



LOUISIANA Nursery & Landscape

NEWS

APRIL/MAY/JUNE 2005

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. •

NEWEST SUDDEN OAK DEATH INFORMATION FROM LDAF

In March 2004 USDA and the state of California reported finding *Phytophthora ramorum*, a fungal pathogen causing decline of native oak stands in coastal California, in woody ornamental nursery stock at a large commercial nursery in southern California. The disease, dubbed 'sudden oak death' (SOD) also was detected in camellia stock of a small California mail-order nursery. Over 40 states had received potentially-infected stock from these nurseries. In response, our department implemented a provisional ban on all California nursery stock effective March 23, 2004. Only stock that had been sampled, tested and found free from SOD was allowed entry. This ban was more stringent than subsequent federal restrictions that were put in place; however, Louisiana maintained its ban despite the federal quarantine based on scientific evidence that the pest risk potential was high. Nationwide, multiple state restrictions prompted national debate.

We initiated trace-forward surveys at Louisiana locations that received stock from the infected nursery. In total, 22 sites were identified, sampled and tested. Five sites returned 14 positive SOD samples. All associated plants (~1500) were destroyed. Louisiana also participated in a national SOD survey by sampling and testing 26 additional nursery sites. Soil samples and forested areas also were sampled and found free of SOD. In total, ~1140 samples were tested in Louisiana and found free from SOD. There is no evidence that SOD is present in Louisiana.

Effective January 10, 2005 USDA amended its federal quarantine to include certain restrictions on nursery shipments from SOD-infected states. The amendments brought the federal restrictions more in line with those desired originally by Louisiana and other states and our department agreed on that date to release the provisional state ban and follow the amended federal order. A summary of that amended order follows.

Louisiana will participate in the 2005 SOD National Survey. Participation includes re-survey (with sampling as necessary) of the five SOD-positive trace-forward retail nursery sites from 2004; survey and sampling of two trace-forward retail nursery sites for 2005; and survey and sampling of 25 nursery grower sites statewide. Site selection will be based on USDA-PPQ risk criteria. High priority locations include sites that receive stock from California/Oregon/Washington sources, and sites that receive or grow known host or associated host plant species. Samples will receive triage analysis using ELISA (*enzyme-linked immunoassay*) in the lab of Dr. Jeff Hoy, Plant Pathology

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**Louisiana
Nursery &
Landscape
ASSOCIATION**

2005 Board of Directors & Officers

President

Nathan Dondis
Greengate Garden Center, Inc.
4226 Lake Street
Lake Charles, LA 70605
Phone 337.477.6080
Fax 337.474.2503
E-mail ndondis@ggate.com

Vice-President

Laney Strange
Mid-State Nursery, Inc.
35 J. Strange Road
Forest Hill, LA 71430
Phone 318.484.2071
Fax 318.484.9151
E-mail midstate@iamerica.net

Treasurer & Past-President

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

Executive Secretary

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

Administrative Assistant

Anthony Witcher
LSU AgCenter - Horticulture
P. O. Box 25100
Baton Rouge, LA 70894-5100
Phone 225.578.2415
Fax 225.578.0773
E-mail awitcher@agctr.lsu.edu

Administrative Assistant

Laura Crnko
8409 Vincent Road
Denham Springs, LA 70726
Phone 225.667.4744
Fax 225.578.0773
E-mail lcrnko@bellsouth.net

Director (06) - Assoc. 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

Director, Research & Education

Dan Gill
LSU AgCenter
P. O. Box 25100
Baton Rouge, LA 70894-5100
Phone 225.578.2413
Fax 225.578.0773
E-mail dgill@agctr.lsu.edu

Director (06)

Tom Fennell
Clegg's Nursery, Inc.
31275 Hwy 16
Denham Springs, LA 70726
Phone 225.791.6060
Fax 225.791.6033
E-mail tfennell@bellsouth.net

Director (06)

Danny LaFleur
LaFleur's Nursery
721 Goyo Road
Washington, LA 70589
Phone 337.826.7118
Fax 337.826.9955
E-mail dannyl3523@aol.com

Director (06)

Beth Perkins
Banting's Nursery
3425 River Road
Bridge City, LA 70094
Phone 504.436.4343

Fax 504.436.2749
E-mail bethbperkins@yahoo.com

Director (06)

Rusty Ruckstuhl
Grass Roots, Inc.
124 Beau Pre Road
Lafayette, LA 70508
Phone 337.232.5967
Fax 337.232.1469
E-mail grassrootsinc@juno.com

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

Director (07)

Debbie Head
Poole Brothers Nursery
3334 Highway 112
Lecompte, LA 71346
Phone 318.748.6579
Fax 318.748.7441
Email poolebrosnusy@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

“What Makes An ‘Ordinary’ Person ‘Extraordinary?’ ”

By Mark Mayberry

On May 7, 2005, The Grand Hotel Marriott Resort, Golf Club & Spa in Point Clear, Alabama, honored Aura J. “Bucky” Miller with a Statue Dedication. I think you’ll agree that it’s not often that a prestigious resort – or any business – honors an “ordinary” Team Member with a statue. But Bucky Miller was far from “ordinary.” In fact, Bucky is one of the greatest Customer Service legends that I’ve ever had the privilege of meeting.

The Marriott Corporation gave Bucky the J. W. Marriott Award of Excellence. Bucky told me, “It was one of the grandest days of my life!” The United States Congress and seven southern states have passed resolutions honoring him. In 2002, The Alabama Department of Tourism recognized Bucky as one of Alabama’s Unforgettable Faces.

Bucky Miller is proof that even an “ordinary” person can make a difference. Bucky served as bartender and server for the majority of his career at The Grand. During his last 12 years at The Grand, he was the hotel’s “Hospitality Ambassador.” In 1979, Hurricane Frederick did so much damage to the hotel that the Alabama Funeral Directors had to move their meeting to another resort, 150 miles away. They insisted on taking Bucky with them!

Bucky Miller passed away in 2002, but his memory will live on forever at The Grand, through his statue, his legend – and “Bucky’s Birdcage Lounge” at the Grand.

I was lucky enough to interview Bucky in September, 2001. Bucky was hired by Ed Roberts, who owned The Grand Hotel in April, 1941. Sixty years after his job interview with Ed, Bucky still remembered what Ed told him. “Bucky, if you don’t take care of the Guests, I won’t have a hotel.” That served as an inspiration for Bucky, who served Guests at the Grand for the next 6 decades!

