



LOUISIANA Nursery & Landscape NEWS

July/August/September 2001

Louisiana Nursery and Landscape News is a quarterly newsletter produced by the Louisiana Nursery and Landscape Association as a member service. The opinions and statements expressed herein do not necessarily represent the views of LNLA, its staff, Board of Directors, or its editors. Likewise, advertisements do not constitute an endorsement of the featured products or services. ●

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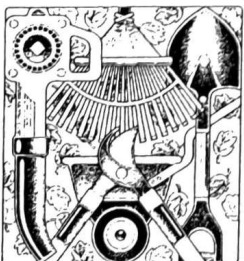
Upcoming Events

- Oct 11** LNLA Field Day,
Bracy's Nursery, Amite, LA
- Oct 24** 7th Annual La. Plant Materials Conference,
City Park, New Orleans, LA
- Nov 14** Landscape Maintenance Workshop,
Calcasieu AgCenter, Lake Charles, LA
- Jan 24-26** Gulf States Horticulture Expo,
Outlaw Convention Center, Mobile, AL

Summer Trade Show Report

The Louisiana Nursery and Landscape Association participated as usual in August at the Southern Nursery Association's World Showcase of Horticulture in Atlanta and the Nursery/Landscape Expo in Dallas. Our LNLA membership breakfast was held in Atlanta. President Randy Bracy provided an overview of current activities and we heard updates for SNA and the American Nursery and Landscape Association. The number of Louisiana companies exhibiting in Atlanta this year was slightly up while attendance from Louisiana was slightly down. We hope some of you had the chance to come to the LNLA social held at the Wyndham Anatole hotel in Dallas - a good time was had by all. Thanks to LNLA President and First Lady Randy and Regina Bracy for hosting this event. See you in Atlanta and Houston next August.*

MARK'S CORNER



Using The Right Equipment

Golf is a passion for me. Recently, I was watching the Golf Channel and one of the instructors said, "Golfers talk about the importance of putting, but if you don't get off the tee (Hit your first shot on each hole), you're going to be in trouble. This hit home for me, as I was really having problems putting myself in good position with my first shot each hole.

I tried several demo drivers, and finally settled on the Callaway Hawkeye VFT Titanium driver. The result has been amazing! My handicap (average score as compared to par) has come down 3 strokes in the first 30 days! What did I learn from this? I love golf, and I love playing well. By upgrading my equipment, my game improved drastically! It was a sizeable investment, but well worth the dollars I spent. Are you using the "right" equipment to achieve your goals?

...for more information - see Mark's article on pages 5

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State and Regional Meetings

LSU AgCenter horticulturist Jeff Kuehny hosted a cut flower workshop at Burden Center in Baton Rouge on July 3rd. An excellent crowd of 80 green industry professionals heard presentations on cut flower research and gingers. Last year a cut flower workshop hosted by LSU AgCenter horticulturist Denyse Cummins was held in Lafayette.

The **Baton Rouge Landscape Association** held their quarterly meeting at Ruffino's restaurant in Baton Rouge on June 19th. Over 75 green industry professionals attended. Mary Elliott of Fronderosa in Ponchatoula presented a talk on ferns for Louisiana landscapes. The next BRLA meeting is 6:30 pm on September 18th at Taste of China on Airline Highway in Baton Rouge.

The annual **Mid South Greenhouse Growers Conference**, a cooperative effort between Mississippi, Arkansas, and Louisiana, was held in June in Jackson, MS. Thanks to the Mississippi Nursery and Landscape Association for their efforts in hosting this year's conference.

