



# LOUISIANA Nursery & Landscape NEWS

LNLA Quarterly

January/February/March 2006

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## OWINGS STEPS DOWN AS EXECUTIVE SECRETARY

**TO: Officers & Board of Directors**  
**FROM: Allen Owings, Executive Secretary**  
**RE: Executive Secretary Position**



Please accept this letter as my desire to resign from the executive secretary position of the Louisiana Nursery and Landscape Association effective at the conclusion of the Gulf States Horticultural Expo on February 4, 2006. I have very much enjoyed the last 12+ years serving as executive secretary of LNLA.

We have made significant progress over the last few years thanks to efforts from all of you. I have been thinking back over my tenure as executive secretary and am grateful for the contributions that everyone has made to the betterment of the association. The association has been blessed to have strong presidential leadership in Steve Adams,

J. C. Patrick, Randy Bracy, Rick Webb, Gerald Foret, Pat Newman, Nathan Dondis, Wanda Chase and others. LNLA is a strong association and had made major progress expanding services to Louisiana's green industry.

I will be remaining in my professor position in the Department of Horticulture at the LSU AgCenter. I intend to devote additional time to expanding our LSU efforts to assist Louisiana's nursery, landscape, and greenhouse industry. I am very willing to continue to work with LNLA on future projects or in any advisory role.

Thanks to all of you for your support in reaching this difficult decision. I value the friendships that we all have.

## OWINGS' UNDENIABLE DEVOTION

After serving the LNLA for the past twelve as Executive Secretary, Allen Owings stepped down from that position, at GSHE, so that he might pursue other interests at LSU and have more personal time. Though all of us would have liked for him to continue, we also know that, Allen deserves to be free to follow other paths of interest.

Allen has had the central most influence on LNLA's growth as an organization and has truly served with undeniable devotion to every aspect of LNLA. His efficient, dedicated and timely efforts to keep LNLA members and the LNLA Board informed about all areas of the green industry, his effective attention to details, and his never saying "NO" to any request sent his

way, leaves some very big shoes to fill. "Thank goodness", he has agreed to remain on the Board as Chairman of Research & Education and as an advisor to all of us who come and go on the board. We wish Allen every success in his future endeavors and hope that now he will have more time to pursue his passion for golf in his "free" time. *Pat Newman*

Tune in to ABC's ...

### "EXTREME HOME MAKEOVER"

In April, the feature episode is

**Vista Park**

**St Bernard Parish, LA**

... Be sure to read the next issue of "LNLA News" for inside details on park plantings for this local project!



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**Laney Strange**  
Midstate Nursery, Inc.  
PO Box 348  
Woodworth, LA 71485  
Phone 318.484.2071  
Fax 318.484.9151  
E-mail [midstate@krocket.net](mailto:midstate@krocket.net)

## Vice-President

**Danny LaFleur**  
LaFleur's Nursery  
721 Goyo Road  
Washington, LA 70589  
Phone 337.826.7118  
Fax 337.826.9955  
E-mail [dannyL3523@aol.com](mailto:dannyL3523@aol.com)

## Treasurer & Interim Executive Secretary

**Pat Newman**  
Folsom Nursery  
P. O. Box 580  
Folsom, LA 70437-0580  
Phone 985.796.3488  
Fax 985.796.3488  
E-mail [folsomnursery33@aol.com](mailto:folsomnursery33@aol.com)

## Past-President

**Nathan Dondis**  
Greengate Garden Center, Inc.  
4213 Hollyhill Rd.  
Lake Charles, LA 70605  
Phone 337.477.6080  
Fax 337.474.2503  
E-mail [ndondis@ggate.com](mailto:ndondis@ggate.com)

## Administrative Assistant

**Laura Crnko**  
8409 Vincent Rd  
Denham Springs, LA 70726  
PH 225.667.4744  
FX 225.578.0773  
Email [lcrnko@bellsouth.net](mailto:lcrnko@bellsouth.net)

## Director, Research & Education

**Allen Owings**  
LSU AgCenter, Horticulture  
P. O. Box 25100  
Baton Rouge, LA 70894-5100  
Phone 225.578.2417  
Fax 225.578.0773  
E-mail [aowings@agctr.lsu.edu](mailto:aowings@agctr.lsu.edu)

## Director, Training

**Dan Gill**  
LSU AgCenter, Horticulture  
P. O. Box 25100  
Baton Rouge, LA 70894-5100  
Phone 225.578.2413  
Fax 225.578.0773  
E-mail [dgill@agctr.lsu.edu](mailto:dgill@agctr.lsu.edu)

## Director (08) - Associate Members

**Brian Breaux**  
La Farm Bureau Federation  
P. O. Box 95004  
Baton Rouge, LA 70895-9004  
Phone 225.922.6210  
Fax 225.922.6229  
E-mail [brianb@lfbf.org](mailto:brianb@lfbf.org)

## Director (08)

**Tom Fennell**  
Clegg's Nursery, Inc.  
31275 Hwy 16  
Denham Springs, LA 70726  
Phone 225.791.6060  
Fax 225.791.6033  
E-mail [tefennell@cleggnursery.com](mailto:tefennell@cleggnursery.com)

## Director (08)

**Beth Perkins**  
Banting's Nursery  
3425 River Road  
Bridge City, LA 70094  
Phone 504.436.4343 Fax 504.436.2749  
E-mail [bethperkins@yahoo.com](mailto:bethperkins@yahoo.com)

## Director (08)

**Rusty Ruckstuhl**  
Grass Roots, Inc.  
124 Beau Pre Road  
Lafayette, LA 70508  
Phone 337.232.5967  
Fax 337.232.1469  
E-mail [grassrootslands@bellsouth.net](mailto:grassrootslands@bellsouth.net)

## Director (07)

**Regina Bracy**  
LSU AgCenter, Hammond Res.  
21549 Old Covington Hwy.  
Hammond, LA 70403  
Phone 985.543.4125  
Fax 985.543.4124  
E-mail [rbracy@agctr.lsu.edu](mailto:rbracy@agctr.lsu.edu)

## Director (07)

**Albert Durio**  
Live Oak Gardens, LTD.  
10106 Jefferson Island Rd.  
New Iberia, LA 70560  
Phone 800.725.5625  
Fax 337.364.1605  
E-mail [liveoakgdns@worldnet.att.net](mailto:liveoakgdns@worldnet.att.net)

## Director (07)

**Debbie Head**  
Poole Brothers Nursery  
3334 Highway 112  
Lecompte, LA 71346  
Phone 318.748.6579  
Fax 318.748.7441  
Email [poolebrosons@earthlink.com](mailto:poolebrosons@earthlink.com)

## Director (07)

**Chauncey Nichols**  
Chauncey Nichols Nursery, Inc.  
PO Box 220  
Forest Hill, LA 71430-0220  
Phone 318.748.6348  
Fax 318.748.6351

## Director (07)

**Frances Thorne**  
Thorne's Plant Farm  
17868 Lake Charles Highway  
Leesville, LA 71446  
Phone 337.462.2914  
Fax 337.462.1642  
E-mail [hthorne@beau.lib.la.us](mailto:hthorne@beau.lib.la.us)

