



# LOUISIANA Nursery & Landscape

## NEWS

JULY/AUGUST/SEPTEMBER 2003

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. \*

### Newsletter Highlights

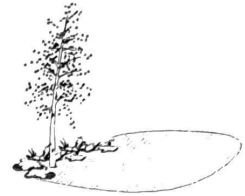
<b>LNLA Officers, Board and Committees</b>	
Louisiana Growers	
Surface Water <i>cont'd</i> .....	pg 2
Mark Mayberry .....	pg 3
Meadowbrook Insurance .....	pg 4
<b>Welcome! New Members</b>	
Foret Memorial at ULL .....	pg 5
Blumberg Insurance .....	pg 6
In The News .....	pg 7
<b>Shazam of the Month!</b>	
<b>Nursery/Landscape Expo</b>	
Bracy's .....	pg 8
Congratulations ! CNLP .....	pg 9
Speakers Wanted .....	pg 10
SELNA Nursery Tour .....	pg 11
Forest Hill Trade Show .....	pg 12
CNLP Review and Exam Application .....	pg 13
LNLA Membership Application .....	pg 14
Membership Benefits .....	pg 15
Florida Pine Straw Ad .....	pg 16

## ✓Mark Your 2004 Calendars Certified Nursery and Landscape Professional Review and Exam

Feb 19 - 20 Burden Research Center, Baton Rouge  
June 17 - 18 ULL Horticulture Center, Lafayette  
Sept. 23 - 24 Burden Research Center, Baton Rouge

For more information on the  
CNLP 2004 Schedule see page 13

### Surface Water An Option For Water Supplies - Issue to Get More Attention in Coming Years



LSU AgCenter water resource specialist Dr. Bill Branch and several AgCenter watershed agents recently echoed the need for Louisiana to reduce its consumption of groundwater and its depletion of aquifers.

Their comments about dependence on groundwater and practicing water conservation, as well as suggestions about shifting from groundwater to increased use of surface water supplies, came during a technical training session at the 18th annual meeting of the Louisiana Rural Water Association earlier this month in Alexandria.

"Water levels in parts of the Sparta, Chicot and Southern Hills aquifer systems are declining at rates greater than 1 foot per year," Branch said during the July 16 session. "And concern for sustain ability of these aquifers is driving the current effort to establish groundwater management policy in Louisiana."

Realizing that people in Alexandria are concerned about the city's study to determine the feasibility of using surface water from the Red River, Branch pointed out that citizens in the city of New Orleans have been drinking water from the Mississippi River for years — and that its water has won blind taste tests.

"Most large users who can shift from using groundwater to surface water sources should consider doing so," Branch said.

To help address groundwater issues in the state, the LSU AgCenter field agents and water specialists conduct water conservation programs and help cities, business and industry, and the public develop new water supply strategies.

LSU AgCenter county agent Robin Bridges explained how officials in Webster Parish developed a water alliance to help the 32 water districts in that area develop plans to improve and better use water resources.

Now they are looking for ways to take advantage of available surface water and reduce demands on the Sparta Aquifer.

Educating the public to conserve water in the home and landscape is another outreach effort of the field agents in the LSU AgCenter, said Mimi Stoker, who also has developed a strategy to help families test their private wells for contamination.

....Cont'd pg. 2

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Gary Marmillion

To further study how other people are stretching their water resources, several faculty members from the LSU AgCenter visited a number of communities in Arkansas. LSU AgCenter watershed agent Margaret Frey reported that some rice farmers have cut irrigation water pumping cost by 50 percent or more by using surface water in place of groundwater from their existing wells. Many have constructed water collection and storage reservoirs on their farms.

Frey also reported that the city of El Dorado, Ark., and Union County, Ark., have worked with a merchant power plant and other industries to use Ouachita River water instead of groundwater.

"Using surface water can be good for water quality and the economy, and it allows aquifers to recharge," said Branch.

Louisiana is blessed with an abundance of surface water resources in its rivers, lakes and streams. These surface water resources can greatly reduce our dependence on groundwater, said Branch.

In addition to those comments, Branch discussed the groundwater management legislation passed by the Louisiana Legislature and its encouragement for the development of surface water resources.

But Branch pointed out that this latest legislation does not include management of surface water, which is very complicated. There are 19 levee districts, 43 soil and water conservation districts and several legislatively approved surface water districts and parish-approved drainage boards already in the state.

