



# LOUISIANA Nursery & Landscape NEWS

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## A LONG TIME MEMBER – REMEMBERED

*Dennis V. McCloskey, November 26, 1936 – December 26, 2007*

Another pillar in LNLA's (LAN) history is gone. He died of complications resulting from prostate cancer that he had been battling for eight years.

Dennis, after graduating from De La Salle High School in New Orleans, attended LSU, majored in Agriculture and was a member of Delta Kappa Epsilon Fraternity. He graduated in 1960 with a Bachelor's Degree and later that year married Blanche Williams Edge of Jackson, Mississippi.

In 1963 Dennis founded Windmill Nurseries, Inc., in Folsom, LA, a small five acre operation and began a lifetime career of growing quality landscape plant materials. Blanch told me that she thought Dennis was the first in Louisiana to grow container plants in direct sunlight on gravel rather than under the shade of pine trees. Also, he was the first to irrigate his field grown plants so that he could dig and sell year round and the first to hire salesmen to solely represent Windmill Nurseries, Inc, in other states.

I didn't meet Dennis until 1975. The American Society of Horticultural Science met in Louisiana that fall and I was one of a bus load of members touring his nursery. I can



remember walking off the bus and looking around at the size of his operation. I was spellbound. At that time and in addition to field grown and container grown plants, Dennis was growing foliage plants in a huge plastic greenhouse. He later abandoned foliage production because it wasn't profitable.

*(Continued on page 28)*



**LNLA Scholarship Recipients' ... see page 31**



## IN THE SPOTLIGHT: LNLA President Tom Fennell

LNLA recently elected a new slate of officers at the annual breakfast meeting held, in January, at the Gulf States Horticultural Expo. Tom Fennell was elected President.

When I interviewed him recently for this article, the first thing he said to me was "I'm a behind the scenes guy". Well, I and the

entire LNLA Board think he's much more than just a behind the scenes guy. Tom doesn't talk a lot but, when he does it's often profound if not provocative. He's an intense thinker and often brings up points of discussion to the Board that we've not considered. And he's not afraid to disagree if he feels he

*(Continued on page 6)*



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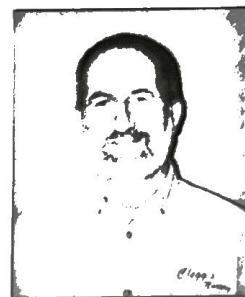
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## THE PRESIDENT'S VOICE

Hello LNLQ members,

I would like to thank you for giving me the opportunity to serve you as LNLQ President. I am looking forward to working closely with this year's board to continue to move this organization forward. We have several exciting things in the works and I am hopeful that we will be able to present them to you later this year.

I enjoyed seeing and visiting with many of you at the GSHE show in Mobile, AL. The show provides an excellent opportunity for gathering new ideas, networking, and visiting with friends.

As I write this, we are moving into what I hope will be a busy and prosperous spring season for all of us. Take a minute and visit LNLQ's website [www.lnla.org](http://www.lnla.org) to stay informed on upcoming events. If I can be of assistance to anyone, please call me at 225-292-6524.

Sincerely,

**Tom Fennell**  
LNLQ President

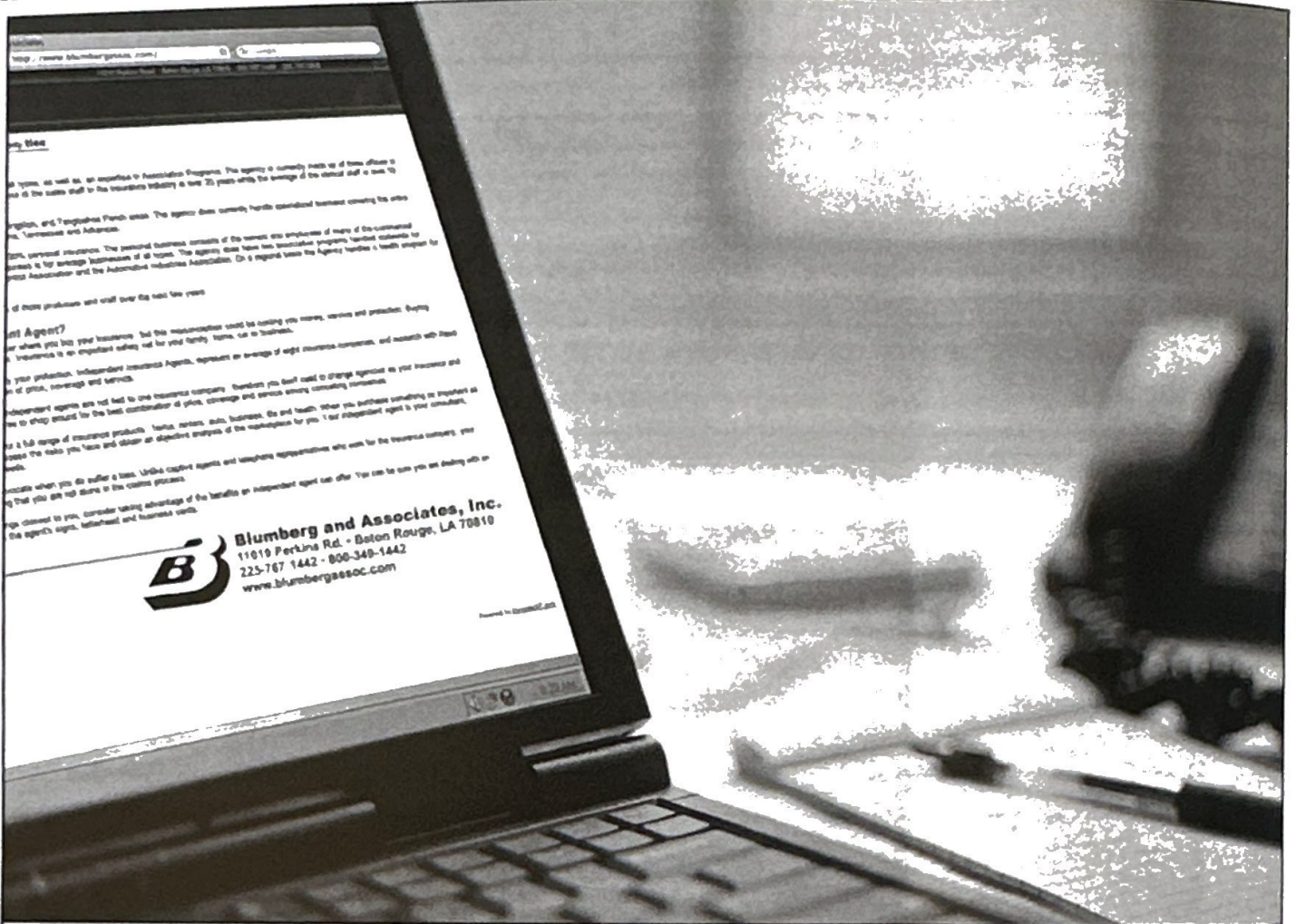
(Continued from page 16)

ise, a hybrid tea with large, pink flowers and dark-green foliage, was introduced by Coiner Nursery. A percentage of sales from this rose will be donated to National Breast Cancer Foundation. Cinco de Mayo's lavender flowers have a hint of rusty red-orange. It is a floribunda rose and was hybridized by Tom Carruth and introduced by Weeks Roses.

To be chosen as an AARS Winner, these three new roses thrived during two years of comprehensive testing in 23 gardens nationwide. They also flourished in 15 categories including the ability to resist disease, overall beauty and general ease of maintenance. Each winning variety bears the AARS red-rose seal of approval that ensures gardeners the plants will grow beyond expectations with little maintenance.

*This article provided by Allen Owings, Professor of Horticulture, Hammond Research Station, LSU AgCenter, (P) 985.543.4125; (C) 225.603.8096; (F) 985.543.4124; (E) [aowings@agctr.lsu.edu](mailto:aowings@agctr.lsu.edu)*





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## THE BUG DOCTOR

### INVASIVE SPECIES

By: Drs Dale Pollet and Christopher Carlton

In these times of frequent high speed travel around the world, we sometimes pick up hitchhikers that initially go unnoticed. These unwanted travelers, non-native exotic insects, can occasionally cause immense physical and economic losses. These insects are small and may go unnoticed for extended periods of time thus allowing populations to become established and they can create havoc in communities or in commodities. Insect populations that are already established may have natural enemies or management programs that can restrict or reduce their potential for a pest to get out of hand. But, newly arriving exotics come in unrestricted, with no predators, no parasites and often with no effective control strategies. Also, they have the ability to spread rapidly and cause much economic loss.

Invasive species can arrive in the United States by air, water, truck, train or other human conveyances. Natural events such as storms may bring exotic species here but not often. Imports of all kinds such as; food, flowers, equipment, supplies, and even the wood used to crate or package materials, can be a mechanism of entry for an unwanted pest. Primary pest problems include species like the red imported fire ants, Formosan termites, or pink hibiscus mealybug. They can be secondary pests capable of transmitting a primary problem, and those can include viruses or diseases such as yellow stripe in sugarcane or West Nile virus in birds, humans, and other animals. The first is carried by the white sugarcane aphid and the second by mosquitoes. Finding, identifying and initiating programs to manage them as quickly, safely and economically as possible are essential to containing outbreaks of pests and/or diseases.

Programs such as, the National Plant Diagnostic Network working with the USDA and Animal and Plant Health Inspection Service (APHIS), help to identify these potential invaders and make us aware of what they look like, the threats they pose and how to manage them. This program is broken into regions of the country and involves insect, disease and weed programs. The training received through this program allows specialists in each state to present this information to Cooperative Extension agents, master gardeners, consultants, nurserymen, and pest control operators. These are the front line defenders of our agricultural crops, commodities and urban ecosystems. The Southern Plant Diagnostic Network supports the southeastern states with grants to fund travel to these training programs that provide training and information from authorities on how to identify these potential pests and potential sources of entry into the country. These yearly workshops are organized for the regional representatives based on the areas of need and interests. They are focused on invasive pests that have entered the country and are spreading as well as those that have the potential to enter the country.

We have seen first hand how the program can function with the discovery of the pink hibiscus mealybug in Jefferson and Orleans parishes. In a cooperative effort between the Louisiana Department of Agriculture and Forestry, APHIS and the LSU AgCenter,

two parasitic wasp species were obtained and released in Jefferson and Orleans parishes which now are helping to control the mealybug population. Initial evaluation of the releases showed an 81% reduction in the pest populations in infested areas in just six months. These same cooperative efforts also are underway with the red imported fire ant and the Formosan termite programs.

Other pests that have arrived in the United States but have not made it to Louisiana include; the Asian Longhorn beetle, the Citrus longhorn beetle, the little brown moth, the emerald ash borer, chili thrips, papaya mealy bug, the poliaspis cycad scale, the Asian citrus psyllid, the lac scale, the white mango scale, the fig wax scale and the passion vine mealybug. The coffee mealybug and the iceplant scale are two of the scale insect pests of great concern that are moving this way but have not reached the U.S. as of yet.

Each of us has a responsibility to check our plants, luggage, and vehicles to ensure we do not carry or spread these unwanted pests. Any unusual insects should be collected and brought to your local County Extension Agent's office. If the agent is unable to identify the specimen(s), then they are sent to the LSU AgCenter Department of Entomology for identification. Any new pests are reported to the Louisiana Department of Agriculture and Forestry and are authenticated by a taxonomic specialist. Surveys and management programs are then developed to manage the pest. Keeping our plants, homes, businesses and commodities free of invasive pest allows us to produce ornamentals, turf, and foods efficiently and economically and it protects our urban environment.

*This article provided by Dr. Dale K. Pollet, Department of Entomology, (P) 225.578.2180, (C) 225.281.0585, (E) dpollet@agcenter.lsu.edu.*

## TURFGRASS RESEARCH UPDATE

By Dr Jeffery Beasley, Assistant Professor of Horticulture, School of Plant, Environment and Soil Sciences, LSU AgCenter

Research projects at the Burden Turfgrass Research section include both national and regional turfgrass cultivar evaluations for several different warm-season grasses. These grasses are being evaluated for several factors including leaf texture, color, establishment rate, canopy density, spring green-up and fall color retention to name a few. Current trials are evaluating centipedegrass, bermudagrass, and seashore paspalum. Most of us are familiar with centipedegrass and bermudagrass, however, the seashore paspalum trial is the first national test for this grass. Because of growing problems concerning poor water quality, especially higher salinity levels, this particular grass will be of great interest. Seashore paspalum has been shown to withstand moderate to high saline conditions. The results from these trials will help provide improved grass cultivars that can be grown for a variety of uses within Louisiana. If you would like to see these trials for yourself, please feel free to visit us at the Burden Research Center in Baton Rouge.

*(Continued from page 1)*

is right. But what I like most about him is that he's a man of his word and that is a trait that is almost non-existent today.

When asked what inspired him to enter the 'Green Industry', he said that growing up, he spent time in the summers helping his grandparents on their ten acre lot. They had azaleas, magnolias and pine trees, as well as, pecans, persimmons, pears, figs and an extensive vegetable garden. Also, while attending Broadmoor Junior High School, in Baton Rouge, back in the mid 1970's he took a horticulture class under Charles Elkins. Broadmoor Junior High School was one of two schools offering horticulture and Mr. Elkins inspired Tom's interest. This keen interest lay dormant through high school. After graduating, Tom enrolled at Southeastern Louisiana University and majored in Plant Science.

While at Southeastern, Tom was further motivated and inspired by Drs. A. D. Owings and Edward 'Buck' Bateman. This hit very close to home with me because I attended Southeastern Louisiana College, majored in Plant Science and both of these gentlemen inspired me immensely; to the extent that I eventually received my Ph.D. some 14 years after I graduated in 1968. I owe my deepest gratitude to these two unsung heroes of education and I'm sure Tom feels the same way too.

While Tom attended Southeastern he worked for Dr. Bateman at the SLU Farm, and on campus doing landscaping and maintenance under the Physical Plant Division. At the same time, Tom gained employment with Diez Nursery and Turf Farm doing landscaping and working in the retail shop. He was also awarded a \$500.00 LNLA Scholarship, which he said helped him immensely. Now, Tom is a hardy proponent of awarding scholarships and volunteers to serve on the LNLA Scholarship committee each year.

When he graduated from Southeastern in 1983, Tom went to work for Marshall Clegg at Clegg's Nursery in Baton Rouge, established in 1955. There were two locations, at the time, and Tom really learned the retail business in a relatively short period of time. Tom said he was really lucky because Sam, and son, Marshall took him under their wings and taught him the retail business.

Around 1984 Clegg's Nursery opened a third location on Greenwell Springs Rd. and Tom was promoted to manager of that location. All went well for Tom during the 1980's and in 1990, after doing such great job, Marshall Clegg promoted Tom to General Manager of all three locations. It was also at this time that Tom and Scott Ricca, who was hired at the same time as Tom, both started a buy-out of Clegg's three locations.

All during the 1990's Tom and Marshall went on numerous buying trips both in and out of state. Tom recalled that he learned by observing what others were doing. He was especially impressed and inspired by four individuals that have made an impact on how he does business today. Steve Adams of Adam's Nursery in Forest Hill, Richard Odom of Country Pines Nursery also in Forest Hill, Kent Langlains of Kent's Nursery in Youngsville and Robbie Dupont of Dupont's Nursery, Inc. in Plaquemine, LA.

Finally, in 1999 the buy-out was finalized. Tom and Scott be

came business partners of Clegg's Nursery and it continues in partnership today. In 2000, they branched out and opened the Denham Springs location the day before Thanksgiving. Tom recalled that the first sale he made was to a buyer who purchased \$100.00 worth of poinsettias. He was so proud of that sale.

A short time later they bought five acres of land next door to the Greenwell Springs location and that's when Clegg's Color Division was started with Tom's brother, Ron, as Head Grower. The plan was to grow a full line of color spring and fall bedding plants; 12,000--- poinsettias, chrysanthemums, vegetable transplants, and hanging baskets. The plan was to use some of what they grew to sell at their four retail locations and sell the rest to landscapers. They were so successful that they ended up using all that they grew for retail sales, and still do. They grow over an acre of absolutely beautiful plants in greenhouse production.