Certified Nursery Professional manual reviews and exam sessions were held in Lafayette in June and July in Shreveport. By the time you get this newsletter the session in New Orleans will also be completed. Shortly a schedule for training dates in 2002 will be announced. Contact LSU AgCenter horticulturist Robert Trawick if you need more information on this program.*

Holloway to Run for Congress

Former U.S. Rep. Clyde Holloway wants to return to Washington. Holloway said on Thursday, August 30th, that he will run for Congress next year, hoping to fill the seat of U.S. Rep. John Cooksey (R-Monroe), who said he will not seek re-election when his term expires in 2002. Cooksey plans to run against U.S. Senator Mary Landrieu. Holloway, a Republican from Rapides Parish, served three terms in Congress in the late 1980's and early 1990's until his district was lost when Louisiana lost one of its congressional seats because of population shifts around the country. Clyde Holloway is owner of Holloway's Nursery in Forest Hill and past recipient of the LNLA's James A. Foret award. *



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Louisiana
Nursery &
Landscape
ASSOCIATION

Field Day

Come join the LNLA Board
for an evening of socializing,
jambalaya, nursery tour,
and door prizes.

Mix with other Green Industry people. Visit with local political representatives. Hear excellent speakers on pertinent issues. Take the opportunity to express your ideas and opinions to your State Board.

When: October 11, 2001
Where: Bracy's Nursery
Amite
Time: 3:00 - 7:00 p.m.

New Plant Show & Tell
*Have a
special NEW plant?
Bring it and share with
the rest of us.*

It's an evening you don't want to miss!
See you there!

For information, call Randy Bracy (985-748-4716),
David Lowery (985-796-9655) or Pat Newman (985-796-3488).

IN THE NEWS

Congratulations to Dan Standley, Terrytown, LA, for the feature article and cover photo of his business, **Dan's Landscaping & Lawn Care**, in the May 2001 issue of Lawn and Landscape Magazine.

Canna Book from Stokes' Tropicals

Cannas You Can Grow by Glenn Stokes and James Waddick is the second volume in the series *Tropical Plants You Can Grow* published by Stokes Tropicals of New Iberia. *Bananas You Can Grow* was an award winning Garden Writers Association of America publication. Stokes and Waddick highlight 60 canna species and cultivars in the new book. For ordering information call 337.365.6998 or visit www.stokestropicals.com

Baton Rouge Advocate Features Forest Hill Nursery Industry

The Baton Rouge Advocate's people section featured a story on the Forest Hill Nursery Industry in its July 22nd edition. The story is available on-line at www.theadvocate.com/news/story.asp?StoryID=23209

ANLA Convention in Cleveland

Louisiana's ANLA Governor and Lt. Governor, Margie Jenkins and Wanda Chase, attended the annual convention of the American Nursery and Landscape Association this summer in Cleveland. Thanks to each of these individuals for their commitment to serving the state at the national level.

McCloskey's Recognized by LSU College of Agriculture

Dennis and Blanche McCloskey, former owners of Windmill Nurseries in Folsom, LA, were recognized at a reception by the LSU College of Agriculture in Baton Rouge on May 3rd. Dennis was previously selected alumnus of the year in 2000 by the college. Windmill Nurseries was founded in 1963 and developed into a 550 acre firm producing over 7.8 million plants in 1999. Dennis founded the Southeast La Nurserymen's Association and served as its president. He also served as a board member and president of the Louisiana Nursery and Landscape Association, Southern Nursery Association, and American Nursery and Landscape Association. In addition to nursery responsibilities, Dennis has served on numerous advisory committees including those of the Louisiana Department of Agriculture and Forestry. He also is a member of the LSU Foundation where he serves on the Capital Campaign Committee. The McCloskey's have been long time members of the LSU Agricultural Development Council. Dennis and Blanche have recently created the Blanche E. and Dennis V. McCloskey Endowed Scholarship for students in ornamental horticulture at LSU.

James A. Foret, Sr. Added to ANLA Industry Honor Roll

Dr. James A. Foret Sr., LNLA's executive secretary from 1954 - 1986, was recently elected to the Industry Honor Roll by unanimous vote of the American Nursery and Landscape Association board of directors. The Industry Honor Roll is designed to recognize those who have made a significant contribution to the progress of the nursery and landscape industry. It creates a permanent historical record in the ANLA Washington, D. C. office of the accomplishments of such leaders.

Gulf States at a Glance

'Gulf States at a Glance' is a new feature column every other month in *Ornamental Outlook* magazine. The column features Gulf State horticulture happenings and is written by LSU AgCenter horticulturist Allen Owings. Watch for the column in February, April, June, August, October, and December issues of *Ornamental Outlook*. 'Texas Tidbits' appears in January, March, May, July, September, and November.