Bucky endeared himself to every Team Member of the Grand, and gave most of them nicknames, such as “Boss” (His name for John Martin, who was the GM of the Grand), “Boss Lady” (Susan Stein – John’s right-hand person), and “Spartan” (A Michigan State graduate). As Bucky said, “When I don’t give someone a nickname, they have hurt feelings.” Bucky had a way of making every Team Member feel special. (They were his Customers too!)

Bucky loved sports, and his Guests included sports legends like Bear Bryant, Shug Jordan, Ray Perkins and Tommy Tuberville (The current Head Football Coach at Auburn, who sent Bucky a personalized football when he was in the hospital.) President Dwight Eisenhower, George Herbert Walker Bush and Gerald

Ford were also Bucky’s Guests. Jimmy Carter went out of his way to shake Bucky’s hand during a visit to The Grand.

Yes, Bucky had hundreds of “famous” Guests. But what made Bucky famous was that he made **every Guest** feel special. If you brought your family to stay at the Grand, Bucky would remember – and use – your name from that day on. Even if your next visit to The Grand was a year later!

Bucky Miller is the epitome of Customer Service. His motto was “Simplicity, Sincerity and Service.” Bucky was an ordinary man, but anyone that met him would say that “extraordinary” is a much better way to describe him.

Shazam Challenge...

What are you doing to be *extra-ordinary*?

Shazam of the Month

As I was greeting people before a speech in Minneapolis, Jennifer Gordon stopped to ask me about my breast cancer pin. I told her that I wear the pin in honor of my Mom, who has the disease. (She’s doing great!) Jennifer handed me a flyer, showing that she and Erica Rustad were walking 60 miles for “Breast Cancer 3-Day,” and hoped to raise \$5,000 for the event.


My presentation was split up into two sessions, with lunch in the middle. Just before lunch, I brought Jennifer to the stage and asked her to tell her Team Members about her mission. In retrospect, I should have warned Jennifer, as some people are scared to death when they’re in front of an audience. Luckily, Jennifer was the exception, and she gave a spirited talk about the Breast Cancer walk that she and Erica were taking, and invited her Team Members to support her efforts.

Tom Backstrom is the person that hired me to give the presentation, and he came up to me as soon as we broke for lunch. Tom went out of his way to tell me how much he appreciated that I made the effort to help Jennifer gather support from her Team Members.

Before the day was over, one of the sponsors of this event contributed \$100. Awards were given out that day, and some awards came with a monetary award. One of Jennifer’s Team Members, who asked to be anonymous, signed over his entire award check to Jennifer’s cause. Several managers promised Jennifer that their Team was ready to help.

Jennifer Gordon, Erica Rustad – and their Team Members – are extraordinary. They “put the icing on the cake” by sending me a special thank-you note. “Shazam!”

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225-665-3723 (fax)



Blumberg and Associates, Inc.

CALENDAR OF EVENTS

- June 6-8** **Mid South Greenhouse Growers Conference**
Eagle Ridge Conference Center
Raymond, MS
Contact: MNLA msnlaexec@aol.com
- July 9** **Louisiana Farm Bureau Federation**
Marriott Marquis
New Orleans, LA
Contact: Brian Breaux, 225.922.6210
for more information - www.lfbf.org
- Aug 5-6** **Gulf States Ornamental Ginger Conf/ Field Day**
Burden Center, Baton Rouge, LA
Contact: Jeff Kuehny, 225.578.1043, jkuehny@lsu.edu
- Aug 10-13** **Southern Nursery Association Conf/Trade Show**
GA World Conference Center, Atlanta, GA
Contact: www.sna.org
- Aug 18-21** **Nursery/Landscape Expo**
Dallas Convention Center, Dallas, TX
Contact: www.txnla.org
- Aug 31** **Landscape & Lawn Maintenance Workshop**
Lafayette, LA
Contact: Stuart Gauthier, sgauthier@agctr.lsu.edu
- Sept 7** **Ornamental/Turfgrass Pesticide Re-Certification**
Lafayette, LA
Contact: Mary Grodner, mgrodner@agctr.lsu.edu
- Sept 22-23** **Certified Nursery & Landscape Prof. Review/Exam**
City Park Botanical Garden, New Orleans, LA
Contact: Anthony Witcher, awitcher@agctr.lsu.edu
- Sept 29** **Landscape & Lawn Maintenance Workshop**
Hammond Research Center, Hammond, LA
Contact: Regina Bracy, rbracy@agctr.lsu.edu
- Oct 15-16** **Fall Garden Festival**
City Park Botanical Garden, New Orleans, LA
Contact: Karen Blackburn, kblackburn@agctr.lsu.edu
- Nov 17-18** **Certified Nursery & Landscape Prof. Review/Exam**
Lomax Hall, Lafayette, LA
Contact: Anthony Witcher, awitcher@agctr.lsu.edu
- Feb 1-4** **Gulf States Horticulture Expo**
Mobile, AL
Contact: Linda VanDyke, alna51@bellsouth.net

Note: Send "green industry" schedules and dates to LNLA Administrative Assistant, Laura Crnko, lcrnko@bellsouth.net



**Louisiana
Nursery &
Landscape**
ASSOCIATION

WELCOME! New LNLA Members

March - June '05

- A & A Lawn Care & Landscape**
Adam Adkins
- Amann & Associates**
Jeff Amann
- Baum Gardens**
Tammany Baumgarten
- Bayou Sun Nursery, LLC.**
Connie Kellick
- Bracy's Nursery, LLC**
Severn Doughty, Jr.
- Delgado Community College**
Susan Gagneaux
- Dreamscapes Paving, LLC**
Kevin Wallis
- Laandhart Environmental Services, Inc.**
Fred Domingue, Jr.
Helene Augustine
Chris Keeling
- Louisiana State University**
Ian West
- Maloney Landscape & Plant Broker**
Myra Maloney
- Mississippi State University**
David Held
- Natures Creations**
Shane Beard
- Professional Outsource Services**
Carroll Fuselier
- Quality Tree Farm, LLC**
Greg Walker
- Southern University**
RaHarold Lawson
- The Garden Spot Nursery**
Heather Carroll
- T & G Trees, LLC**
Terry Gore
- Wight Nursery**
Thomas Adams

PHILIP INGLÉS
 16410 Toney Road
 Folsom, LA 70437
 Phone: (985) 796-8687
 Fax: (985) 796-0385
 Pager: (504) 880-1688
 Email: cjsnursery@msn.com



MONTY INGLÉS
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"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
Board of Directors Meeting
February 23, 2005
Prejean's
Lafayette, LA**

The meeting was called to order at 10:00 am by president Nathan Dondis. The meeting was held at Prejean's in Lafayette. Attendees were Pat Newman, Anthony Witcher, Chancey Nichols, Allen Owings, Regina Bracy, Nathan Dondis, Beth Perkins, Frances Thorne, Dan Gill, Tom Fennell, Laney Strange, Debbie Head and Rusty Ruckstuhl. Board members absent were Danny LaFleur, Dan Gill, Brain Breaux, and Laura Crnko. Guests present were Mark LeBlanc (LDAF), Craig Roussel (LDAF), and Howard Thorne.