Currently, they have about 100 employees in the spring and he owes much of their success to wonderful managers and employees. Tom doesn't publish any information on gross sales only to say that Clegg's Nursery is one of the largest retail operations in the South.

I asked him since he's been in business what single most event stood out above all others. He said receiving the Better Business Bureau (BBB) of South Central Louisiana, Douglas Manship, Sr., Torch Award for Ethics in Business in 2003. The BBB of South Central Louisiana encompasses 12 parishes from Baton Rouge to Hammond, LA and the criteria for the award were quite extensive. They included (1) High ethical standards of behavior toward customers, suppliers, employees and the community. (2) Longstanding history/reputation of ethical practices in the marketplace. (3) Marketing and advertising practices which reflect a true representation of what is being offered in the marketplace. (4) Acknowledgement of ethical practices by peers. And, (5) training programs that assist employees in carrying out established ethics policies.

Tom has served on LNLA's board since 2000 and as Vice President in 2007. I asked him about other organizations of which he or Clegg's Nursery was a member. He listed the Southern Nursery Association; Livingston Economic Development Council; the Louisiana Restaurant Association, and the Baton Rouge Landscape Association, of which he was a recent board member.

On a more personal note Tom is married to Theresa Fennell. Theresa manages at both the Denham Springs and Greenwell Springs Road locations. She is also responsible for all of the company's advertising and marketing. They have three children, Jason, 24 who is working on his master's degree at LSU in Civil Engineering, Matthew, 20 who is working on his Bachelors Degree at LSU in Biological Sciences and Erin, 15 who is in high school, loves to ride horses, competes in horse shows and is a member of the Livingston Parish Horse Show Association.

I stated at the beginning of this article that LNLA was in good hands. Well, it is no wonder. Tom has earned a place in business, with his peers, and certainly with the Louisiana Nursery and Landscape Association. Tom, we are proud of your accomplishments and look forward to a most successful year with you at the helm.

*(Continued on page 28)*



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### JOURNAL OF ENVIRONMENTAL HORTICULTURE

#### Final Summary of All-America Daylily Evaluations: Rust Observations, Flowering, and Landscape Performance

Allen D. Owings\*, Gordon E. Holcomb, C. Allen Broyles, Ann L. Gray, and Edward W. Bush, 128 J. C. Miller Hall, Department of Horticulture, Louisiana State University Agricultural Center, Baton Rouge, LA 70803; <sup>2</sup>444 Life Sciences Building, Department of Plant Pathology and Crop Physiology, Louisiana State University Agricultural Center, Baton Rouge, LA 70803; <sup>3</sup>4560 Essen Lane, Burden Center, Louisiana State University, Baton Rouge, LA 70809

All-America daylily cultivars have been evaluated in LSU AgCenter landscape trials from 2003-2006 to determine susceptibility to daylily rust (*Puccinia hemerocallidis*), flowering performance and overall visual quality. Individual plants of 'Bitsy', 'Starstruck', 'Black Eyed Stella', 'Lullaby Baby', 'Judith', 'Bitsy', 'Leebea Orange Crush', 'Frankly Scarlet', 'Plum Perfect', 'Chorus Line', 'Lady Lucille', 'Miss Mary Mary', and 'Red Volunteer' were placed in full sun rows of Olivier silt loam soil. Plants were ranged in a replicated completely randomized design and mulched with pine straw mulch twice annually. Plants were drip irrigated as needed to prevent stress. Slow-release fertilizer was applied twice annually—once in the spring at 1 lb N/1000 sq ft and once in the summer at half the spring rate. Fungicides were not applied during the study. Plants were rated for daylily rust presence annually in September and November. Plants were rated weekly from March through October annually for flower and bud presence. Resistant cultivars were 'Miss Mary Mary', 'Chorus Line', 'Lullaby Baby', and 'Bitsy'. Slightly susceptible cultivars were 'Black Eyed Stella' and 'Frankly Scarlet'. 'Plum Perfect' was moderately susceptible. Highly susceptible cultivars were 'Red Volunteer', 'Lady Lucille', 'Starstruck', 'Leebea Orange Crush', and 'Judith'. Cultivars in bloom the most days were 'Miss Mary Mary', 'Lady Lucille', 'Bitsy', and 'Black Eyed Stella'. The earliest to bloom cultivars were 'Bitsy', 'Black Eyed Stella', 'Judith' and 'Miss Mary Mary'. Repeat bloomers were 'Lady Lucille', 'Bitsy', and 'Black Eyed Stella'. HORT SCIENCE, VOL. 42(3), JUNE 2007.

#### Using Palm Trunk Fibers as Peatmoss Replacement for Container Media

Donald R. Hodel\*, Univ. of California Cooperative Extension, Los Angeles, CA, [ajdowner@ucdavis.edu](mailto:ajdowner@ucdavis.edu) A. James Downer, Univ. of California Cooperative Extension, Ventura, CA, [ajdowner@ucdavis.edu](mailto:ajdowner@ucdavis.edu).

Palm trees removed from landscapes constitute a growing portion of undesirable waste that many recycling centers will not accept. Often, palm wastes must be disposed of in landfills. Our research shows that palm fibers ground from the trunks of four landscape palms (*Washingtonia robusta*, *W. filifera*, *Syagrus rommanzoffiana* and *Phoenix canariensis*) can be successfully used as substitutes for peat moss in container media. Palm trunk fibers contain high amounts of sodium, potassium, chloride, and magnesium, and thus required a leaching fraction before their use. Nitrogen must be added to palm trunk fibers to sustain plant growth. Palm fibers pH values were within the normal growing range for many plants. Palm fiber sources significantly affected the growth of queen palms: palms in *W. filifera* fibers grew the largest while those in *W. robusta* fibers were smaller in size and lower in quality. HORT SCIENCE, VOL. 42(4), JULY 2007.

#### Irrigation Affects Landscape Establishment of Burford Holly, Pittosporum, and Sweet Viburnum

S.M. Scheiber University of Florida, IFAS, Environmental Horticulture Department, MREC, 2725 Binion Road, Apopka, FL 32703 E.F. Gilman and M. Paz University of Florida, IFAS, Environmental Horticulture Department, 2543 Fifield Hall, Gainesville, FL 32611, K.A. Moore University of Florida, IFAS, Environmental Horticulture Department, FLREC, 3205 College Avenue, Ft. Lauderdale, FL 33314.

**Abstract.** *Ilex cornuta* Lindl. & Paxt. 'Burfordii Nana' (dwarf burford holly), *Pittosporum tobira* [Dryand]. 'Variegata' (pittosporum), and *Viburnum odorotissimum* Ker Gawl. (sweet viburnum) were transplanted into field plots in an open-sided, clear polyethylene covered shelter to evaluate growth, aesthetic quality, and establishment rates in response to 2-, 4-, or 7-d irrigation frequencies. Establishment was delayed 1 to 2 months for *I. cornuta* 'Burfordii Nana' irrigated every 7 d compared with 2- and 4-d frequencies; however, growth and aesthetic quality were similar among treatments. Plants irrigated every 7 d also had higher cumulative water stress levels. Leaf area, shoot dry weight, and total biomass increased among *P. tobira* 'Variegata' and *V. odorotissimum* irrigated every 2 d. *Pittosporum tobira* 'Variegata' and *V. odorotissimum* irrigated every 2 d also had greater canopy size and root dry weight, respectively. Neither cumulative water stress nor establishment was affected by irrigation frequency for either species.

Data indicates that regardless of species, an irrigation frequency of every 4 d is sufficient for establishment within 16 weeks after transplanting. However, growth of *V. odorotissimum* and *P. tobira* 'Variegata' can be enhanced by more frequent irrigation. It must be noted the current study was conducted in a rainout structure to simulate maximum stress conditions and effect of rainfall events could decrease establishment times or increase growth rates. HORTSCIENCE 42(2):344-348. 2007.

# IN THE NEWS

## IN MEMORIAM

LNLA and it's members would like to express their sympathy to the following 'Green Industry' families:

FNGLA's Executive Vice President, **Ben Bolusky**, in the loss of his wife, Renee Bolusky, to breast cancer on January 29th. Ben and his daughters, Rachel and Jenna reside in Orlando, FL.

**Dennis McCloskey** died on December 26th. Dennis was the founder of Windmill Nurseries, Inc. and founder of Southeast Louisiana Nurserymen's Association. He also served on the Board of Directors and as President of Louisiana Nurserymen's Association. *Eulogy on page 1.*

**Hayden Johns Poole, Jr.** died on February 6th. He was the owner and operator of Poole Brothers Nursery for over 40 years. The nursery was in the family for 75 years.

**Frances Thorne**, Thorne's Plant Farm, in the death of her mother, Betty Reed of DeRidder, LA.

## KUDO'S

**Wanda Metz-Chase**, Imahara's Landscape Co., elected 07-08 President of the Landscape Division Board of the American Nursery and Landscape Association.

**George Hackney**, Hackney Nursery Co., elected 07-08 President of the Wholesale Growers of America.

## LETTER'S

**February 14, 2008**

To the LNLA,

*Thank you so much for the \$1,000.00 scholarship check that you gave to me. As a college student, this check helped me out financially. With upcoming student loans to pay and the everyday bills, I am so thankful to be the recipient of your scholarship and to have been given the honor of receiving a plaque at the LNLA meeting.*

*Thank you again for your generosity!*

*Yours truly, Jesse Williams, SLU Student (pictured on page 31)*

**February 15, 2008**

Dear Members of the Louisiana Nursery and Landscape Association,

*I would like to take this opportunity to thank you for your support of the Louisiana Nursery and Landscape Association Scholarship. As one of this year's recipients, I am grateful for the opportunities this award will provide me. I rely on financial aid, grants and student loans to help finance my*

*education. Receiving this scholarship will help reduce my financial burdens and provide assistance for me as I continue pursuing my education.*

*I am from Denham Springs, Louisiana and graduated from Denham Springs High School. I am an active member of the Southeastern Horticulture Club. I am employed with Clegg's Nursery as a Supervisor at their Denham Springs location. I am on schedule to graduate from Southeastern Louisiana University with a Bachelor of Science in Horticulture. Upon graduation I plan to continue my career at Clegg's Nursery in Management.*

*Once again, thank you for supporting the students of Southeastern Louisiana University. Your generosity truly makes a difference.*

*Sincerely, Kristie LeJeune, SLU Student, (pictured on pg. 31)*

**February 2008**

Dear Mr. Doughty,

*I wanted to express my thanks and gratitude to the Louisiana Nursery and Landscape Association for awarding me one of the \$1000 scholarships this year. It greatly helps free up some of my time from working paying bills to being able to play in my garden and helping out at the Hort Center at SLU. I cannot express how excited I am to be studying and learning about the green industry and opportunities that are present within it. It's like opening a box of candy and knowing that you like the caramels best, but the nongats are just as pleasurable. Every course I take opens up my world a little more, and I'm having a great time.*

*Thank you and the LNLA again.*

*Sincerely, Angela A. Dee, SLU Student (pictured on pg. 31)*

## LNLA BOARD MEETINGS

LNLA's annual membership meeting was held on January 18, 2008. Minutes from that meeting begin on pages 35.

Dates have been set for LNLA's quarterly 2008 Board Meetings; (*Calendar on page 38*). Members are invited to attend and observe any board meeting. However, should you wish to participate or make a presentation, please make your request in writing at least four (4) weeks prior to the meeting so it can be included on the agenda, if time permits. Simply send your request to the Executive Secretary.

## NOTES FROM THE EDITORS

The LNLA staff appreciates all the informational contributions members provide in order to keep everyone abreast of educational features, news, ads, happenings, events and other note worthy information pertaining to our 'Green Industry'. We regret any oversight, errors or misinterpretations in newsletter content and ask that you contact your staff should you have any concerns.

Contact LNLA's staff if you have "Green Industry" news:

Severn C. Doughty, Sr., (E) [scd357@cmaccess.com](mailto:scd357@cmaccess.com)

Laura Crnko, (E) [lcrnko@bellsouth.net](mailto:lcrnko@bellsouth.net)



## Ride the Wave, surf the web ....

GSHE Hotel information: [www.gshe.org/TradeShows/2009/hotels.htm](http://www.gshe.org/TradeShows/2009/hotels.htm)

List of licensed horticulture/landscape professionals: <http://www.ldaf.state.la.us/divisions/aes/licensedprofessional.asp>

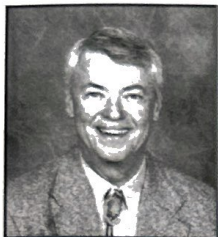
Minimum wage poster required for posting: [www.dol.gov/esa/regs/compliance/posters/flsa.htm](http://www.dol.gov/esa/regs/compliance/posters/flsa.htm)

Economic Impacts of the Green Industry in the United States: [www.utextension.utk.edu/hbin/greenimpact.html](http://www.utextension.utk.edu/hbin/greenimpact.html)

LSU AgCenter's 2008 "Get It Growing" calendar : [www.lsuagcenter.com/GetItGrowingCalendar/](http://www.lsuagcenter.com/GetItGrowingCalendar/)

LSU AgCenter Publications: [www.lsuagcenter.com/en/communications/publications/Publications+Catal](http://www.lsuagcenter.com/en/communications/publications/Publications+Catal)





## Notes From The Secretary

*Severn C. Doughty, Sr., LNLA Executive Secretary*



Hi to all my good friends,

We have just begun to read and comprehend what YOU said in the recent LNLA survey, sent to you with your membership renewal letter just before Christmas. First of all 'a big thank you' to the 45 % of you that responded. I know it took some time to complete but, it gave me and the LNLA Board important information about what YOU want YOUR organization to do for YOU. As of January 9, 2008 there were 218 membership renewals received and 98 surveys returned. I quickly tabulated five of the 19 question responses so we could discuss them at the 1<sup>st</sup> 2008 board meeting. I plan to take about five questions, tabulate your responses and present them to the Board during 2008. There is a sizable amount of information and I want to digest it well before I present it to the Board and finally to you.

To begin with, as of January 14, 2008, 242 members renewed so far this year. Of those renewing about 35% were growers, 32% landscapers, 9% retailers, 14% government/education members, 3% students, 6% associate members and 1% affiliate members.

In the survey the first question asked was, 'How long have you been a member of LNLA?' Four said they didn't know, 14 said one year, 6 said two years, 10 indicated three years, 6 said four, five and seven years, respectively, 2 indicated eight years, 8 said ten years, 3 said fifteen years, 7 said twenty years, 1 said 21 years, 4 said 25 years, 1 said 30, 33, and 35 years, respectively, 4 indicated 40 years, 1 said 50 and 53 years, respectively and 2 indicated that they had been a member since LNLA began – 54 years ago.

This tells me, if we extrapolate the numbers that about 12% of our members have been members from one to three years and 24% have been members from one to ten years. Likewise, about 3% have been members from 40 to 54 years. So we are experiencing growth in new members and that is great!

Question number two read, 'What services do you expect from LNLA?' The top response was to provide timely industry news and updates (75). Throughout the survey other responses surfaced such as 'more articles about people in the news' and 'more personal stories as there are few older nurseries around'. As a result of YOUR request, we will be providing a new column starting in this newsletter titled, NEWS, VIEWS AND THANKYOU'S. It will feature short news pieces, views readers share with the editors and thank you notes from various folks. So take the time to share NEWS or VIEWS with us so we can create a sort of chat room in each edition of your Newsletter.

Other responses to question number two in descending order included: continuing education (74), legislative updates (60), research and development (59), a tie between access to vendors and professional certification (57), lobbying issues that affect your business (56), regulatory updates (51), updated website (44), scholarships (39), industry economic survey (38) and industry promotions (36).

Question number five asked, 'Do you visit our website, [www.lnla.org](http://www.lnla.org)?' Forty three percent (43%) stated yes, 57% said no. 'If yes, how often?' Forty three percent (43%) said zero to five times a month. Question number six asked, 'What sections do you visit on our website the most?' Four said all sections, three said the homepage, two said the news, and one each said, show dates, upcoming events, access to vendors and lobbying.