IN MEMORIAM

Louisiana's nursery industry expresses their sympathy to the family of **Wayne Young**. He was a resident of Amite, LA, a plant broker, and owner of **Southern Pride Nursery**. Wayne died Friday August 17, 2001 at his residence. He was a native of New Orleans and an active member of the Southeast Louisiana Nurserymen's Association.

Change... is a hot topic.

In fact, it's something that I speak about to audiences around the world (The Change Revolution)! Paul Lemberg has a new book out that will help you determine what it takes to move your company forward. I love Paul's title - "Faster Than The Speed Of Change!" And that's fast! To me, the biggest "change" about "change" is the SPEED of change, and Paul's book will help you overcome these obstacles.

Included in the book, you will find six simple questions that will solve any problem, ascertain what to do when you don't even know where to start, learn how to think backward to propel your business forward, discover how to get your values, goals and people working together for astonishing results - and much, much more! Order Paul's book (\$27.50) from your local bookstore, or call Paul's office at 760-741-1747.

...see Mark Mayberry's article on page 5

The Nordstrom Challenge

Nordstrom Department Stores are legendary when it comes to Customer Service. Just about every speaker (Including myself) uses stories about Nordstrom to demonstrate how a great company delivers Awesome service to their Customers. A July 30, 2001 article in Business Week reinforces how difficult it is to stay ahead of the competition – for Nordstrom – and YOUR nursery/landscape company!

The article really surprised me when it made the following statement: “And its (Nordstrom’s) old winning formula – great Customer Service – isn’t the easy advantage it once was. Neiman Marcus Group Inc. is now No. 1 in service among department store chains.”

Stanley Holmes, the author of the article, does not back this statement up with statistics. The fact that Neiman Marcus has passed Nordstrom in delivering on Customer Service is amazing!

I find this changing of the guard very difficult to believe! No matter how good your nursery/landscape company is, you can never sit back on your past achievements. There is a revolution going on around you, and you must be ahead of the competition at every corner.

Holmes defines Nordstrom’s financial record as “dreary.” First-quarter profits fell 24% after “a year that saw earnings plummet nearly 50%!” How could this happen to Nordstrom?

Here are some of the challenges that Nordstrom faces, according to Holmes. How could similar circumstances affect your business?

1. A misguided advertising campaign

Nordstrom came out with “Reinvent Yourself” as a slogan to draw the younger shopper. The end result is that they pushed away many of their core Customers in the process. It is similar to Oldsmobile’s “This is not your father’s Oldsmobile” campaign. The younger crowd did not like the product, and the “fathers” turned away too!

2. Competition is always at the doorstep – and growing stronger every day.

Specialty retailers are everywhere, and they are all after Nordstrom’s business. Nursery and landscape companies are also confronted from competition from all sides. There are no boundaries in business 2001. I recently gave a speech for a group of grocery stores, and one of the members remarked that years ago, groceries were the only place to buy Coca-Cola. This point was driven home when I visited a local camera store to have some film developed the next day, and they had a cooler filled with Coke!

3. Delivering “Awesome” Customer Service is still the key!

Blake Nordstrom admits that they got away from this basic strategy, possibly being too secure with their own reputation. The article mentions a Customer that could not find the merchandise or the service that she wanted at Nordstrom. This woman took her business to a rival store, where she spent \$600! Blake says, “We know by giving good service we sell more. It’s the heart and soul of our business.”

After a speech about “Awesome And Irresistible Service” at a recent travel conference, two audience members, Rebecca Dinstuhl and John Irvin, approached me. Rebecca is the Director Of Sales and Marketing for The Wynfrey Hotel in Birmingham. This was the host hotel, and I was absolutely amazed at the Awesome Service that I received while staying at their wonderful hotel. John is the General Manager at The Grand Hotel on the Alabama coast, a resort destination that is one of the best!

John and Rebecca asked about bringing my “Awesome And Irresistible Service” message to their hotels. I remarked that their hotels are already giving Awesome Service. They both said that they never want to rest on their past performance, and that their Teams could always learn some new techniques. John and Rebecca are great examples of providing constant reinforcement for their Team Members.