Nathan Dondis welcomed everyone and new board members were introduced.

Motion was moved by Regina Bracy, and seconded by Frances Thorne, to accept the minutes of the December 2004 board of directors meeting as submitted. Motion passed.

The final financial report for 2004 was presented showing income of \$109,614.75 with expenses of \$120,195.28. Motion was made by Regina Bracy, and seconded by Laney Strange, to approve.

January and February finances to date showed income of \$19,405.30 with expenses of \$17,056.08. This was approved. Some board members expressed concern about several spending issues (primarily buyer's guide cost and our associations increasing donations to other groups in the form of sponsorships). We also decided to investigate credit cards that would yield points, air travel, discounts, some kind of return, etc.

Pat Newman, Nathan Dondis and Allen Owings made comments concerning the 2005 GSHE. Move in and move out was okay. Increased Louisiana representation for move-in and move-out was requested by the folks handling this activity. Booth sales were down slightly. Attendance was down slightly. Education was down significantly while expenses increased.

Old Business:

Marketing committee will re-convene this spring and move on to new areas. Dan Gill is chair of this group.

Anthony Witcher reported on the buyers guide progress and will provide a financial breakdown of this item at the May meeting.

Mark LeBlanc and Craig Roussel discussed the landscape irrigation licensing requirements – a vote to adopt will occur at the Hort Commission hearing on April 18th. CEU workshops will be once every three years.

Several members asked for more regular communication on LSU research project results.

Craig and Mark also discussed SOD, pink hibiscus mealy bug, and Asian scale on sagos.

There is demand for the Guide to Louisiana Gardens booklet. This has been communicated to most folks in the state but, Allen Owings and Anthony Witcher will increase communication and awareness efforts.

Regina Bracy provided a thank you in support of the association's significant contribution to the Hammond Research Station's new program efforts.

New Business:

Allen Owings submitted a letter from LSU asking for some funds in support of the Bradberry Undergraduate Student Assistantship program in the Department of Horticulture. This was deferred to the May meeting.

A sponsor/contribution/funding request committee was appointed – Regina Bracy (chair), Pat Newman, Laney Strange and Rusty Ruckstuhl.

Nathan Dondis moved, and Frances Thorne seconded, a motion to donate \$2,000 for sponsorship of the SW Louisiana Garden Festival. Motion passed.

Allen Owings reported that he knew of no appointment or election in our ANLA senator vacancy. Margie Jenkins has resigned.

Beth Perkins moved and Regina Bracy seconded a motion to donate \$500 to the Abbeville Daylily Festival. Motion passed.

Dan Gill and Allen Owings reported CNLP dates, greenhouse conference dates, summer trade show dates and other events.

Next board meeting will be in Baton Rouge in May. October meeting will be in Hammond.

Being no further business the meeting adjourned at 2:30 pm.



LSU AgCenter: Research and Extension Update

Starting with this edition of the LNLA newsletter, the LSU AgCenter will be providing 2-4 pages of news and information pertaining to on-going and completed research projects and extension program efforts. We hope you will find this useful. Contact horticulture professor Allen Owings at the LSU AgCenter (Phone 225/578-2417; Fax 225/578-0773; email aowings@agctr.lsu.edu) with your questions or comments.

CAMELLIA GARDEN AT THE HAMMOND RESEARCH STATION

A two acre camellia garden at the LSU AgCenter's Hammond Research Station is now open again thanks to the efforts of the Tangipahoa parish master gardeners. The collection featuring over 450 named cultivars and 650 total plants was planted by Hody Wilson, superintendent of the station and widely known camellia breeder, during the 1940s and 1950s.

The Louisiana Master Gardeners of Tangipahoa Parish came to the rescue in early 1999, taking on the clean up and maintenance of the garden as a project. According to Tangipahoa parish horticulture agent Annie Coco, Susan Spiller, a former resident of Hammond until her death in 2001, was an enthusiastic master gardener who spent many hours cleaning up and caring for the camellias. A memorial camellia, "Sweet Jane," was planted in the garden in 2002 in her memory.

A grant from the Metro Area Horticulture Foundation in 2001 helped with the garden renovation. The camellia effort will now continue at the Hammond Research Station due to an effort to shift focus from fruit and vegetable research to a program that will service the commercial landscape industry. Additional information on the camellia garden at the Hammond Research Station is available from station research coordinator Regina Bracy (985/543-4125) or Coco (985/748-9381).

TROPICAL AND SUBTROPICAL BULB EVALUATIONS

A new research effort at the LSU AgCenter will be focusing on landscape adaptation and performance of bulbs native to tropical and subtropical climates. The ginger evaluation effort has been on-going for a number of years. Most recently work has been initiated on amaryllis (*Hippeastrum*) but additional genera of bulbs to be evaluated and studied in the next 3-4 years include: *Curcuma*, *Globba*, *Alpinia*, *Hedycium*, *Eucomis*, *Zephyranthes*, *Habranthus*, *Lycoris*, *Hymenocallis*, *Gladiolus*, *Rhodophiala*, *Crinum*, and *Crocodysmia*. Contact LSU AgCenter horticulture professor Jeff Kuehny at 225/578-1043 or jkuehny@lsu.edu if you have interest in assisting with this project or desire information when results become available.

NEW KONG COLEUS

Coleus have been all the rage for the past ten years or so. Most of the new coleus that have come on the market recently have been sun loving or sun type coleus. But a new coleus for shade has been impressive in LSU AgCenter trials at Burden Center in Baton Rouge. The Kong group of coleus were new in 2004. This coleus type is a shade coleus, propagated by seed, that looks like it is a sun coleus. Most shade loving coleus are smaller in size and less vigorous than sun type coleus. The Kongs are exceptions to this rule – big leaves on vibrantly colored big plants.