Question number seven asked, 'What would you like to see us add to the website?' Five said to have a member's search and one each said LSU plant trials/new plants, stories from LNLA, link to Dr. Odenwald's new plant site and nothing.

Question number eight asked, 'Do you attend the Gulf States Horticulture Expo in Mobile, AL?' Seventy seven percent (77%) indicated that they did attend and 23% said no. 'If yes, do you attend the LNLA Annual Breakfast Meeting?' Forty seven percent (47%) said yes and 53% said no. 'Do you attend the LNLA Hospitality?' Forty five percent (45%) said they did and 55% said they did not. 'Do you attend the educational seminars on Thursday?' Forty five percent (45%) said yes and 55% said no.

Your LNLA Board of Directors would really like to see every member attend LNLA's annual meeting. It's the only meeting for the entire year and it is so good to see all the members at one time. Please consider it for next year.

*(Continued on page 10)*



(Continued from page 9)

To compare question number eight with question number nine is very interesting. Number nine asked, 'Do you attend the Texas Expo regularly?' Twenty eight percent (28%) said they did and 72% said they did not. 'If so, do you attend the Louisiana Hospitality there?' Twenty six percent (26%) said yes and 74% said they did not. Obviously, the Gulf States Horticultural Expo is much greater attend by LNLA members than the Texas Expo - almost three times so.

I tabulated another question after the 1<sup>st</sup> Board Meeting because Allen Owings was attending a meeting with the LSU horticulture faculty and other LSU Ag-Center faculty to determine what horticultural research projects they would pursue. In question number 10 of the survey it asked, 'LNLA funds research - What areas of research would you like to see LNLA invest in that would most benefit you?' The number one response was new plants (32). The other responses were in descending order and included: weed control (30), disease control (29), insect control (26), cultural information (12), economic survey (7), ornamental plants (2) and the rest of the responses were recorded only once. They included: pest control, chemicals, organic pest control, transplanting hormones and stimulants, research container grown plants, water pond grass, turf farming, best performing plants, tree growth, *Hosta* research, landscape plant selection, environmental benefits of plants, pine bark mixes, best mixes, pH control, landscape contracting, trial reports, market trends, landscape ordinances, maintenance information, irrigation requirements, support universities with seed money, educational publications to encourage homeowners to ask for licensed professionals and more publications. Just so you'll know, I tabulated the 98 responses plus another 21 for a total of 119 responses to question number 10 - the areas of research.

Again, thank you for responding. In the rest of the quarterly newsletters this year, I'll report on the remaining questions not reported here. Be on the lookout for changes that will occur based on the results of YOUR RESPONSES.

Remember, if you have a comment, announcement, request and /or criticism or would like to make a contribution to the newsletter, please contact me at 318-872-4677 or email me at [scd357@cmaaccess.com](mailto:scd357@cmaaccess.com).

Until next time.....

Best regards,

Severn C. Doughty, Sr.  
Executive Secretary



## LOUISIANA Nursery & Landscape NEWS

LNLA's newsletter, *Louisiana Nursery & Landscape News*, is a quarterly publication. Advertisement space can be purchased by any green industry business. A discount is available to LNLA members with annual contracts.

### NEWSLETTER ADS

Quarterly publication: (Jan/Feb/March), (April/May/June),  
(July/Aug/Sept), (Oct/Nov/Dec).

Ad Size	Dimensions	1 Qtr	LNLA	(Non-Member)
			(Member)	1 YR
Full Page B/W	7-1/2" X 9-1/2"	\$110	\$325	\$425
Full Page color		\$200	\$800	\$1,000
Half Page/Vert. B/W	3-1/2" X 9-1/2"	\$90	\$250	\$325
Half Page/Vert. color	3-1/2" X 9-1/2"	\$100	\$400	\$600
Half Page/Horiz. B/W	7-1/2" X 4-1/2"	\$80	\$210	\$270
Half Page/Horiz. Color	7-1/2" X 4-1/2"	\$100	\$400	\$600
Qtr. Page B/W	3-1/2" X 4-1/2"	\$45	\$125	\$180
Qtr. Page Color	3-1/2" X 4-1/2"	\$60	\$250	\$400
Bus. Card B/W	3-1/2" X 2"	\$35	\$90	\$140
Bus. Card Color	3-1/2" X 2"	\$50	\$225	\$350

**GRAPHICS FEE - \$60 per hour when design services are needed. No charge if ads are provided.**

**Ad copy:** Two copies are required. A velux hard copy and a file copy in a pdf or tiff format with fonts converted to curves.

#### For further details contact the editors:

Severn C. Doughty, Sr. LNLA Executive Secretary,

444 Foxtrot Drive, Mansfield, LA 71052

(P) 318.872.4677 (E) [scd357@cmaaccess.com](mailto:scd357@cmaaccess.com)

Laura Crnko, LNLA Administrative Assistant,

8409 Vincent Road, Denham Springs, LA 70726

(P) 225.667.4744 (E) [lcrnko@bellsouth.net](mailto:lcrnko@bellsouth.net)

#### Mail ad copy and payment to:

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C/O Laura Crnko

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## NURSERY CROP OUTLOOK

### NATIONAL SITUATION AND OUTLOOK

USDA/ERS reported in *Floriculture and Nursery Crops Yearbook* (Dec 2007) that value of production of greenhouse and nursery crops had increased from \$12.4 billion in 1997 to an estimated value of \$16.8 billion for 2006, for an average growth rate of about 3.6%. This was considerably lower than estimated growth rates for the 1980s and 1990s, and the estimated change from 2005 to 2006 was only 0.3%. Changes in the larger economy in terms of income growth and rising interest rates impacts probably have been responsible for these declines. The demand for plants and flowers as ornaments depends on consumer discretionary income and consumer preferences, and to levels of other household expenses. Energy costs in particular probably have affected sales of ornamental plants, and added to the cost structure of growers in production and transportation.

In 2006, an important factor in the economy was declining growth rates (in some cases actual declines) in prices of residential housing. This trend continued and might have been more pronounced in 2007, and early in 2008 there are few signs of abatement. Forecasts of recession are common. In this environment, reduced growth rates for expenditures on nursery and floriculture products should be expected. Our outlook a year ago was that it 'might be expected that sales at the national level again would increase in the range of 2 percent to 3 percent'. That apparently did not happen. Further, economic reports and declines in consumer confidence as measured by polls suggest that consumers might lower spending. However, National Gardening Association reported that in 2006 'Homeowners spent a record \$44.7 billion ... to hire lawn care and landscape maintenance services, landscape installation and construction services, tree care services, and landscape design services. Thirty percent of all households nationwide, or an estimated 34.5 million households, currently hire at least one type of lawn and landscape service. And the market for residential lawn and landscape services has increased at a compound annual growth rate of more than 10 percent a year for the past five years.' In addition, lawn and garden participation rates have not declined. So, factors that suggest market weakness are evident, but there are other pieces of evidence that any decline in expenditures on gardening may be moderate. Overall, conservative planning based on the expectation that sales level as measured by dollars would be no higher than 2007 seems to be appropriate.

### LOUISIANA SITUATION AND OUTLOOK

Production and sales of nursery-grown ornamentals have significantly increased over the past 5 years. The farm-gate value of wholesale production is \$120-\$125 million with an additional \$75-\$100 million in plant inventory. Some growers feel these values are under-reported. Total sales for 2007 were up slightly from 2006 figures. Nursery crop sales in 2005 suffered due to Katrina (\$11 million) and Rita (\$5 million) hurricane related losses but have rebounded. The Louisiana nursery industry, along with growers from Texas to Florida, is slightly ahead of national trends in wholesale productions sales. The extended drought in portions of the SE United States in 2007 hurt out-of-state sales for some Louisiana nursery producers.

Woody ornamentals account for the vast majority of the wholesale farm-gate value of commercial nursery crops in Louisiana. The LSU AgCenter estimates wholesale sales of woody ornamentals in Louisiana of about \$75 million annually. The prediction is for a continued increase for the next three to five years. Container production acreage has

increased significantly in the last five years, while acreage in field production has been stagnant or decreased slightly. The major container crops are azaleas, hollies, crape myrtles, Indian hawthorns, groundcovers, and shade/flowering tree species. The number of acres in bigger container sizes is up significantly. Adequate inventory in 1-gallon and 3-gallon woody ornamental material was in extreme short supply for the spring 2007 season but should be slightly improved for the spring 2008 season. In addition, shortages of high quality larger container trees exist at the wholesale level in Louisiana.

Floriculture/bedding plants typically represent about 30 percent of Louisiana's nursery crop production. At the wholesale level, about 40 percent of bedding plant/floriculture crop sales occur in late winter and early spring. Floricultural crop and bedding plant production (includes poinsettias, hibiscus, garden mums, lantana, impatiens, petunias and periwinkles) has experienced little growth in Louisiana in the past three to five years. Profit margins in floriculture crop production are shrinking due to energy price increases, transportation cost, fertilizer expenses, and other factors.

Foliage plant production in Louisiana has slowed. Most foliage sold at the retail level now is imported from Florida or brought in from Florida by wholesale growers and brokers. Some of these imports are grown in Louisiana for several months prior to wholesale sale. Interest in wholesale production of tropical plants, however, has increased recently in Louisiana. Although this category could fall into

*(Continued on page 29)*



# "QUALITY PLANTS"



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## *Landscape Design Sketchbook*

*-green laws, design principles, designer plants-*

*Buck Abbey, ASLA*

*Associate Professor,*

*Robert Reich School of Landscape Architecture*

*Louisiana State University*

### **New Market for Louisiana Plants**

In a recent column in this publication it was pointed out that landscape codes regulate site development through the police power of zoning.

Green laws, landscape ordinances and tree regulations, in communities from Mandeville to Shreveport are changing the way landscape architects practice. This changing practice also has implications for growers, retailers, contractors and landscape maintenance companies.

Everyone in Louisiana's green industry is affected when communities change their development policies.

A trend that has been in motion for several years took a big leap forward on December 5, 2007 when the City of Baton Rouge changed Chapter 15 of the Unified Development Code. This revised drainage code has enacting storm water quality regulations throughout East Baton Rouge Parish.

This change has been prompted by the EPA Phase II rules and the Louisiana Department of Environmental Quality. Both are working together to clean up urban storm water, non-point pollution in Louisiana's capitol city.

The goal is better water quality standards and to

ensure that all public waters, both surface and underground are drinkable, swimmable, and fishable.

### ***Blue Water Regulations***

These new regulations require that landscape architects implement new design practices based upon the use of "storm water best management practices."

Often called BMPs, these design procedures generally include the use of wetland and water loving plants that will slow, filter, clean, infiltrate and allow evapo-transpiration of urban storm water flows.

Studies indicate that these practices that use wetland plant material can reduce median percentages of urban pollutants such as TSS, Phosphorus, Nitrogen and heavy metals. Estimates of pollution reduction using BMPs vary between 47% to 99% removal efficiency.

Common storm water BMPs include the design of bioswales, storm water buffers, micro-detentions, constructed wetlands, parking lot detentions, stream bank buffers and disconnected roof tops and porous paved parking surfaces.

East Baton Rouge Parish now requires that these

*(Continued on page 14)*

(Continued from page 13)

water management facilities be designed into storm water management plans (SMP) for all development over one acre in size. Water quality and drainage impact studies must be prepared as a supplement to the SMP and off site storm water management fee may be assessed in some situations.

Every new and redeveloped development site will be fitted out with planted storm water BMPs. Large numbers of affordable wetland plants will need to be grown to serve this potential market.

### ***Green Industry Changes***

Louisiana growers already grow many species of native wetland plants that can be incorporated through landscape architecture design into these new site scale urban storm water management facilities.

### ***Hundreds of thousands of wetland plants will need to be grown in Louisiana to serve this potential market.***

Designers commonly think of Canna (*Canna*), Cypress (*Taxodium*), Buttonbush (*Cephalanthus*), and Elephant Ear (*Colocasia*) as plants that can be found at local nurseries. Giant Reed (*Arundo*), Iris (*Iris* sp), Palmetto (*Sabal*), Red Maple (*Acer*), and Umbrella Plant (*Cyperus*) are others. Walking Iris (*Neomarica*), and Willow (*Salix*) are all being grown in Louisiana by commercial growers but there is a large need.

Some fresh water loving plants are being grown by the Louisiana Native Plant Initiative at the Golden Meadow facility. These plants are being

tested and grown to be used for coastal erosion protection. Some of these plants, especially Blue-stem, (*Andropogon*) (*Schizachyrium*) gamagrass, (*Tripsacum*) Indian grass, (*Sorghastrum*) Switchgrass, (*Panicum*), and black needle rush (*Juncus*) all can be widely grown as ornamentals for urban storm water plantings.

Colonizing grasses, sedges, and rushes that withstand flooding and heavy soils make the best plants for storm water design use.

But there will be a need for other wet area plants with ornamental qualities that can be used for urban storm water management systems.

Many of these plants are native but are not being grown commercially. Growers should consider this a new market and a potential profit center. They should consider growing such interesting native wetland plants as Arrowhead, Duck Potato, and Bull Tongue, all members of the *Sagittaria* family. Other plants with ornamental qualities include Bull Rush (*Scirpus*), Lizard's Tail, (*Saururus*), Pickerelweed (*Pontederia*), and Maiden Cane (*Panicum*). Several varieties of *Panicum* are available in the trade.

Other plants that might be used in water quality management landscape designs include Knotgrass and Crown Grass both species of *Paspalum*. Growers might consider Smart Weed (*Polygonum*), Lovegrass (*Eragrostis*) and perhaps even Fakahatchee grass (*Tripsacum*). This grass is widely used by landscape designers in Florida.

It is expected that community landscape codes and drainage ordinances in other Louisiana communities will eventually be modified to include on-site

(Continued on page 32)



## ECONOMIC CONSIDERATIONS OF LOUISIANA'S CYPRESS RESOURCE

A discussion paper on the economic considerations of Louisiana's cypress resource by LSU AgCenter's Mike Dunn can be found at

<http://www.sref.info/spotlight/louisiana2007.pdf>. Background information is found below.

Recently, concern has been expressed by environmental interests and concerned citizens regarding the harvest of cypress grown in Louisiana. This concern grew after the devastation caused by hurricanes Katrina and Rita and the growing knowledge among the citizenry of the changing structure of the coast. The changing structure of the coast is a result of many factors including human intervention to

prevent upstream flooding of the Mississippi River (mainly levee construction) resulting in nutrient deficiencies and land subsidence, human settlement and encroachment, rising sea levels and exploitation of natural resources for human benefit, among other factors. These formerly forested areas helped protect the state from the most damaging effects of hurricanes in the past.

Since cypress is an integral component of forests that inhabit lowland areas and areas in relatively close proximity to Louisiana's coast, concern about the loss of cypress because of the aforementioned factors has come to the forefront in terms of issues facing landowners, land managers and concerned citizens in Louisiana. Some argue that certain uses for cypress, such as harvesting or using cypress for mulch, is an unworthy end for the tree and cypress should not be used for these purposes. Others argue that most trees are the property of private owners who have rights protected by law to have trees harvested from their land as they see fit. Yet others charge that cypress that is harvested in Louisiana comes from unsustainable sources.

*Source: Mike Dunn, LSU AgCenter*

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## *Ornamental Horticulture News and Notes*

The LSU AgCenter works with several companies supplying bedding plants seed and plugs each year to evaluate performance of new plants being offered to greenhouse growers, landscapers and garden centers. Seed from PanAmerican Seed and Ball Seed were received in early 2007, were sown in germination media, transplanted into 606 cell pack liners, and planted in full sun landscape trials at Burden Center, a LSU AgCenter agricultural experiment station in Baton Rouge, LA (USDA hardiness zone 8B, AHS heat zone 8). Ball FloraPlant vegetative liners were received and potted into 1801 cell packs and grown on for approximately 3-4 weeks in the greenhouse. Most of these plants were also grown at the Hammond Research Station in Hammond, LA (same climate zones as Baton Rouge location). Most of these plants were five feet wide and raised approximately 6-8 inches above native soil. Native soil is an Oliver silt loam soil. Pine bark top-dressing was used in the raised beds on top of the native soil. Beds were located in full sun and received supplemental overhead irrigation via spray stakes as needed to prevent stress. Most plants were spaced 12-18 inches apart (somewhat dependent on the specific cultivar) with 18-24 single plant replicates per cultivar. Plants were fertilized at planting (mid-April for most cultivars) at the rate of one pound nitrogen per 1000 square feet bed area with Sta-Green Nursery Special 12-6-6. Fertilizer was applied again in mid summer at the rate of one-half pound nitrogen per 1000 square feet bed area with Sta-Green Nursery Special 12-6-6. Hand weeding and Amaze pre-emergent granular herbicide (at the recommended rate) were used for weed control. Plants were not pruned or pinched during the study. Fungicides and insecticides were not applied.