For more information on a variety of issues related to agriculture and natural resources, home lawns and gardening, food, nutrition, family life and much more, go to \*



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# “Looking At Too Many Things”

By Mark Mayberry

In my recent “Holiday At The Inn” article, I talked about the Shazam that I received at the Holiday Inn in Boardman, Ohio. Brent Reynolds’ Team is incredible and it’s no wonder that his hotel has won the prestigious “Torch Bearer Award” several times. In a recent conversation with Brent, he told me that I should contact Tom Ruby, the “Curriculum & Certification Manager” for InterContinental Hotels Group (The parent company of Holiday Inn). Luckily for me, Tom is currently located right here in Atlanta, and was gracious enough to meet with me.

Tom came to work for Holiday Inn 30 years ago. He started in Food & Beverage, because as Tom says, “Back then, you had to go through food and beverage to be successful!” In 1976, Tom took a position at Holiday Inn University in Memphis. He started as a scriptwriter for Holiday Inn’s video training library (A 100 hour video training course!), and later moved into management training.

In the early 90’s, Holiday Inn moved its headquarters to Atlanta and Tom closed Holiday Inn University. Shortly thereafter, he moved to Cleveland, Ohio and averaged 800 miles a week in his car as he helped manage 50 Holiday Inns in his region. When Tom took over the region, Cleveland was the worst “geo group” in the U.S. Needless to say, when Tom left 5 years later, these hotels had experienced incredible improvement.

Tom told me that his secret was to get the hotels to focus on 3 key areas – Responsiveness to Needs, Staff Friendliness and Professional Attitude and Appearance. Tom says, “You must manage all 3 categories.” He used the Boardman, Ohio Holiday Inn as a benchmark for his other hotels. Tom would do everything he could to get the other hotel managers to visit the Boardman hotel, and learn from their success. Tom explained that he had no real “control” over these GMs, as they were franchisees. But Tom told me, “The only way the owners would get a return on their investment was to improve the service,” and this opened the door for Tom’s programs.

Tom claims that the way to improve Customer Service is to set goals, and explained that Holiday Inn had a survey with 26 measurable goals. When Tom would visit a hotel in his region, he would ask the GM to show him his 26 goals. If the GM did not have the 26 goals in writing, he knew that he had to give him a lesson in goal setting.

Tom would also ask the GM to show him his “Service Action Plan.” If they did not have this, then Tom would teach them

about action plans! Tom was quick to point out that it’s the hourly people in a hotel that “are the ones that are producing the numbers in surveys.”

Tom borrowed a reward and recognition program from Michael Weiss, who was the GM at the Holiday Inn at Clark Field in the Philippines. Michael developed the “Moments Of Magic” reward program, which is based on “positive comments that the Guests were already making.” Simple – and powerful!

Tom likes to celebrate “little wins,” and had a “Moments Of Magic” party. He handed out small prizes, like lottery tickets, a tank of gas, etc. He got 16 hotels in Northeast Ohio to pitch in just one dollar for every room they had in their hotels (2,500), and got Holiday Inn to match that amount. He bought pins and other reminders about the “Moments Of Magic,” and formalized the program with forms to hold the GMs accountable.

The results - Tom’s region had the highest improvement in their test scores in the country! As Tom explained, focusing on responsiveness, friendliness, and professional attitude and appearance – and recognizing his Team Members’ success with “Moments Of Magic” - led to his turnaround. Modestly, Tom told me, “That’s all we did!”

I asked Tom, “What is the biggest mistake that the GMs were making when you took over the region, and his answer was no surprise. “They were looking at too many things.” Tom brought focus and excitement to the Cleveland region. What can you do to bring these things to your company? \*

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***To order a copy of Mark’s new audio CD, “Building The Dream Workforce,” call his toll-free number (800-394-6138). It’s 27 minutes long, and gives you an overview of Mark’s “Shazam” philosophy! (\$20 plus shipping)***

“Shazam of the Month” article featured on page 8.