The Kong series of coleus will not thrive in sun – fading and sun burn on the foliage will occur. Plant them in a location where morning sun may occasionally appear. Midday, afternoon, and late summer evenings, the plants should be located in a partially shaded to fully shaded area. The Kong coleus is available in red, rose, mosaic and scarlet. Green was also available but has been discontinued.

AZTEC VERBENAS GET NOD FROM THE LSU AGCENTER

The somewhat new 'Aztec' series of perennial verbenas from Ball FloraPlant have been good performers in landscape trials and should be considered as highly recommended for the state. These plants are annuals in other parts of the country but are perennial throughout most of Louisiana.

There are many species of verbena common to gardeners but the species *Verbena canadensis* and its hybrids are probably our best performing. This herbaceous perennial is a reliable performer for a minimum of 2-3 years after its original planting if proper care is given. Perennial verbenas can be planted almost any time of the year but probably will do best when planted in the late winter or early spring or in the fall months. Select a well drained site in full sun. The pH is not important – plants will do fine in slightly acid, neutral, and even

alkaline soil conditions. It is best to provide irrigation only during excessively dry periods. Perennials verbenas are very drought tolerant and have powdery mildew and root/stem rot problems when overwatered or during periods of high rainfall. Mulch after planting and fertilize with a slow-release fertilizer. Verbenas need more fertilizer than other herbaceous perennials.

The 'Aztec' perennial verbenas were first introduced in 2000 and are now available in many colors. 'Aztec Red Velvet' and 'Aztec Wild Rose' are new for 2005. Older colors are deep lavender, cherry red, dark purple, lavender, lilac picotee, peach, pink, red, white, and raspberry. New varieties for 2006 in LSU AgCenter trials currently are 'Aztec Pearl' and 'Aztec Violet'.

GINGER CONFERENCE

The LSU AgCenter and Gingerwood Nursery will be co-sponsoring the upcoming Gulf South Ornamental Ginger Conference and Field Day on Friday August 5th and Saturday August 6th at Burden Center in Baton Rouge. A dinner will be held on Friday evening with a plant sale and educational program on Saturday morning. Guest speaker will be tropical plant explorer and hybridizer John "Jungle John" Banta. Seating is limited so pre-registration is encouraged. For additional information contact LSU AgCenter horticulture professor Jeff Kuehny at 225/578-1043 or jkuehny@lsu.edu.

RISK MANAGEMENT FOR NURSERY GROWERS

In the nursery business, as in the rest of agriculture, uncontrollable events such as weather, changes in markets or currency valuations cause product prices to rise or tumble. These factors can change revenues and expenses. This risk may be managed to a certain extent by individuals and government-sponsored programs. Farmers who produce major field crops such as corn and cotton have had programs including acreage controls, price floors and ceilings, loans, crop storage programs, disaster payments and others to mitigate these risks; growers of specialty crops (mostly fruits, vegetables and nursery plants) have fewer of these tools.

However, producers of specialty crops have freedom to change the quantities they produce and sell based on market demand. In the nursery industry, growers develop their own customer base and often attend trade shows where producers and customers gather. Another important factor in risk management for these growers is the absence of a central marketplace where prices are determined by market forces; prices for specific grades of products are not collected and reported. These factors suggest that the quantities of products coming to market, and the prices for those products, are not easy to predict.

All agricultural producers face several forms of risk:

- Production risks (weather, diseases, pests)
- Market risks for both inputs and outputs
- Financial risks that include the exposure of borrowing and repaying
- Institutional risks that include governmental actions such as tax laws and regulatory changes
- Human or personal risks (accidents, illness, death)

Nursery growers have access to a set of management tools and strategies available to the general agricultural community – crop diversification, debt management, contract sales, insurance and off-farm employment. But other important tools, such as use of futures markets, are not available.

Traditional farm management research and extension programs provide an opportunity to learn about management of risk:

Planning and budgeting facilitate informed decision-making, cash flow projections and capital planning.

Crop diversification may offset weather and disease risks by matching crops so that if one crop fails, another has a reasonable chance of succeeding. Appropriate diversification, however, may reduce potential revenue even as it stabilizes income.

Market diversification can work in a similar way. For example, in the early 1980s some Louisiana growers focused their sales efforts on the Texas market, particularly Dallas and Houston, because those markets were strong. An unexpected recession left those growers with few alternatives and with potential financial problems. In other cases, growers have dedicated large portions of their crops to specific buyers such as mass merchandisers that are sensitive to price and will switch suppliers if they can buy for less. This illustrates the riskiness of reliance on a single channel.

Crop insurance transfers risk to those who, for a price, are willing to accept it. Insurance protects against losses, thereby stabilizing revenues. It is intended to manage risks and protect income, not to be an investment. It is one tool in the risk management arsenal to help assure that the farm can weather adverse conditions. Nursery growers can buy multiple-peril crop insurance to insure against yield losses from most natural causes and can buy revenue insurance for situations where gross revenue falls below a specified level. In addition,

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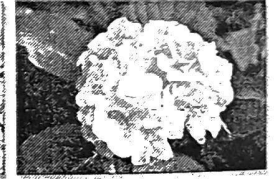
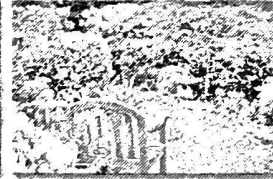
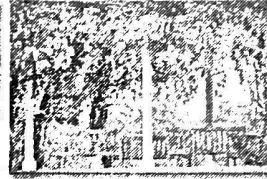
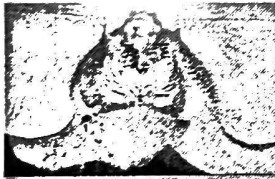
2006 Lawn & Garden CALENDAR



The LSU AgCenter's Get It Growing calendar is designed to help gardeners with their home gardens and grounds. Get It Growing is a lawn and garden educational campaign, which features

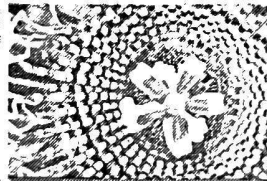
LSU AgCenter horticulturist Dan Gill on television and radio and in a weekly newspaper column.