### Pan American Seed

**Top Performers** – Limon Talinum, Shock Wave Petunias, Luna Rose Hibiscus

**Above Average Performers** – Royal Tapestry Alternanthera, Baby Duck Yellow Petunia, Blue Arrows Juncus, Javelin Juncus, Easy Wave Mystic Pink Petunia, Pacifica Halo Mix Vinca

**Average Performers** – Chocolate Mint Coleus, Dreams Rose Morn Petunia, Carpet Pink Improved Petunia

**Below Average Performers** – Vista Rose Salvia Super Elfin Impatiens and Fanciful Stardust Mix Impatiens were sent for inclusion but were not included in 2007 trials.

### Ball Seed

**Above Average Performers** – Titan Pure White Vinca, Profusion Knee High White Zinnia, Profusion Knee High Cherry Zinnia

**Average Performers** – Solcito Zinnia Radiance Rudbeckia was not evaluated in 2007 due to seed availability shortages. Potpourri Dark Purple Lavender was sent for inclusion but not included in 2007 trials at the LSU AgCenter.

### Ball Flora Plant

**Top Performers** – Magilla Purple Perilla, Rio series Purslane, Lucky Pot of Gold Lantana

**Above Average Performers** – Landmark Rose Improved Lantana, Torch series Gaillardia

**Average Performers** – Angelmist series Angelonias, Suncatcher Petunias, Madeira Argyranthemum, Double Wave Blue Velvet Petunia, Aztec Red Velvet and Aztec Violet Verbena, Cabaret Calibrachoa

**Below Average Performers** – Waterfall Azure Mist Lobelia, Abunda Giant White Bacopa Geraniums submitted for evaluation were not included in 2007 trials and Fanfare Trailing Impatiens were not included due to a lack of shade for the trial plants.

### RAZZLE DAZZLE CRAPE MYRTLES

The Razzle Dazzle® dwarf crape myrtles are an exciting new series of crape myrtles developed by world-renowned horticulturist and breeder, Dr. Michael A. Dirr. As the first series within the Gardener's Confidence® Collection, the Razzle Dazzle® dwarf crape myrtles have been developed with the trustworthy attributes of easy care and mildew resistance, as well as exceptional color and compact habit. Mature height is 4 feet. Plants are being evaluated for flowering, cold hardiness and disease resistance at Burden Center in Baton Rouge and are being wholesale grown at Windmill Nursery in Folsom and at several other wholesale growers in Louisiana. Plants were available starting in 2006 and have been available at retail garden centers in Louisiana in 2007.

Varieties in the series include: 'Ruby Dazzle' (pink blooms with bronze-red foliage), 'Cherry Dazzle' (cherry red flowers), 'Snow Dazzle' (white blooms), 'Dazzle Me Pink' (pink blooms) and 'Raspberry Dazzle' (raspberry red blooms). Initial reports indicate that 'Cherry Dazzle' and 'Raspberry Dazzle' are the better performers. 'Cherry Dazzle' is the most readily available variety. 'Dazzle Me Pink' and 'Snow Dazzle' have been susceptible to cercospora leaf spot in LSU AgCenter trials. 'Ruby Dazzle' is a nice plant with less flowering than 'Cherry Dazzle' and 'Raspberry Dazzle'.

For more information on these plants visit: [http://www.gardenersconfidence.com/Razzle\\_Dazzle/Razzle\\_Dazzle.aspx](http://www.gardenersconfidence.com/Razzle_Dazzle/Razzle_Dazzle.aspx)

### AARS WINNERS FOR 2009 ANNOUNCED

Carefree Spirit, Pink Promise and Cinco de Mayo have been named All-America Rose Selection winners for 2009. Carefree Spirit has deep-red flowers with white accents. It is a landscape shrub and was hybridized by Jacques Mouchotte and will be introduced by Conard-Pyle. Pink Prom-

*(Continued on page 3)*



# Gulf States

## HORTICULTURAL EXPO, INC.

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AUBURN, Ala. (February 1, 2008) —The Gulf States Horticultural Expo, held at the Arthur R. Outlaw Center January 17-19, celebrated its 10<sup>th</sup> Anniversary with another sold-out show. The Gulf States Horticultural Expo, hosted each year in Mobile by the Alabama Nursery & Landscape Association (ALNLA), Louisiana Nursery & Landscape Association (LNLA), and Mississippi Nursery & Nursery Association (MNLA) had more than 3,500 attendees, 435 exhibitors and 700 exhibiting booths this year.

The 2008 GSHE Educational Seminars on Thursday began with a General Session featuring two well know Green Industry speakers. Anne M. Obarski, of St. Charles, Missouri, spoke on how to make your business contagious and Linda Askey of Birmingham, Alabama, spoke on trends she sees on the horizon. Following these, there were six breakout workshops: Pest Management; Landscape Contracting and Maintenance; Irrigation; Retail; Greenhouse and Nursery; and Risk Management.

Rob Davis of Daviscapes in Birmingham attended the show for the second time as a business owner. Davis said, "The opportunity to visit with potential suppliers and growers all under one roof has saved me valuable time and helped me grow my business. The convenience of the show being in Mobile allows me to combine business with some well-deserved vacation time with my family."

On Friday, the first day of the tradeshow, Phillip Hunter of Hunter  
*(Continued on page 32)*



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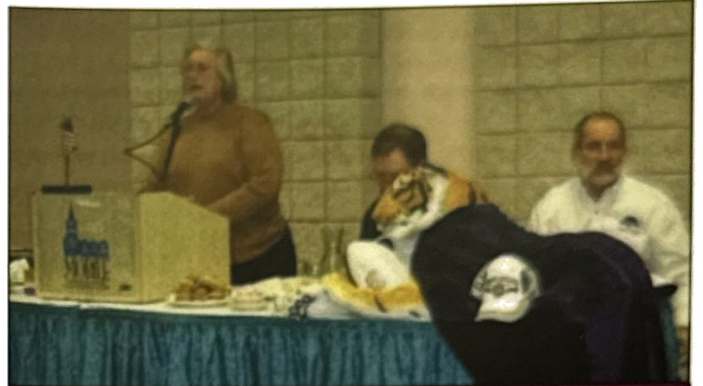
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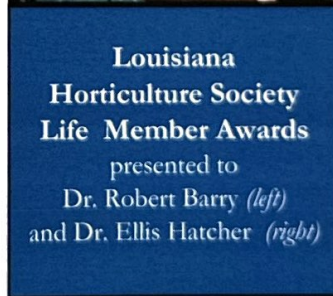


### LNLA ANNUAL MEMBERSHIP MEETING



#### James A. Foret Award

presented to  
Martha Vallery (*left*)  
by Debbie Poole (*right*)



#### Louisiana Horticulture Society Life Member Awards

presented to  
Dr. Robert Barry (*left*)  
and Dr. Ellis Hatcher (*right*)



#### Professional of the Year

presented to  
Mike Goree (*right*)  
by Danny LaFleur (*left*)



#### Young Professional of the Year

presented to  
Nick Simoneaux (*left*)  
by Allen Owings (*right*)



#### Distinguished Service Award

presented to  
Annie Coco (*left*)  
by Dan Gill (*right*)





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## WOODY ORNAMENTAL UPDATE

Bark sources are becoming increasingly difficult to find. Alternative media consisting of hardwood bark has been considered as a viable alternative to pine bark. Amendments consisting of sulfur, lime, gypsum, Epsom salt, and iron sulfate have been shown to produce improved growth of gardenia and ligustrum. New sources of slow release Epsom salt will allow growers to apply Epsom salt one time a year without multiple applications. The basic calcium and magnesium requirements are typically satisfied by application of dolomitic lime. The problem with dolomitic lime, however, is that it increases soil pH. By combining Epsom salt and gypsum you can supply the needed calcium and magnesium without increasing medium pH. You also can use these amendments if your irrigation water gradually increases the medium pH beyond desirable limits. Elemental sulfur needs to be applied carefully as to not cause damage to tender root systems. Multiple low applications are better than high rates. We used a rate of 1 lb elemental sulfur/cubic yard in preliminary studies. Future bark sources consisting of bark blends have already become common place and growers may need to make amendment adjustments to keep up with an ever changing bark supply.

*By Dr. Ed Bush, Associate Professor of Horticulture, School of Plant, Environment and Soil Sciences, LSU AgCenter*

## HERBACEOUS ORNAMENTAL UPDATE

Ornamental bananas, both *Musa* and *Ensete* species, have become important U.S. tropical landscape plants. There are some taxonomic differences between the genera *Musa* and *Ensete*. *Musa* species tend to have more adventitious roots or sucker more readily than *Ensete* species. There are hundreds of varieties of *Musa* with various forms, leaf sizes, shapes and variegation, heights and inflorescences. Some produce edible fruit. All grow best in full sun with ample water. USDA Hardiness Zones vary.

Bananas are relatively easy to grow from tissue culture. Most liners can be purchased in 72 cell trays. Depending on the variety and how the plants are to be used, the liners can be grown in 4-inch to 3-gallon or larger containers. Plants should be produced under 30 percent shade to full sun.

Six banana varieties (two of each dwarf, medium and tall varieties) from Agristarts were planted in a variety trial four years ago at Burden Center.

Two varieties that have performed very well were *Musa* 'Ice Cream' and 'Dwarf Orinoco'. *Musa* 'Ice Cream' is cold hardy to USDA Hardiness Zone 8 and can grow up to 15 feet tall. In spite of its height, its sturdy stem and root system stands up to strong winds. The leaves are a silver-green color measuring 4 feet long. Its blue-green fruit is medium sized with white flesh. The fruit, which doesn't have the typical 'Cavendish' banana taste and texture, tastes as good as the name implies. 'Dwarf Orinoco' is a small vigorous plant that is solid green and has a thick stem. It is hardy to USDA Hardiness Zone 7b. The leaves are 1 1/2 feet wide and 3 feet long. It produces thick skinned, short, round edible fruit. 'Dwarf Orinoco' withstands wind and is a plant that doesn't overwhelm the landscape. It reaches 5-6 feet tall.

*By Dr. Jeff Kuehny, Professor of Horticulture, School of Plant, Environment and Soil Sciences, LSU AgCenter*

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# Angels in the Garden

By **Michele  
André**

*Sales Representative,  
Ball Horticultural  
Company*



Down here in the South, our Summers seem to be the hardest time to grow blooming plants. The unrelenting heat and rains can make gardening a challenge for any gardener. Angelonia is a great choice for this time of year – these beauties will bloom their hearts out all season long.

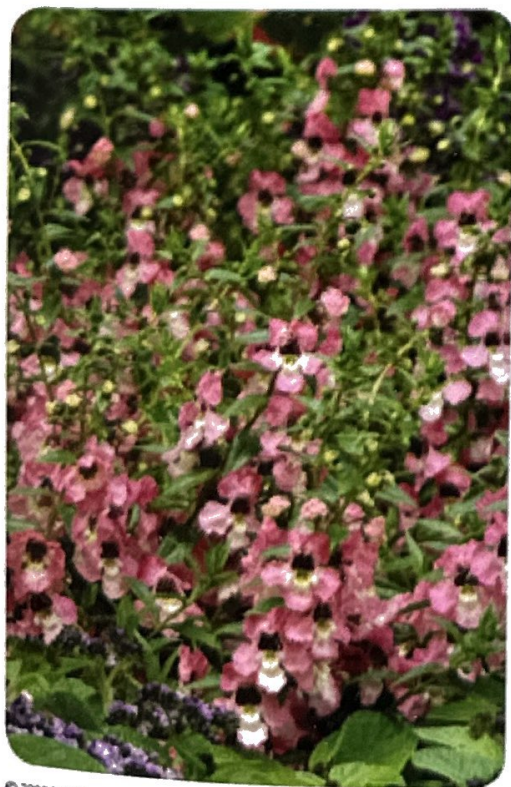
Angelonia are sometimes called Summer snapdragons as their blooms resemble those of that popular Winter flower. Offering a palette that includes whites, pinks, purples and even stripes, Angelonia complement any sunny setting. I have had them live for several years in my garden in New Orleans.



The vegetative types (propagated from cuttings) were the first to arrive on the scene. One example is the AngelMist® series, a versatile family that includes spreading, compact and mid-height types. With a height of about 12 in., the spreading varieties are the perfect candidates for baskets and borders, and come in three colors including pink, purple and white. The compact AngelMist varieties grow 12 to 15 in. tall in our climate and are ideal for 4 to 6-in. pots and mixed containers. The medium types perform best in 1-gallon and larger pots, and finish at a height of 18 to 22 in. in our gardens. When growing these types, high light levels and temperatures above 50°F are best. Moderate fertilizer and 1 or 2 pinches make really bushy plants.

The seed-grown Serena® F1 series Angelonia hit the market in 2005 and gave landscapers a choice to use on a large scale. Named a Mississippi Medallion Award Winner for 2007, this newcomer brought Angelonia into even more gardens and different uses. Serena is useful in 4 to 6-in. pots, hanging baskets and mixed containers. It grows best in full sun, loves the heat and humidity, and never needs to be pinched to branch. Available in four colors and a mixture, Serena grows to a finish height of 10 to 12 in. in the garden.

I encourage you to try Angelonia as I think you will like them as much as I do! For more color landscape solutions, be sure to visit [www.balllandscape.com](http://www.balllandscape.com).



## NEWS, VIEWS & THANK YOU'S

This is a new column and it is the result of YOUR request. In the recent survey mailed to you with your renewal notice, question number two asked, 'What services do you expect from LNLA?' The top response was to provide timely industry news and updates (75). Throughout the survey other responses surfaced such as 'more articles about people in the news', 'more personal stories because there are fewer older nurseries around' and 'stories from LNLA'. This column will feature short news pieces, views you all share with your editors and thank you notes and letters received from various folks. In order for this column to survive, YOU will have to submit information for us to publish. Please consider submitting something of interest.