*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](mailto:Mark@Markmayberry.com)) Visit Mark’s website at [www.MarkMayberry.com/](http://www.MarkMayberry.com/)!*

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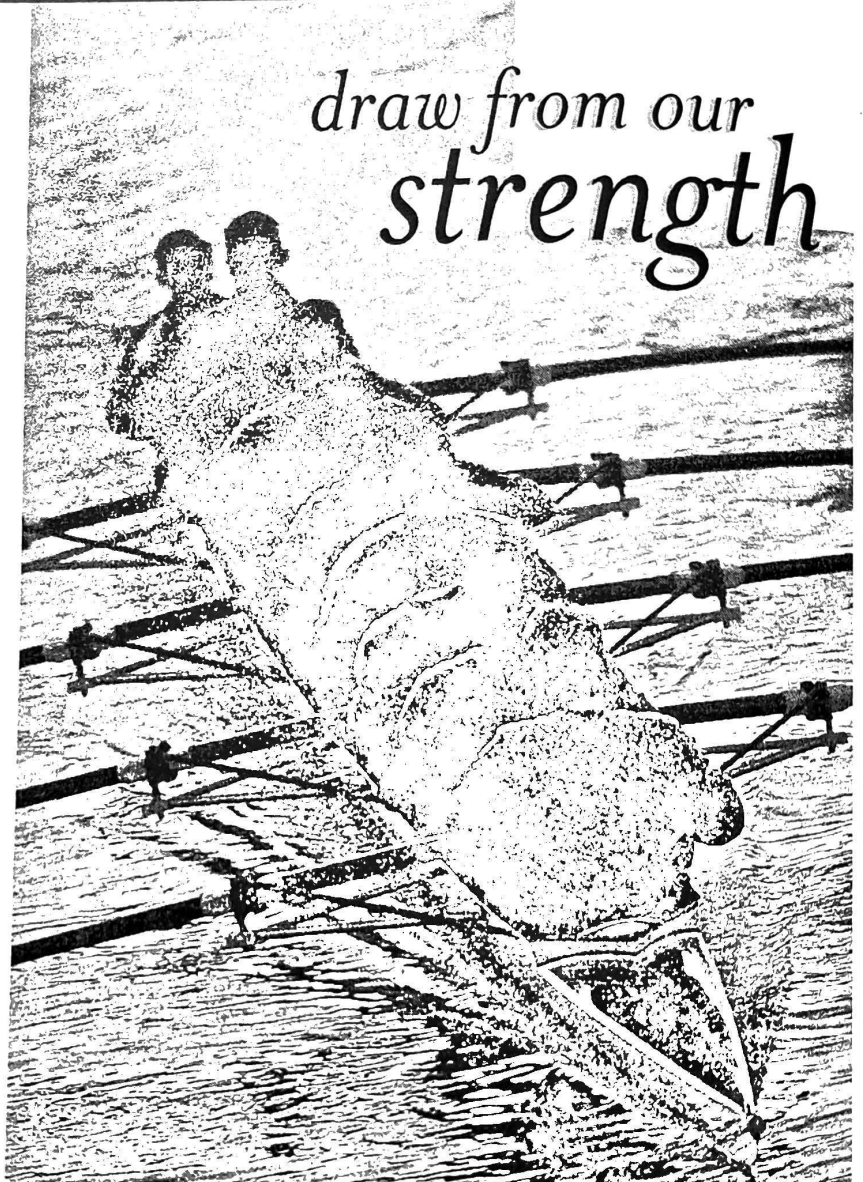


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## Outdoor Classroom at ULL Greenhouses Dedicated to Foret

An outdoor classroom and nine Holly trees were dedicated in memory of a former dean at the University of Louisiana at Lafayette and leader in the horticulture industry earlier this week.

Members of Dr. James A. Foret's family along with friends and colleagues joined together at the Ira Nelson Horticulture Center on Tuesday to honor the former dean of the College of Agriculture (now the College of Applied Life Sciences).

"James Foret's roots go deep into the soil at this university," said UL Lafayette President Dr. Ray Authement. "Every time we see a camellia bush blooming, we know James Foret is alive and well. The beauty of this campus speaks to his hard work."

Foret was instrumental in introducing the nursery trade to the university while also serving as a consultant for nurserymen, florists, home gardeners and municipalities during his career. "He didn't know an eight hour day," said Jim Foret, one of Dr. Foret's sons. "He spent a lot of time here at the Ira Nelson Center doing research and teaching students. That's why it's very appropriate this area be dedicated in his memory."