*Welcome!*  
*New LNLA Members*

December 2005/February 2006

### BWI of Jackson

Arthur Eiserich

### C P Enterprises of Apopka, Inc.

Charles Poillion

### Delgado Community College

Karin Fourcade

Timothy Houin

### LA Landscape Specialty, Inc.

Cecilia McNab

### LSU AgCenter

Donald Ferrin

### LSU, Student

Ryan Donadieu

### Maloney's Landscaping

Jay Maloney

### MSU, Extension Service

Lelia Kelly

### Nature's Gardens

Bob Miller

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Richard Barnes

Kelli Barnes

### Plants & More

Nicole Tabor

### Poly Concepts, LLC

Billy Edwards

### Rivera Services, LLC,

David Zavsza

### Southern Leaf Farms, LLC

Chris Pinto



Louisiana  
Nursery &  
Landscape  
ASSOCIATION

## LOUISIANA NURSERY AND LANDSCAPE ASSOCIATION

### Board of Directors Meeting

December 6, 2005

Burden Center, Baton Rouge , LA

The meeting was called to order at 10 am by Nathan Dondis. The meeting was held at the LSU AgCenter's Burden Center in Baton Rouge. Board members present were Nathan Dondis, Pat Newman, Allen Owings, Brian Breaux, Dan Gill, Debbie Head, Chauncey Nichols, Frances Thorne, Beth Perkins, Danny LaFleur, Tom Fennell, Rusty Ruckstuhl, Laura Crnko and Anthony Witcher. Board member absent was Laney Strange. Guests present were Craig Roussel (LDAF), Tad Hardy (LDAF), Jimmy Dunkley (LDAF), and David Himelrick (LSU)

Motion was moved by Danny LaFleur, and seconded by Regina Bracy, to accept the minutes of the September 2005 board of directors meeting as submitted. Motion passed.

Pat Newman presented the financial report through December 6<sup>th</sup>. Income for 2005 is \$85,052.39 with expenses of \$103,461.87. The financial report was approved on a motion from Rusty Ruckstuhl and a second from Frances Thorne. Motion passed.

A brief discussion was held on activities, damage, agriculture disaster assistance, etc. in relation to Hurricanes Rita and Katrina. Beth Perkins gave an overview of current New Orleans status and Pat Newman provided some information from the southeast Louisiana area.

Pat Newman and Nathan Dondis reported on GSHE activities. Alabama will be hiring a new executive director and GSHE trade show director shortly (probably early February).

Craig Roussel gave a report on LDAF activities. Other updates included irrigation licensing requirements starting in 2006, current membership report, marketing committee information, and the 2006 buyer's guide.

Regina Bracy requested to step down as chair of the sponsorship committee. Rusty Ruckstuhl will be the new chairperson. New committee members will be Tom Fennell and Debbie Head.

Scholarships for 2006 were discussed. Regina Bracy moved, Pat Newman seconded, that LNLA award five \$1,000 scholarships in 2006. Motion passed. Nathan Dondis named the following scholarship committee: Allen Owings, Dan Gill, Beth Perkins and Frances Thorne.

Awards for 2006 were discussed. Nominations should come to Allen Owings as soon as possible.

Board member nominations were discussed. Brian Breaux, Tom Fennell, Beth Perkins, Rusty Ruckstuhl and Danny LaFleur have terms expiring in 2006. Board member nominations for presentation to the membership (terms expiring 2008) will be Tom Fennell, Brian Breaux, Beth Perkins, and Rusty Ruckstuhl. Danny LaFleur will check with Albert Durio to see if he is willing to accept a board position. Laney Strange will move to President, Pat Newman will remain treasurer and Danny LaFleur agreed to be nominated for vice president.

Anthony Witcher announced that he will be leaving the LSU AgCenter in January to accept a research technician position with USDA in Poplarville, MS. Allen Owings announced that he is stepping down as executive secretary of LNLA effective at the close of the GSHE in February 2006. A board meeting will be held January 11<sup>th</sup> to discuss the executive secretary position.

Being no further business the meeting adjourned at 2:45 pm.

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# “WHAT BUSINESS ARE YOU IN?”

By Mark Mayberry

What business are you in? Some of you would answer, “I’m a landscaper.” Others would say, “I own a garden center.” Others might say, “I have a wholesale nursery,” or “I’m a grower,” or a combination of these segments of the green industry. But – is that really the “business” that you are in?

I spent 14 years in the apparel industry. Back then, if someone had asked me what business I was in, I would have said, “I’m a wholesaler and retailer of women’s and children’s apparel.” And for many years, I acted that way. On the wholesale side, Lisa and I would buy apparel in New York and California and re-sell it to independent retailers across the country. We gave our Customers the right merchandise at the right price, and did very well with that philosophy.

Then came a change in the tax law, Wal-Marts kept opening up and driving our small retail Customers out of business, and our business changed. My leadership Team came to the realization that we had to be more than a company that gave our Customers “the right merchandise at the right price.” We needed to teach them – and our own retail store Teams – how to be better at running a business!

Since I founded The Mayberry Group in 1990, I have found that this dilemma goes beyond the world of fashion. As I travel around the world, speaking about “Service With Sha-

zam,” I have been in touch with many organizations that are great at their core business. In the green industry, there are companies that do a wonderful job with every landscape that they create and care for, there are garden centers that have beautiful displays of all the right products, and there are growers and wholesalers that provide the “right” products at the “right” price for their Customers. However, many of these organizations struggle to make a profit.

So, let’s get back to my initial question – “What business are you in?” I contend that you are business owners and leaders who do landscaping, business owners and leaders who grow plants and trees, etc. In other words, it’s all about knowing how to run a business! I’d say the same if you were in banking, fast food, insurance – or any other business.

Many green industry trade shows have sessions that teach their attendees how to grow plants, trees, grass and water-scapes. There are not enough programs on how to grow your *business!* Until you learn what it takes to produce a profitable business, it can be a struggle.

So what action do I suggest you take? Read more business books, listen to business audio CDs and watch business-oriented DVDs. Suggest that your green industry trade associations provide more business topics during the year. Create “MasterMind” groups

with your peers. Take a college course in accounting. And make sure that your Team Members are doing the same thing!

I dare you. *Explore what “business” you are really in.* You may be surprised at the answer.

## SHAZAM Challenge

*I’m a business owner that helps organizations that are ready to get serious about their Customer Service.*

*What business are you in?*

*Mark Mayberry is an international speaker, author, and consultant. Mark wants your input about his newsletter! Please write him at:*

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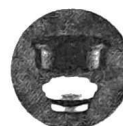
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## LOUISIANA NURSERY AND LANDSCAPE ASSOCIATION

Annual Membership Meeting

February 3, 2006

Mobile, AL

The 2006 annual membership meeting of the Louisiana Nursery and Landscape Association was held February 3, 2006 in Mobile, AL. A quorum was present. President Nathan Dondis called the meeting to order at 7:15 am. Everyone enjoyed breakfast compliments of LNLA.

A moment of silence was observed for the following deceased members and Louisiana green industry friends:  
Don Copenhagen, Frank Lex, Larry Schilling, George Hawkins, Earl Vallot, Sr., Ed Sandifer, Lowell Chauff.

Allen Owings and Dan Gill presented scholarship awards for 2006 to Nicole Ward (LSU), Mary Singleton (Southeastern Louisiana University) and Jenee Lamberton (Louisiana Tech University). These are \$1000 awards and a plaque.

Pat Newman presented the financial report for 2005 showing income of \$97,746.89 with expenses of \$104,586. Current account status includes: checking - \$15,878.57; money market - \$116,305.33; mutual funds - \$48,871.46. The financial report was approved on a motion by Rick Webb and second from Regina Bracy.

Walter Imahara gave a report from the Louisiana Horticulture Commission and announced that he is stepping down from being the landscape contractor representative.