**Email**—January 23, 2008

Mr. Sev,

*It sure was a pleasure to meet you last week at the Expo in Mobile. I had never really stopped to make the commitment to join the association. I knew it has always been an asset to our industry and I didn't know what I had been missing!!! I am happy to be a new member and I must give credit to Nick Simoneaux from Rayne for inviting me to join.*

*I am especially proud to be in the nursery and landscape business in the same community in which Nick operates. By providing good quality plants, with the assistance of great reputable landscapers, it is surely an asset to our folks in Rayne and to the surrounding area. I was really proud when it was commented on at the Annual Meeting that we were unique in that our chamber was a "Chamber of Commerce and Agriculture". I had never really thought about how special that is to our community.*

*I would like to purchase some copies of the "Guide for Louisiana Gardens". It is a wonderful publication and I would be pleased to offer it to my customers.*

*Thanks for your time and enthusiasm,*

*Katherine Stagg, Stagg's Nursery in Rayne, LA*

**Thank You Note**—January 22, 2008

Dear LNLA Members,

*Thank you very much for the beautiful arrangement of flowers and all of your prayers. You never really know how nice it is to receive a gift of plants or flowers until someone gives them to you with sincere thoughtfulness and prayers. God has shown mercy on me because of all of your prayers. I am recovering fine from surgery.*

*I hope to see you all soon, Rick Cicero, LNLA Board Member*

**Email**—February 7, 2008

Dear Severn,

*It was good to visit with you in Folsom on the occasion of the funeral of Dennis. Dennis was a good man, as he was my mentor, when it came to the nursery organization from LAN, NLA and SNA. He always gave me guidance when asked. This is the first time I'm sending you and Danny LaFleur a nice note on the direction of the new LNLA. I was just reading the LNLA magazine, Dec. 07 issue and the first item I read was your article on Sherwood Akin. I never knew Sherwood but the article and the information you shared was just great. Now, I will read the rest of the magazine.*

*I'm very pleased that you are the Executive Secretary and you have done a great job so far. I never told you but you are the right man for the right job and at the right time. I'm glad that Danny was President and you both have made a difference. Please continue in the magazine about past interests as it is good reading.*

*Just a quick mail to express my thanks for LNLA to us old guys,  
Walter Imahara*

**Thank You Note**—January 22, 2008

*Thank you so much for your donation to the Hospice of St. Tammany in Dennis' memory. Hospice enabled us to have Dennis at home where he was in the loving arms of his family and friends. He was free of pain and at peace when God called him. We are so grateful for that. He loved the nursery industry and the many friends he made through it.*

*Thank you for honoring him through your caring.*

*Sincerely, Blanche McCloskey*

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## NOTES FROM S.F.A. MAST ARBORETUM

I'm just in from the Southern Region conference of the American Society for Horticultural Science held February 1-4, 2008 in Dallas, Texas - and life couldn't be much better. I'm semi-retired, my health seems OK, and best of all, I've been soaring with eagles. The ASHS Southern Region conference is a gathering of fruit, vegetable and ornamental scientists, extension professionals and university educators who meet one time per year for workshops, meetings, oral paper and poster presentations and the chance to connect with friends and colleagues from across the South.

The oral papers are great - a busy schedule of research/extension papers, each 12 minutes long with three minutes for questions. The all-day workshop of the small fruit working group is one spot I choose to rest in - and I never fail to get in front of as many of the woody plant crowd as I can. Actually, as many of you know, it's the discourse in the halls and those times sharing a cup of coffee or a meal that prove to be so entertaining. Connecting with others of similar persuasion is really the best part of the conference. One thing's for sure. There's a lot happening in Horticulture in the south right now - fruits, vegetables and ornamentals - and there are some very unique challenges ahead. But, in spite of some doom and gloom, it's my opinion that if the economy can get straightened out just a bit, there's every reason for optimism. Of course, when the academic crowd gets together, there's the inevitable talk about budgets. Some folks are content while others are not. There's talk of student enrollment - a few up, many stagnant, some down - and endless discussions on why we can get our youngest citizens more excited about Horticulture. And, finally, of course, there's always the chatter on what administrators are doing to our workplace! No comments there.

A few weeks ago I made the North Carolina Nursery and Landscape Association's Green and Growin' conference in Greensboro, January 16-18, 2008. In spite of ice and snow, this was a fabulous show. I was impressed with the heavy load of educational sessions. It's a charge visiting with wonderful nurserymen and plantsmen like Don Shadow, Tony Avent, Fred Hooks, Brian Upchurch, Rick Crowder, and so many more. A couple of things stood out. One, I was very impressed with an all-day "grafting workshop" with four experts leading the charge. Participants spent two hours at each "station" grafting maples, witchhazels and other woodies, learning the tips and tricks for success. I've always thought that budding and grafting is one of those things that just takes a lot of practice; an 8-hour marathon with some real pros is bound to be a great kick start to expertise!

Finally, it was at this conference, I heard about and saw pictures of a new plant just recently hitting the ground in the USA that I must have. I'm convinced it's going to be a real winter. Don Shadow, Fred Hooks, Rick Crowder and a few others have managed to get a start of *Chionanthus retusus* 'Tokyo Tower' into the USA from Japan after a trip made a few years ago. This is a columnar Chinese fringe tree! The photo of the tree in China bowled me over. I told my friends there that I would crawl in the mud two miles naked just to get one of these back to Texas. They quickly said that was frightening and they'd send me one pronto. For those of you who don't know Chinese fringe tree, you should. Allen Owings (LSU Hammond) and Ed Bush (LSU Baton Rouge) both agree that this is a species that deserves much greater use. It's a small tree to 20' and produces a blanket of snow-white flowers in April. The tree is incredibly drought resistant and sports butterscotch foliage in the fall. At SFA, we planted a line of 75 Chinese fringe trees in 1999 along Wilson Drive, the street on campus that leads visitors to our garden. This is a tough stretch of dryland hard soil and gets full sun. In spite of heat and drought, all of the trees survived (with only one good soaking in the summer of 1999 and one in 2000 and

that was it!). Anyone remember 2000? We enjoyed 112°F on September 1, 2000 and everything in sight was withering, including me. This is one tough tree. While a bit difficult to train as a youngster - gangly is the word that comes to mind - I recommend a single trunk for the first two or three feet, but the species can be treated otherwise. The addition of a columnar form to our landscape arsenal is just plain exciting. A candle-like Chinese fringe tree strikes me as a superb street tree, one that should make waves all across the South! Keep planting.



Dr. Dave Creech is a Regent's Professor of Horticulture and Director of the SFA Mast Arboretum, Stephen F. Austin State University, Nacogdoches, Texas. [dcreech@sfasu.edu](mailto:dcreech@sfasu.edu)



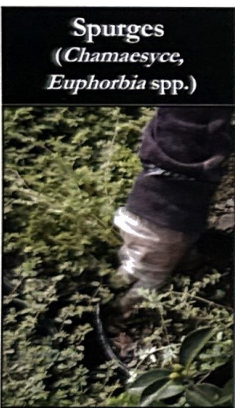
## WEED DOCTOR'S CORNER: Some Weeds Just Don't Hand Pull Very Well

Have you noticed that there are some weeds that are just very difficult to keep out with hand removal? Hand removal of weeds is a necessary practice in association with preemergence herbicides for effective weed management. However, there are weeds infesting nursery crops and landscapes that nurserymen and landscapers expend a lot of energy and labor only to see the same plants re-infested within days. These weeds may have tender branches and stems that snap off or have an underground structure that is left in the growing medium when hand removal is attempted.



**Oxalis (*Oxalis* spp.)**

**Oxalis (*Oxalis* spp.)**, which germinates from seed in both containers and in field grown situations, is not difficult to control with preemergence herbicides like isoxaben (Gallery), pendimethalin (Pre-M, Pendulum, others), proflam (Barricade, Regalkade, and others), isoxaben + trifluralin (Snapshot). However, once oxalis is allowed to germinate and produce tubers they are almost impossible to remove by hand because the tubers break-off and only the shoots are removed.



**Spurges  
(*Chamaesyce*,  
*Euphorbia* spp.)**

**Nutsedge (*Cyperus* spp.)** is a grass-like plant that ranks among the worst weeds in the world. Nutsedge produces underground tubers that break off and remain in the soil when laborers attempt hand pulling. The most common types are yellow and purple nutsedge. Yellow nutsedge is probably more common in container crops because the plant prefers high moisture areas. The good news is that the preemergence herbicide metolachlor (Pennant) is very effective in suppressing the plant prior to emergence. Bentazon (Basagran) provides good postemergence control and is labeled for use in a few nursery crops. Herbicides such as halosulfuron (Sedgehammer), sulfosulfuron (Certainty), and imazaquin (Image) can be used in some landscape situations.

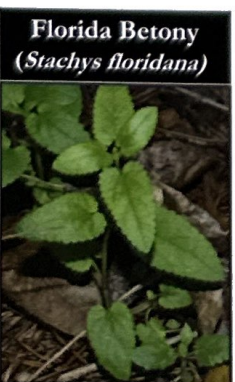
**Spurges (*Chamaesyce*, *Euphorbia* spp.)** are difficult to manage in container nurseries due to heavy seed production and the inability to successfully remove by hand. Plants often break at the stem when pulled, leaving the root and several buds or a single stem available for potential reestablishment. Most preemergence herbicides work well on spurge. However, the problem usually is in the frequency of the application because spurge control starts breaking 4 to 6 weeks after preemergence herbicides are applied. Herbicides that work well include pendimethalin, proflam, oryzalin (Surflan) and isoxaben + trifluralin. My best treatment in research conducted in 2007 was isoxaben+ metolachlor.



**Torpedograss  
(*Panicum repens*)**

**Common bermudagrass (*Cynodon dactylon*)** is the most common perennial grass infesting nurseries and landscapes. The plant has both rhizomes and stolons that remain in the soil after the shoots are hand removed. Bermudagrass recovers very quickly and is able to re-infest the area. Preemergence herbicides are not effective. Several selective postemergence herbicides can be used in nurseries and landscapes that will suppress bermudagrass including fluazifop (Fusilade, Ornamec), sethoxydim (Vantage), and clethodim (Envoy).

**Torpedograss (*Panicum repens*)** is the most invasive perennial grass infesting landscapes and turfgrass in southern portions of Louisiana. So far, I have not had any reports of torpedograss infesting nursery crops. That's good news because there is really no good answer for torpedograss management in landscapes. Most herbicides that severely injure bermudagrass only slightly injure torpedograss. Torpedograss has extensive rhizomes which contain high levels of carbohydrate reserves and that allows the plant to recover from most herbicide applications and attempts at hand removal. The plant reproduces vegetatively because seeds produced by the plant are not viable. Unlike bermudagrass, there are no good selective options for torpedograss removal in landscape beds. Glyphosate (Roundup and others) is currently the most effective herbicide to control the plant. Consider wiping highly concentrated glyphosate solutions in sensitive areas. We will be initiating research at the Hammond Research Station this summer to investigate methods for torpedograss management in landscape beds. I will keep you posted.



**Florida Betony  
(*Stachys floridana*)**

**Florida Betony (*Stachys floridana*)** is a square stemmed, perennial weed that is native to Florida and it is a serious weed problem in landscapes throughout Louisiana during the fall and spring. In fact, we rank this plant in the top 5 invasive weeds of landscapes in the state. What makes this weed such a problem is its ability to overtake flowerbeds and field grown nursery plants in a short time and the lack of good control options. There may be more common weed problems like nutsedge but Florida betony is more difficult to remove once established.

Although the plant does produce seed and rhizomes, the weed mainly reproduces by tubers. The tubers resemble the rattle on a rattlesnake's tail, hence the nickname "rattlesnake weed". Hand pulling only removes the shoots but leaves the rhizome and tubers. Betony is easily spread from flowerbed to flowerbed when landscape plants are shared or purchased from commercial growers that produce their plants in areas where the weed infests the soil. As mentioned before we see this weed most often in the fall and spring but it goes nearly dor-

(Continued on page 32)





## LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY

### Louisiana Horticulture Commission Update

The Louisiana Horticulture Commission is a regulatory body tasked with overseeing the professions and occupations of the horticulture industry in the state. The commission regulates eight professions and two occupations including: Landscape contractor, landscape architect, irrigation contractor, horticulturist, arborist, utility arborist, retail florist, wholesale florist, nursery stock dealer and cut flower dealer. The commission staff is responsible for administering required exams, renewal of licenses, and processing of violations of the horticulture law and regulations.

The Horticulture Commission is made up of industry representatives of the professions and occupations that the commission regulates in addition to a representative from the wholesale nursery industry. The Louisiana Nursery and Landscape Association is responsible for nominating the members representing three of the professions, including: horticulturist, landscape contractor and wholesale nurseryman. The Louisiana Irrigation Association is responsible for nominating the member representing irrigation contractors.

As a regulatory commission, one of our primary responsibilities is to enforce the Louisiana horticulture law. The Horticulture Commission shares a staff of approximately 65 inspectors throughout the state who are responsible for conducting field inspections and investigations. When violations are observed, inspectors prepare investigation reports that are forwarded to the commission staff. First time violations result in a certified warning letter called a compliance notice. Subsequent violations result in an appearance before the Horticulture Commission where fines can be imposed. Horticulture law allows a \$250 fine per

violation per day.

During 2007, approximately 135 compliance notices were sent to individuals found to have violated the horticulture law. Unlicensed arborists received the most compliance notices, 50, during 2007. Twenty-eight compliance notices were sent to unlicensed landscape contractors during the year. Eight were sent regarding the retail florist profession, seven for irrigation contractor, five for horticulture service, three for nursery stock dealer and two for landscape architecture.

Eighteen individuals were called before the Horticulture Commission during 2007. Collectively, the 18 individuals were charged with approximately 35 individual charges of advertising, soliciting or engaging without a license. Of those charges, 18 involved arborists, five involved landscape contractors, four involved retail florists, four involved irrigation contractors, three involved landscape architects and one involved horticulture service. During 2007, the commission imposed \$11,750 in fines.

The staff of the Louisiana Horticulture Commission is committed to serving the horticulture industry of Louisiana and the general public by enforcing the Louisiana horticulture law and regulations. Our staff strives to be responsive and helpful to the public and always welcomes any questions or comments. If you have questions or comments for the Horticulture Commission staff, feel free to call at 225-952-8100 or email at horticulture@ldaf.state.la.us.

*This article was submitted by Craig Roussel, Horticulture and Quarantine Division, Louisiana Department of Agriculture and Forestry, P.O. Box 3596, Baton Rouge, LA 70821-3596, (P) 225. 952.8100, (F) 225. 925.3760, (E) craig\_r@ldaf.state.la.us*

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## REGIONAL REPORT FROM GREEN INDUSTRY ASSOCIATIONS

### ► SELNA UPDATE:

The Southeast Louisiana Nursery Association was well represented at the Gulf States Horticultural Expo in Mobile, AL., in January. About a dozen member nurseries and allied members were exhibitors. SELNA Secretary Annie Coco, county agent with the LSU AgCenter, was honored at the LNLA Annual Meeting with a Distinguished Service Award.

Two members, Todd Ellefson from Windmill Nursery, and Amelia Levin, from Jenkins Farm & Nursery, are currently attending the LSU AgCenter's Agriculture Leadership course. It is designed to make participants aware of the major issues affecting agriculture, including the political influences.

A few members take advantage of spring garden events to sell direct to consumers, and supplement their wholesale businesses.

The next meeting should be sometime in April, 2008, but no firm date is set yet. If you are a green industry professional and interested in joining, visit our website at [www.selna.net](http://www.selna.net) or contact Annie Coco at 985-748-9381 or [acoco@agcenter.lsu.edu](mailto:acoco@agcenter.lsu.edu).

*\*Submitted by Annie Coco, SELNA Secretary, and County Agent, Tangipahoa Parish, LSU AgCenter, 4-27-07.*

### ► SWLAN UPDATE:

#### MEETING MINUTES, JANUARY 22, 2008

The meeting began at 6:30 P.M. with 'Dutch Treat' dinner at the Catfish Hut in DeRidder, LA on a cold, rainy night. Those present included: Merle and Judy Ward, Jay and Judy Farquhar, Frances and Howard Thorne, Connie Ray, Clyde and Bobbie Gehron, Severn and Caro Doughty and Bill and Joy Young.

Members discussed the upcoming Southwest Louisiana Plant Festival to be held at Burton Coliseum on March 29, 30, 2008. Most members of SWLAN exhibit at this event and are active in the educational programs.

Dr. Doughty briefly discussed the results of the questionnaire recently sent to LNLA members and also reported on the Gulf States Horticultural Expo held in Mobile, AL. The GSHE, Inc. is primarily composed of Louisiana, Mississippi and Alabama 'Green Industry' people in attendance and Louisiana was very well represented at the event. Apparently, LNLA is getting useful information from everyone's response, which was considerable, in the questionnaire.

The food and fellowship were great and we look forward to our next meeting in April of 2008.

*Respectively submitted by William A. (Bill) Young Ph.D.*

### ► NOWLAN UPDATE:

#### MEETING MINUTES

The 2008 meeting dates are as follows: April 10, 2008, 6:30 P.M. at Curtis Farms located ¾ mile south of the LSU Pecan Research Station off Hart's Island Rd., 2585 Desiree-Michelle Rd. in Caddo Parish. Rusty Curtis will host the supper and the educational program will be presented by Pat Newman of Folsom Nursery and the topic will be 'Azaleas, Backbone Shrub of the Southern Garden'.

