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Magnolia grandiflora
www.onlineplantguide pg. 18



IN THE SPOTLIGHT: Warren Meadows

This quarter we will highlight someone who has devoted so much to LAN (LNLA) and was one of our Honorary Member recipients honored this past January at LNLA's annual breakfast meeting in Mobile, AL. He was unable to receive his honorary membership certificate at the GSHE Show, so I hand delivered it to him recently; an honor I have done for quite a few others who were unable to attend.

Dr. Warren A. Meadows was the second Executive Secretary of LAN and I had the distinct pleasure of serving on the LAN Board for the majority of his tenure back in the 1980's and early 90's. And what a great visit we had! It was certainly good to see and visit with Warren especially since we lost touch with him when his address changed several years ago.

I first met him in 1975 when he conducted one of the first Cooperative Extension Service Turfgrass Short Courses. It was great for me because I was just promoted to the Area Horticulture position in New Orleans. I knew a little about turfgrasses, but this short course gave me a whole new perspective on the subject. Not only did Dr. Meadows have



a vast knowledge of turfgrasses, but he also was the pecan specialist for the LSU AgCenter.

Dr. Meadows attended LSU in the late 1940's and left in his junior year to join the Navy. He served as an aerial photographer from 1950 to 1954. After his tour of duty he went back to LSU to complete his undergraduate degree in General Agriculture. From there he

(Continued on page 34)

Sustaining the Best Team Possible

Have you ever had somebody come up and give you their "two weeks' notice." And as they're telling you this, you're worried that you're smiling?

I have: It meant I wasn't doing my job. And this year more than ever, we all need to be doing our job building and sustaining the very best teams possible.

As I write this, I don't know what our spring sales are going to be like, but I do know that there is likely to be an improvement in quality of people looking for jobs this year. This is the year that we can all upgrade. It may be 2010 or 2013, but things will get better—and when they do, how are we going to be prepared with our labor force to make sure that we are at our best to service

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THE PRESIDENT'S VOICE

Hello LNLA Members,

Well, Spring has sprung and as the summer months bear down on us, I think that we have a lot to be thankful for. We all continue to be affected by the downturn in our economy, but here in Louisiana we continue to be fortunate enough not to be hit as hard as other parts of the country. According to the Philadelphia Federal Reserve's Second Quarter 2009 Survey of Professional Forecasters we will begin to see a small increase in the GDP for the third quarter (.40%) and fourth quarter (1.70%). They expect this increase to continue into 2010 with growth of 2.2% and 2.9% in the first two quarters. While these percentages seem small they are significant as we start to see growth nationally. Here in Louisiana, we are fortunate to have work available to us. Times are indeed tough, but there is work to be had. We just need to work harder to get it than we may have had to do in the past several years. I know that I have personally had to seek out work more than in the past, but I can say that the jobs are indeed out there and I am confident that our industry will continue to prosper through these tough economic times.

In my first newsletter, I wrote to you that one of my focuses for the year is to increase membership numbers and increase member involvement within our organization. Many of you have been helping to get the word out to prospective members and many of you are stepping up to promote our organization and to take advantage of its programs and benefits. I encourage you to continue in these efforts. Our records indicate that though we have gained 25 members in 2009 our membership is still down significantly from 2007 (466 in '09 vs. 571 in '07). I firmly believe that there is power in numbers and the effectiveness of our organization can be very significant if we work towards this goal. As a group we can have a great impact on our industry and individual success if we continue to build and support the LNLA.

And last but not least, I wanted to invite all of you to participate in the GSHE show in January. Please note that the dates for this event have changed. The conference is scheduled for Jan. 21-23, 2010 at the Mobile Convention Center. I have made it a point to attend this event in the past several years and have found it to be a very worthwhile experience. I believe that you will find that the educational sessions and workshops, combined with a vendor trade show, offer opportunities for you to increase your knowledge, help save you money and grow your business.

So, what are you waiting for? Get out there, hustle jobs and get involved in your organization and communities!

Have a great summer!

Sincerely,

Rusty Ruckstuhl, LNLA President

REGIONAL REPORT FROM GREEN INDUSTRY ASSOCIATIONS

► NOWLAN UPDATE:

MEETING MINUTES, APRIL 4, 2009 SFA STATE UNIVERSITY, MAST ARBORETUM TOUR, NACOGDOCHES, TX

Twenty NOWLNLA members gathered in front of the SFA Agriculture Building around 8:30 A.M. and the tour began at 9:15. Dr. Dave Creech took the crowd around the landscaped area beside the Agriculture Building, which was one of the first sites planted in the mid 1980's. There we toured the Twin Borders, the Bee Display, Meditation Garden and Herb Garden. Many people brought plastic bags and clippers to get cuttings of plants Dave discussed for later propagation. Probably one of the most striking, unusual plants seen was the Chinese weeping hackberry, *Celtis sinensis*, trained over an arbor.

From there we toured the Shade Garden, Boardwalk – palms, and LaNana Creek Trail, where we crossed over the LaNana Creek Bridge, to the Ruby M. Mize Azalea Garden. What a sight it was to see some 500 cultivars of azaleas, most of which were in bloom! Not to mention the vast collection of Japanese maples, camellias, and a myriad of other plant species.

I remember when the azalea garden was planted. Sherwood Akin and I made our annual spring tour of the Arboretum. Dave took us over there just after it was planted. One could almost see from one end, of the almost 12 to 15 acre understory planting, to the other. Now it has matured into a magnificent plant display where one could only see several hundred feet in any direction. Of course, this provided a wonderful sense of mystery and one was compelled to continue down the trails to see more wondrous sites.

Not only were participants taking cuttings, but most were also taking photographs of the flowering beauty all around us. Several images are posted in Dave Creech's article from SFA Arboretum located on page 23.

After we toured the azalea garden, we went back over the LaNana Creek Bridge and headed north to the Arboretum's Asian Valley, then on to the Lines of Vines where a fabulous display and trial of many ornamental vines were planted. From there we went through the Conifers, to the Dry Garden, and back to the Agriculture Building; where we left the arboretum to travel about 1/2 mile to the Pineywoods Native Plant Center.

Once we arrived at the Pineywoods, Dave invited the participants to select any number of container plants, located in the propagation area, to take home. After that, Dave toured us around the naturally landscaped grounds of native plants indigenous to East Texas and Louisiana. Once all the tour goes finished, a delicious turkey and cheese croissant sandwich, with all the amenities, were waiting at the Pineywoods Native Plant Center.