The following board members and officers for 2006 were approved on a motion by Rick Webb and second from Walter Imahara:

President – Laney Strange, Past President – Nathan Dondis, Vice President – Danny LaFleur,

Treasurer & Interim Executive Secretary – Pat Newman

Board Member's (2008) – Tom Fennell, Beth Perkins, Rusty Ruckstuhl, Albert Durio and Associate, Brian Breaux

Board Member's (2007) – Chauncey Nichols, Debbie Head, Frances Thorne, Regina Bracy

Director of Research and Education – Allen Owings, and Director of Certification Training – Dan Gill

Allen Owings presented the Young Professional of the Year award to Chauncey Nichols. Rob Barry presented the Professional of the Year award to Danny LaFleur. Dan Gill presented the James A. Foret award to Severn Doughty, Sr. Laney Strange presented a past presidents award to Nathan Dondis.

Being no further business, President Laney Strange adjourned the meeting at 8:30 am on a motion by Rick Webb and second from Danny LaFleur.



ALABAMA NURSERY & LANDSCAPE ASSOCIATION  
Announces New Executive Director

TO: Green Industry  
FROM: Alabama Nursery & Landscape Association

The Alabama Nursery & Landscape Association's Board of Directors is pleased to announce the selection of our association's new executive director. James Harwell, the ALNLA past-president who has been serving as our Interim Executive Director since last September, will be taking the helm permanently.

As a child growing up in Montgomery, James watched as his father, Ben, began a small retail garden shop. The year was 1955. After graduating from Auburn University in 1972, James joined his father in the business and for 33 years served as President of Harwell's Green Thumb Nursery. Over that time, HGTV grew to include 3 retail garden centers and a landscape division. James also supervised a growing operation in Wetumpka, which supplied the family's retail centers. Last August, James retired from Green Thumb.

James's service to the industry extends beyond the ALNLA board. He has been an Alabama Governor of the American Nursery & Landscape Association, is on the AU College of Agriculture Dean Advisory Council, and served as a member of the search committee for the AU Horticulture department head. He is also active in both his church and his community.

James and his wife Libby were looking forward to James's retirement last August, when circumstances forced him to step into the position of acting exec of our association in order to keep the Gulf States Horticultural Expo on track. Despite little experience in the field of trade show management, James came out of his short-lived retirement and rose to the challenge, putting together a team of board-member volunteers, making several trips to Mobile and making and answering more phone calls than you can count. The result was a sold-out exhibition floor and excellent attendance, along with a decrease in expenses to the three states involved.

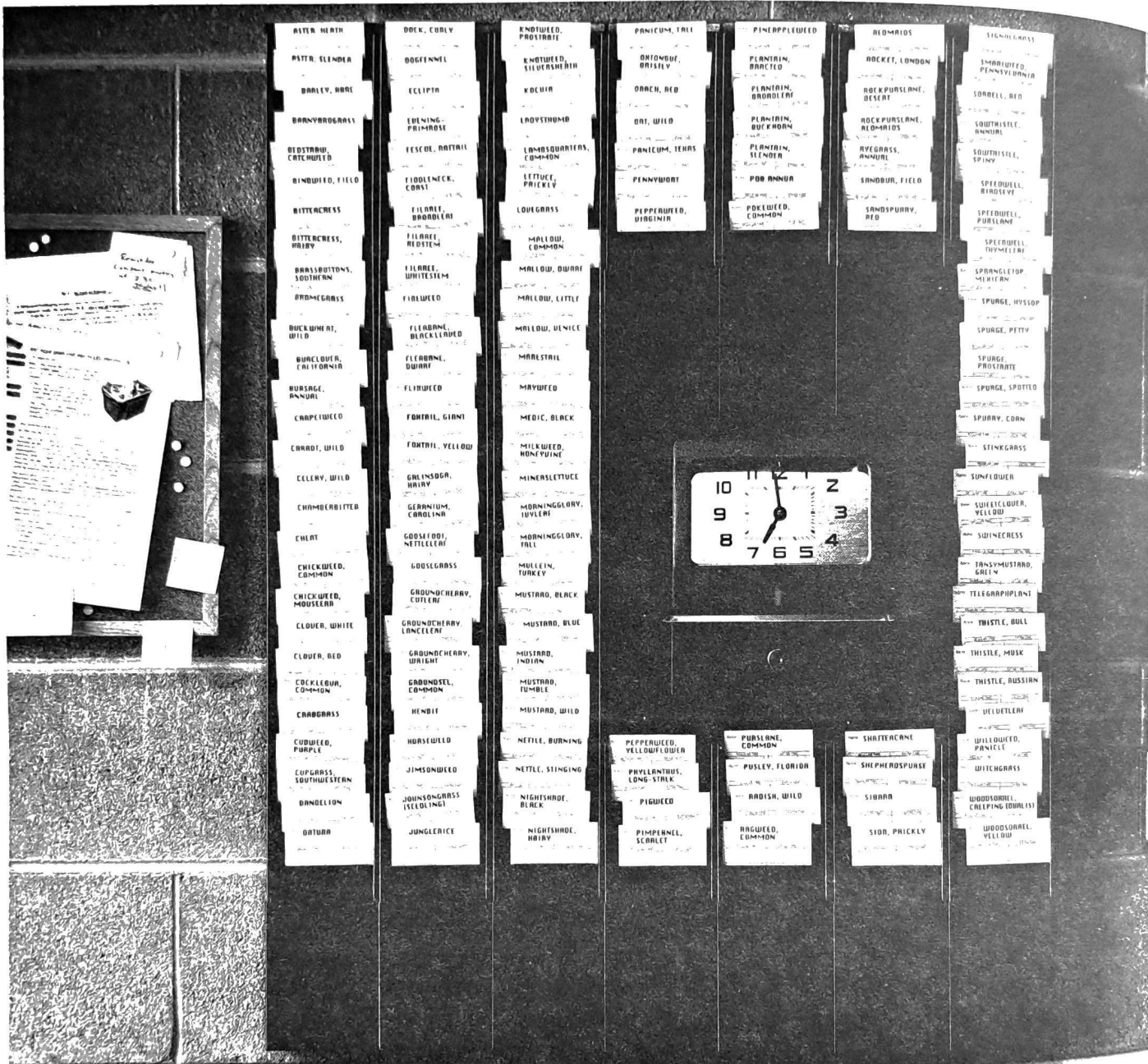
James also brought the Alabama Green Industry Economic Impact Study, the data for which was gathered in 2003, back to the top of the priority list and oversaw its publication last month. Just last week, while still Interim Director, he testified to the House Ag Committee field hearing in Auburn about the need for the inclusion of the green industry in disaster relief decisions. His testimony will be posted on the association website, [www.alnla.org](http://www.alnla.org), in the next few days.

With the publication of our Economic Impact Study, the strengthening of our relationship with the Department of Agriculture, and our increased willingness to accept the challenge of speaking up for our industry at the local, state and national level, the ALNLA stands poised to become the association our industry needs it to be. These are truly exciting times to be a member of ALNLA.

Six months after his retirement from one career, James has embarked on another. I hope you will join us in welcoming him as our new Executive Director.

Sincerely,

ALNLA Board of Directors



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# Nursery and Landscape GOLF SHOOTOUT

## Friday, June 2nd

Registration: 7:00 – 8:15 am  
Shotgun start: 8:30 am  
Entry Deadline: Tuesday, May 30th

### 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* or  *Individual* ("X" one box to indicate type of entry)

Player \_\_\_\_\_ Handicap or Average Score \_\_\_\_\_

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Player \_\_\_\_\_ Handicap or Average Score \_\_\_\_\_

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For further information contact: Allen Owings at 225.578.2417 (aowings@agctr.lsu.edu) or Ed Bush at 225.578.1044 (ebush@agctr.lsu.edu).