August 28, 2008, 6:30 P.M., Louisiana Tech University in Ruston and Dr. Peter Gallagher will host supper and provide a tour of the Horticulture facility there. For directions there you may call 318-257-3275. November 20, 2008, 6:30 P.M. at the American Rose Center, 8877 Jefferson Paige Rd., Shreveport, LA. Take I-20 west to Exit 5 and follow the signs to the American Rose Center. The meal will be hosted by Hoogland's Nursery, L.L.C. and the educational program will be presented by Ms. Charlotte Haring, Rose Curator at the American Rose Center and her topic will be 'Roses for the Southern Garden'.

*\*Minutes respectively submitted by Severn C. Doughty, Sr.*

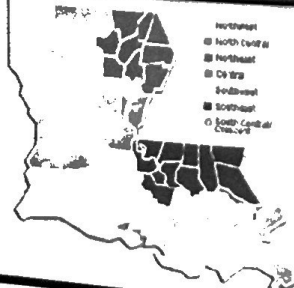
Support Louisiana's green industry by joining your regional association.

Contact the following:

**NOWLAN:** Severn C. Doughty, Sr., LNLA Exec. Secretary, 444 Fox Trot Drive, Mansfield, LA 71052  
(P) 318.872.4677 (E) [scd357@cmaccess.com](mailto:scd357@cmaccess.com)

**SELNA:** Annie Coco, SELNA Secretary, PO Box 848, Amite, LA 70422 (P) 985.748.3787  
(E) [acoco@agctr.lsu.edu](mailto:acoco@agctr.lsu.edu)

**SWLAN:** Frances Thorne, 17868 Lake Charles Hwy, Leesville, LA 71446 (P) 337.462.1642  
(E) [hthorne@beau.lib.la.us](mailto:hthorne@beau.lib.la.us)



# Welcome!

## New LNLA Members

### December 2007 - February 2008

#### Abear's Landscaping

Daniel Johnson, PO Box 73302, Metairie, LA 70033  
(P) 504.339.5476, (E) abearslandscaping@gmail.com

#### Ball Horticulture Company

Michele Andre', 549 Jefferson Park Ave., Jefferson, LA 70121  
(P) 504.831.0524, (E) mandre@ballhort.com

#### Bamboo Source

David Schackelford, PO Box 167, West Columbia, TX 77486  
(P) 979.345.2906, (E) n/a

#### Delgado Community College

D. J. Jake, PO Box 132, Dupresis, LA 70728  
(P) 225.939.6411, (E) djake@eatel.net  
Jackie Edwards, 19401 Jarrell Road, Covington, LA 70435  
(P) 985.867.8619, (E) jackiem5@yahoo.com

#### Jackson Pottery

Kent Ferris, 2146 Empire Central, Dallas, TX 75235  
(P) 214.357.9819 (E) sales@jacksonpottery.com

#### Louisiana Department of Agriculture & Forestry

Mike Strain, Commissioner, PO Box 631, Baton Rouge, LA 70821-0631  
(P) 225.922.1234, (E) mikestrain@ldaf.state.la.us

#### LSU, Student's

Carly Gillett, 11 Frank Walker Rd., Rayville, LA 71269  
(P) 318.376.0217, (E) cgille4@lsu.edu  
Debbi Coltharp, 1233 Aster St., Baton Rouge, LA 70802  
(P) 225.246.2139, (E) coltharp@lsu.edu

#### New Orleans Botanical Garden

Paul Soniat, 1 Palm Drive, New Orleans, LA 70124  
(P) 504.483.9386, (E) paulsoniat@mac.com

#### SLU, Student's

Rick Vandermuellen, 47431 N. Cherry St., Hammond, LA 70401  
(P) 985.340.1118, (E) rick.vandermuellen@selu.edu

#### Stagg's Nursery

Katherine Stagg, 106 E. Harrop St., Rayne, LA 70578  
(P) 337.250.6672, (E) gs4life@bellsouth.net

*(Continued from page 6)*

If you'd like to visit any of the Clegg's Nurseries, they are located at 274 N. Donmoor Ave., Baton Rouge, 225-927-1419; 5696 Siegen Ln., Baton Rouge, 225-292-9153; 10645 Greenwell Springs Rd., Baton Rouge, 225-275-7006 and 31275 Hwy 16 N., Denham Springs, 225-791-6060.

*Article written by Severn C. Doughty, Sr.*

*(Continued from page 1)*

Dennis was always innovative and looking at quality first then profitability. During the late 1970's and early 80's I would occasionally visit Dennis to see what was new at his operation. I wasn't officially working in St. Tammany and Washington parishes but I would sneak over there to visit nurseries. I can remember when he acquired this huge, green, state of the art, mechanical potting machine. He had just purchased it and was showing me how it worked and how much time it would save. He was so proud of its capabilities.

Later, during the late 1980's I was officially assigned to St. Tammany and Washington parishes in addition to the Metro New Orleans area as the Area Horticulturist with the Louisiana Cooperative Extension Service, LSU AgCenter. I usually would visit the region one day a week and make as many nursery visits as I could. I must have worked the area for several years and really did not feel I was making much progress helping the growers. Dr. Abe Oliver, a retired entomologist from LSU, was consulting with most of the growers and did an outstanding job of taking care of them.

Finally, Dennis called me with a technical problem and I was so elated that he called me that I never forgot it. Hopefully, I solved his problem at least he said I did. The nursery grew to be 550 acres and produced more than 7.8 million nursery plants in 1999. When it sold in 1999 it was the largest nursery in Louisiana and one of the top fifty nurseries in the United States.

Dennis was a member of LNLA for over fifty years. He founded the Southeast Louisiana Nursery Association (SELNA), was president of LNLA from 1974 to 1975, was the first to be awarded the LNLA Nurseryperson of the Year Award in 1979, and won the LNLA's most prestigious award, The James A. Foret Award in 1986.

Dennis was President of the Southern Nursery Association (SNA) in 1980 and won the Slater Wight Memorial Award from SNA - their highest honor - in 1994. Also, he served as President of the American Nursery and Landscape Association (AAN) in 1993. He served too for many years as an advisor to the White House Grounds Committee and was a board member of the Wholesale Nursery Growers of America.

He was honored in 2000 as 'Alumnae of the Year' by the LSU College of Agriculture and was a loyal and dedicated supporter of LSU, the College of Agriculture and the LSU Agricultural Center. He and his wife, Blanche established the 'Blanche E. and Dennis V. McCloskey Endowed Scholarship' for students in ornamental horticulture at LSU and they helped LNLA develop and fund a scholarship program for Louisiana college students majoring in ornamental horticulture.

Dennis received many other awards and recognitions throughout his life and served on numerous advisory councils. Probably foremost was that he founded Resource Bank in St. Tammany Parish, a state-chartered, commercial bank where he served on the Board of Directors.

I heard of Dennis' passing on December 27, 2007 from Wanda Metz-Chase.

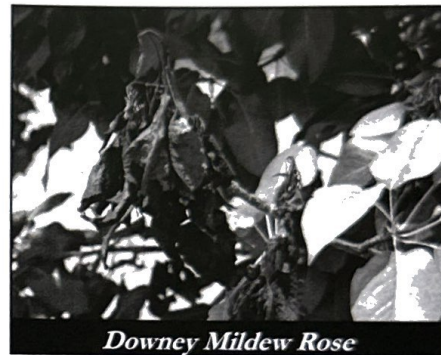
*(Continued on page 32)*



## PLANTS... A PATHOLOGIST'S PERSPECTIVE

### FIRE BLIGHT

Fire blight is a common and troublesome disease of certain rosaceous plants in the pome fruit subgroup. These include apples, crabapples, pears (both fruiting and ornamental), quince, loquat, mayhaws, hawthorn, India hawthorn, *Cotoneaster*, *Pyracantha*, and others. This disease is caused by the bacterium *Erwinia amylovora*, which overwinters in cankers from previous infections. The same conditions that stimulate the renewed growth of the host plants also stimulate the initiation of growth of the bacteria, which is first evident by the presence of a watery exudates coming from plant tissues that were infected during the previous season. This exudate contains both actively growing bacteria and sugar that attracts a variety of insects. The bacteria can then be dispersed to nearby blossoms or tender young shoot tips by splashing rain or insects, especially honey bees, where they enter the plant through wounds or natural openings, such as nectarthodes. Disease develops most rapidly during periods of humid or rainy weather when temperatures range from 55°F at night to 75-85°F during the day.



*Downey Mildew Rose*



*Fire Blight Bradford Pear*

Infected flowers and flower stems wilt and turn black or brown. The bacteria then move from the infected flowers into twigs and branches causing small shoots to wilt and form the characteristic "shepherd's crook" at the ends of the infected shoots. These eventually die and turn black, but the dead, blackened leaves remain attached to branches throughout the season, giving the tree the scorched appearance that gives the disease its name. As the bacteria move from the infected blossoms into the adjacent woody tissues, the wood develops reddish-colored streaks beneath the bark. Growth of the bacteria can be quite extensive in susceptible hosts and can extend a considerable distance from the edge of obviously diseased tissues.

Management of fire blight requires a program that combines various disease management practices as no one practice is sufficient to control this disease when used alone. In areas where fire blight is common, choose only resistant varieties when establishing new plantings, but remember that resistance is not the same as immunity and disease can still develop on these varieties. Once the plants are established, employ cultural practices that promote a vigorous plant in order to reduce the damage caused by this disease. However, over fertilization and over watering tend to promote lush, succulent growth that is quite susceptible to disease. The natural resistance of the plants can be further enhanced by applications of fosetyl aluminum (Aliette) or a phosphite fungicide. Careful pruning to remove infected branches will also help to reduce the amount of inoculum present in the spring. This practice includes cutting back far enough into healthy tissue to insure that infected tissues are removed completely and the frequent cleaning and disinfection of cutting tools using a 10% bleach solution (or other suitable disinfectant) to prevent the accidental spread of the bacteria. A weak solution of a copper fungicide may be applied during the bloom period to reduce infection of the flowers, but such applications must be made every 4-5 days during the bloom period to be even moderately successful. Alternatively, streptomycin sulfate may be used, but repeated use of this antibiotic will eventually lead to the development of resistance in the pathogen population.



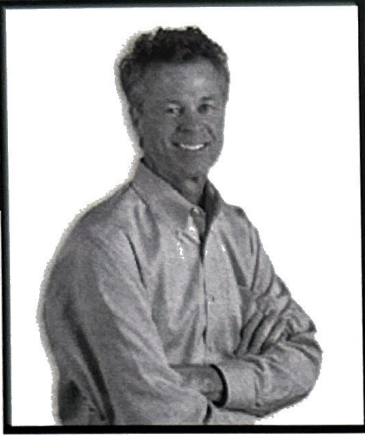
*This article was written by Dr. Don Ferrin (pictured right), Extension Specialist in the Department of Plant Pathology & Crop Physiology, LSU AgCenter, Baton Rouge. (P) 225. 578.8537, (C) 225.573.6510, (E) [dferrin@agcenter.lsu.edu](mailto:dferrin@agcenter.lsu.edu).*

*(Continued from page 11)*

the floriculture/bedding plant category, outdoor tropical plants such as gingers, cannas, etc. have increased sales potential. Many greenhouse growers have profitable markets for these products.

Fruit/nut tree production is stable in Louisiana at the wholesale level. A slight increase has occurred in the last several years. Container citrus production has rebounded from 2005 when damages occurred via Hurricanes Katrina and Rita. Availability of container grown improved pecan cultivars is significantly below market demand, and opportunities to grow these cultivars for wholesale or retail sales are considerable. Also, many new fruit cultivars could be grown to increase market potential. Citrus, figs, pecans, peaches, muscadines, blueberries, apples, and pears represented the vast majority of wholesale production of container grown fruit and nut trees.

*This article submitted by Allen D. Owings, Professor (Horticulture), and Roger A. Hinson, Professor (Agricultural Economics)*



## “A Meal & A Service Measure!!

by *Mark Mayberry*

It's not often that I am surprised when I get the check at a restaurant. And it's very rare that there is a “pleasant” surprise on my check. Chequers Bar And Grill in Atlanta actually made me smile during a recent lunch.

I get together with a group of my peers on a monthly basis, sharing ideas. (Do you do this?) On our most recent visit to Chequers, when our waitress brought my check, I gave her my credit card. A few minutes later, she brought back the copy of the receipt for me to sign, and I noticed something I had never seen before. There was a short, one-question survey that was on the receipt, just above where I was to sign.

The question was this – How often do you visit our restaurant? I was given about 5 possible answers, and the survey asked me to circle the one that fit. Short, easy – and powerful.

In my “Service With Shazzam” program, one of the key steps is to “measure” your Customer Service. The challenge for your company – and everyone else is - How do we get Customers to actually respond? The answer is to do what Chequers does – make it easy for your Customers. You

can't get much easier than asking just one question.

Paul Dunn, Chequers' GM, referred me to David Brown, who is in charge of surveys for Houlihan's – and their other brands, such as Chequers. David amazed me when he said that nearly everyone responds to this survey. For most surveys, the response rate is in the low single digits. David told me that his Team also surveys their Customers (again, with only one question) about where they live – by zip code. This also gets a tremendous response rate. Again, it's easy – one question!

David tells me that they use the responses to the question about the frequency that a Customer dines at Chequers to fine-tune their “Frequent Diner” rewards program. With the zip code response, they are able to identify specific areas for their marketing dollars.

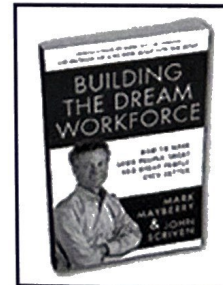
David told me that they have used “Secret Shoppers,” but there were problems with that – mainly that after a couple of visits, these “secret” shoppers become easy to identify by their actions.

Here's something else that Houlihan's does better than most. They offer a free appetizer if a Customer will call a toll-free number and answer a few questions. I've seen several organizations that enter Customers in a drawing if they will call a toll-free number, but everyone

knows they'll never win. With Chequers/Houlihan's – the Customers win every time. David emphasized that Customers will simply hang up if the telephone survey is too long, so again, they make it short. The Customers are thrilled with their free appetizer on their next trip to Chequers/Houlihan's.

What could you learn if every Customer answered just one question about your Customer Service each time they visited you? (They don't have to be the same questions that David's Team uses.) Imagine the possibilities!

© *Mark Mayberry*



**Are you ready to get serious about Customer Service? Order my new audio CD, “Eight Steps To Better Customer Service” (\$20.00) at my website, [www.MarkMayberry.com](http://www.MarkMayberry.com).**

*Mark Mayberry is an international speaker, author, and consultant. Mark wants your input about his newsletter! Please write him at: The Mayberry Group, 6015 Turnpoint Way, Woodstock, Georgia 30189. You can call Mark at (800) 394-6138, or send Mark an E-Mail: ([Mark@Markmayberry.com](mailto:Mark@Markmayberry.com)) Visit Mark's website at [www.MarkMayberry.com/](http://www.MarkMayberry.com/)*

### YOUR SHAZZAM CHALLENGE ...

**What question can you ask every Customer? What will you do with the response?**

# Nursery and Landscape GOLF SHOOTOUT



## Friday May 30th

Registration 7:00 - 8:15 am  
Shotgun Start at 8:30 am  
Entry Deadline: Tuesday May 27th

## LSU Golf Course

Nicholson Drive at Burbank Drive  
Baton Rouge, LA



## Format

4-person scramble. Gift certificates awarded for first, second, and third place. Multiple flights will be formed if a sufficient number of teams enter. Individual entries and team entries accepted (maximum of one single digit handicap player per team). Red blaster holes, closest to pins, long drive contests, etc. are included.

## Entry Fee

\$50/person or \$200/team. Includes green fee, cart, range balls, refreshments, lunch, prizes, and 2 mulligans/person. Individual entries accepted - will assign teams if needed.

## Sponsorship Opportunities

\$150 / hole. Includes tee box sign, recognition in shootout program, and complimentary listing in Louisiana Nursery and Landscape Association quarterly newsletter and magazine. Sponsorship includes one player's entry.