4. Keep an eye on the bottom line.

Nordstrom’s annual selling, general and administrative expenses run about \$100 per square foot, as compared to an industry average of \$60. Their technology-based inventory system is still a year away!

The fact that you’re reading this article shows that you’re a winner – constantly learning as you go. Ask yourself, is your marketing strategy on target with your Customer base? It’s great to draw in new Customers, but not at the expense of your current Customers! What are your best tactics in dealing with the competition, especially in non-traditional settings. (Remember the camera store that is selling Coke!) Does your nursery/landscape company really deliver on Awesome And Irresistible Service? Are you watching the bottom line?

Here’s the final exam – What other questions should you ask yourself?

“CHALLENGE”

Which of the Nordstrom four challenges do you need to work on? Determine 3 action steps and set deadlines for each step! *

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

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Executives

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Louisiana Agricultural Leadership
Development Program

Louisiana 4-H Foundation



LSU
AgCenter
Research and
News Update

Growing Better Ground Covers

LSU AgCenter horticulturist Ed Bush is leading an effort to evaluate landscape performance of lirioppe (*Lirioppe*) and mondo grass (*Ophiopogon*) cultivars. Collectively referred to as liriopogons, lirioppe and mondo grass are the industry mainstays for ground cover use in the southeastern United States. Mondo grass cultivars being evaluated include mondo, mini mondo, black mondo, and variegated mondo. Lirioppe muscari cultivars being evaluated include Monroe White, Samantha, Supergreen, Silvery Midget, Densiflora, Variegata, Silver Dragon, Royal Purple, Evergreen Giant, Christmas Tree, Webster's Wideleaf, Big Blue, and John Birch. In addition *Lirioppe spicata* and aztec grass are being evaluated.

Considerable confusion exists pertaining to the performance of these plants in sun and shade environments. Initial studies indicate that some liriopes recommended for sun do best in shade. Also, some recommended for shade are performing well in full sun plantings. A new area of study involves DNA fingerprinting of these species and cultivars. This is important because of the general industry confusion and botanical classification disagreements concerning the genetic lineage of some of these varieties. For instance, aztec grass is listed in many industry catalogs as a lirioppe but LSU AgCenter studies have revealed it is most closely genetically related to mondo grass (additional information: Ed Bush at 225.578.1044).

Marigold Evaluations

The LSU Agricultural Center has been actively pursuing landscape plant performance trials over the last several years. This has primarily concentrated on annual bedding plants. While interest in marigolds among gardening consumers and commercial landscapers has decreased in recent years, there is still the potential to determine performance of many of the African marigold varieties for fall adaptability in the landscape.

African marigold varieties growing in jumbo cell packs were transplanted on September 20, 2000 and April 15, 2001 into raised landscape beds at Burden Center in Baton Rouge, LA. Bed material was aged pine bark amended with 10% sand (by volume). Plants were planted on 12-16 inch centers and arranged in a randomized complete block by varieties with 24 plants per variety. Plants were located in full sun and were irrigated as needed to prevent stress throughout the evaluation period. Fertilizer (StaGreen Nursery Special 12-6-6) was applied by broadcasting 1.0 lbs N/1000 square feet immediately after both planting dates. Series of marigold varieties evaluated included Discovery, Atlantis, Galore, Inca, Jubilee, Medallion, Perfection, Crush, and Antigua.

Visual quality ratings were determined October 15 and November 1 for the fall 2000 planted marigolds and May 1, May 15, and June 1 for the spring 2001 planted marigolds. The ratings were based on a scale from 1 to 5 with 1=worst, 5=best. Included in this evaluation was growth habit, foliage color/appeal, and flower quality. Ratings in the fall 2000 planting were terminated due to killing frost. Ratings in the spring 2001 planting were terminated due to plant decline caused by heavy rainfall in early June. Plants were also observed for petal spot, lodging (stem breakage), and spider mite infestation.