Registration deadline: is May 30, 2006. Proceeds benefit LSU AgCenter nursery & landscape research and extension efforts.

# IN THE NEWS

## IN MEMORIAM

**Irene Banting**, Banting Family Wholesale Nursery, in Bridge City, died Thursday, February 16th. Irene and her husband, Cyril, left Canada in 1957 and opened Banting Family Grower in 1960. They worked hard to build their large retail nursery until retiring in 1984. Irene is survived by her daughters, **Beth Perkins** and **Ruth Chauff**, who operate the family business, and her son, Vaughn Banting.

**Henry Brady Sr.**, father of **Karen Blackburn**, horticulture agent in Orleans Parish, passed away on Tuesday, February 14th at West Jefferson Hospital.

**Don Copenhaver** passed away on Saturday, December 17th at his residence in DeRidder. He was 73 and had been in the dairy business for 32 years but, is recognized in the green industry for his extensive horticulture enhancement of his property in Vernon parish. He was active in the daylily society and was a long time member of the Southwest Louisiana Nursery Association.

Please keep these families in your prayers.

## INDUSTRY UPDATES

Novalis adds 3 growers, launches Web site  
Fisher Farms (Gaston and Sherwood, OR.), Hackney Nursery Co. (Greensboro, FL.) and **Windmill Nursery** (Folsom, LA.) have joined the Novalis network. Novalis also launched a Web site with sections for retailers, garden media and consumers. The site features plant profiles and descriptions of products in the Plants That Work collection.

**Anthony Witcher**, former administrative assistant for LNLA and extension associate in the Department of Horticulture at the LSU AgCenter, recently accepted a research technician position with USDA Southern Horticulture Laboratory in Poplarville, MS. Anthony will be working with researcher, Glen Fain, on ornamental horticulture production research. We thank Anthony for his significant efforts for LNLA over the past five years. We wish Anthony and his wife, Carrie, the best in their new endeavors.

## KUDO'S TO...

**Mike and Barbara Levy**, **Dogwood Ridge Farms**, Poplarville, MS were featured in the "Under An Acre" feature column in the January 2006 issue of *Grower Talks* magazine (Volume 69, Issue 9).

**Windmill Nursery, Inc.** has graciously donated plants for a rebuilding project sponsored by "Extreme Home Makeover." Tune in to ABC on Sunday evening, April 16th (*tentative date set for viewing*). The next issue of *LNLA News* will include highlights about this local project.

Congratulations to the LSU Department of Horticulture judging team of undergraduate students; **Ryan Donadieu**, **Travis Foreman**, **Jennifer Mader** and **Lindsay Duhon**. The team placed first in woody plant identification and third in vegetable crop judging at the J. Benton Storey Undergraduate Judging Contest held as part of the American Society of Horticultural Science (Southern Region) meeting in Orlando, FL, in February. Also, **Travis Foreman** placed second, individually, in woody plant identification. **Bob Mirabello** is an instructor in the LSU Department of Horticulture and serves as the club advisor. *Geaux Tigers!*

**Bracy's Nursery**, in Amite, has won the GSHE best booth award for the 2nd year in a row. Their theme was "*BEMA*" *Bracy's Emergency Management Agency*. They had emergency supplies, moon pies, bottled water, etc. and exhibitors wore bright orange vests. Every detail was covered, right down to their price list presented in a manilla envelope with "BEMA" written in purple on the front. Congratulations!

## LNLA NEWSLETTER

Contact LNLA's staff if you have "green industry" news:  
Laura Crnko, Email [lcrnko@bellsouth.net](mailto:lcrnko@bellsouth.net)

## CALENDAR OF EVENTS

- |            |  |
|------------|--|
| June 5-7   | <b>Mid South Greenhouse Growers Conference</b><br>Eagle Ridge Conference Center, Raymond, MS<br>Contact: <a href="http://www.mslna.org">www.mslna.org</a> or call 866-919-8111 |
| June 23-23 | <b>*CNLP Review and Exam</b><br>ULL Horticulture Center, Lafayette, LA<br>Contact: Dan Gill <a href="mailto:dgill@agctr.lsu.edu">dgill@agctr.lsu.edu</a>                       |
| Aug 10-12  | <b>SNA ... The World's Showcase of Horticulture</b><br>Georgia World Congress Center, Atlanta, GA<br>Contact: <a href="http://www.sna.org">www.sna.org</a>                     |
| Aug 18-20  | <b>Nursery/Landscape Expo 2006</b><br>Henry B Gonzales Convention Center, San Antonio, TX<br>Contact: <a href="http://www.txnla.org">www.txnla.org</a>                         |
| Sept 28-29 | <b>*CNLP Review and Exam</b><br>Botanical Garden, New Orleans, LA<br>Contact: Dan Gill <a href="mailto:dgill@agctr.lsu.edu">dgill@agctr.lsu.edu</a>                            |
| Nov 16-17  | <b>*CNLP Review and Exam</b><br>Lomax Hall, LA Tech Univ., Ruston, LA<br>Contact: Dan Gill <a href="mailto:dgill@agctr.lsu.edu">dgill@agctr.lsu.edu</a>                        |

\* *CNLP Review and Exam registration form on page 30.*

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- Fruit Trees (4 gal)
- Perennials (1 gal)
- Ornamentals (1 to 45 gal)

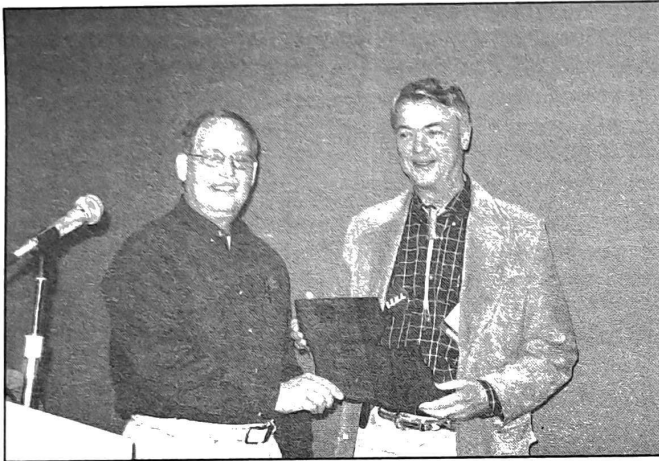
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## LNLA Presents Industry Awards for 2006

The Louisiana Nursery and Landscape Association presented industry awards for 2006 at their annual membership meeting and awards program during the Gulf States Horticultural Expo in Mobile. Professional of the Year was awarded to Danny LaFleur of LaFleur's Nursery in Washington. Young Professional of the Year was awarded to Chauncey Nichols of Chauncey Nichols Nursery in Forest Hill. The James A. Foret Award for lifetime contributions to the Louisiana green industry was presented to Severn Doughty, Sr., former LSU AgCenter horticulture agent in the metropolitan New Orleans area. In addition, Nathan Dondis was recognized with a presidents award for his association leadership over the past year.



### THE JAMES A. FORET AWARD

*Presented by:* Dan Gill (left)

*Recipient:* Severn Doughty



### “Professional of the Year” Award

*Presented by:* Rob Barry (left)

*Recipient:* Danny LaFleur  
LaFleur's Nursery



### “President's” Award

*Presented by:* Laney Strange (left)

*Recipient:* Nathan Dondis  
Greengate Garden Center, Inc.