Several wood benches and nine Holly trees circle a brick podium with a plaque which includes a sketch of Dr. Foret and words of dedication. The area is to the rear of the Ira Nelson Center. "It's fitting to have a podium here," said John Foret, another of Dr. Foret's sons. "My dad loved God, his family, horticulture and teaching. Our family will always be indebted to you for this honor."

Before serving as dean, Dr. Foret was an associate professor and then professor of horticulture at UL Lafayette. He led the Department of General Agriculture as well as the Department of Plant Industry. He also served as research director for the Louisiana Society for Horticulture Research and was general chairman of the American Horticulture Congress.

In addition, Dr. Foret spoke at various garden clubs, civic clubs and helped judge flower shows. His professional activities included membership in the American Society for Horticultural Science and the Weed Science Society of America among many other organizations.

During his career, he was honored for his service in the horticultural industry by both the Louisiana Association of Nurserymen and the Texas Association of Nurserymen. His research introduced to cultivation numerous plants include the "Ilex Cornuta Cultivars" from Avery Island.

The dedication ceremony was hosted by the South Louisiana Mid Winter Fair Association along with the Louisiana Society for Horticultural Research and the Louisiana Nursery and Landscape Association.\*

## WELCOME!

### New LNLA Members

*April - August*



**Antique Rose Gardens** - Susan Gautreaux  
**Canary Island Palm Farm** - Thomas Benge  
**Catholic Diocese** - Donna Jane Boudreaux  
**Dad's Landscaping** - Warren Baldwin  
**Dauzart's Nursery** - James Dauzart  
**David's, LLC** - David Shows  
**Dreamscapes Design** - Wade Evans  
**Earthworks, Inc.** - Marian Severson  
**Edward Heard Horticulture Service** - Edward Heard  
**Five Oaks Tree Farm** - Richard Gaston  
**Fuselier's Southern Style Landscape** - Justin Fuselier  
**Green Side Up, LLC** - Corbin Ladner  
**Greener Trees** - Jim Culpepper  
**Hammer's Landscaping/Sprinkler** - Jason Bland  
**Hazel's Landscaping** - Hazel Lindeen  
**Integrity Lawn Services** - Jeff Reid  
**Jimstone Co.** - Jim Gibbons  
**LaBourdette Nursery, LLC** - Vicki LaBourdette  
**LaMaison de Verdure** - Bob Bordelon  
**Landscape Consulting** - Lessa Jenkins  
**Lobb's HorticultureSpray Inc.** - Judd Lobb  
**LSU AgCenter, Hammond Station** - Regina Bracy  
**LSU AgCenter, Northwest Reg.** - Denyse Cummins  
**LSU, Student** - Kristi Whitley  
**LTC/EHCC Education** - Foy Beall  
**Magnolia Nursery, Inc.** - Mitch Drost  
**Magnolia Soil Products, Inc.** - Frank Watson  
**Midstate Nursery, Inc.** - Laney Strange  
**Mighty Mowers Lawn & Landscape** - Jennifer Phillips  
**Mike Honhon Landscape Co.** - Michel Honhon  
**Natchitoches Lawn & Landscape** - Corkey Bruce  
**Nature Lovers Landscape Design** - Edward Desporte, Jr  
**Noble Foundation** - Eddie Funderberg  
**Norris Nursery & Landscaping** - David Norris  
**Outdoor Harmony** - Rick Swink  
**Precision Lawn Maintenance** - Kirk Douglas  
**Quaglino's Landscape & Lawn** - Angelo Quaglino  
**Scapes, Inc.** - Ignatius Castille  
**Sepulvado Ventures, Inc.** - Joseph William  
**Sunrise Nursery & Garden Center** - Chris Kabel  
**Sunshine Landscaping** - Keith Prevost  
**Swanson's Lawn** - Frank Swanson  
**The Garden Center, Inc.** - Chris Pippin  
**The Yard Doctor** - Milton Gordon  
**Tim Cockerham Landscaping** - Tim Cockerham  
**Tina's Planthouse** - Betty Perdue  
**Turf-Scape, Inc.** - Sterling Kidder  
**US Lawns of New Orleans** - Harold Lindeen  
**Whitney's Nursery** - James Whitney

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# IN THE NEWS

## **Clegg's Nursery Recognized**

Clegg's Nursery of Baton Rouge has been recognized as the 2003 Baton Rouge Parents magazine's favorite nursery/garden store.