After lunch, we all left to go back to the arboretum's greenhouses and lath houses to receive more of Dave's giveaway plants; which he had waiting for each of us to take home. By this time, it was 2:30 P.M. and everyone expressed to Dave how much they appreciated the entire day. The weather couldn't have been better for a tour of the arboretum; cool, sunny and just a perfect spring day.

I asked Dave about another tour, perhaps in the fall – early November 2010 – to see the vast array of camellias in bloom. He said that would probably be fine, but we'll wait until closer to that time before we make an announcement.

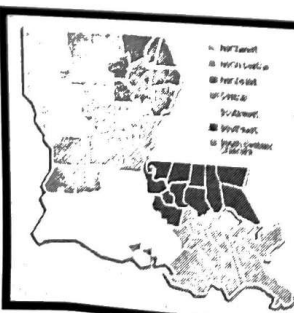
► SELNA UPDATE:

SELNA elected officers for the next two years at the spring meeting, held on March 24th, in Hammond. The new president is Taylor Frazier of Frazier's Nursery, Amite; the new vice-president is Dub Jenkins of Dub's Nursery, Franklinton; re-elected were treasurer Margie Ann Jenkins of Jenkins Farm & Nursery, Amite; and secretary Annie Coco, retired county agent.

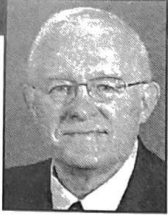
The date for the 2009 SELNA Trade Show will be Friday, October 2nd. It will be held at the Castine Center in Pelican Park, Mandeville, LA; the same location as last year.

SELNA held its annual Crawfish Boil on May 2nd at Dogwood Hill Nursery, in Folsom, hosted by Bill & Sylvia Furlong. About 35 SELNA members and guests attended; all enjoyed good food and good company.

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



Support Louisiana's green industry by joining your regional association. Contact the following:
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THE BUG DOCTOR

Beneficial Insects

For some people the idea of beneficial insects are a little difficult to comprehend. This is because many of the “beneficial insects” have enduring features like biting and stinging. They also will sting or bite anyone or anything they can to protect themselves or if they can use it for a food source. So in many cases being a “beneficial insect” depends on the situation. In a vegetable garden the small wasp that parasitizes a tomato hornworm is beneficial but when this same wasp parasitizes a catalpa worm that we often use for fishing, it can be a pest.

Fire ants are “beneficial insects” when they eat ticks, fleas and grass-feeding caterpillars but when they crawl up your leg and sting us, they become a hated pest. One needs to remember that although “beneficial insects” can perform in very good and helpful ways, many of our ‘friends’ in the insect world effectively act as double agents.

Wasps are very effective predators and can be parasitic on many other insects. An example is the cicada killer, which is a very large, predatory wasp that feeds exclusively on cicadas, or locust as some may refer to them. These wasps live in burrows in the ground and prefer situations where the soil is friable or loose such as mulched flower or groundcover beds. Other ideal locations are open areas where the grass is sparse and the soil is sandy.

Cicada killers can be so numerous that they appear as colonies with upwards of hundreds of individual holes in the ground. They get their bad name because observers watch as the males dart back and forth chasing other males in an attempt to keep them from going into their burrow. They appear to be fighting and we may assume that they are very aggressive and would sting us if disturbed. However, one could stand in the middle of the population and the wasps would settle on your cloths or shoes and preen (groom) themselves then go on about guarding their burrows. Lawnmowers may pass over such colonies and the cicada killers would just move out of the way only to return to protecting their burrows after it passes.

However, should a cicada killer become entrapped in clothing or hair, or if one should step on one with thin-soled shoes, the wasps can sting very viciously. But, they are beneficial by catching and paralyzing cicadas as a food source; thus protecting the

terminal growth on many woody ornamental shrubs and trees.

Many of the small wasps that parasitize eggs, caterpillars, pupa and other larvae, often go unnoticed by most people, but they do their job nonetheless. Two wingless wasps that attract considerable attention are fire ants and the velvet ant. Most people recognize fire ants by their mounds and their stinging ability. However, velvet ants are not as numerous and can be identified by their bright red and black color. Velvet ants can produce a vicious sting.

Both the fire ant and velvet ant are predators. Fire ants forage on any insects or animals they can catch, dead or alive. Velvet ants forge primarily on ground-nesting bees.

Native bees also are very beneficial and many are solitary species that nest in the soil. Like honeybees, they are beneficial from the standpoint of pollination and native bees were the original pollinators before the introduction of the European honeybee to America. There are several families of these native bees and although they nest in individual burrows in the soil, they tend to congregate in medium to large numbers.

There may be holes in the ground or they may nest in the sides of embankments or along ditch banks. Occasionally they build elaborate mud tubes that extend from the opening of their holes. These bees primarily like soft, sandy loam soils but some may be found around ponds and in soils with some clay content.

Many people are concerned when colonies are found, but these bees are not aggressive and are in peril in certain areas due to man’s encroachment upon their habitats. Where these colonies are found, the bees should be protected by marking off the areas and planting native wildflowers to encourage their habitation.

Even though many “beneficial insects” could pose a stinging threat to humans, oftentimes they provide beneficial results by alerting us about a potential pest problem, and reducing our need to spray insecticides when the “beneficial insects” can reduce the population naturally. Make sure you identify the insect before you spray. If they are causing damage to your plants, spraying may be necessary. However, if they are simply flying around plants or if they are attacking other insects, they may be a friend helping to control a damaging insect pest.

Article submitted by Dr. Dale Pollet, LSU Department of Entomology, (P) 225.578.2180, (C) 225.281.0585, (E) dpollet@agctr.lsu.edu .

Evaluation of Clay Aggregates in Perennial Offshoot Production

Jeremy M. Pickens, Glenn B. Fain, Jeff L. Sibley, Charles H. Gilliam, and John W. Olive. Department of Horticulture, 101 Funchess Hall, Auburn University, AL 36849. *J. Environ. Hort.* 27(1):1-6. March 2009.