Louisiana  
Nursery &  
Landscape  
ASSOCIATION

## LOUISIANA NURSERY AND LANDSCAPE ASSOCIATION

### Board of Directors Meeting

January 11, 2006

### Burden Center, Baton Rouge, LA

The meeting was called to order at 9 am by Nathan Dondis. The meeting was held at the LSU AgCenter's Burden Center in Baton Rouge. Board members present were Danny LaFleur, Nathan Dondis, Chauncey Nichols, Pat Newman, Tom Fennell, Laney Strange, Allen Owings, Beth Perkins, Regina Bracy and Dan Gill. The main agenda item is to decide on future of the LNLA executive secretary position

After considerable discussing pertaining to available options, Regina Bracy moved, Tom Fennell seconded, that LNLA pursue hiring an executive secretary/director. Motion passed.

LNLA will advertise with a February 18<sup>th</sup> deadline. Nathan Dondis and Allen Owings will be the main contact persons. Job description will include responsibilities currently held by Allen Owings, Anthony Witcher and Laura Crnko. Part time or full time position with LNLA being able to budget \$25,000-35,000/annually. This information was approved on a motion by Pat Newman and second by Laney Strange.

The board of directors recommended that Allen Owings be nominated for the research and education director position and Dan Gill remain on the board in a newly created certification director position.

Pat Newman agreed to serve as interim executive secretary from the end of the LNLA membership meeting at GSHE in February 2006 until a new executive secretary is hired. It was moved by Danny LaFleur and seconded by Chauncey Nichols to pay Pat \$1,335 monthly starting February 1<sup>st</sup>.

The following screening committee was named by Nathan Dondis: Laney Strange, Nathan Dondis, Danny LaFleur, Regina Bracy, Tom Fennell and Allen Owings. The applicants will be screened and the top 3-4 will interview with the full LNLA board of Tuesday March 7<sup>th</sup> (next regularly scheduled board meeting).

Tom Fennell moved, Pat Newman seconded, that the meeting be adjourned at 12:15 pm. Motion passed.



The Firewitch dianthus, or cheddar pink, is a low growing, mat-forming plant with narrow, bluish-gray foliage and brilliant purplish-pink flowers. The blooms cover the plant and perfume the air with a spicy, clove-like fragrance.



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**JOURNAL OF ENVIRONMENTAL HORTICULTURE**

Volume 24, Issue 1 (March 2006)

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## Additional Hurricane Recovery Assistance for Agricultural and Forestry Industries

In an effort to continue to assist the Gulf Coast recover from the devastations of Hurricanes Katrina and Rita, the USDA announced on January 26, 2006 that an additional \$2.8 billion will be made available to assist agriculture and rural communities. These funds are available to all areas designated by the President or the Secretary of Agriculture as disaster areas due to the hurricanes in the states of Alabama, Florida, Texas, Louisiana, Mississippi, and North Carolina. This latest funding is in addition to funds made available shortly after the hurricanes to fund programs such as the Emergency Loan Program and the Emergency Conservation Program.

Of the \$2.8 billion, roughly \$2.5 billion was made available through the Defense Appropriations Act of 2006, which the President signed on December 30, 2005. The additional funds announced today were made available when the Secretary of Agriculture authorized \$250 million from Section 32 funds (the Secretary has the authority to direct existing USDA funds for emergency assistance, typically referred to as Section 32 funds).

Of the \$2.8 billion, \$1.6 billion is allocated for rural development programs of USDA. The other \$1.2 billion will be made available to provide additional assistance to agricultural producers and to expand the existing emergency conservation programs.

### Rural Development Programs

In an effort to provide assistance to rural communities as they continue to recover from the devastation of the hurricanes, a total of \$1.6 billion was budgeted to fund a variety of rural development programs administered through the USDA. The allocation of funds to the various programs are:

- Nearly \$1.5 billion to provide housing loans through the USDA's direct and guaranteed loan programs
- \$54 million for housing repair loans and grants for very low-income applicants
- \$45 million in grants to address damage to water and wastewater facilities
- \$50 million for telecommunications program assistance
- \$8 million to restructure electrical loans.

### Conservation Programs

Many producers are aware of and have taken advantage of the Emergency Conservation Program. This latest announcement by the USDA increased the funds available for this and other conservation programs as well as expands the authority of these programs. A total of \$900 million has been allocated between three conservation programs.

### *Emergency Conservation Program:*

Roughly \$200 million was made available to the Emergency Conservation Program (ECP) to continue the efforts of that program as well as to expand the authority of the program. The ECP program, administered through the Farm Service Agency (FSA), provides cost-sharing assistance to producers for debris cleanup and other activities on agricultural production land. Other assistance that has been provided through the ECP is the repair of fencing and the purchase of water troughs to provide water for livestock. While these activities are still provided through the ECP, this new legislation expands the authority of the ECP to include payments to nursery, oyster, and poultry producers. Some specific issues addressed are:

- Assistance for the rehabilitation of oyster reefs
- Assistance to remove debris such as nursery structures, shade-houses, and above ground irrigation

... cont'd on page 21

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# Principles of Irrigation

April 11-12, 2006



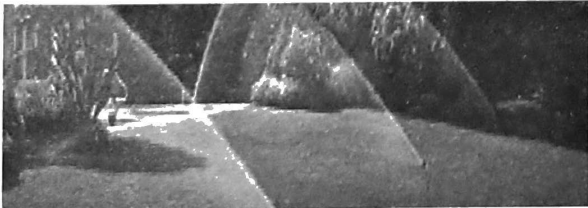
**Sponsor:**  
**Louisiana Irrigation Association**



**Presents:**

**Class Location:**  
**LSU Ag Research Station /  
Rapides Parish Extension Office  
300 Grady Britt Drive  
Alexandria, LA 71302**

**Class Pre-Registration Deadline  
is March 31 – Register Now!**



**Principles of Irrigation**  
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# Class Registration

## Principles of Irrigation

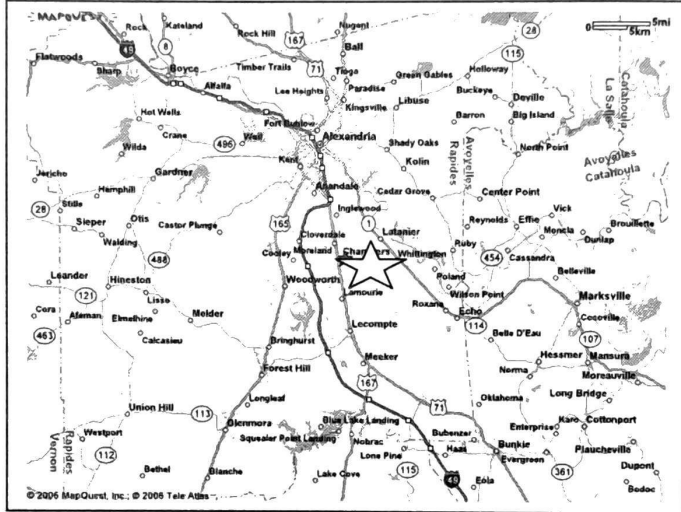
### April 11–12, 2006 Alexandria, LA

To Register, Mail or Fax to:

Louisiana Irrigation Association  
 P.O. Box 1003  
 Many, LA 71449

[225] 755-3447 phone  
 [225] 755-1240 fax

Call anytime Monday – Friday  
 8:00am – 5:00 pm to register.



**Please complete a separate form for each registrant:**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Parish \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

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

Email \_\_\_\_\_

**Method of Payment:**  Personal Check \*     Company Check \*

\* Checks/Money Orders Payable to: **Louisiana Irrigation Association**

FAXED registrations MUST include credit card number for payment!

Visa                       MasterCard

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\_\_\_\_\_  
 Signature

### Class Pricing & Times

[Please Circle appropriate member type.]