## **Forest Hill Nursery Growers Trade Show Scheduled in October**

The 2nd annual Forest Hill Nursery Growers Trade Show is scheduled for Friday, October 17th and Saturday, October 18th at the Alexandria Riverfront Convention Center. For additional information contact Becky Lowe at 318/748-6239 or 318/748-8883. Pre-registration is \$10 / person. Registration at the door is \$15 / person.

## **Southern Garden Symposium**

The 16th annual Southern Garden Symposium is October 17-18 in St. Francisville. "Exploring Southern Gardens" is the theme for this year. Speakers include LSU horticulture graduate and Rosedown Plantation horticulturist Tricia Aleshire, LSU horticulture professor Allen Owings, Texas horticulturist Greg Grant and others. Pre-registration is required. For registration information call 225/635-3738. The Southern Garden Symposium seeks to preserve and commemorate gardening in the deep south through lectures, workshops, and a tour of historic Afton Villa and Rosedown gardens. The Symposium funds a major scholarship in the School of Landscape Architecture at LSU and garden projects in historic St. Francisville.

## **Southeast Louisiana Nursery Association Tour Scheduled in October**

The Southeast Louisiana Nursery Association has scheduled their second annual tour of area nurseries for Wednesday October 22nd in Folsom. Contact Tangipahoa parish horticulture agent Annie Coco (acoco@agctr.lsu.edu) at 985/748-9381 for additional information.

## **Labor Department to Inspect Louisiana Ag Commodities**

Some Louisiana agricultural producers have been targeted by the U.S. Department of Labor this year and next for violations of the Migrant and Seasonal Agricultural Worker Protection Act. At the recent Louisiana Farm Bureau Federation annual meeting in New Orleans, speakers mentioned that officials with the U.S. Department of Labor Wage-Hour Division would be traveling around the state checking for infractions of the act. This will cover wage-hour

type situations, housing, and transportation. The primary targeted commodity groups are cotton, strawberry and sugar cane producers. Nursery growers should also be aware that inspectors will be in the state.

## **Louisiana Exhibitors: Southern Nursery Association's World Showcase of Horticulture**

The SNA's World Showcase of Horticulture Trade Show was held in early August in Atlanta, GA. Louisiana exhibiting companies included:

**Chamberlain's Nursery - Forest Hill**

**Doug Young Nursery - Forest Hill**

**George Johnson Nursery - Forest Hill**

**Lakeview Nursery - Alexandria**

**Louisiana Nursery & Landscape Assoc. -  
Baton Rouge**

**Louisiana Tree Farm - Bunkie**

**Miller's Ground Cover - Forest Hill**

**Poole Brothers Nursery - Forest Hill**

**Quality Plants - Forest Hill**

**Taylor Nursery - Forest Hill**

**Windmill Nursery - Folsom**

## **Southern Nursery Association, Inc.**

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*\* Please contact LNLA's office if you have any information to add to the Louisiana Nursery & Landscape News, a quarterly publication. Call Laura Crnko at 667-4744 or email [lcnrko@bellsouth.net](mailto:lcnrko@bellsouth.net). Or Rob Trawick at 578-2415 or email [rtrawick@agctr.lsu.edu](mailto:rtrawick@agctr.lsu.edu).*

## Nursery and Landscape Expo - Dallas, TX



The 2003 Nursery and Landscape Expo was held at the Convention Center in Dallas, TX Friday, August 15 - Sunday, August 17th. Pre-trade show educational opportunities were held Thursday, August 14th. Information on future events available at [www.txnla.org](http://www.txnla.org)