Abstract. In an effort to compare yield and time required to remove substrate from roots of liners, *Ophiopogon japonicus* and *Ophiopogon japonicus* 'Nana' (lilyturf) bare root bibs were potted into 100% aged pine bark, 8:2 (v:v) pine bark:peat moss, 100% perlite, 100% fine grade Profile™ porous ceramic (Profile™ products LLC, Buffalo Grove, IL), or 100% coarse grade Profile™ porous ceramic. In a second study *Ophiopogon japonicus* was potted into 100% aged pine bark, 100% 3/16-inch HydRocks® (Big River Industries Alpharetta, GA), fine grade 100% Profile™, 100% perlite, 100% sand, 8:2 (v:v) pine bark:peat moss, and 3:1 (v:v) 3/16 HydRocks®:sand. In the second study, fine grade Profile™ produced the highest number of total bibs per container and bib production was similar to 8:2 pine bark:peat moss. HydRocks® was similar to pine bark in total bibs per container but was more efficiently removed from roots. Removal of the HydRocks® substrate from plant roots required 50% less time than removal of pine bark:peat moss substrate and 51% less time than removal of pine bark substrate. HydRocks® took 23% less time to remove from roots than fine grade Profile™. Results indicate that clay materials such as HydRocks® and Profile™, when compared to conventional substrates can provide suitable yields while also decreasing labor cost by decreasing time to bare-root.

Evaluation of Persistence of Selected Miticides Against the Twospotted Spider Mite, *Tetranychus urticae*

Raymond A. Cloyd, Kansas State University, Department of Entomology, 123 Waters Hall, Manhattan, KS 66506-4004, Cindy L. Galle and Stephen R. Keith, AllTech Research and Development, Sparta, IL 6228, Kenneth E. Kemp, Kansas State University, Department of Statistics, Manhattan, KS 66506. *HortScience* 44(2):476-480. 2009.

Abstract. Twospotted spider mite, *Tetranychus urticae*, is a major arthropod pest in greenhouses. Greenhouse producers typically use miticides to control two spotted spider mite (TSM) populations. This study, which involved two replicated experiments, was designed to assess the persistence or longevity and efficacy of translaminar miticides with the active ingredient (a.i.) etoxazole, chlorfenapyr, abamectin, and spiromesifen* by applying these miticides to either butterfly bush (*Buddleia davidii*) or marigold (*Tagetes erecta*) plants, depending on the experiment, and then artificially infesting the plants with TSM. Based on percent mortality and number of live and dead TSM, several miticides provided adequate control of TSM even after having been applied to the test plants 14 days before being artificially infested with TSM. This suggests that these miticides have extended residual activity. The etoxazole 10 to 12 micromoles and etoxazole water-dispersible formulations provided control (greater than 85% mortality) of TSM over the course of Expt. 1 with four or less live TSM recovered from treated plants

(Continued on page 13)

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Nursery & Landscape Golf Shootout



Friday July 10th

Registration 7:00 - 8:15 am

Shotgun Start at 8:30 am

Entry Deadline: Tuesday July 7th

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.

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Registration deadline is July 7, 2009. Proceeds benefit LSU AgCenter nursery and landscape research and extension efforts.



Notes From The Secretary

Severn C. Doughty, Sr., LNLA Executive Secretary



Hi to all my good friends,

Since the last Newsletter was published, I've been traveling; this time to Alexandria, VA to attend the Spring Meeting of the Nursery & Landscape Association Executives of North America. It's a great organization made up of nursery association executives from all over the United States. Being involved has been very beneficial to me; especially as it relates to managing LNLA. The three day meeting was packed full of educational topics including:

- 1) A round table discussion of cutting edge topics relevant to the nursery industry; such as labor issues, water restrictions, invasive plants and governmental restrictions;
- 2) Problem Solving Skills – Thinking Outside Your Mental Boxes – the speaker examined major mental blocks that prevent us from exercising effective problem-solving and decision-making skills. He indicated that we all have paradigms, or preconceived ideas about running an association. But, how did we create or inherit these mental boxes?
- 3) Economic & Financial Outlook – presented by Alan Gayle, Senior Investment Strategist with RidgeWorth Investments and investment consultant for HRI. Alan summarized our current economic situation as follows: a) the global economy is in a severe recession (no brainer), b) aggressive policy actions are under way to stem the decline, c) inflation (aka: pricing power) is limited, d) despite the challenges facing the U.S., the dollar has retained its status as a 'safe haven' currency, e) there is evidence that the slide is abating, f) mild, not strong, recovery is the most likely scenario, g) investing and running a business in a slow-growth economy is difficult, h) construction may stabilize, but expect slow growth, i) less use of borrowing to finance spending is anticipated, j) pricing power is challenged in a low-inflation or deflation climate, k) cost management and cost efficiency is increasingly important, l) big government could play a larger role, (The good news is that increased government spending could be a potential source of business. The bad news is increased regulation could likely add to costs), m) interests rates are expected to remain low for some time with spreads likely to narrow, making borrowing more accessible and affordable.

Bottom line – The economic 'free-fall' appears to be ending and economists will be looking at a period of stability followed by modest growth later this year, 2009, and in 2010.

- 4) Association Management Issues – the speaker discussed: a) income tax IRS Form 990 (for non-profits with \$1 million in annual revenue or more and \$2.5 million in net assets or more – LNLA has less net assets and consequently, files the IRS Form 990 EZ), b) avoiding risk of personal liability by association volunteers, c) board meeting best practices, d) association insurance issues and e) intellectual property.
- 5) Exploration of the Non-Profit Business Model – The speaker indicated that although non-profits differ greatly from their for-profit counterparts, there are practices and systems that can be applied to improve the efficiency, profitability and long-term viability of non-profit organizations. Some of the topics he covered were: downsizing in a slowed economy, less revenue, why join an association, the importance of the mission statement, effective leadership and selecting good leaders to serve the association, accountability, sound business plan, and strategic planning for the future.

Lastly, the Pennsylvania Landscape & Nursery Association compiled a referenced, 'white paper,' demonstrating how the 'Green Industry' could and should fit into the President's Economic Stimulus Package. It investigates 'Green Industry' jobs, Urban Forestry – economic impact and jobs in cities, carbon sequestration, water quality and storm water runoff, air quality, biodiversity, opportunities with highways, green roofs on public buildings, landscaped environments and human performance around public buildings, landscapes around hospitals, health care and assisted living facilities, positive effects of plants in buildings on humans, positive effects of plants on children and the school environment, and neighborhoods and crime. It's well done and I would be happy to send a copy of the report to anyone who asks.

The report has already been sent to certain members of congress for their consideration. I'm told that some associations are contemplating grant applications to hopefully capture some federal funding.

On another topic, I have really enjoyed visiting with some of the honorary members who were unable to attend the annual breakfast meeting at the GSHE Show in January. I hand carried the certificates to: Dr. Joe White, in early April while attending the SFA Mast Arboretum Open House and Kent Langlinais, a few days later, in April. Kent had a full box of LAN history, some of which dated back to 1956.