### Principles of Irrigation

April 11 – 12, 2006, 8:00 a.m – 5:00 p.m.

### Class Location:

LSU Ag Research Extension Office  
 300 Grady Britt Drive  
 Alexandria, LA 71302

		after 3/31
LIA Member	\$220.	\$270.
Non-member	\$250.	\$300.

### Cancellation Policy:

[until 1 week prior to class]

All cancellations and/or replacements must be submitted in writing. Cancellations are subject to a \$50 processing fee or a credit to be used toward any future class. We reserve the right to cancel or postpone at any time, in which case the registrant will receive a full refund.

## Disaster Recovery ... *cont'd from page 17*

Assistance to remove poultry house debris, including carcasses

Increase the cost-share arrangement from 75% to 90% (i.e. program will pay up to 90% of the costs of conducting these activities)

Provides \$20 million to poultry producers who suffered uninsured losses to poultry houses. Payments are limited to 50% of costs of restoring the houses or \$50,000 per house. An additional payment limitation is that ECP funds plus insurance payments can not exceed 90% of the costs of reconstruction or repair of a house

Provides assistance to non-industrial forest landowners, who have suffered a loss of at least 35% of the forest acres on commercial forest land, for the reforestation and rehabilitation of the forest land. Payments are limited to 75% of the cost of reforestation and rehabilitation and can not exceed \$150 per acre.

### *Emergency Forestry Conservation Reserve Program:*

Roughly \$400 million was made available for a new Emergency Forestry Conservation Reserve Program (CRP) to be administered through the Farm Service Agency. This pilot CRP will provide payments to landowners of non-industrial forests who have suffered at least a 35% loss of merchantable timber. Payments may be received either in 10 annual payments or in one lump sum payment.

Given that this is a new program, signup for this program has not yet been announced. Program regulations and software to administer this program must be developed. No time line is given for the anticipated start of the signup.

### *Emergency Watershed Protection Program:*

Roughly \$300 million was made available for the Emergency Watershed Protection Program (EWP), administered through the Natural Resources Conservation Service (NRCS). The EWP provides cost share for cleaning up structures on private land and to reimburse private non-industrial forest landowners for costs associated with downed timber at a rate not to exceed \$150 per acre. The EWP also provides financial and technical assistance to landowners and communities for various activities including clearing debris from waterways, restoring vegetation, stabilizing river banks, repairing levees and structures. All projects must be sponsored by a legal subdivision of the state, including a city, county, or conservation district. Cost share arrangements are set at 75% but may be up to 90% in limited resource areas. Funds are currently available for the EWP.

### **Additional Agricultural Assistance**

In addition to the funds available for the conservation programs, the latest announcement also makes available roughly \$250 million dollars for crop disaster, livestock, tree, and aquaculture assistance. These funds will be administered by the Farm Service Agencies through five new programs:

**Hurricane Indemnity Program (HIP)** – The HIP will provide payments to producers who received crop insurance or Noninsured Crop Disaster Assistance Program (NAP) payments as a result of the hurricane. Payments will be set to 30% of the crop insurance indemnity or NAP payment. Payments will be capped at 95% of the expected crop returns.

**Tree Indemnity Program (TIP)** – The TIP will provide per acre payments for planting and rehabilitating perennial orchards, vines, and bushes that produce an annual crop. Per acre payment rates will be determined based on levels of damage with four different levels or tiers anticipated. Timber losses are not included in this program.

**Feed Indemnity Program (FIP)** – The FIP will provide payments to producers of certain types of forage based livestock for feed losses. A payment rate will be determined for each type of livestock. Producers will be required to certify their losses.

**Livestock Indemnity Program (LIP)** – The LIP will provide payments to producers for livestock loss as a result of the hurricane. Payment rates for different types of livestock will be based on 75% of the average sale price for that livestock. Payments will also be included for contract growers of livestock, such as poultry growers.

**Aquaculture Grants** – USDA will provide grants to states in which aquaculture production was impacted by the hurricanes. The state will decide how the money is allocated to its producers.

Regulations and software to administer these programs will have to be developed. Therefore, details on the signup process and payment rates are not known at this time. As a result, producers are encouraged to contact with their local FSA office to monitor the progression of these programs.

... *cont'd on page 29*

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# LOUISIANA NURSERY AND LANDSCAPE ASSOCIATION

## Financial Report

### January 1st 2005 –December 31st 2005

Category	Total	Category	Total
<b><u>INCOME CATEGORIES</u></b>		<b><u>EXPENSE CATEGORIES</u></b>	
Advertising (Magazine)	890.00	Postage (Stamps)	37.00
Advertising (Meadowbrook)	3,720.00	Postage (Stamps.com)	543.49
Beacon Fund (ANLA)	30.00	Printing (1 <sup>st</sup> Qtr Newsletter)	1,106.57
Buyer's Guide (Ads & Pit listings)	1,992.00	Printing ( 2 <sup>nd</sup> Qtr Newsletter)	1,357.32
CNLP Review & Exam	1,825.00	Printing ( 3 <sup>rd</sup> Qtr Newsletter)	1,539.32
Dues	37,453.00	Printing ( 4 <sup>th</sup> Qtr Newsletter)	832.38
Garden Guide Sales	1,901.65	Printing ( Brochures)	300.75
GSHE (Education)	0.00	Printing ( Buyer's Guide)	6,790.10
GSHE (Trade Show)	27,569.23	Printing ( Directory)	2,706.58
GSHE Social Refund	87.99	Printing ( Hort. Manual)	2,673.60
Horticulture Manual Sales	14,120.00	Printing ( Hurricane Letter)	533.18
Insurance Dividends (Blumberg)	940.36	Printing ( LADF Poster)	101.74
Lighthouse Fund (ANLA)	219.00	Printing (Magazine)	10,864.50
SNA Education	1,500.00	Printing (Member Certificates)	211.66
SNA Trade Show	1,000.00	Printing (Postcard GSHE Meeting)	241.16
TNLA Tread Show	2,000.00	Printing (SNA Postcard)	203.69
Other Income		Printing (Trade Show Booth)	376.29
Postage Refund (LVGA)	92.66	Printing (X-mas Cards)	341.33
Donation (FNLA)	1,000.00	Promotion/Marketing	280.93
<b>TOTAL INCOME</b>	<b>97,746.89</b>	Promotion/Marketing (Decals)	598.20
<b>Expense Categories</b>		Promotion/Marketing (Notepads)	957.68
Association (ALCA)	100.00	Research (Dr. Parish)	2,500.00
Association (HRI)	200.00	Salary (Laura Crnko)	9,375.00
Association (LABI)	340.00	Salary (Anthony Witcher)	12,375.00
Association (NLAE)	200.00	Scholarship (JC Miller Memorial)*	2,500.00
Awards & Recognitions	716.46	Scholarship (LNLA)*	100.00
Buyer's Guide (Condor)	1,051.00	Sponsor & Contrib. (SWLA)	2,000.00
CNLP Badges	250.00	Sponsor & Contrib. (Hilltop)	1,000.00
Credit Card Charges	1,435.00	Sponsor & Contrib. (N&L Golf)	500.00
Education (Drought CD)	250.00	Sponsor & Contrib. (SWLA )	2,000.00
Gifts (ODOM Painting)	160.00	Supplies (Office)	1,128.69
Insurance (Worker's Comp)	399.00	Travel (IN State SWLA)	89.04
Meeting Exp (BD 1 <sup>st</sup> QT)	229.77	Travel (in State)	61.27
Meeting Exp (BD 2 <sup>nd</sup> QT)	486.72	Travel (N/L Expo Owings)	624.38
Meeting Exp (BD 3 <sup>rd</sup> QT)	520.00	Travel (Out of State Gas)	24.00
Meeting Exp (GSHE social/bf)	5,393.22	Travel (Out of State Lodging)	929.54
Meeting Exp (LNLA Mobile)	461.90	Travel (Out of State Meals)	495.57
Meeting Exp (Market Cmt.)	96.13	Travel (Out of State)	1,472.78
Meeting Exp (Owings/LADF)	358.23	Travel (Out of State Dondis)	301.30
Meeting Exp (Owings)	63.54	Travel (Out of State Newman)	555.71
Meeting Exp (Social TX NL)	6,530.90	Website Hosting	500.00
Meeting EXP (SNA Brkf.)	713.51	Web Registration	18.40
Meeting Exp (TX Booth)	174.74	<b>TOTAL EXPENDITURES</b>	<b>\$104,586.87</b>
Office Supplies (Computer)	913.39	<b>Checking Account</b>	<b>15,878.57</b>
Postage	936.49	<b>Money Market Funds</b>	<b>116,305.33</b>
Postage (Buyer's Guide)	1,286.85	<b>Mutual Funds</b>	<b>48,871.46</b>
Postage (2 <sup>nd</sup> Dues Notice)	79.92	<b>Total Assets</b>	<b>\$181,055.36</b>
Postage (Directory)	714.00		
Postage (Magazine)	731.72		