## Registration

*Team Entry or Individual Entry (please circle to indicate)*

Player _____	Handicap or Average Score _____
Address _____	
Player _____	Handicap or Average Score _____
Address _____	
Player _____	Handicap or Average Score _____
Address _____	
Player _____	Handicap or Average Score _____
Address _____	

## Sponsorship

*Attach Business Card (if available / applicable)*

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Attach check or money order payable to Nursery and Landscape Fund and forward to: Allen Owings, LSU AgCenter, 21549 Old Covington Highway, Hammond, LA 70403. For further information contact Allen Owings at 225.603.8096 (aowings@agctr.lsu.edu) or Ed Bush at 225.578.1044 (ebush@agctr.lsu.edu). Registration deadline is May 27, 2008. Proceeds benefit LSU AgCenter nursery and landscape research and extension efforts.



*Ira Nelson Scholarship Award  
presented to Kathryn Fontenot, LSU (right)  
by Dan Gill (left)*



*LNLA Scholarship Award  
presented to Jesse Williams, SLU (right)  
by Dan Gill (left)*



*LNLA Scholarship Award  
presented to Lisa McBride, LA Tech (right),  
by Dan Gill (left)*



*LNLA Scholarship Award  
presented to Angela Dee, SLU (right)  
by Dan Gill (left)*



*LNLA Scholarship presented to  
Rachel Kelly-Boyle, LSU (right),  
by Ed Bush (left)*



*LNLA Scholarship Award  
presented to Kristie LeJuene, SLU (right)  
by Dan Gill (left)*

*(Continued from page 14)*

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**Landscape Design Sketchbook**

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storm water management design standards.

***Landscape architects must add new services to their quiver of skills to assist engineers in the design of Storm-water management facilities.***

These standards will build a need for hundreds of thousands of commercially grown native wetland plants with high ornamental quality for use within Louisiana cities.

*Should readers like to contact Abbey, please feel free to contact him at [lsugreenlaws@aol.com](mailto:lsugreenlaws@aol.com). You may call him at the LSU School of Landscape Architecture at 225.578.1434.*

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*(Continued from page 28)*

A cold chill went down my spine when I heard he was gone. Dennis was one of my mentors and I learned so much from him but he probably didn't know that. I watched him for many years and absorbed all he offered but I stayed virtually in the background.

As I drove up the narrow drive to St. John the Baptist Catholic Church in Folsom, I was in awe of the number of people there to pay their last respects. I had to park almost to the entrance of the drive which was a considerable distance from the small, rural, very quaint, wooden framed, white church in the midst of a tree covered church campus. The line of people waiting to see Blanch and daughters was at least 200 feet long, with the service scheduled to begin in just 15 minutes. I was standing by Walter and Sumi Imahara when we were told we would not be able to enter the church before the service. We persisted and were able to attend the burial mass. I felt so lucky to be there with he and his family for this last time.

I will miss Dennis. Walter Imahara told me that Dennis was his mentor too. I know Walter will miss him as well.

Dennis is survived by his wife Blanche Edge McCloskey and three daughters, Kelly McCloskey Duffy of Pass Christian, MS, Blanche De Leta McCloskey and Katherine Edge McCloskey of New Orleans, LA, son-in-law Thomas Anderson Duffy, grandson, Thomas Anderson Duffy, Jr. and one sister, Elinor McCloskey Frantz of New Orleans, LA. Donations may be made to Hospice of St. Tammany, 1202 S. Tyler St., Covington, LA 70433.

*(Continued from page 24)*

mant during hot weather and is not noticed as much in the landscape during the summer. I am flooded with calls from landscape maintenance companies and homeowners concerning controlling Florida betony this time of the year. There are no pre-emergence herbicide options and weed barrier fabrics have not been effective. Glyphosate provides some control of the weed so wipe with highly concentrated solutions in sensitive areas.

### **Landscape Preemergence Research Update**

If you remember from my last article, I have been evaluating several herbicides for winter weed management in landscape beds including Preen/Treflan (trifluralin), Amaze (oryzalin + benefin), Snapshot, Pendulum, and one organic preemergence herbicide, corn gluten. I included corn gluten because I get many questions about organic alternatives to traditional herbicides. Preen, Amaze, Snapshot, and Pendulum all provided at least 95% control of common chickweed and creeping bedstraw, 75 days after treatment. Corn gluten provided about 30% common chickweed control and 20% creeping bedstraw control. Corn gluten worked well for the first 30 days but control broke down fairly quickly thereafter. Initially, it was very easy to distinguish the corn gluten plots from the untreated plots because of how well the corn gluten worked. If your clients insist on going organic, corn gluten may be worth a try on a limited basis. The product provided some temporary weed suppression but more frequent applications will be necessary to keep clients satisfied.



*The Weed Doctor's Corner* was written by Dr. Ron Strahan, Assistant Professor in Weed Science, LSU AgCenter, (P) 225.578.2392, (E) [rstrahan@agcenter.lsu.edu](mailto:rstrahan@agcenter.lsu.edu). Updated versions of the LSU AgCenter's useful guides to controlling weeds, insect pests and plant diseases are available. Free downloads of the 2006 edition guides are available from the LSU AgCenter's Web site [www.lsuagcenter.com](http://www.lsuagcenter.com). Printed copies can also be purchased. Suggested publications are: the Louisiana Suggested Chemical Weed Control Guide, the Insect Pest Management Guide and the Louisiana Plant Disease Management Guide. The weed control guide includes helpful information on herbicides and weed control – with detailed suggestions for aquatics, commercial nursery stock, field crops, forestry, fruit crops, home gardens, lawns and many other Louisiana crops. It includes information on different types of herbicide registrations, as well as information on herbicide labels and restricted uses. Also included are sprayer calibration techniques, suggestions for reducing herbicide drift and a guide to proper spray tip selection.

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*(Continued from page 17)*

Trees, LLC, spoke highly of this year's show saying, "We have been exhibiting at GSHE for 4 years. This is the most attendee traffic I have seen in a single day of any show I have attended. (I will) make sure I am signed up for next year!"

Five companies were recognized for their strong booth exhibits: Double D Nursery (Auburn, Ala.)—Best Single Booth, Green Goods; Greene Hill Nursery and Minus Vinus Nursery (Waverly and Opelika, Ala.) —Best Multi-Booth, Green Goods; B&T Greenhouse Manufacturing (Forest Hill, La.)—Best Single Booth, Allied; and BWI Companies, Inc (Clinton, Miss.)—Best Multi-Booth, Allied.

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LNLA's Annual Membership Breakfast and Membership Meeting was held in conjunction with GSHE. The minutes from that meeting are printed on page 35; LNLA's awards and recipients' are pictured on page 17 and 31.





# Certified Nursery & Landscape Professional Manual Review and Exam - 2008

<b>Feb 21-22</b>	<b>June 12-13</b>	<b>Sept 18-19</b>	<b>November 13-14</b>
Hammond Research Center LSU AgCenter Hammond, LA (985) 543-4125	Ira Nelson Horticulture Center, ULL Lafayette, LA (337) 482-5339	Botanical Garden City Park New Orleans, LA (504) 483-9386	David B. Means 4-H Center LSU Ag Center Grand Cane, LA (318) 872-0533

Register for the Manual Review and Exam by selecting the appropriate location above:

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone/Email (P) \_\_\_\_\_ (E) \_\_\_\_\_

Person(s) Registering:	Name & Section	Fees
<p><b>\$75 per person</b> for review and full exam.</p> <p><b>\$15 per section(s)</b> re-taken by each person. * Please specify re-take section(s) if known.</p> <p>Sec #1- Plant Classification, Growth &amp; Development Sec #2- Understanding Pests and Their Control Sec #3- Culture of Nursery Stock in Retail Yards Sec #4- Landscape Contracting, Tree &amp; Turf Mgt. Sec #5- Plant Identification</p> <p><b>\$35 per person</b> for manual review <u>only</u> (no exam) in preparation for the LDAF license test or professional training.</p> <p><b>\$60 per copy</b> for "<i>Louisiana Manual for the Environmental Horticulture Industry</i>", the suggested manual for this course.</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
	\$60 x _____ @ Manual =	\$ _____
	Shipping & Handling \$3 x _____ @ Manual =	+ S/H \$ _____

Make check or money order payable to:

**Louisiana Nursery & Landscape Association**

Total \$ \_\_\_\_\_

Mail check to:

Louisiana Nursery & Landscape Association  
c/o Severn C. Doughty, Sr.  
444 Fox Trot Drive  
Mansfield, LA 71052

Check # \_\_\_\_\_

Date \_\_\_\_\_

**For further information contact:**  
 Dan Gill, LNLA Training Director, (P) 225.578.2222, (F) 225.578.0773, (E) [dgill@agcenter.lsu.edu](mailto:dgill@agcenter.lsu.edu)  
 Severn C. Doughty, Sr., LNLA Executive Secretary, (P/F) 318.872.4677, (E) [scd357@cmaaccess.com](mailto:scd357@cmaaccess.com)



# Louisiana Nursery and Landscape Association

"Serving Louisiana's Green Industry since 1954"

Phone/Fax 318.872.4677

## Membership Application

Please select (x) the category that best represents your business:

- |   |                                     |
|---|-------------------------------------|
| Independent Retail Garden Center        | Horticultural Services              |
| Mass Merchandiser                       | Sod/Turf Producer                   |
| Allied Supplies                         | Landscape/Lawn Maintenance          |
| Wholesale Greenhouse Grower             | Licensed Landscape Design/Architect |
| Wholesale Woody Grower                  | Licensed Landscape Contractor       |
| Arborist/Urban Forester                 | Irrigation Contractor               |
| Government/Extension/Education/Research | Interior Maintenance Contractor     |
| Student                                 | Other _____                         |

Please select (x) your LNLA membership type:

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

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

Dues	Annual Gross Sales
\$50.00	\$0 - \$99,999
\$75.00	\$100,000 - \$249,999
\$150.00	\$250,000 and above

### 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 inside or outside the state of Louisiana engaged in the supplying of accessories incidental to the nursery business.

### Affiliate Members - \$25.00

Name of business employed by: \_\_\_\_\_

A employee in any green industry nursery or landscape establishment or other allied industry.

### 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 Institution - \$15.00 (effective January 1, 2008)

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

**OPTIONAL:** Members wishing to support these funds should add the \$\$\$ to their dues check. LNLA will forward the funds on to ANLA.

**ANLA Beacon Fund - \$10.00** An industry fund supporting federal immigration and labor law reform.

**ANLA Lighthouse Fund - \$36.50** An industry fund supporting grassroots legislative lobbying efforts.

☛ Please PRINT CLEARLY!!! The information provided will be used to print LNLA's annual 'green industry' directory.

Company Name \_\_\_\_\_ Member Name \_\_\_\_\_

Mailing Address \_\_\_\_\_  
Street or PO Box \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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Louisiana Nursery & Landscape Association, 444 Fox Trot Drive, Mansfield, LA 71052

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Date \_\_\_\_\_

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**Louisiana  
Nursery &  
Landscape  
ASSOCIATION**

**LOUISIANA NURSERY & LANDSCAPE ASSOCIATION  
ANNUAL MEMBERSHIP MEETING  
JANUARY 18, 2008  
GULF STATES HORTICULTURAL EXPO  
MOBILE, AL**

The 2008 Annual Membership Meeting of the Louisiana Nursery and Landscape Association (LNLA) was held on Friday, January 18, 2008 at the Arthur R. Outlaw Convention Center in Mobile, AL. President Danny LaFleur called the meeting to order at 7:05 A.M., welcomed everyone there and asked everyone to stand for the Pledge of Allegiance. Ninety three members and guests signed the register of attendance. He then told everyone to enjoy their breakfast.

After breakfast Danny LaFleur invited Dwight Hughes, Jr., President of ANLA to address the membership and to bring greetings. He thanked LNLA for participating in the Lighthouse program and stated that across the country, 15,000 'Green Industry' businesses are participating. The ANLA Lighthouse Program is a grassroots program that enables all industry firms to directly participate in the legislative process. It's a partnership between state and regional nursery/landscape associations and ANLA to increase the industry's impact on Congress and the federal government. It does this by: (1) informing green industry businesses on emerging federal legislation and national issues; (2) equipping owners and managers with the knowledge and tools to have maximum impact with minimum time and effort and (3) building a grassroots base that truly captures the power potential of this growing industry.

Josh Bracken, ANLA Region II Director was introduced and briefly discussed the HRI \$11 million endowment, upcoming Leadership conference, Retail Road Show tour for retail garden center operators and the landscape operation tour. For details on the above ANLA events one may go to [www.anla.org](http://www.anla.org).

Danny LaFleur asked everyone to review the minutes of the last Annual Meeting and asked for them to be approved. Albert Durio motioned, seconded by Debbie Head that the minutes be accepted as presented. Motion carried.

President LaFleur then asked everyone for a moment of silence for deceased members, their families and industry friends for 2007 as he read out their names. Those individuals included: James Adair, Sherwood Akin, Louise Alexander, Winifred Chamberlain, Jeanne Trahan Constantin, Lynda Van Dyke, Reuben Fussell, Fount H. May, Dennis McCloskey, Alfred Mequet, Jack Delmar Triplett and Kathlyn Thames Welch.

President LaFleur then reflected on his presidency during 2007 by stating that it was a very enjoyable experience and that he was sad to see it come to a close. He indicated that Randy Bracy invited him eight or nine years ago to be on the Board and that Allen Owings asked him to serve as Vice President in early 2006. He went on to say that as soon as he accepted the Vice Presidency, Allen Owings resigned as the Executive Secretary and Danny then wondered how that would affect him. As it turned out it went fine and the LNLA Board was able to accomplish much – getting up to date with the Louisiana Secretary of State, up to date with the IRS, updated Articles of Incorporation, By-Laws and Conflict of Interest policy, updated website and other LNLA business.

Lastly, he felt LNLA would be in excellent hands with incoming President, Tom Fennell.

Allen Owings and Dan Gill presented the 2008 LNLA Scholarship Awards to the following: The Ira Nelson Scholarship winner was Kathryn Fontenot from LSU. Other Scholarship winners were; Rachel Kelly-Boyle, LSU; Angela Dee, SLU; Kristie LeJuene, SLU; Lisa McBride, LA Tech and Jesse Williams, SLU.

Pat Newman presented the financial report. Total assets were \$215,662.00. Total Revenues for 2007 were \$1,383,399.00 of a budget of \$97,863.00 which was \$40,536 increase over budget. Total Expenses were \$100,333.00 of a budget of \$97,863.00 which was \$2,470.00 over budget leaving \$38,066.00 in revenues over expenses.

President LaFleur then asked for a motion to accept the financial report as presented. Randy Bracy moved seconded by Laney Strange to accept the financial report. Motion carried.

Danny LaFleur gave a brief report on LNLA's meeting with newly elected Commissioner Mike Strain, DMV on December 18, 2007 and indicated that it was a very fruitful meeting. He reported too that LNLA was ready to support Commissioner Strain's efforts and offered to help however we could.

President LaFleur then asked the membership if they would like to have a Breakfast Meeting at the Texas Expo in Houston, TX later this year instead of having a hospitality since it has been poorly attended and costly in the past. He asked who would attend the Breakfast Meeting and 20 people indicated that they would attend.

Danny LaFleur opened up the floor for 2008 nomination of Officers and Board Members. He stated that the Nominating Committee and the entire LNLA Board recommended the following slate of Officers: President, Tom Fennell; Past President, Danny LaFleur; 1<sup>st</sup> Vice President, Rusty Ruckstuhl; Treasurer, Pat Newman; Executive Secretary, Severn C. Doughty, Sr.; Board Members (2009) Rick Cicero, Debbie Head, Pete Newton, Frances Thorne; Board Members (2010) Albert Durio, Bobby Guillot, Monty Ingle's, Beth Perkins and Associate Board Member Mike Goree; Director of Research & Education, Allen Owings and Director of Training, Dan Gill.

*(Continued on page 36)*

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President LaFleur again opened the floor for nominations and there being none, Randy Bracy moved, seconded by Monty Ingle's that the nominations be closed and that the slate of officers be elected by acclamation. Motion passed.