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(Continued from page 9)

I visited with Walter Imahara on May 21st and saw significant progress at his arboretum. He has two sites. The first of which is mostly planted. The second of which, he is in the process of sculpturing the hilly, loess soils near the east bank of the Mississippi River right in St. Francisville, LA. The approximately 60 acre site has a wealth of mature native plants, to which he plans to add many additional plants.

The next day I stopped by the Hammond Research Station and toured the display gardens. It is very impressive and full of color. If you haven't had the opportunity to visit, you should by all means. Drs. Regina Bracy, Allen Owings and Yan Chen have transformed this experiment station into a horticultural wonderland. Besides, LNLA has invested a considerable amount of research dollars into the work being conducted there, and I personally feel it is money well spent. I encourage you to visit and see how LNLA's research dollars are working for you.

After I left the research station, I stopped by to visit with Dr. Edward Bateman and bring him his certificate. It was great to see him and visit with him. He was so appreciative of the certificate - as all have been. The next day I visited with Frank Akin in Denham Springs, LA. He's now a retired Methodist Minister but he has a new profession. The previous owners of the Whistle Stop Coffee Shop, in the Antique District of Denham Springs, donated the shop to the church. Frank was asked to be the volunteer manager. He accepted and is there most of the time. He says he loves it. If you're in the neighborhood, stop by to see him and buy some coffee - practically all the proceeds go to the church.

After I left Frank Akin I went to visit with Dr. Warren Meadows. It was really good to see and visit with him. I haven't seen him since the late 1990's, so needless to say we had quite a lengthy visit. You can read about him 'In the Spotlight' in this issue of the LNLA News. I have eight more visits to make and hope to finish by July.

Remember, if you have a comment, announcement, request and/or a criticism or you would like to make a contribution to the Louisiana Nursery & Landscape News, please contact me at 318-872-4677 or email me at scd357@cmaaccess.com.

Until next time....

Severn C. Doughty, Sr.
LNLA Executive Secretary



LOUISIANA Nursery & Landscape NEWS

LNLA's newsletter, *Louisiana Nursery & Landscape News*, is a quarterly publication. Advertisement space can be purchased by any green industry business. A discount is available to LNLA members with *1YR contracts.

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

For further details contact the editors:

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ORNAMENTAL HORTICULTURE NEWS AND NOTES



Ideas for Water Conservation Management in the Nursery

- Schedule irrigation based on plant demand
- Decrease irrigation frequency by increasing media water holding capacity
- Be very aware of irrigation volume when watering small plants in large containers
- Group plants based on daily water requirements
- Maximum leaching volume of 25% (preferably 10%)
- Monitor irrigation system uniformity
- Reduce substrate (media) temperature
- Consolidate plants to avoid open areas receiving irrigation
- Collect irrigation and rain runoff for irrigation re-use
- Manage irrigation runoff volume
- Minimize/eliminate irrigation runoff leaving the nursery



AARS Winner for 2010

Only one AARS winner in 2010! All-America Rose Selections (AARS) has chosen a single rose to symbolize the best in the country. The new winning rose for 2010 – ‘Easy Does It’ – features mango orange, peach pink and ripe apricot flowers and glossy green foliage. The seemingly free-flowing swirling shades of sunset show up in fragrant clusters atop a rounded, bushy plant. ‘Easy Does It’ was hybridized by Harkness New Roses of England and introduced by Weeks Roses. To be chosen as an AARS winner, this new rose thrived during 2 years of comprehensive testing in 23 gardens nationwide. In fact, this rose flourished in 15 categories including the ability to resist disease, overall beauty and general ease of maintenance.



Three AAS Winners for 2010

All-American Selections (AAS) announced 3 award-winning flowers for 2010. ‘Mesa Yellow’ gaillardia, a F1 hybrid bred by PanAmerican Seed, has a branching mounding habit reaching 18-20 inches tall. This 1st year flowering perennial is drought-tolerant and produces 3-inch bright yellow flowers. It is hardy to USDA Hardiness Zone 5. ‘Twinny Peach’ snapdragon is an AAS bedding plant award winner bred by Hem Genet-ics. This dwarf plant reaches 12-14 inches tall and spreads 7-8 inches. The butterfly form flowers come in a blend of pastel colors including peach, yellow and light orange. ‘Zahara Starlight Rose,’ bred by PanAmerican Seed, produces 2-inch rose and white bicolor flowers. Plants are resistant to leaf spot and mildew. They reach 12-14 inches tall and tolerate hot and dry or wet summer growing conditions. Seed will be available for all 3 from seed suppliers after May 1, 2009. An official AAS garden will be debuting at Burden Center in Baton Rouge soon!



Some of the “New” Ornamental Shrubs Being Evaluated at the Hammond Research Station

- ‘Frost Proof’ gardenia – *becoming the industry standard gardenia*
- ‘Pink Marble’ photinia – *new variegated foliage photinia from Conard-Pyle*
- ‘Calisto’ Indian hawthorne – *new cultivar with pink flowers from PDSI*
- ‘Eleanor Tabor’ Indian hawthorne – *new cultivar with pink flowers from PDSI*
- ‘Spring Sonata’ Indian hawthorne – *white flowering cultivar in Southern Living plant program*
- ‘Purple Diamond’ loropetalum – *new cultivar from PDSI (Purple Pixie also available)*
- ‘Red Robin’ photinia – *new cultivar from Ball Horticulture*
- ‘Snowcap’ Indian hawthorne – *white flowering cultivar*
- ‘Jubilation’ gardenia – *Southern Living plant program*
- ‘Emerald Snow’ loropetalum – *Southern Living plant program*
- ‘Hot Flash’ camellia – *new ShiShi Gashira alternative*

(Continued on page 12)

(Continued from page 11)



Latest Ornamental Sweet Potatoes

The 'Sweet Caroline / Sweetheart' group of ornamental sweet potatoes were originally developed by researchers at North Carolina State University in 2002. They were commercially available in 2007 but were limited in Louisiana that year. Availability has increased significantly in 2008 and now 2009. Currently, the 'Sweet Caroline' series is available in green/yellow, red, light green, bronze and purple. The 'Sweet Caroline Sweetheart' series (with heart shaped leaves) is now available in light green, red and purple. There is also the stand alone 'Bewitched' variety with maple shaped purplish-black foliage. This series adds nine new varieties in addition to what we have already had - 'Marguerite', 'Blackie', 'Black Beauty', 'Ace of Spades', 'Lady Fingers' and 'Pink Frost' (aka 'Tricolor'). These sweet potatoes have been selected for shorter internode lengths and reduced root size. They are more compact and mounded in habit than most other ornamental sweet potato varieties. Evaluations of all these varieties are underway at Burden Center and the Hammond Research Station. New ornamental sweet potato series for 2009 include 'Sidekick' from Syngenta (available in black, black heart and lime), 'Desana' from Suntory Flowers (available in lime, maple, compact red and bronze) and 'Chillin' from Proven Winners (available in limeade, blackberry star, and blackberry heart). 'Sidekick' is being evaluated at the LSU AgCenter's Hammond Research Station this year. We are attempting to secure the other new series/cultivars. The LSU AgCenter has seven "newly developed" ornamental sweet potatoes in the Ball Horticulture plant evaluation process at the current time. These originated from the sweet potato breeding program at the LSU AgCenter coordinator by horticulture professor Don LaBonte. These lines will be planted at Hammond in May 2009 for landscape evaluation observation studies.