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**ESTABLISHED SINCE 1983**

**ACER RUBRUM**  
 "Drummondii"  
 "Florida Flame"

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**CUPRESSOCYPARIS LYELANDII**  
 "Leyland Cypress"

**GORDONIA LASIANTHIS**  
 "Gordonia" Loblolly Bay

**ILEX HOLLY**  
 "Savannah"  
 "Dahoon"  
 "Oakleaf"

**LAGERSTROEMIA INDICA-"Crepe Myrtle"**  
 "Muskogee Lavender"  
 "Natchez White"  
 "Tuscarora Red"

**MAGNOLIA**  
 "Southern Magnolia"  
 "D. D. Blanchard"  
 "Little Gem"  
 "Sweet Bay"

**PINUS ELLIOTTII**  
 "Slash Pine"

**PINUS TAEDA**  
 "Loblolly Pine"

**PYRUS CALLERYANA**  
 "Cleveland Select"

**QUERCUS PHELLOS**  
 "Willow Oak"

**QUERCUS NUTTALII**  
 "Nuttalii Red Oak"

**QUERCUS SHUMARDI**  
 "Shumardi Red Oak"

**QUERCUS ALBA**  
 "White Oak"  
 "Cow Oak"

**QUERCUS NIGRA**  
 "Water Oak"

**QUERCUS VIRGINIANA**  
 "Live Oak"

**TAXODIUM DISTICHUM**  
 "Bald Cypress"

**ULMUS PARVIFOLIA**  
 "Drake Elm"  
 "Allee Elm"

**OUR TREE SPECIFICATIONS ARE:**

15 GAL. ....	1 ¼" - 1 ¾"	CAL. ....	7' - 9'	HT. ....	SPREAD - 3' - 4'
30 GAL. ....	2" - 2 ½"	CAL. ....	10" - 12"	HT. ....	SPREAD - 5' - 6'
45 GAL. ....	2 ¾" - 3 ¼"	CAL. ....	11' - 13'	HT. ....	SPREAD - 7' - 8'
100 GAL. ....	4" - 5"	CAL. ....	13' +	HT. ....	SPREAD - 8' +



## LOUISIANA NURSERY AND LANDSCAPE ASSOCIATION LAUNCHES RE-DESIGNED WEBSITE

The Louisiana Nursery and Landscape Association have re-designed their website to provide their users a friendlier and easier to navigate website.

"We are excited about our new website," said Allen Owing, LNLA Executive Secretary "Our new website will give us the flexibility to add information on a timely basis."

The LNLA website domain name remains the same [www.lnla.org](http://www.lnla.org).

The website now features valuable information on LNLA professional certification, LNLA publications, the latest industry news and links to other important sites.

Additionally, the website will feature all LNLA members with a link to their website.

"This website is a valuable tool for all of our members," said Owinings. "It has the information our association members need to grow their business and stay informed of the latest green-industry news."

The LNLA Marketing Committee spearheaded the website re-design project. The Gagliano Group in Hammond designed the website.



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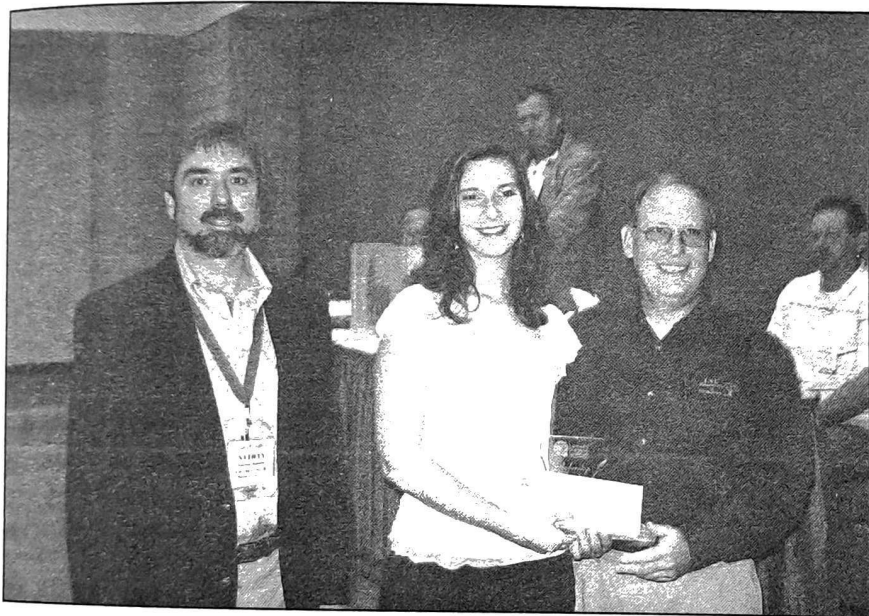
Member of: LNLA, TNLA, ANA, MNA



**HOME OF THE CAJUN LIVE OAK**

## LNLA Presents Scholarship Awards for 2006

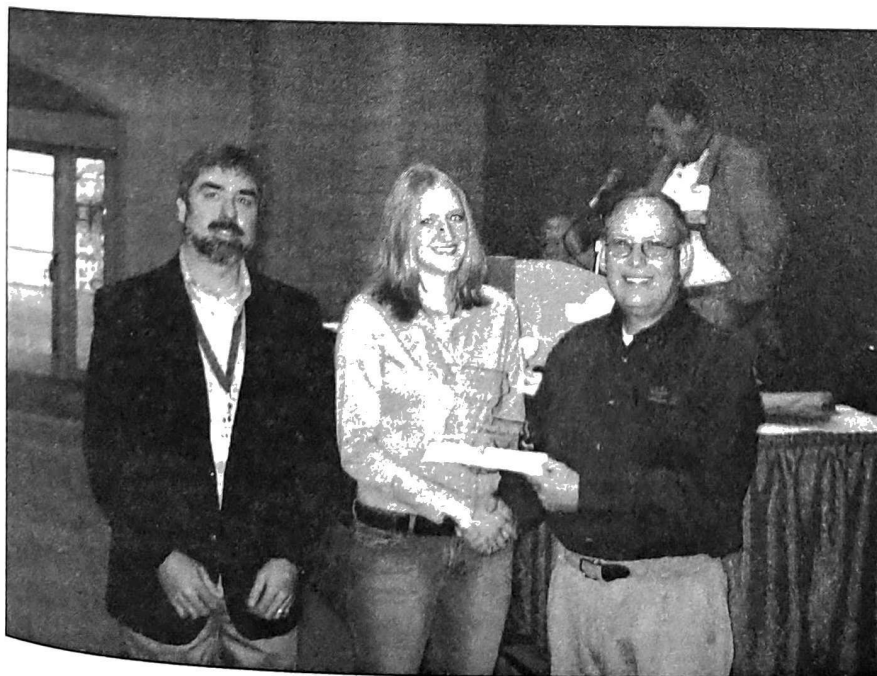
The Louisiana Nursery and Landscape Association presented scholarship awards (\$1000) for 2006 at their annual membership meeting and awards program held during the Gulf States Horticultural Expo in Mobile. Recipients were presented to Jenee Lamberton (Louisiana Tech University, Ruston), Mary Singleton (Southeastern Louisiana University, Hammond), Nicole Ward (Louisiana State University, Baton Rouge).