### Louisiana exhibiting companies include:

Adams' Nursery - Forest Hill  
B and T Greenhouse Manufacturing - Forest Hill  
Gordon Barney and Associates - Baton Rouge  
Barry's Nursery - Grand Coteau  
East of Eden - Forest Hill  
Gerald Foret Wholesale Nursery - New Iberia  
G & C Nursery - Lecompte  
Gulf Coast Tree Boxes - Lafayette  
Holloway's Nursery - Forest Hill  
J & M Industries - Ponchatoula  
Jenkins Farm & Nursery - Amite  
John's Wholesale Nursery - Washington  
George Johnson Nursery - Forest Hill  
Josie's Nursery - Forest Hill  
LaCroix Nursery - Kentwood  
LaFleur's Nursery - Washington  
Lakeview Nursery - Alexandria  
Landscape Images - Jefferson  
Live Oak Gardens - New Iberia  
Louisiana Nursery & Landscape Association -  
Baton Rouge  
Louisiana Soil Products of Ruston - Ruston  
Louisiana Tree Farm - Bunkie  
LSU AgCenter - Baton Rouge  
Miller's Ground Covers - Forest Hill  
Murrell Trading Company - Bayou Goula  
George Peters Wholesale Pottery - Shreveport  
Poly Drip Irrigation - Baton Rouge  
Prairie Wholesale Nursery - Washington  
Sharp Fabrication - Forest Hill  
Songird Nursery - Forest Hill  
Robert Strange Nursery - Forest Hill  
Sugarkettles.com - Opelousas  
T.R.U. Plant Farm - Glenmora  
Taylor Nursery - Forest Hill  
Teche Nursery - Lafayette  
Thaico Nursery - Forest Hill  
Windmill Nursery - Folsom  
Doug Young Nursery - Forest Hill

## "SHAZAM OF THE MONTH!" By Mark Mayberry

My "Shazam Of The Month" is from Chuck Button, who owns Button's Rent-It in Royal Oak, Michigan. Chuck saw me speak in Anaheim earlier this year, and subscribes to my weekly "Shazam Nudges," that offer fun stories to help you to get your Customers to spread powerful Word Of Mouth about your business. Here is Chuck's e-mail:

Mark,

*Here is an idea that popped into my head while I was shopping for supplies at our local Sam's Club.*

*I was pushing my cart down the aisle where they have their bottled water (Boy, I wish I had thought of that idea!). I stopped to check prices and found that we could buy the 32 packs for less than \$4.10 a pack. Since we were coming into our busy season and warm weather, I had a brain flash.*

*Why not get a cooler and throw some bottled water in with ice and offer it free to our customers (mainly contractors and landscapers)? We put it out in front of the counter with a sign on it, and, as you say, "Shazam!!" It was a hit.*

*At 13 cents a bottle we feel it is inexpensive PR.. In fact we had a Customer in today who told us HD (Goliath) beat our rates and my counter person replied, "Yes, but HD doesn't give you a free bottle of water!" He rented our equipment.*

*Now I've got to think up a special for fall.*

Thanks to Chuck Button for my "Shazam Of The Month." I look forward to hearing about Chuck's fall special!

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# NEW Certified Nursery & Landscape Professionals



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Mary Pache' Hazen  
Larry Herring  
Elena Panepinto  
Larry Pier

**Antique Rose Gardens** - Susan Gautreaux

**Banting's Nursery** - Beth Perkins

**Billeaud Horticultural Services**

Mary Hebert

**Clegg's Nursery**

Kim Beard  
Charles 'Jason' Cox  
Andre' Johnson  
Calvin Malbreau  
Nancy Marchesseault  
Mitzi Martin  
Kerry Pickett  
Monica Soday  
Nikki Stubbs

**CNI Wholesale Nursery**

Karen Boudreaux  
Darnell Doucet  
John P Doucet  
Eric Odom

**DeBatista's Nursery** - Blair Rittiner

**Harb's Oasis**

Paige Erie  
Drew Mayeux

**Gardening Galore Landscaping** - Lynn Ward

**Lastrapes Garden Center** - Jim Lastrapes

**LCIW**

Jennifer Altazin  
Kristi Archer  
Debra Bennett  
Kathryn Hebert  
Erin Jones  
Rebe Kelley  
Elizabeth Manale  
Mary Toups  
MaryAnn Valverde  
Janet Vincent

**Landscape Consulting** - Lessa Jenkins

**Louisiana Landscape**

Ed Jenkins  
Leslie Underwood

**Louisiana Nursery**

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Chris Capello  
Jeremy Harris  
Sherry Haynes  
Elizabeth Lawrence  
Katie Parker  
Earl Rish  
Chad Vercher

**LSU AgCenter** - Stuart Gauthier

**Lowes Home Garden Center**

Prentiss Berry  
Nancy Carr  
Matt Falcon  
Cathy Gold  
Eve Waguespack  
James Walker