Landscape Evaluation of 'Lucky' and 'Landmark' Series Lantana - 2008

	June	Aug	Oct	Overall
<i>Landmark Series</i>				
'Rose Glow Improved'	3.8	4.0	4.4	4.07
'Gold'	3.5	3.7	3.8	3.67
'Flame Improved'	3.0	3.1	3.3	3.13
'Peach Sunrise Improved'	3.0	3.0	3.2	3.07
'Pink Dawn'	3.5	3.4	3.5	3.47
'Blaze'	3.3	3.5	3.5	3.43
'Yellow'	3.0	2.8	3.2	3.00
'Pink Glow'	3.2	3.4	3.4	3.27
'Sunrise Rose'	3.0	3.0	3.0	3.00
<i>Lucky Series</i>				
'Peach'	3.2	3.5	3.5	3.40
'White'	3.0	3.0	3.2	3.07
'Pot of Gold'	3.7	3.7	4.0	3.80
'Lemon Cream'	3.4	4.0	4.0	3.80

Visual quality ratings based on a scale from 1 to 5 where 1=dead; 2=below average landscape performance; 3=average landscape performance; 4=above average landscape performance; 5=superior landscape performance.



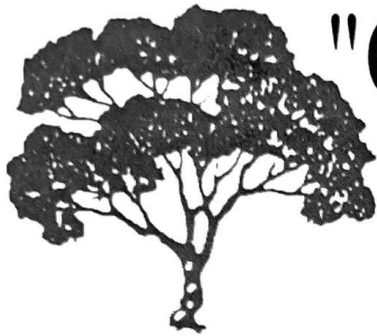
Landscape Evaluation of 'Songbird' Series Columbine - Spring 2009

	Mar15	April 1	April 15	May 1	Height (inches)
'Blue Improved'	4.0	4.5	4.5	3.8	22.5
'Bunting'	4.5	4.5	4.5	3.7	30.3
'Nightingale'	4.0	4.3	4.4	3.9	31.0
'Goldfinch'	3.5	3.8	4.0	3.8	24.8
'Cardinal Improved'	4.0	4.5	4.6	3.4	20.5
'Robin'	3.5	4.6	4.5	4.2	29.3
'Dove'	3.8	4.4	4.6	4.1	27.5
'Mix'	3.5	3.9	4.2	3.7	26.0

Visual quality ratings based on a scale from 1 to 5 where 1=dead; 2=below average landscape performance; 3=average landscape performance; 4=above average landscape performance; 5=superior landscape

(Continued from page 6)

across the three evaluation times (21, 28, and 42 days). Spiromesifen, in Expt. 2, was significantly more effective against both the nymph (89% to 99.2%) and adult (37.3% to 87.9%) stages of the TSM than the other miticides and killed more nymphs (165 to 227) than the other treatments. In general, none of the miticides provided consistent or adequate control of TSM adults across all three evaluation times (49, 56, and 70 days). *TetraSan (Valent), Pylon (OHP), Avid (Syngenta) and Judo (OHP), respectively.



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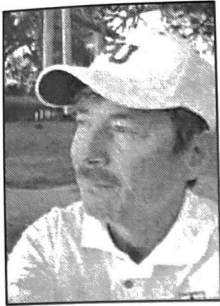
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Landscape Design Sketchbook

-green laws, design principles, designer plants-

Buck Abbey, ASLA

Associate Professor,

Robert Reich School of Landscape Architecture

Louisiana State University

Designing Hilltop

One of the principles of sustainable landscape design is to 'design locally.' Among other things, this means one should design with native plants and place them in compositions that reflect the native landscape ecology.

Locally grown plants provide the designer several important factors that lead to sustainability and environmental integrity.

These design factors include specifying plants that have evolved over long periods of time to meet local conditions of soil, temperature, and moisture. Locally adapted plants better survive severe fluctuations in weather; such as drought, tropical weather or wildfire, all of which are common occurrences in the evolution of the plants. In addition, native plants provide food and shelter for wildlife and require less horticultural care for insect attack, disease, growth, and other perceived plant problems.

But perhaps the best feature of designing with native plants is the way they blend naturally with topography, land forms, and other plants of their native habitat.

Ecology is largely the science of how native plants co-exist with each other and the landscape formation where they grow naturally. Native plants seem to blend colors, textures and forms together in a way that expresses the native landscape. We have all seen where inexperienced designers

tend to blend tropical plants with temperate plants together. The visual composition just does not work out and a sense of disharmony results.

The *Louisiana Yards and Neighborhood Program* sponsored by the LSU AgCenter and other similar sustainability landscape design programs found in Florida, California, and Maryland, promote the use of native species over the use of introduced and hybridized horticulturally improved species and varieties.

A crape myrtle (*Lagerstoemia indica* 'Natchez') is very different ecologically than a silverbell (*Halesia diptera*) and designing with native plants requires a new set of designer skills.

You often hear the term 'right tree right place.' This is meant to mean the appropriate tree used in the ideal space. It says nothing of the relationship of the tree to other plants or to its native environment. This over used and misunderstood arborist saying might better be cited as 'right plants in the right environment'. To create a sustainable native landscape requires the use of the proper collection of plants designed in a native composition that can share available space through their ability to co-exist in the same space.

Understanding the plant, its environment and its compositional characteristics with other plants is something impor-

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tant to landscape architects, ecologists and gardeners. The Hilltop Arboretum in Baton Rouge set out to teach those lessons in the early 1950's.