The calendar features eye-popping photos of flowers, plants and vegetables and is chock-full of gardening tips, how-to's and other useful information for gardening enthusiasts. **Great gift.**



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Funded in part by a grant from the Louisiana Nursery & Landscape Association

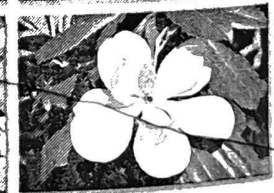


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IN THE NEWS

HOLLOWAY'S NURSERY FEATURED IN AMERICAN NURSERYMAN MAGAZINE

Clyde Holloway and Holloway's Nursery, Forest Hill, were featured in the "Snapshot with Nursery Professionals" profile article in the May 1st issue of American Nurseryman magazine. Holloway's Nursery was founded in 1968 and include 145 acres in production. Vist them online at www.hollowaysnursery.com

NEW FARM BUREAU NURSERY COMMITTEE LEADERSHIP SELECTED

The Louisiana Farm Bureau Federation's Nursery Committee meet earlier this week at Pat's Restaurant in Henderson. Representatives from the LSU AgCenter and La. Department of Agriculture and Forestry were also present. Business included report on proposed Quarantine 37 changes, sudden oak death, AgCenter research programs at Hammond and Burden Center in Baton Rouge, labor legislation (H2-A and H2-B) in Washington, and several other matters. **Rob Barry** of Barry's Nursery in Grand Coteau was re-elected chairperson of the group and **Dan Devenport** of Dan's Nursery and Landscaping in Abbeville was elected vice-chairman. More information on farm bureau activities is available at www.lfbf.org.

GET IT GROWING CALENDAR

Louisiana gardening enthusiasts have the opportunity to learn more about their craft and enjoy beautiful garden photos with the LSU AgCenter's 2006 "Get It Growing Calendar."

The full-color, 32-page calendar will feature a special section on magnolias, gardening tips for each month of the year and photos of beautiful flowers and plants. It also includes gardening tips from LSU AgCenter horticulturist Dan Gill, who is known across the region for his expertise on Louisiana gardening.

The calendar, which is designed as part of the LSU AgCenter's popular "Get It Growing" educational campaign on home lawns and gardens, also has an illustrated how-to section on successfully planting a tree.

The suggested retail price of the calendar is \$11.95 and will be available mid-July. Qualified retailers should contact, Elma Sue McCallum at (225) 578-2462 for discount information. See ad opposite page.

IN MEMORIAM

The Louisiana green industry community expresses it's condolences to the family of **Larry L. Schilling** of Bogalusa. Larry and his brother, Danny, owned Schilling Greenhouses, Inc.. He was member of the American Horticulture Society and the Louisiana Nursery and

Landscape Association. Larry also served in the Louisiana National Guard and was a board member of Washington Parish Farm Bureau. He is survived by his wife, Anita Howard Schilling; his daughters and sons-in-law.

We regret to add that **Perry Corkern**, of Magnolia Nursery, in Franklinton passed away in May. Perry had served as past president of the Southeast Louisiana Nursery Association.

Let's keep both of these families in our thoughts and prayers.

OWINGS RECEIVES EXTENSION MERIT AWARD

Allen Owings, horticulture professor at the LSU AgCenter and executive secretary of LNLA, was recently named the 2005 winner of the Extension Award of Merit from the LSU chapter of Gamma Sigma Delta. Owings received the award from chapter president Vicki Tiller at the organizations' spring banquet held at the LSU Faculty Club in Baton Rouge on April 26th.

GINGER CONFERENCE

The LSU AgCenter and **Gingerwood Nursery** will be co-sponsoring the upcoming Gulf South Ornamental Ginger Conference and Field Day on Friday August 5th and Saturday August 6th at Burden Center in Baton Rouge. A dinner will be held on Friday evening, with a plant sale and educational program on Saturday morning. The guest speaker will be tropical plant explorer and hybridizer John "Jungle John" Banta. Seating is limited so pre-registration is encouraged. For additional information contact LSU AgCenter horticulture professor Jeff Kuehny at 225.578.1043 or jkuehny@lsu.edu.

JOB OPPORTUNITY

Cane River Tree Farm, a new nursery located in Natchitoches, is looking for a horticulture graduate to oversee operations (labor/sales/inventory/etc.). A good retail/wholesale location with great demand for plant sales and landscaping. Salary is negotiable; based on experience and qualifications. Commission or part ownership a possible option. Interested? Contact Sidney Evans @ 318-471-3413. Send a resume or questions to sevans@cp-tel.net.

CONGRATULATIONS TO NEW OFFICERS

The **Southeast Louisiana Nurserymen's Association** held their spring meeting recently. New officers are:
President - **Monty Ingles** (CJ's Nursery in Wilmer)
Vice President - **Larry Bourgeois** (Covington Nursery in Covington)
Treasurer - **Kim Guidry** (Bracy's Nursery in Amite)
Secretary - **Annie Coco** (LSU AgCenter in Amite)