**Martin's Nursery** - Stephen Tate

**Master Gardener**

Mary Evitt  
Rita Staples  
Peggy Voorhies

**Natures Impressions** - Paula Gudaitis

**Newton Landscape Group** - Matthew Styring

**Northwestern State Univ. Grounds Dept.**

Gary W. Nolley

**O'Neal Dorsey, Inc.** - O'Neal Dorsey

**Pelts and Skins** - Leslie Cummins

**St. Rose Nursery** - Twayab Nurmohamed

**Southeastern Louisiana University**

Brian Bentivegna  
Thomas Fultz  
Bernard Stiegler

**Southern Reflections Nursery and Landscaping**

Johnny Pace

**Stagg Services** - Bart Stagg

**Westside Landscape Supply** - Wm Kyle Huffstickler

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*Southeast Louisiana Nursery Association*  
**FALL NURSERY TOUR**

Wednesday October 22<sup>nd</sup>

Magnolia Park

Folsom, LA

9 am - 5 pm

*Nurseries on Tour and/or Exhibiting:*

BLACKWELL'S NURSERY  
BILL'S CREEK NURSERY  
BRACY'S NURSERY  
BRUMFIELD'S NURSERY  
C. J.'S NURSERY  
COVINGTON NURSERY  
DOGWOOD HILL NURSERY  
FOLSOM NURSERY  
FRONDEROSA  
GREEN THUMB NURSERY  
HOLLIDAY'S NURSERY  
INLAND NURSERY  
ISLAND NURSERY FARM  
JENKINS FARM & NURSERY  
LACROIX NURSERY  
LSU AGCENTER  
LOUISIANA GROWERS  
MARK JENKINS NURSERY  
MIZELL'S FARMS  
NORRIS NURSERY  
SCHILLING GREENHOUSES  
SOUTHERN PRIDE NURSERY  
THE TOPIARY NURSERY  
SOUTHEAST LOUISIANA NURSERY ASSOCIATION  
WESTFARMS NURSERY  
WINDMILL NURSERY

*for additional information:*

*LSU AgCenter county agent Annie Coco at 985/748-9381*

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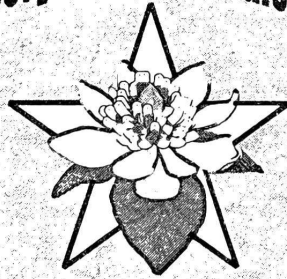


Join Forest Hill Growers  
at the

**2<sup>nd</sup> Annual**

# Nursery Growers Trade Show

*"Nursery Capital of Louisiana"*



**October 17-18, 2003**

**Alexandria Riverfront Convention Center**

For more information contact:

**Becky Lowe**  
Trade Show Coordinator

318-748-6239  
318-729-8883

**Forest Hill Town Hall**

318-748-6300  
Email: [foresthla@centurytel.net](mailto:foresthla@centurytel.net)  
Fax: 318-748-8850

Open to members of the trade only

## SPEAKERS WANTED

The Louisiana Nursery & Landscape Association is seeking to gather a list of persons available to make presentations and/or teach workshops to horticulture professionals and/or to consumer groups in Louisiana. If you would like to be included OR if you know a potential contact, please fill out this form and return it to the attention of Allen Owings, LNLA Executive Secretary. There is no deadline. This is an on going database project..

Name: \_\_\_\_\_

Business name or other sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email Address: \_\_\_\_\_

### **Please check those that apply:**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Will speak to professionals         | <input type="checkbox"/> Will speak to the public  | <input type="checkbox"/> Will speak to both        |
| <input type="checkbox"/> Volunteer speaker                   | <input type="checkbox"/> Speak for fee or mileage  | <input type="checkbox"/> Depends on location       |
| <input type="checkbox"/> Willing to travel locally (w/ 50 m) | <input type="checkbox"/> Willing to travel w/in LA | <input type="checkbox"/> Willing to travel further |

### **Topics you are willing to speak on (check all that apply):**

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> nursery production      | <input type="checkbox"/> tree health   | <input type="checkbox"/> turf topics                  | <input type="checkbox"/> landscape design |
| <input type="checkbox"/> greenhouse production   | <input type="checkbox"/> perennials    | <input type="checkbox"/> annuals                      | <input type="checkbox"/> trees and shrubs |
| <input type="checkbox"/> new plant introductions | <input type="checkbox"/> business      | <input type="checkbox"/> plant pests                  | <input type="checkbox"/> proper pruning   |
| <input type="checkbox"/> landscape maintenance   | <input type="checkbox"/> plant disease | <input type="checkbox"/> herbs                        | <input type="checkbox"/> water gardening  |
| <input type="checkbox"/> marketing               | <input type="checkbox"/> insurance     | <input type="checkbox"/> other (please specify below) |   |
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Willing to travel to: \_\_\_\_\_