Smith's Hilltop Arboretum

Founded by Emory and Annette Smith, on a twenty acre tract of land south of LSU, this arboretum has been used for the study of native plants for many decades. Smith purchased the property as a retirement farm but, quickly became interested in the beauty and character of native Louisiana plants. The site attracted Smith due to the large ravine system that had been carved from the terrace face along the highland road escarpment over centuries of erosion. He set out to develop the private arboretum by collecting native plants from forest, meadow, ravines and wetlands throughout Louisiana. He collected from the wild such native plants as Cucumber Magnolia, Silverbell, Sassafras, Hydrangea, Titi, Hop Hornbeam, Devil's Walking stick and Witch Hazel. He thought the native azaleas had the most outstanding flower of any native plant.

With Dr. Robert Reich's encouragement Smith went on to plant many native plants on this small then rural site. He planted plants "scattered about irregularly as though nature had planted them." He understood the design principal of designing locally with native plants expressing their true ecological character. His work can still be seen today.

In 1982, Smith donated his collection and much of his property to LSU. Hilltop has become a teaching laboratory for the Robert Reich School of Landscape Architecture as well as a community nature preserve that the public enjoys. Smith wanted people to continue to learn about the

nature of these special plants adapted to the growing conditions of the terrace face, ravines, fencerow, meadow, and pond edge. But more, he wanted students to understand that 'the woods have a message for every season of the year.'

Design for the Cathedral

One special part of Hilltop was a favorite teaching place for Smith. It is located in the northwest corner of the site. It has been called for years the 'Cathedral' due to the tall layered overhanging forest canopy of oaks, magnolias, tulip trees, hickories and pecans. These trees and their understory plants give this space a special resonance to all who explore its leafy chasm, seeking the solitude and peace that nature brings.

But in recent years the Cathedral has seen some of its population of plants die off due to hurricanes, old age and natural competition for space and light among the forest plants.

Dr. Reich in his 96th year has set about to prepare a design to replant the Cathedral. Doc is working with the help of students from the Landscape Architecture 3402 class taught by Fryling and the author. Though out the latter weeks of the spring semester students have developed concepts, discussed plants and thought about the visual and ecological relationship of native plants to the topographical features of the site.

One such design, prepared by Alex Ramirez, is included here as an illustration of the creative collaboration between Doc and the students. In Ramirez's design, he is proposing a naturalized plane of high performance turf grass as a teaching room surrounded with fruiting native shrubs, ground covers and small flowering trees. Over can-

(Continued on page 17)

(Continued from page 16)

opy trees in the Cathedral high above the new plantings are being emphasized by the design, tulip popular and the elegant hybrid southern magnolia *Magnolia grandiflora* 'Robert S. Reich'. This truly unique plant, hybridized in Opelousas by the Durio family, may have the largest and longest leaves of any southern magnolia.

A leaf kept in the author's office for inspiration measures over 11 1/2" long. This magnolia is known to have leaves up to 17" long. This inspirational tree stands dominant at the entry to the Cathedral and the new bridge under construction at Hilltop.

This experience of working with Dr. Reich will not only result in additional beauty at Hilltop, but also will influ-

ence young designers to design with native plants in their future careers as landscape architects.

Hilltop's Favorite Native Plants

<i>Aesculus pavia</i>	Red Buckeye
<i>Asimina triloba</i>	Pawpaw
<i>Callicarpa americana</i>	American Beautyberry
<i>Calycanthus floridus</i>	Sweet Shrub, Allspice
<i>Cephalanthus occidentalis</i>	Buttonbush
<i>Crataegus marshallii</i>	Parsley Hawthorn
<i>Diospyros virginiana</i>	Common Persimmon
<i>Euonymus americana</i>	Strawberry Bush
<i>Calycanthus floridus</i>	Sweet Shrub, Allspice
<i>Gaylussacia dumosa</i>	Dwarf Huckleberry
<i>Gordonia lasianthus</i>	Gordonia, Loblolly Bay
<i>Helenium autumnale</i>	Sneezeweed
<i>Ilex decidua</i>	Deciduous Holly, Possum Haw
<i>Illicium floridanum</i>	Starbush
<i>Lindera benzoin</i>	Spicebush
<i>Magnolia grandiflora</i>	'Emery Smith'
<i>Magnolia grandiflora</i>	'Robert S. Reich'
<i>Osmanthus americanus</i>	Devilwood
<i>Oxydendrum arboretum</i>	Sourwood
<i>Persea palustris</i>	Swamp Bay
<i>Prunus americana</i>	American Plum
<i>Rhododendron austrinum</i>	Flame Azalea
<i>Stewartia malacodendron</i>	Silky Camellia
<i>Viburnum rufidulum</i>	Rusty Blackhaw

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(Continued on page 42)



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Debbie Head, Owner

In the News

IN MEMORIAM

The LNLA board of directors, officers and members would like to extend their condolences to the following green industry families:

Thomas Henry Dodd Jr. - Born February 4, 1915 at Mobile Infirmary, the eldest of nine children of Thomas H. Dodd, Sr. and Bessie Fulford Dodd. At a young age he accepted Christ as his Savior and tried to live for Him. He was a member of Spring Hill Baptist Church, Mobile, AL. Mr. Dodd graduated Murphy High School, finishing his freshman year at Spring Hill College. He then attended Alabama Polytechnic Institute, Auburn, AL., as a student in Ornamental Horticulture, and also worked at Mount Arbor Nurseries, Shenandoah, Iowa for a short time. During World War II he worked for U.S. Dept. of Agriculture and Tom Dodd Nurseries. He served as Secretary and Treasurer of Alabama Nurseryman's Assn. and on committees of American and Southern Nurserymen's Assn. He worked at Tom Dodd Nurseries until his retirement in 1997 and continued to work with plants until his death. He is survived by his wife, Elizabeth Pittman Dodd, and brothers William, John, Truett and sister Adelaide and children, Tom III (Thayer), Elizabeth A. and Alice (David) Baker, seven grandchildren and seven great grandchildren, many nieces, nephews and friends. Memorials may be made to The Tom Dodd, Jr. Endowed Scholarship, in Horticulture, at Auburn University Foundation attention: Dr. Jeff Sibley, 101 Funchess Hall, Auburn University, AL 36849.

GRANTS

Specialty Crop Grant Program

Application Request Announcement, Federal Fiscal Year 2009, Administered by Louisiana Department of Agriculture & Forestry, P.O. Box 3334, Baton Rouge, LA 70821-3334.