The Presentations of Awards were then announced. Dr. Allen Owings presented the Young Professional of the Year Award to Nick Simoneaux, Danny LaFleur presented the Professional of the Year Award to Mike Goree, Dan Gill presented the Distinguished Service Award to Annie Coco and Debbie Head presented the James A. Foret Award to Mrs. Martha Vallery.

After the Awards were presented, incoming President, Tom Fennell presented out going President, Danny LaFleur with the presidential plaque and Danny accepted it graciously.

In his closing comments, President Tom Fennell thanked everyone for attending the Breakfast Meeting and for giving him the opportunity to serve LNLA as their next President. He then asked for a motion to adjourn. Randy Bracy moved, seconded by Pat Newman to adjourn the meeting. Motion carried and the meeting concluded at 8:30 A.M.

**MINUTES OF LNLA BOARD OF DIRECTORS MEETING  
SATURDAY, JANUARY 19, 2008  
ARTHUR R. OUTLAW CONVENTION CENTER  
MOBILE, AL**

The meeting was called to order at 7:00 A.M. by President Tom Fennell. Voting Regular Members present included: Tom Fennell, Albert Durio, Danny LaFleur, Debbie Head, Bobby Guillot, Monty Ingle's, Rusty Ruckstuhl, Peter Newton, Beth Perkins, Pat Newman and Severn C. Doughty, Sr. Non-voting Members present included: Mike Goree and Allen Owings. Guests present: Mike Misuraca. Seven Regular Members and Officers of the Board of Directors constitute a quorum. There were 11 present.

Tom Fennell asked all Board Members to introduce themselves and the companies they represent. That being done Tom asked everyone to stand for the Pledge of Allegiance.

Tom Fennell asked the Board to briefly review the minutes of the last meeting and, if acceptable, move to accept the minutes. After several questions Rusty Ruckstuhl moved, seconded by Bobby Guillot, to accept the minutes as presented. Motion carried.

Tom Fennell then asked Pat Newman to give the financial report. She provided the same information presented at the annual meeting. Total assets were \$215,662.00. Total revenues for 2007 were \$138,399.00 of a budget of \$97,863.00 which was a \$40,536.00 increase over budget. Total expenses were \$100,333.00, of a budget of \$97,863.00, which was \$2,470.00 over budget leaving \$38,066.00 in revenues over expenses. Susan Webb, CPA will file LNLA's 2007 income tax return by the deadline date.

Pat then discussed the 2008 budget. Total revenues projected were \$115,750.00 and total expenses \$115,750.00. Pat mentioned too that she was going to procure a copy of the accounting software suggested by Susan Webb, CPA so it would be compatible with Susan's program. After a few questions Danny LaFleur motioned, seconded by Beth Perkins to accept the financial report as presented. Motion carried.

Pat Newman then discussed the UBS financial report. As of December 31, 2007 our net portfolio closing value was \$177,740.29 and our net security earnings were \$9,816.18. Danny LaFleur moved, seconded by Debbie Head, to accept the report. Motion carried.

Pat Newman reported on the GSHE Show. She indicated that the move-in went very smoothly and was grateful for Tom Fennell's assistance. However, the show will need more booth space in the future. Severn C. Doughty, Sr. reported on the survey sent to all members in their renewal notice. As of January 9, 2008 there were 218 membership renewals returned and 98 surveys received for a wonderful 45% response. In the survey, question number 8 asked whether the LNLA member attended the GSHE Show. Seventy seven percent indicated that they did and 23% said they did not attend. If they said yes to attend the GSHE Show, how many attended the Annual Breakfast Meeting? Forty seven percent said they attended and 23% said they did not. Members were further asked if they attended the LNLA Hospitality. Forty five percent indicated that they attended and 55% said they did not. Lastly, members were asked if they attended the educational seminars on Thursday. 45% responded yes; 55% responded no.

To compare the attendance of LNLA Members to the GSHE Show verses the Texas Horticultural Expo in August each year, question number 9 on the survey asked if LNLA members attended the Texas Expo regularly. Twenty eight percent said they did and 72% said they did not. When asked if members attended the Louisiana Hospitality at the Texas Expo, 26% said they did and 74% said they did not. So according to the survey LNLA members mostly attend the GSHE Show (77%) verses the Texas Horticultural Expo (28%).

Severn C. Doughty, Sr. reported on the membership to date. As of January 14, 2008 there were a total of 242 members renewing for 2008. A general breakdown into occupational categories follows: 74 growers, 71 landscape, 21 retail, 35 ed/gov't, 7 students, 14 associate, and 3, affiliate members. In the survey the first question asked was how long have you been a member of LNLA. Four said they didn't know, 14 said 1 year, 6 said 2 years, 10 indicated 3 years, 6 said 4, 5, 7 years, respectively, 2 indicated 8 years, 8 said 10 years, 3 said 15 years, 7 said 20 years, 1 said 21 years, 4 said 25 years, 1 said 30, 33 and 35 years, respectively, 4 indicated 40 years, 1 said 50 and 53 years, respectively and 2 indicated that they had

*(Continued on page 37)*

(Continued from page 36)

been a member since LNLA began – 54 years.

Tom Fennell thanked Mike Misuraca, and Meadowbrook Insurance Group, for sponsoring the Annual Breakfast Meeting and asked for an update on Meadowbrook. Mike indicated that he had presented a program on insurance for small business owners at the LIA membership meeting last November and offered to present the same program to LNLA, or possibly at a GSHE educational program. Tom thanked Mike again for all of his support.

Allen Owings provided a brief summary of LSU AgCenter activities and indicated that the December Board Meeting minutes on page 3 summarized the upcoming events. One new addition was the Louisiana Landscape Industry Symposium sponsored by the New Orleans Botanical Garden and the LSU AgCenter, January 24, 2008 in New Orleans, LA.

Severn C. Doughty, Sr. presented a report on the LNLA website activity. There were 2,359 page views for the month of December, 2007. The most popular days of the week individuals come to our website were on Thursdays (407) followed by Mondays (388) followed by Wednesdays (368). The range was 279 to 407 with an average of 337. The A.M. time of day most visited was 3 A.M. followed by midnight, followed by 2 A.M. The P.M. time of day most visited was 6 P.M. followed by 2 P.M. followed by 8 P.M. followed by 10 P.M. The top most popular sections visited were the home page (977) followed by events (219) followed by links (116) followed by publications (109) followed by certification (107) followed by classified section (55) followed by board members (49).

Under Old Business Tom Fennell called on Mike Goree for a report on LIA. Mike recapped the LIA training and members meeting held in November, 2007 and said the members meeting was well attended – better than he expected. The 'Principles of Irrigation' class also was conducted concurrent to the members meeting but it was not as well attended because other suppliers and distributors scheduled similar training at the same time or just before our training. This greatly diluted our attendance. Also, it put Dr. Mark LeBlanc, with LDAF, in a difficult position because he was not familiar with their training and he was asked to sanction the other training such that attendees could receive continuing education credits for taking it. Dr. LeBlanc had already approved LIA's training in the past and was very comfortable with it.

Mike indicated that the pass rate for the Irrigation Contractors License exam was 58%. Also, he and Dr. Leblanc felt that some irrigation contractors, once they received their license, would feel like they knew all about irrigation and that they would not need more training. Mike indicated that this was not true and that irrigation contractors would need much more education. That was the reason for recertification every three years. Question arose about how LIA was promoting their training and it was stated that LDAF was primarily doing that. Allen Owings suggested that LIA send announcements to all licensed landscape contractors to promote it.

Tom Fennell discussed having an LNLA Scholarship Fund and a Research Fund to have monies dedicated to both for future awards. Discussion ensued with a number of possibilities as to how to divide the investments. The question arose as to how LNLA could create a tax deductible Research and Educational Foundation separate from LNLA. Danny LaFleur, Monty Ingle's Tom Fennell and Pete Newton all volunteered to donate \$1,000.00 each to a Foundation if it were set up. Consequently, Danny LaFleur motioned, seconded by Pete Newton, for LNLA to set up a Research and Education Foundation 501(c) 3. This tax deductible foundation would be separate from the current LNLA 501(c) 5 non-tax deductible corporation; except that member's dues can be a tax deductible business expense. In other words, should anyone donate monies to LNLA now and separate from paying dues, it would not be a tax deductible donation. Motion passed.

President Tom Fennell discussed the meeting with Commissioner Mike Strain, stating that it was an excellent opportunity for LNLA Officers to meet Commissioner Strain, to provide an overview of the 'Green Industry', and to offer our help and assistance should he need it. We met with him for about 40 minutes and everyone whom attended seemed very pleased with the outcome. Pat Newman suggested that Severn should take several pictures of the Alabama Department of Agriculture's exhibit at GSHE, share those images with Mike Strain and encourage him to provide a similar type display promoting LDAF next year. Severn had already taken the pictures and planned on sharing them with the Commissioner.

Danny LaFleur indicated that we had invited Commissioner Strain to this, 2008 GSHE Show and Annual Breakfast Meeting but, suspected that he, being in office only one week, would likely not attend. Consequently, Danny motioned, seconded by Monty Ingle's to invite commissioner Strain to the 2009 GSHE Show, to be the Keynote speaker at the Annual Breakfast Meeting and to offer to pay his expenses. Motion carried.

New business was introduced by Tom, who announced the dates and places for LNLA's 2008 board meetings: the second board meeting will be April 16, 10a.m. at Ralph and Kacoo's in Baton Rouge, third Board Meeting will be July 16th, 10a.m. at the Hammond Research Station, the forth Board Meeting will be October 15th, 10a.m. at McGee's Landing in Henderson, LA and the last board meeting will be December 10th, 10a.m. at Prejean's in Lafayette, LA. Severn C. Doughty, Sr. indicated that he had filed the annual report and \$5.00 fee to the Secretary of State for both LNLA and LIA.

Severn C. Doughty, Sr. provided information on question number 2 of the membership survey. The question read: What services do you expect from LNLA? The top response was to provide timely industry news & updates (75). The remaining responses were in descending order and included: continuing education (74); legislative updates (60); research and development (59); access to vendors and professional certification (57); lobbying issues that affect your business (56); regulatory updates (51); updated website (44); scholarships (39); industry economic survey (38) and industry promotions (36). The remaining questions on the survey will be assessed and discussed at future Board Meetings.

President Tom Fennell called for a discussion pertaining to the New Orleans service project proposed by Justin Duimstra of Great Lakes Landscape Supply; a member of the Michigan Nursery & Landscape Association and associated with Mustard Seed Ministries – a non-profit company. Their plan is to organize two groups of people to come to New Orleans and plant trees /shrubs in the lower 9th Ward in February. They were asking LNLA to help donate plants and/or materials to the effort; donations would be tax deductible. After some discussion the Board asked Severn to contact Justin and provide him with some contacts in and around New Orleans so it could be an organized effort and not a trip in vain. Many individuals and companies have showed up in New Orleans to help, yet without anyone to advise them on clean up or reconstruction efforts.

There being no more business, Tom Fennell asked for a motion to adjourn. The Board agreed and the meeting ended at 9 A.M.

# CALENDAR OF EVENTS

## 2008

- April 5-6 New Orleans Spring Garden Show**  
City Park Botanical Gardens, New Orleans, LA  
Contact: Karen Blackburn, (P) 504.838.1170  
(E) [kblackburn@agctr.lsu.edu](mailto:kblackburn@agctr.lsu.edu)
- April 16 LNLA Board Meeting**  
Ralph & Kacoo's Restaurant,  
6110 Bluebonnet Blvd, Baton Rouge, LA  
Contact: Severn C. Doughty, Sr. (P) 318.872.4677
- May 15 Landscape Horticulture Field Day**  
Hammond Research Station, Hammond, LA  
Contact: Allen Owings (E) [aowings@agctr.lsu.edu](mailto:aowings@agctr.lsu.edu)
- May 30 Nursery & Landscape Shootout**  
LSU Golf Course, Baton Rouge, LA  
Contact: Allen Owings (E) [aowings@agctr.lsu.edu](mailto:aowings@agctr.lsu.edu)
- June 2-4 Mid South Greenhouse/Retail/Landscape Conference**  
Eagle Ridge Conference Center, Raymond, MS  
Contact: Jan Winter (P)601.919.8111(W) [msnlaexec@aol.com](mailto:msnlaexec@aol.com)
- Jun 12-13 Certified Nursery & Landscape Professional Training**  
ULL Ira Nelson Horticulture Center, Lafayette, LA  
Contact: Dan Gill (P) 225.578.2413 (E) [dgill@agctr.lsu.edu](mailto:dgill@agctr.lsu.edu)  
CNLP Registration form: (W) [www.lnla.org](http://www.lnla.org), *Details pg. 33.*
- July 16 LNLA Board Meeting**  
Hammond Research Station,  
21549 Old Covington Hwy., Hammond, LA  
Contact: Severn C. Doughty, Sr. (P) 318.872.4677
- July 22-24 PA Expo Nursery/Landscape Wholesale Trade Show**  
PA Farm Show Complex & Expo Center  
2300 North Cameron St., Harrisburg, PA  
Contact: (P) 800.789.5068 (E) [info@pagreenexpo.com](mailto:info@pagreenexpo.com),  
(W) [www.pagreenexpo.com](http://www.pagreenexpo.com)
- Aug 6-8 SNA Forum (industry only)**
- Aug 8-10 SNA... World's Showcase of Horticulture (open to public)**  
Georgia World Congress Center, Atlanta, GA  
Contact: (P) 770.953.3111 (W) [www.sna.org](http://www.sna.org)
- Aug 15-17 TNLA Nursery/Landscape Expo**  
George Brown Convention Center, Houston, TX  
Contact:(P)800.880.0343 (W)[www.nurserylandscapeexpo.com](http://www.nurserylandscapeexpo.com)
- Sept 18-19 Certified Nursery & Landscape Professional Training**  
City Park Botanical Garden, New Orleans, LA  
Contact: Dan Gill (P) 225.578.2413 (E) [dgill@agctr.lsu.edu](mailto:dgill@agctr.lsu.edu)  
CNLP Registration form: (W) [www.lnla.org](http://www.lnla.org)
- Oct 15 LNLA Board Meeting**  
McGee's Landing, Henderson, LA  
Contact: Severn C. Doughty, Sr. (P) 318.872.4677
- Oct 17-18 20th Annual Southern Garden Symposium**  
St. Francisville, LA  
Contact: Lucie Cassity (P) 225.635.3738  
(W) [www.stfrancisvillefestivals.com](http://www.stfrancisvillefestivals.com)
- Oct 18-19 New Orleans Fall Garden Festival**  
City Park Botanical Gardens, New Orleans, LA  
Contact: Karen Blackburn, (P) 504.838.1170  
(E) [kblackburn@agctr.lsu.edu](mailto:kblackburn@agctr.lsu.edu)
- Nov 13-14 Certified Nursery & Landscape Professional Training**  
LSU AgCenter Desoto Parish 4-H Center, Grand Cane, LA  
Contact: Dan Gill (P) 225.578.2413 (E) [dgill@agctr.lsu.edu](mailto:dgill@agctr.lsu.edu)
- Dec 10 LNLA Board Meeting**  
Prejean's Restaurant, Bordeaux Room  
3480 I-49 North, Lafayette, LA  
Contact: Severn C. Doughty, Sr. (P) 318.872.4677
- Jan 29-31 Gulf States Horticultural Expo**  
Arthur Outlaw Convention Center, Mobile, AL  
Contact: [www.gshe.org](http://www.gshe.org)



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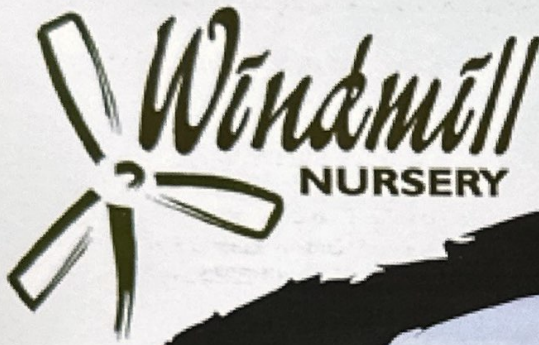
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