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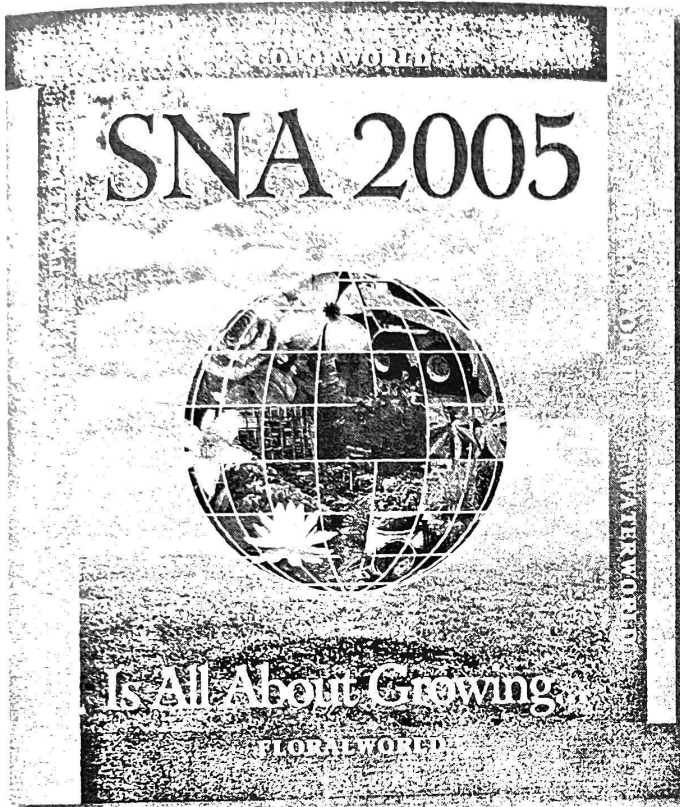
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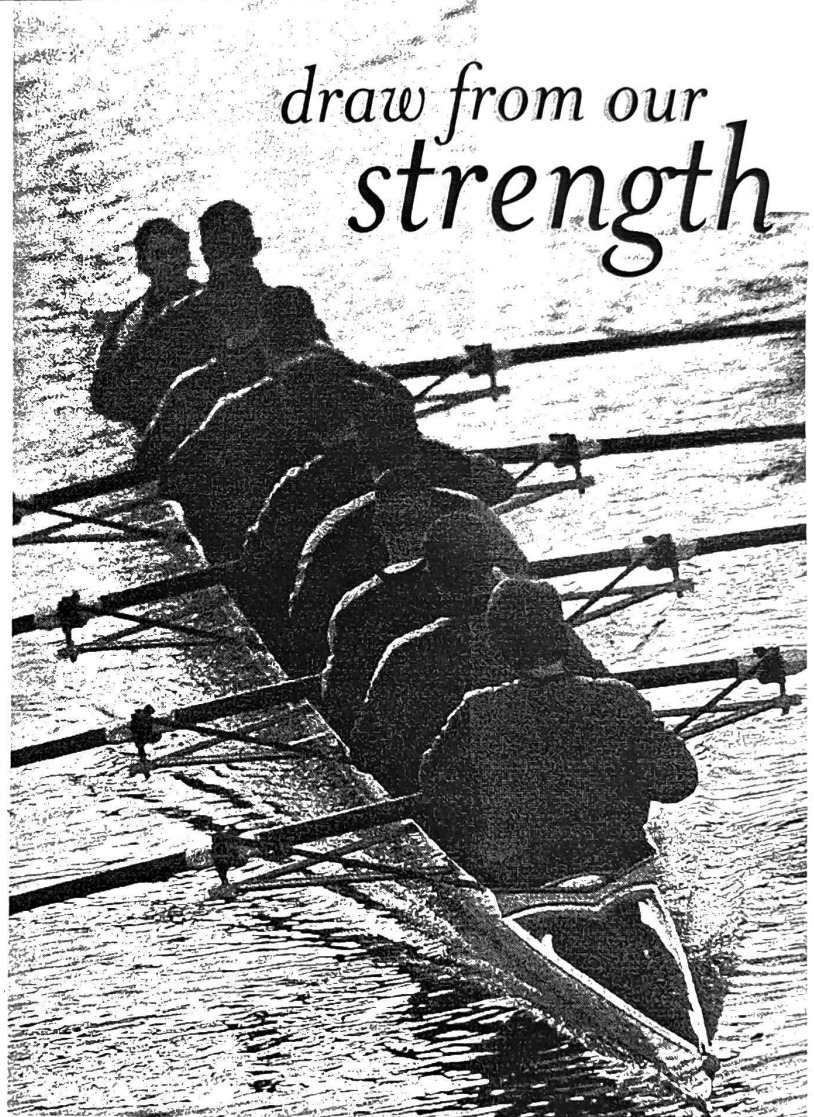
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"LSU AgCenter Research" continued from pg # 9...

growers may be included in government disaster programs and may be eligible for emergency loans that are direct payments to farmers when yields are affected by adverse conditions such as storm or drought.

The U.S. Department of Agriculture's Risk Management Agency reports insurance has been used by some Louisiana nursery growers. The "nursery field grown and container" program, which is available in 64 parishes, sold 50 policies with insured value of almost \$12.8 million in 2004.

In contrast to row-crop farmers, nursery growers and other specialty crop producers traditionally have relied on market-oriented activities, marketing skills and trade shows to sell their products. In addition to the traditional management recommendations that serve to reduce risk, insurance programs are tools to manage revenue risk. Growers should evaluate all the tools available to assure a consistent income stream, adequate to meet business and family needs. (for more information contact Department of Agricultural Economics and Agribusiness Professor Roger Hinson at 225/578-2753 or E-mail rhinson@agctr.lsu.edu)

PROFUSION ZINNIAS

Profusion series of zinnias are rapidly gaining popularity among home gardeners and landscape professionals. These zinnias can be considered a landscape zinnia. They are hybrids between old cut flower-type zinnias and the Mexican or narrowleaf zinnias. Flower and foliage are smaller than the old cut flower-type zinnias but larger than the narrowleaf zinnias. They are also a great improvement over the Dreamland and Peter Pan zinnias, which have been the primary zinnias used the last 10 years for landscape plantings.

Profusion zinnias are available in five colors. Profusion White, Orange and Cherry have been around a few years; Profusion Fire and Profusion Apricot were introduced in 2004. White, orange and cherry are all All-America Selection winners. Profusion White and Profusion Orange were recognized as outstanding plants for Louisiana under the old Louisiana Select program for their superior landscape performance. The orange flowers of Profusion Orange start out very bright and gradually fade with age. The bright white flowers of Profusion White fade to creamy white. The reddish flowers of Profusion Cherry fade to an off color red and pink. Profusion Fire and Profusion Apricot have the most colorful flowers in the series. Fire has reddish-orange flowers and Apricot has light orange to peach flowers. Flower color holds up well on these two varieties. In our LSU AgCenter bedding plant trials, Profusion Orange, Profusion Fire and Profusion Apricot have been the better performers.

Ideal planting dates in the spring for zinnias would be early April in south Louisiana and mid April in central and north Louisiana. You can continue to plant zinnias later in the year; they make a nice late summer planting for plentiful fall flowers. A full sun location is best. Old flowers can be pinched off to encourage more continual bloom, but Profusion zinnias stay in flower much better and longer than other zinnias.

Powdery mildew and leaf spot diseases (caused by fungus and bacteria) are sometimes a problem on zinnias but are less prone to damage the Profusion type. Zinnias will perform best in drier years. Also, it is important to note that a well-drained bed is preferred, and irrigation does not need to be often. Zinnias are remarkably drought tolerant.

LANDSCAPE WORKSHOPS IN AUGUST AND SEPTEMBER

Landscape and lawn maintenance workshops for Louisiana's green industry professionals will be held August 31st in Lafayette and September 29th at the Hammond Research Station in Hammond. More details on these workshops will be coming soon. We hope to see you there.