The Louisiana Department of Agriculture & Forestry (LDAF) is pleased to announce a new grant program to fund projects that solely enhance the competitiveness of specialty crops. On December 21, 2004, the Specialty Crops Competitiveness Act of 2004 (7 U.S.C. 1621 note) authorized the Department of Agriculture (USDA) to provide grants to State departments of agriculture solely to enhance the competitiveness of specialty crops.

The Food, Conservation, and Energy Act of 2008 (2008 Farm Bill) amended the Specialty Crops Competitiveness Act of 2004 and authorized the USDA, Agricultural Marketing Service (AMS) to provide grants to States for each of the fiscal years 2008 through 2012 solely to enhance the competitiveness of specialty crops.

On Friday, May 22, 2009, AMS published a Notice of Funds Availability (NOFA) in the Federal Register (page 23992, Vol. 74, No. 98) inviting applications for the Specialty Crop Block Grant Farm Bill (SCBG-FB). The deadline for State departments of agriculture to apply for these funds is August 26, 2009. The amount of base grant plus value of production available to Louisiana is \$337,593.15.

Because of this short application period, the Louisiana Department of Agriculture & Forestry is seeking eligible applications that meet program guidelines by close of business, Friday, July 24, 2009.

The intent of LDAF is to fund projects that can produce the highest degree of measurable benefits to Louisiana specialty crop producers in relation to each dollar spent. Projects that benefit the following specialty

(Continued on page 41)



BURDEN RESEARCH STATION: Biodegradable Container Study Research Update

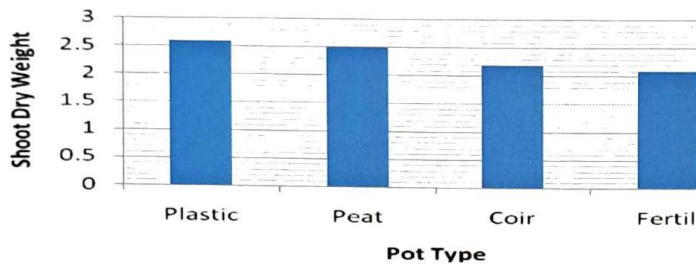


Fig. 1

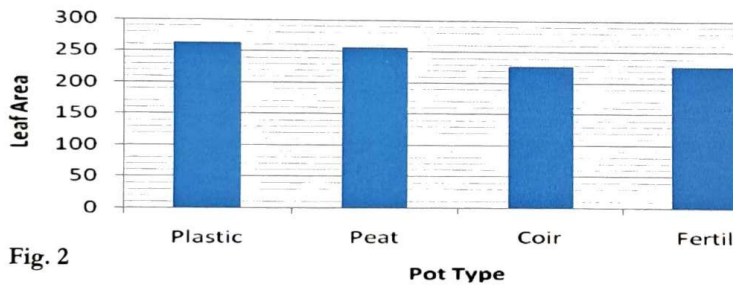


Fig. 2



Fig. 3



A preliminary study was conducted last fall growing petunia in four container types. Three types of plantable biodegradable containers (left) were used and compared with a plastic container of similar size (approximately 4.5”). Petunia Ultra Salmon plugs were transplanted into the containers and were grown in the greenhouse for six weeks.

Plant size in terms of dry weight was significantly greater for the plants grown in the plastic and peat containers (Figure 1). Although leaf area was also slightly greater for the plastic and peat containers it was not significant (Figure 2). This data suggests that for petunia, the plastic and peat containers provided for slightly greater growth than did the coir or fertil containers. However, plants grown in all container types were of acceptable quality (Figure 3).

Sneak peek of similar research currently being conducted which will be reported in the next issue.

Article by Jeff S. Kuebny, Professor of Horticulture in the School of Plant, Environment and Soil Sciences. The author would like to acknowledge Jiffy Group International, ITML Horticultural Products Inc., and Fertil USA for providing containers for this research; Wanda Ellis, Leslie Moree-Kerin and Miao Liu at Burden Center for their assistance with this project.



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July 22-23, 2009

Three Sessions Available at the 2009 GGRGC Conference... *registration on pg. 29*

"Using Display Gardens as a Sales Tool" - Powell

Location, Location, Location. What do you do when you are "47 miles from location?" Jason will show you how 'Petals from the Past' has become a thriving hub of activity and shopping from customers wanting to tour the display gardens, attend one of over a dozen classes or seminars, and have the time of their life. With seating for 150, the nursery has become a center for Agri-Tourism.

"Agri-Tourism "Marketing Outside the Box" - Carter

It's been said that AgriTourism is where agriculture and tourism meet. You may be thinking it's not for me. But have you hosted a garden club from another city at your garden center or nursery? If so, and if it was successful, then it is for you. Now, how do you magnify that on a weekly basis? Rachel will show you how and help you put your thinking cap on to maximize your true potential.

"Electronic Marketing Alternative Venues to Bring in Customers" - Morgan

Every day you hear new words like Garden Blogs, Twitter, Face Book, My Space, and countless more, but what does that have to do with you? Well, can you imagine you just unloaded several hundred new blooming SunPatiens and you went to your cell phone and instantly told 100 of your best customers, "You Ought to See the New SunPatiens Just Unloaded," without making a phone call? Electronic Marketing holds great potential and Dr. Morgan will push your comfort zone to help you in this new venue.



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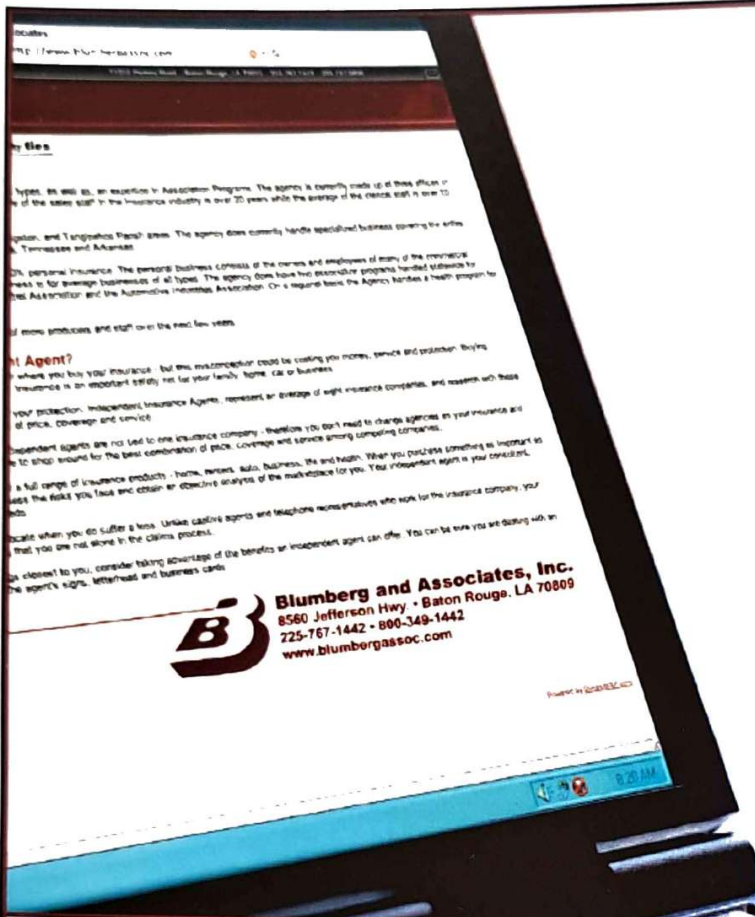