Visual quality ratings did not reveal significant differences between varieties. General trends indicated that the Antigua, Atlantis, Perfection, Inca, and Discovery series were slightly superior. The Crush and Galore series were comparable in performance. The Medallion series performed unsatisfactorily. Lodging (stem breakage/weakening) was observed in the fall 2000 planting. The Crush series and Guys and Dolls had no lodging on November 1. Slight lodging was evident on the Discovery series with moderate lodging on the Antigua, Galore, Atlantis, Perfection, and Inca series. Lodging was very significant on Double Eagle and Gold Coins Mix, along with the Medallion and Jubilee series. Lodging was also most evident on the Jubilee and Medallion series in the spring 2001 planting.

Petal blight was observed on the Medallion series in the fall 2000 planting. This was the only group with major petal blight incidence prior to the first killing frost. In the spring 2001 planting, the Medallion series also has a large infestation of spider mites.

Conducting landscape trials to evaluate performance of annual bedding plant varieties provides useful information for greenhouse crop producers, retail garden center personnel, landscapers, and the gardening consumer. African marigolds in Louisiana have potential use as a late summer/early fall warm season bedding plant. Good performance can be obtained at this time of year if heavy rainfall (which leads to petal blight and lodging) can be avoided. Dead-heading will be required maintenance. African marigold trials at the LSU Agricultural Center will continue through 2002.

(for a full copy of this paper from the 2001 Southern Nursery Association Research Conference contact Allen Owings at 225.578.2417)

Leaf Lettuce for Louisiana Landscapes

As urban gardening has become more popular so has the interest in growing leaf lettuce. Compared to head lettuce varieties, leaf lettuce is quicker to mature, less prone to disease, and more nutritious. Because of its relatively fast growth, leaf lettuce can provide a continuous harvest from late October through mid-February, if planted at two week intervals. In addition to producing fresh produce throughout the winter, the variety of color and texture among leaf lettuce cultivars can add to the beauty of the ornamental garden. Tests were conducted last year at the LSU AgCenter's Burden Center in Baton Rouge to evaluate the suitability of different leaf lettuce cultivars for use as an edible ornamental in small urban gardens.

Eleven commercially available cultivars have been evaluated. Although leaf lettuce seed can be sown directly into garden soil, plants were started from seed in small pots and transplanted into raised beds after about four weeks. This method ensures a viable plant, eliminated the need for thinning seedlings and provides an opportunity to apply a pre-emergence herbicide to inhibit the germination of weed seeds. Plants spaced 10-12 inches apart will shade the soil within a short time, which will reduce weed growth. Lettuce needs a fertilizer with more nitrogen than flowering and fruiting plants, so the percentage of nitrogen should be at least twice that of phosphorus and potassium. A fertilizer, including micronutrients, with a ratio of 12-6-6 was applied at planting and again after six weeks. More frequent applications of a liquid fertilizer would work as well. No pesticides were applied during the evaluation period.

Among all cultivars evaluated, Galactic and Redina rated the highest for visual quality and insect and disease resistance. Royal Oak, Vulcan, Simpson Elite, Red Salad Bowl and Waldman's Dark Green also performed well. All cultivars had excellent visual quality and pest resistance ratings up to their recommended date of maturity (49 to 58 days) and continued to perform well as an ornamental for up to 90 days.

Vegetative growth begin to decline from 90 to 120 days and plants begin to flower. By February 15 (135 days after planting) all cultivars were in the full stage of flowering. Except for Simpson Elite, which was slightly frost burned, all were undamaged by freezing temperatures in the upper 20s in December and January. The overall appearance of all cultivars was poor by March 1 (150 days) and the trial was terminated.

In general, all of the cultivars are good candidates for the cool-season edible ornamental garden from October through February.

(reprinted from *Louisiana Agriculture*, Summer 2001; for additional information on this project contact Drew Bates at 225.763.3990) *



Louisiana Exhibitors 2001 Southern Nursery Association's World Showcase of Horticulture

Eagle River Nursery

George Johnson Nsry, Inc.

Lakeview Nursery

Louisiana Tree Farm

Miller's Ground Cover

The Plant Connection

Poole Bros. Nursery

Quality Plants, Inc.