HAMMOND RESEARCH STATION: RESULTS FROM LANDSCAPE FERTILITY MANAGEMENT STUDIES

The landscape horticulture research at Hammond Research Station this year has been focused on fertility management in landscape flower beds. The overall objective is to fine-tune fertilizer applications for best plant display and to reduce inputs such as fungicide spraying or pruning. Studies include comparing the effects of different types and rates of fertilizer on plant growth and flowering *performance of* herbaceous perennials (daylily, lantana, Mexican heather, rudbeckia, guara, Echinacea purpurea, and Cuphea); effects of planting dates and fertilizer rates in combination with fungicide treatments on disease management in annual vinca; and a preliminary study on developing a pruning index under different fertility regimes using 'Homestead Purple' verbena as the test plant. Fertility treatments have shown significant effects on plant growth based on data collected in April to May. Although it will take another year to see second-year performance of the perennials, more results will be available by the end of this summer. For more information on this project, contact LSU AgCenter assistant professor Yan Chen at the Hammond Research Station (985/543-4125 or yachen@agctr.lsu.edu).

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"LSU AgCenter Research" continued from page #17

LSU AGCENTER "ON THE ROAD"

Visit the LSU AgCenter booth at the Nursery and Landscape Expo in Dallas, TX Friday August 19th – Sunday August 21st. Horticulture professors Allen Owings and Ed Bush will be providing presentations in the educational lounge on the trade show floor on Friday.

LSU AGCENTER REGULARLY FEATURED IN ORNAMENTAL OUTLOOK

Information from the LSU AgCenter is regularly included in Ornamental Outlook magazine. "Gulf States at a Glance" includes information from Louisiana, Alabama and Mississippi in the February, April, June, August, October and December issues. The April issue featured a report from a container blow-over study conducted by LSU AgCenter agricultural engineer Dick Parish. This research was supported by LNLA.

LOUISIANA AGRICULTURE SPRING 2005 ISSUE: FEATURES NURSERY AND LANDSCAPE ACTIVITIES

Research and extension efforts at the LSU AgCenter that support the commercial green industry in Louisiana are featured in the spring 2005 issue of Louisiana Agriculture.

MULCH AND SOIL COUNCIL ANNOUNCES NEWEST CERTIFIED PRODUCT SUPPLIERS

The Mulch and Soil Council (MSC) recently announced the latest listing of manufacturers who have certified products through the MSC Certification Program. To date more than 200 companies have products listed. In our local area, companies include Phillips Bark Processing Company in Brookhaven, MS and Louisiana Soil Products in Ruston, LA. In addition, suppliers of greenhouse media such as the Scotts Company, Conrad Fafard, and Sun Gro Horticulture have certified products. For more info, view the council's website at www.mulchandsoilcouncil.org



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Florikan E.S.A. Promotes New Technical Fertilizer Sales Manager

April 2005, Sarasota, Florida -- Florikan E.S.A. (Environmentally Sustainable Agriculture), a Sarasota, Florida-based company founded in 1982 that provides professional growers throughout the Southeast with quality fertilizers and other horticultural products, has promoted John Donegan to the position of Technical Fertilizer Sales Manager.

In his new role, Donegan will maintain and grow fertilizer business, manage sales representatives of the company, and speak publicly at grower meetings, sales meetings, and industry tradeshows. He was formerly the company's Fertilizer Technical Specialist.

With an extensive background that spans Horticulture products sales and financial / business advisory planning, and with a Masters of Science in Horticulture from Virginia Tech, Donegan was an obvious match for the role, according to Florikan management.

The promotion is in keeping with Florikan's practice of promoting from within the company whenever possible. Florikan employs Horticulture experts versed in crop nutrition management at 4 different locations, including Sarasota and Apopka, Florida, Semmes, Alabama, and Forest Hill, Louisiana. Learn more about Florikan at www.Florikan.com. *



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"Sudden Oak Death Information." continued from front cover...

Department LSU, Baton Rouge. Any samples showing positive ELISA results will be extracted and the DNA sent to USDA-PPQ for nested PCR (*polymerase chain reaction*) analysis. Sampling and testing is done through the LDAF CAPS cooperative program.

SUMMARY OF THE AMENDED SOD FEDERAL ORDER, JANUARY 10, 2005

QUARANTINE AREAS: All nurseries in quarantined areas must be inspected for symptoms of *P. ramorum* annually. In addition, each shipment of regulated articles of nursery stock must be inspected and found free of *P. ramorum* prior to their interstate movement. Nurseries where host nursery stock and associated articles are grown must be inspected and tested for the presence of *P. ramorum* in advance of the interstate movement of regulated nursery stock.

Plants showing symptoms of *P. ramorum*-like infection upon inspection will be sampled and tested. All symptomatic plants, plants located in the same lot as a suspect plant, and any plants within 2 meters of this lot of plants must be withheld from interstate shipment until testing is completed and the nursery is found free of *P. ramorum*.

REGULATED AREAS (CA, OR & WA):

Nurseries that ship host or associated plant nursery stock interstate may not ship nursery stock interstate until the nursery has been inspected, sampled and tested, and found free of *P. ramorum*. Such nurseries may be inspected, sampled, and tested through an official "State Nursery Stock Cleanliness Program" (SNSCP). A minimum of 40 samples should be taken, biased toward hosts, associated hosts and nearby plants. 'SOD-Free' nurseries may continue to ship interstate for up to one year after certification.

Nurseries that do not ship or contain host or associated plant nursery stock interstate may not ship nursery stock interstate until

the nursery has been inspected and found free of *P. ramorum*. Only symptomatic plants need to be sampled and tested. 'SOD-Free' nurseries may continue to ship interstate for up to one year after certification.

For all nurseries: Plants showing symptoms of *P. ramorum*-like infection upon inspection will be sampled and tested. All symptomatic plants, plants located in the same lot as a suspect plant, and any plants within 2 meters of this lot of plants must be withheld from interstate shipment until testing is completed and the nursery is found free of *P. ramorum*.

The complete amended Federal Order can be found at the following website:

http://www.aphis.usda.gov/ppq/ispm/pramorum/pdf_files/federalorder12-21-04-final.pdf

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- Black
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- Gold
- Blue
- Green
- Orange
- Natural
- Playground Mulch

Soil Amending Products

- Soil Conditioner
- Compost
- Top Soil



WE CAN CUSTOM COLOR MULCH TO FIT YOUR NEEDS

- ✿ Recycled quality hardwood
- ✿ No pallet wood used
- ✿ 100% Environmentally safe
- ✿ Also inhibits weed growth

How much mulch do you need?

1 yard of mulch = 27 cubic feet, approximately 13 bags

That will cover:

81 square feet to a depth of 4"

106 square feet to a depth of 3"

162 square feet to a depth of 2"

All products are available in bags or in bulk, delivery available

MULCH PRODUCTS

Approx. 2 CU. FT. (56L)

SOIL AMENDING PRODUCTS

Approx. 50 LBS. (22.5 kg.)