Return form to: Louisiana Nursery & Landscape Association  
PO Box 25100, Baton Rouge, LA 70894

For further questions: Allen Owings @ aowings@agctr.lsu.edu  
Rob Trawick @ rtrawick@agctr.lsu.edu



# Certified Nursery & Landscape Professional Manual Review and Exam - 2004

Feb 19 - 20  
Burden Research  
Center,  
Baton Rouge

June 17- 18  
ULL Horticulture  
Center,  
Lafayette

September 23 - 24  
Burden Research  
Center,  
Baton Rouge

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

Business Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 FAX \_\_\_\_\_

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

Office Use:  
 Manual \_\_\_\_\_  
 Date Mailed: \_\_\_\_\_  
 BY: \_\_\_\_\_  
 Date Invoiced: \_\_\_\_\_

**Make check or money order payable to:**

Louisiana Nursery & Landscape Association

**Mail check to:** Robert Trawick  
 c/o Louisiana Nursery and Landscape Association  
 PO Box 25100  
 Baton Rouge, LA 70894-5100

Total \$ \_\_\_\_\_  
 Check # \_\_\_\_\_  
 Date: \_\_\_\_\_

**For further information contact:** Robert Trawick

Ph 225/ 578-2222  
 Fax 225/ 578-0773  
 E-mail [rtrawick@agctr.lsu.edu](mailto:rtrawick@agctr.lsu.edu)



# Louisiana Nursery and Landscape Association

"Serving Louisiana's Green Industry Since 1954"

Phone 225/ 578-2222, FAX 225/ 578-0773

## Membership Application

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

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

Please select **X** your 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.

**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 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**  
Referred by: \_\_\_\_\_

Office Use Only:  
# \_\_\_\_\_  
 Enter \_\_\_\_\_  
 C  S  D  
 File \_\_\_\_\_

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

*Membership with the...*

## **LOUISIANA NURSERY & LANDSCAPE ASSOCIATION**

*... benefits YOU and Louisiana's green industry by:*

- Increasing business opportunities by associating with others in the "Green Industry"
- Training in the Certified Nursery & Landscape Professional program
- Educational opportunities via numerous short courses and conferences
- Business listing in LNLA membership directory and industry buyer's guides
- Quarterly news updates in associational newsletter and green industry magazine
- Legislative lobbying efforts
- Green industry commercials on Louisiana Public Broadcasting
- Green Industry website ([www.lnla.org](http://www.lnla.org))
- Group insurance (liability and worker's compensation)
- Providing scholarships to university horticulture students
- Affiliation and participation in trade shows
- Discounts at the SNA Show, the GSHE Expo and Nursery/Landscape Expo
- Research and extension support for the LSU AgCenter

### **Mission Statement**

"Enhance the quality of life for people, conserve and protect the global environment, and promote the professionalism and profitability of the nursery and landscape industry in Louisiana."

***Together OUR Membership Makes a Difference!***

**Bringing Lagniappe to Louisiana Landscapes**





Louisiana  
Nursery &  
Landscape

ASSOCIATION

P O Box 25100

Baton Rouge, LA 70894

Quality Pine Straw  
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- \* Quality Pine Straw, clean & fresh
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- \* Prompt dependable service
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*We guarantee the  
quality of our pine  
straw and personally  
stand behind our  
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LNLA, ARNA, AFNN, NCAN, ANA, GGIA,  
FNGA, PLSA, TNA, TAN, MNLA, ANALA,  
INA, SNA and SCAN

Reference and prices for your area  
Are available upon request.

Iris Townsend Stubbs & Calvin Stubbs  
PO Box 158  
Mayo, FL 32066-0158

Phone (386) 294-3411

Fax (386) 294-1003

Email: [iris@floridapinestraw.com](mailto:iris@floridapinestraw.com)

[fpssco@suwanneevalley.net](mailto:fpssco@suwanneevalley.net)

Website: [floridapinestraw.com](http://floridapinestraw.com)