the way. An average time could be allocated to the job, instead, but this puts you into the third method.

3. Charge a show-up fee that includes drive time and other non-site time plus a certain amount of time on the job (i.e., the first thirty minutes on site). Time after that is charged at a set hourly rate.

Our firm uses the following formula to price irrigation service. The same process can be used to calculate other T&M labor rates too.

Background and Assumptions

- Our sprinkler repair man works alone for eight hours a day, forty hours per week which means the overtime factor (OTF) is zero.
- All work is performed on a "T&M" basis, so the "Risk Factor" is also zero.
- Labor hourly rate is \$8.00.
- Labor burden is thirty percent.
- This person drives a mini-pickup truck with a \$3.00 cost per hour (CPH).
- An average job is twenty minutes from the office and requires an additional ten minutes of off-site time to load the truck, pick up materials, etc.
- You plan to perform and bill a minimum of four jobs per day.
- Materials are charged to the customer at current list price.
- Approximately \$80.00 of materials (at cost) are to be installed per day.
- The overhead per labor hour (OPH) amount has previously been calculated to be \$11.00.
- A minimum combined profit and contingency factor of 10% is desired.
- Phase I costs include six labor hours.
- General conditions contain the remaining two hours of estimated daily drive and other off-site time.
- Total price for an average day of sprinkler repair is \$217.00. Put another way, total revenue that must be generated per day to cover all costs (including overhead and providing a 10% net profit) is \$217.00. In other words, we must bill \$217.00 per day, **excluding materials**, to cover all costs and to show a ten percent net profit.

Let's break this down into more meaningful scenarios.

Scenario #1

You bill four jobs per day and keep the repairman busy (billable) all day. Generated revenues are:

4 (jobs) x \$35.00 (show-up charge)	\$140.00
4 hours billed at \$27.50/hour	110.00
Total	\$250.00

You have exceeded your goal by \$33.00.

Scenario #2

You bill five jobs per day and keep the repairman billable all day.

5 (jobs) x \$35.00 (show-up charge)	\$175.00
3 hours billed at \$27.50/hour	82.50
Total	\$257.50

You have exceeded your goal by \$40.50.

Scenario #3

You bill six jobs per day and keep the repairman billable all day.

6 (jobs) x \$35.00 (show-up charge)	\$210.00
2 hours billed at \$27.50/hour	55.00
Total	\$265.00

You have exceeded your goal by \$48.00.

Each of the three scenarios produces an extra \$33.00 to \$48.00 of net profit, in addition to the \$21.70 profit built into the rates. The key is keeping repair people billable all day and billing to a minimum of \$217.00 per day.

Track your service work on a daily basis.

At a minimum, monitor the following:

- Sales or total billable dollar amounts per day.
 - Labor hours and job tasks. (e.g., Drive to Jones' residence, 15 minutes; repair two heads, 35 minutes; return to shop, 15 minutes; pick up irrigation materials, 20 minutes; etc.).
 - Materials used and billed per job.
- Armed with historical data, go back and adjust hourly and show-up charge rates, if desired.

Adapted from James Huston's book, Estimating for Landscape & Irrigation Contractors. The author is president of Smith Huston, Inc., which specializes in construction and services management consulting to the Green Industry. 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.

BUILDING A BRIGHTER FUTURE...

The Southern Nursery Association...

- ✓ Provides a Regional Voice for the Southern Horticultural Industry
- ✓ Assembles 16 State Associations for Common Programs and Agendas
- ✓ Produces Annual Yearbook and Buyers Guide - Includes Membership of SNA and 16 State Associations - Over 9,000 Industry Members Total
- ✓ Produces Annual SNA Trade Show - The World's Showcase of Horticulture®
- ✓ Produces Bi-Monthly Newsletter - SNA NewsLine
- ✓ Develops Communications Resources to Keep Members Up-To-Date on Opportunities and Issues
- ✓ Provides 24-hour Fax-On-Demand Service
- ✓ Best Management Practices (BMP) Program - Provides Industry with Development Tools for "Site-Specific" Production Programs
- ✓ Produces Annual State Officers' Conference - Representatives from 16 States Discuss Current Opportunities
- ✓ Co-Sponsors State Educational Seminars
- ✓ Supports In-State Educational Programs
- ✓ Sponsors Annual Horticultural Research Conference
- ✓ Produces Annual Research Conference Proceedings - Distributes to Industry Marketing Programs
- ✓ Supports Horticultural Scholarships - Sidney B. Meadows Scholarship Endowment Fund
- ✓ ...And Much More!