**5TH ANNUAL
NURSERY &
LANDSCAPE
GOLF SHOOTOUT**

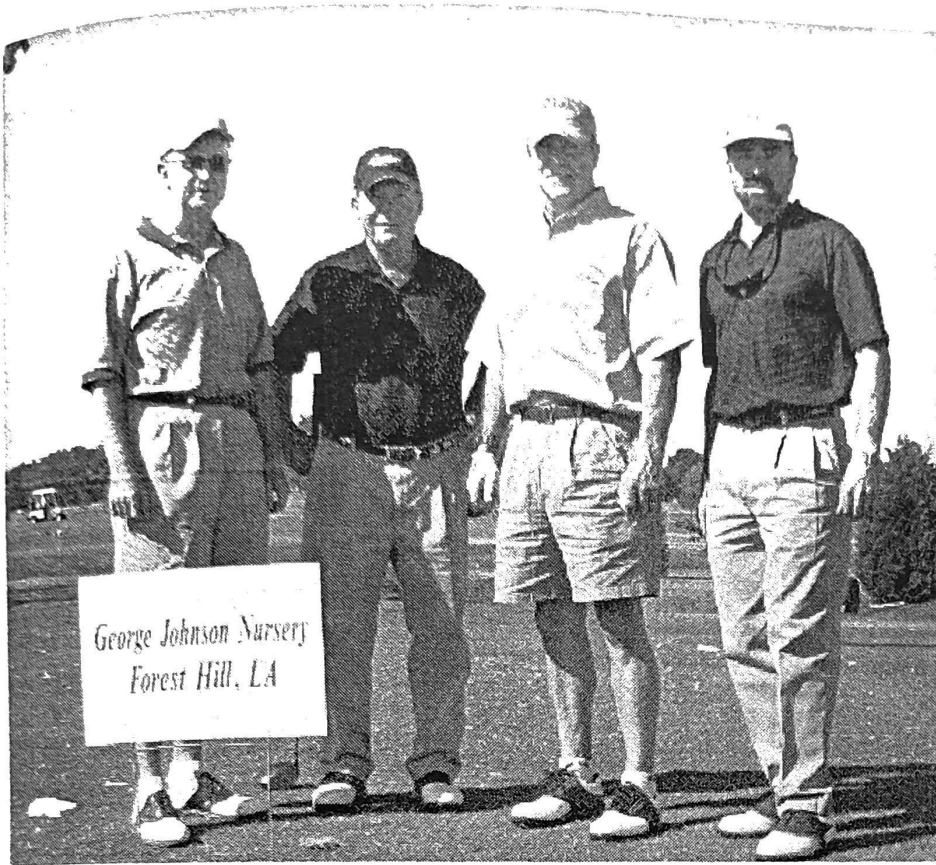
The Department of Horticulture hosted their 5th annual Nursery and Landscape Golf Shootout on Friday, May 6th, at the LSU Golf Course in Baton Rouge. Sponsors of this years event were C.J.'s Nursery, George Johnson Nursery, Southeast Louisiana Nurserymen's Association, Windmill Nursery of Louisiana, Evergreen Turf Farms, Southwest Louisiana Nurserymen's Association, Baton Rouge Landscape Association, and Louisiana State Horticulture Society. Other contributors were Greener Trees, Ewing Irrigation, Greengate Garden Center, Louisiana Department of Agriculture and Forestry, McIlhenny Company, and Baton Rouge artist Henry Lastrapes. Todd Ellefson, Trent Ellis, Paul Montjoy, and Brad Yarbrough won first place with an impressive score of 57. Second place went to the team of David McCallum, Jeff Kershaw, Earl Comeaux, and Ryan Fabre with a 58. Ed Bush, Paul Wilson, Pat Ardoin, Boo LeBlanc and David Picha tied with Bobby Fletcher, Steve Borel, David Boldt, Todd Tarifa, and Jimmy Garrett for third place with a 61. Closest to the hole winners were Allen Owings, David Picha, and Paul Montjoy. Long drive was won by Steve Borel.



1st Place Team - Windmill Nursery



3rd Place - LSU AgCenter County Agent Team: (left to right) David Bolt, Bobby Fletcher, Todd Tarifa, Steve Borel, Jimmy Garrett.



5th Annual Nursery & Landscape Golf Shootout

Sandy Dooley (LSU), Jimmy Culpepper (Greener Trees), Murphy Johnson (George Johnson Nursery), and Nathan Dondis (Greengate Garden Center and Landscaping) enjoyed the day!.



Horticulture Team Finishes 4th Place in 4-H Golf Tournament

The LSU Horticulture Team of Allen Owings, Ed Bush, Sandy Dooley and Jimmy Garrett finished in third place in the first flight (and 4th overall out of 21 teams) at the 8th annual Louisiana 4-H Foundation Golf Tournament held in April at Carter Plantation in Springfield.



Certified Nursery & Landscape Professional Manual Review and Exam - 2005

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Feb 24 - 25
Burden Center,
Baton Rouge
9am - 4pm | <input type="checkbox"/> June 16 - 17
Ira Nelson,
Horticulture Center,
Univ. of LA, Lafayette
9am - 4pm | <input type="checkbox"/> Sept 22 - 23
City Park
Botanical Garden,
New Orleans
9am-4pm | <input type="checkbox"/> Nov 17 - 18
Lomax Hall,
Louisiana Tech,
Ruston
9am-4pm |
|---|--|--|--|

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)
\$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	_____	_____
\$35 per person for manual review only (no exam) in preparation for LDAF license test or professional training.	_____	_____
\$60 per copy of, "Louisiana Nurserymen's <i>Manual for the Environmental Horticultural Industry</i> ", the suggested manual for this course.	Manuals # _____ x \$60=	_____

Office Use: _____
 Manual _____
 Date Mailed: _____
 BY: _____
 Date Invoiced: _____

Make check or money order payable to:

Louisiana Nursery & Landscape Association

Mail check to: Anthony Witcher
 c/o Louisiana Nursery and Landscape Association
 PO Box 25100
 Baton Rouge, LA 70804-5100

Total \$ _____
 Check # _____
 Date: _____

For further information contact:

Anthony Witcher- Ph 225. 578.2222, Fax 225.578.0773, E-mail awitcher@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 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 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	\$100,00 - \$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.

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 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



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Nursery &
Landscape
ASSOCIATION
P O Box 25100
Baton Rouge, LA 70894

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