Rende Oreks Import & Export

Robbins Tree Ranch

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Sugarkeetles.com

Southern United States Trade
Association

Doug Young Nursery

Welcome !

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July - present 2001

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Monrovia

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Ned Ellsworth

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John Harris

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'Round To It's'
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Kentwood Garden Center, LLC
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Coastal Grass Nursery
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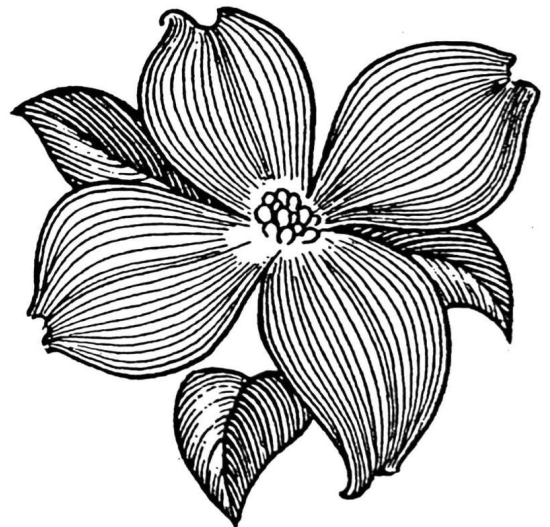
7th Biennial Southern Plant Conference

Sponsored by the:

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In cooperation with SNA's 16 Participating State Associations
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- New and superior cultivars adapted to a wide variety of growing conditions
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- Leading growers and researchers from across the country
- Intensive 2-Day Format and Optional Tour



October 11 - 13, 2001
Athens, GA



For more information contact:

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Jan Veazey
Anita Goodson
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TILLMAN'S LAWN AND LANDSCAPE

Billie Tillman

LNLA

CERTIFIED NURSERY PROFESSIONAL BANNERS

Now Available

The Louisiana Nursery & Landscape Association is making available white vinyl, weather resistant 3' x 8' banners that include the official LNLA logo (see below). We are offering banners, at cost, to those businesses that employ certified nursery professionals. To order, contact:

Louisiana Nursery and Landscape Association

Attention: Rob Trawick

PO Box 25100

Baton Rouge, LA 70894-5100

Email: rtrawick@agctr.lsu.edu



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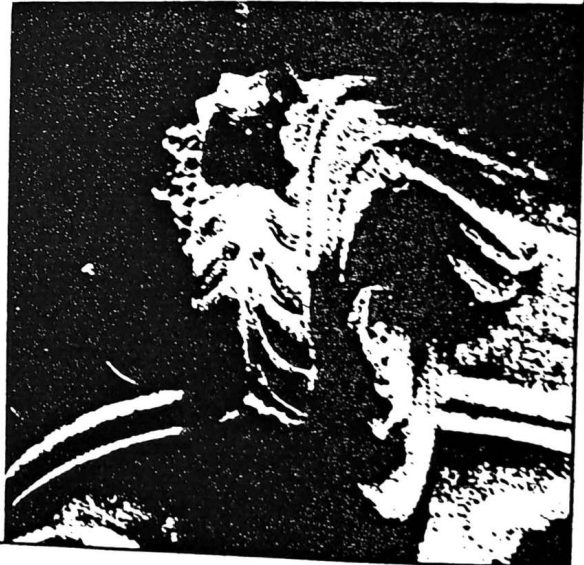
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Membership Application - 2001

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

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

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

Regular Members - \$ Based on gross sales

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

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

Associate Members - \$100.00

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

Affiliate Members - \$25.00

Business Employed By : _____

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

Student Members - \$ No Charge

Name of university and location: _____

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

Governmental Agency/Educational - \$ No Charge

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

Please type or print clearly. The information provided will be used to print LNLA's annual 'green industry' directory.

Company Name _____ Representative's Name _____

Mailing Address _____

Telephone (____) _____ - _____, x _____ FAX (____) _____ - _____ E-mail _____

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

New Member

Return 2001 dues application and check to:
 Louisiana Nursery and Landscape Association, PO Box 25100, Baton Rouge, LA 70894-5100

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