Southern Nursery 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 E-Mail: mail@mail.sna.org
SNA Web Site: www.sna.org



FACT:

24.4 million households plan to purchase professional landscape, lawn, and tree care services in 1998, a two million—or nine percent—increase over the previous year.

Source: American Nursery & Landscape Association, the Gallup Organization



THE GULF STATES HORTICULTURAL EXPO, INC.

THE Winter Show in the South

JANUARY 29-30, 1999

MOBILE CONVENTION CENTER

MOBILE, ALABAMA

BALTIMORE - 40°; CHICAGO - 29°; COLUMBUS - 34°;
BOSTON - 36°; MOBILE - 60°! DON'T FIGHT THE COLD!
COME SOUTH! JOIN US IN MOBILE, ALABAMA FOR THE
NEW, WINTER REGIONAL TRADE SHOW "THE GULF STATES
HORTICULTURAL EXPO, INC." THE ALABAMA
NURSERYMEN'S ASSOCIATION, LOUISIANA ASSOCIATION OF
NURSERYMEN, AND MISSISSIPPI NURSERYMEN'S
ASSOCIATION HAVE JOINED TOGETHER TO BRING YOU THE
BEST EXHIBITORS AND EDUCATORS FOR THIS SHOW
CONSISTING OF 100,000 SQUARE FEET OF EXHIBIT SPACE
WITH 450 GREEN INDUSTRY DISPLAYS REPRESENTING:

- Annuals
- Bulbs
- Christmas Trees
- Fertilizer
- Greenhouses & Equipment
- Hard Goods
- Lawn Care Products
- Mulch
- Nursery Supplies
- Perennials
- Pottery
- Power Equipment
- Regulatory Representatives
- Roses
- Shrubs
- Sod
- Trees
- Industry Experts
- and many, many more

Contact: Linda Van Dyke

334-502-7777 Phone 334-502-7711 Fax

IN MEMORIAM

Herbert LaFleur, Jr., founder of LaFleur's Nursery in Washington, LA, passed away on October 8, 1998 at Doctor's Hospital in Opelousas. Funeral services were held October 10 at St. Peter Church. Burial was in St. Peter Cemetery.

Herbert LaFleur was a native and resident of Grand Prairie. LaFleur had a B.S. degree in horticulture from USL and was a 1st lieutenant fighter in the Air Force. He retired to Louisiana and worked at Grandview Nursery in Youngsville starting in 1955. He started his own nursery with brother John in 1962 and employed his two sons, Mike and Danny, in 1981. Together they grew over 200 acres of B & B trees and shrubs.

On September 17, 1997 he sold the nursery to Mike and Danny. One month later Herbert was diagnosed with pancreatic cancer. He had surgery in December 1997 after killing three deer, five wild pigs and a 5 x 5 bull elk in New Mexico. He had been hunting the elk for the past 10 years. Herbert had a house in Red River, New Mexico and 2 fishing/hunting camps in Louisiana.

He loved life with his large family. Herbert significantly impacted the nursery industry in the south with the release of the Janice, Elizabeth, and Peggy cultivars of Indian hawthorn. Everyone in Louisiana's nursery industry expresses our condolences to the LaFleur family.