### LNLA Scholarship Award

*Recipient*  
**Mary Singleton**  
Southeastern LA University

*Presented By:*  
LNLA President,  
Nathan Dondis (*left*)  
And  
LNLA Director,  
Dan Gill (*right*)



### LNLA Scholarship Award

*Recipient*  
**Jenee Lamberton**  
Louisiana Tech University

*Presented By:*  
LNLA President,  
Nathan Dondis (*left*)  
And  
LNLA Director,  
Dan Gill (*right*)

## EXEMPTION FOR UNLICENSED ARBORISTS LIFTED

The Louisiana Department of Agriculture and Forestry has ended the temporary suspension of arborist licensing requirements for emergency tree work involving downed or broken trees effective January 24, 2006.

"We allowed people without an arborist license to do emergency work to remove trees that fell on houses, cars, streets and driveways after hurricanes Katrina and Rita. We feel emergency work of this nature has been completed so anyone now doing tree work must be licensed by the department," Commissioner Bob Odom said.

Odom advised homeowners to make sure anyone they hire to do tree work is licensed by the department and has proof of insurance. A list of licensed arborists is available on the department's Web site, [www.ldaf.state.la.us](http://www.ldaf.state.la.us).

"You should also carefully supervise the work and don't pay for it until the job is finished to your satisfaction," Odom said. "Unfortunately there are people out there who will present themselves as licensed arborists even though they are not. They take money up front and never complete the job or they do shoddy work which requires paying more money to have it fixed. People need to protect themselves and report any problems to our horticulture division."

To file a complaint or to check the license and insurance of an arborist, call the LDAF Horticulture and Quarantine office in Baton Rouge at 225-952-8100.

Odom also strongly cautioned that no one but licensed arborists or utility company personnel are to work on trees affecting utility lines.



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[www.windmillnurseryllc.com](http://www.windmillnurseryllc.com)







## Shazam Of The Quarter!

I went to PetSmart® to buy food for our cats, Lily and Daisy. (I call Daisy "Little Ditz," but that's another story.) PetSmart® was running an ad for the food that we normally buy for them. The regular price was 69 cents a can – and it was on sale for 40 cents a can. What a deal!

I went back to the cat food section, and to my dismay, there were only a half dozen cans on the shelf. I went to the counter to ask the sales clerk if there was a rain check for this item. It surprised me when she said, "I'm not sure." It was not the answer I hoped for.

The sales clerk called for a department manager. Although I was not happy about the sales clerk's lack of empowerment, Casie Isaacs, the "Pet Products Manager," came to my rescue very quickly. She took it upon herself to write up her own version of a "rain check." Casie picked up a small PetSmart® flyer that was on the counter, turned it over, and wrote a rain check on the back of the flyer. I'm still not sure whether PetSmart® has regular forms for rain checks or not, or if they even give rain checks on sale items, but Casie took it upon herself to solve my problem.

The PetSmart® sales clerk did not know how to write up a rain check. She did, however, get Casie to appear on the scene in seconds. For some reason, Casie did not have a regular rain check form available, but took the time to hand-write one for me. Casie took it upon herself to make sure I was a happy Customer. Casie, you get my "Shazam Of The Month!"

**Question:** Are your Team Members ready to do whatever it takes to make a Customer happy?

Christine Corelli is the author of "Wake Up And Smell the Competition: They're Closer Than You Think!" Christine shares her wonderful insights with me on a brand-new audio CD, "The Ultimate Customer Service Experience." Order this new CD – and Christine's book – at my website, [www.MarkMayberry.com](http://www.MarkMayberry.com).

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Order your copy of Mark's audio CD, "Building The Dream Workforce!" This will give you and your Team Members a terrific overview of Mark's book! (\$20 plus shipping) Go to [www.MarkMayberry.com](http://www.MarkMayberry.com) to order!

### Disaster Recovery ... cont'd from page 21

Also, producers interested in learning more about all of the available programs are encouraged to contact with their local FSA and NRCS offices. Contact information for parish offices for FSA and NRCS can be found at: <http://www.fsa.usda.gov/la/> - FSA or <http://www.la.nrcs.usda.gov/> - NRCS

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# Certified Nursery & Landscape Professional Manual Review and Exam - 2006

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> Feb 9-10<br>Burden Center,<br>Baton Rouge | <input type="checkbox"/> June 22-23<br>ULL Horticulture Center,<br>Lafayette | <input type="checkbox"/> Sept 28-29<br>Botanical Garden,<br>City Park, New Orleans | <input type="checkbox"/> November 16-17<br>Lomax Hall<br>LA Tech Univ., Ruston |
|--|--|--|--|

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

**Business Name** \_\_\_\_\_

**Address** \_\_\_\_\_

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

**Phone** \_\_\_\_\_

**FAX** \_\_\_\_\_

**Person(s) Registering:**

- \$75 per person** for review and full exam.
- \$15 per section(s)** 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

Name/Section	Fee (s)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**\$35 per person** for manual review only (no exam) in preparation for LDAF license test or professional training.

**\$60 per copy** of, "*Louisiana Manual for the Environmental Horticulture Industry*", the suggested manual for this course.

Manual(s) # \_\_\_\_\_ x \$60 = \_\_\_\_\_

Make check or money order payable to:

**Louisiana Nursery & Landscape Association**

Louisiana Nursery and Landscape Association  
PO Box 25100  
Baton Rouge, LA 70894-5100

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

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

**Date:** \_\_\_\_\_

For further information contact: Dan Gill

**Ph** 225/ 578-2222  
**Fax** 225/ 578-0773  
**E-mail** [dgill@agcenter.lsu.edu](mailto:dgill@agcenter.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"/> Licensed Landscape Design/Architect |
| <input type="checkbox"/> Horticultural Services           | <input type="checkbox"/> Licensed 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.

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

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.

**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 \_\_\_\_\_ Representative's Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_ - - - - -

Telephone (\_\_\_\_) \_\_\_\_ - \_\_\_\_ x \_\_\_\_ FAX (\_\_\_\_) \_\_\_\_ - \_\_\_\_ E-mail \_\_\_\_\_

Renewal

ID# \_\_\_\_\_

New Member

Date \_\_\_\_\_

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

CK# \_\_\_\_\_

\$ \_\_\_\_\_

File # \_\_\_\_\_

Return dues application and check to:

Louisiana Nursery and Landscape Association, PO Box 25100, Baton Rouge, LA 70894-5100



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References and prices for your area are available upon request