Herbert LaFleur, Jr., founder of LaFleur's Nursery

1998 CENSUS OF HORTICULTURAL Specialties will Spotlight the Nations's 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 show in much greater detail the structure of one of agriculture's fastest growing – 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

WELCOME! New LAN Members rev'd 11/3/98

Baton Rouge Country Club 225/ 926-8956
Tami Wells
8551 Jefferson Hwy
Baton Rouge, LA 70809

Bois d'Arc Gardens 504/ 446-2329
Ed Ostheimer FAX 504/ 446-2329
1831 Bull Run Rd
Schriever, LA 70395
eostheimer@AOL.COM
★ other

CONDOR Computing, Inc: 205/ 837-8688
Shrynn Beasley FAX 205/ 837-8714
PO Box 17276
Huntsville, AL 35810
condorcomp@AOL.com
★ other

Cravo Equipment, LTD: 888/ 738-7228
Dave Lagerwerf FAX 519/ 752-0082
RR#1 White Swan Rd
Brantford, Ontario, Canada N3T5L4
★ AS

Eastover Country Club 504/ 245-7354
Russell Harris FAX 504/ 245-7334
5690 Eastover Drive
New Orleans, LA 70128-3633
russellharris@sprintmail.com
★ HS - LC

Exterior Designs, Inc: 504/ 866-0276
Beverly Katz FAX 504/ 866-1604
PO Box 13662
New Orleans, LA 70115
★ HS - LDA - LC

Good Earth Landscape Co. 504/ 652-6708
Charles Wilcher
155 Natli Dr
LaPlace, LA 70068
★ HS

Hall's Nursery: 318/ 281-3601
Moses Hall
8182 Old Monroe Rd
Bastrop, LA 71220
★ IRGC - HS - LC

Harb's Oasis: 504/ 756-2720
Charbel Harb FAX 504/ 756-5023
13827 Coursey Blvd
Baton Rouge, LA 70817
★ IRGC - LC

Kuntry's Interior Plantscaping: 318/ 738-2432
Tammy Crain FAX 318/ 738-4659
180 Augustine Ranch Rd
Kinder, LA 70648
kuntryplants@century.inter.net
★ IRGC - HS - LC

LA Dept of Natural Resource: 318/ 898-2493
Christine Thibodeaux FAX 318/ 893-7908
200 Longfellow Dr
Maurice, LA 70555
christinet@dnr.state.la.us
★ EER

McCurdy Landscape: 318/ 256-5756
Cathy McCurdy FAX 318/ 256-5756
1305 Orange St
Many, LA 71449
★ LD - LC

The Greenkeepers, Inc: 504/ 834-1214
David Rouse
PO Box 6437
Metairie, LA 70009
★ HS - LDA - LC

University of Southwest Louisiana 318/ 482-6618
John Broderick
USL Box 43210
Lafayette, LA 70504
★ G



UPDATE: cut /add to 1998 LAN Directory

Research Publication:

The LSU Agricultural Center recently published the 1998 research report of the ornamental and turfgrass research advisory committee. Copies were mailed to many green industry professionals in the state. If you did not receive a copy and desire one contact Allen Owings at 225/ 388-2222.

FACT:

ANLA membership reflects a 136-firm net increase over 1997.

Source: American nursery & Landscape Association



64624 Dummy Line Road
Amite, Louisiana 70422

Randall F. Bracy
(504) 748-4716
(504) 748-9955 FAX



"Specializing in Fruit, Berry, Shade,
and Flowering Trees
grown specifically for Retail Sales"

Bracy's Nursery



Production Foreman
NOE MENDOZA

Office Manager
KAREN PEREZ

21324 LOCROIX LANE
KENTWOOD, LOUISIANA 70444

LACROIX NURSERY, INC.
WHOLESALE



1-800-726-2692
(504) 229-4570

Growers of Specimen Trees

4214 Forrest LaBlanc Rd.
New Iberia, LA 70560

318/365-4858
FAX 364-6520



GERALD FORET WHOLESALE NURSERY, INC.



Gerald Foret
Horticulturist

MEMBER
LAN
TAN
SNA
MNA

Wholesale
Tree Nursery

800-609-4336
504-545-3336

Mark Murrell
Errand Boy

30185 HWY. 1 • BAYOU GOULA, LA 70788

MURRELL
TRADING COMPANY



Louisiana Association of Nurserymen

PO Box 25100
Baton Rouge, LA
70894-5100