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NOTES FROM S.F.A. MAST ARBORETUM

First, let me say I've made a vow to be more cheerful. This is not easy for me, but there is evidence I needed a personality remake. Someone recently commented after reading my last LNLA column on Texas housing starts going south and the impact on the nursery industry, that I was just one very gloomy guy. Then, one of my board members publicly accused me of being a curmudgeon at a meeting. That hurt. So, I decided to take a step back and look within. For one thing, I didn't even know what a curmudgeon was. Well, Webster's has it as a disagreeable, cranky old man. That made me feel even more grumpy than before. So, after a lonely sojourn to my favorite fishing hole, I've returned determined to look at things in a more positive light. It won't be easy. Heck, just turning on the TV finds me quickly wondering now what I should grab before I run for the hills. From my economic disaster whine last time to this week's swine flu nightmare splashed 24/7 in the digital world, well, I've decided to here forth become truly uninvolved with those details and focus only on being cheeeeerful.

First, let me note a big thank you to our friends in the LNLA world who made the trek here for our open house April 4, 2009. Severn Doughty gets kudos for getting it advertised and organized. Everything went smooth as silk. OK, lunch was a hair late and a few storm clouds brewed around us . . . but no one starved to death and about 20 plant-loving Louisianans trekked for hours through the amazing plant zoo of the Mast Arboretum, Ruby M. Mize Azalea Garden, and Pineywoods Native Plant Center. I think our little group came away thinking that SFA Gardens has the market cornered on diversity and special plant collections. Too many plants, so little time!

Part of any public garden mission is educating. While the flagship here at SFA is training college kids to be future landscapers, greenhouse and nursery managers, another big part of our mission is to educate everyone within reach. That's a big number. Over the last decade, our mantra has been simple; we want more folks visiting and learning and being entertained, and we want our educational programming to be as high quality as we can make it. I think we're getting there. Of course, I wish I

could take the credit for this but, I can't. All the credit goes to an enthusiastic staff and a high-energy army of volunteers. At the head of our environmental education charge is Ms. Elyce Rodewald. She's been on board since 2000 and because of her there has been an increasingly steady stream of tour groups and kiddos taking the time to learn what the green world is all about. The numbers now approach 16,000 per year. For adults, SFA Gardens sponsor numerous Mast Arboretum/Azalea Garden/PNPC Tours, the every-third Thursday Les Reeves Lecture Series, about a half-dozen special Garden Seminars, Educator Workshops, Volunteer Training, and Adult Special Events.

For the kiddos, I've never seen such a treasure trove of stuff to do. There's Arboretum Adventures, Trees Are Terrific. GardenQuest, Go Wild, Go Native Field Day, School Gardening, Bugs, Butterflies and Blossoms Week, Pineywoods Day Camp, Children's Special Activities, Wild About Wetlands, Little Miss Azalea Princess Tea Party and, finally, our Pirates of the Pineywoods event. These events are not just walk and talk; they're jam packed with all kinds of activities, behind-the-scenes details, materials, supplies, planning, and a crowd of volunteers to make things go smoothly. It's the children's educational programming that may end up being the most valuable contribution a public garden can make. Trying to connect an ever-increasingly disconnected youth back to the green world is not an easy chore. With Ipods, laptops, cell phones, and Facebook cluttering young minds, there's little opportunity to simply sit down, relax, enjoy, marvel and learn all about the natural world. There's never been a more critical time to connect our youngest citizens with the Pineywoods forest. If you haven't read Richard Louv's benchmark book, "Last Child in the Woods: Saving our Children from Nature-Deficit Disorder," you should. The challenges facing our country are not easy ones and "going green" is more than just plants and planning; it's also about entertaining, enlightening and educating the youngest of our clan. Protecting the environment is good for everyone. Maybe by steering green programming into our towns, schools and homes we can make a difference in the years ahead. Until next time, keep planting.



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





NEWS, VIEWS & THANK YOU'S

OnLine Plant Guide Update

We have recently changed the appearance and functionality of our website (www.OnlinePlantGuide.com) in an effort to make it more user friendly. Neither REGISTRATION nor LOG ON are now required. Over the past year, since launching this plant website, our database of plants and images has continued to grow; we now offer information on more than 3,500 plants with over 13,000 images.

Buttons, just under our site banner, have plant kind names on them. By clicking the one of your choice, plants of that group will come up. Most plant kinds can be searched here. Several, such as succulents, require selecting in "Plant Kind" found under Search. At the bottom of the search column you will find Landscape Categories.

You may use any number of items under Search to find plants. For example, you could click deciduous, broadleaf, shrub, zone 6, purple flower, in summer. You will get any plant or plants in our data base that fits these conditions. If you find the site useful please let your friends know about it, or simply forward them this email. If you find errors, have questions, or have feedback please contact us. We have never given nor sold

any information that you supplied us at registration and will never do so.

(Editor's note: www.onlineplantguide.com is a landscape plant website developed by Tom Pope and Neil Odenwald. It is excellent. The removing of the registration process makes for a more user friendly site. All of us should have this website bookmarked for easy access)

Dear Dr. Owings,

I would like to thank you for your generous past contributions to the Louisiana 4-H Foundation and for your continued support. Because of your kindness, this year the Louisiana Nursery and Landscape Association will be recognized as a member of the Gold Clover Club at a special awards presentation and banquet during 4-H University at the campus of Louisiana State University.

The banquet will be held at 4:45 p.m. on Tuesday, June 23, 2009 at the Cook Conference Center and Hotel. You will see 4-H'ers from across Louisiana get recognized for outstanding achievements. In addition, you will be presented with a commemorative plaque to show our appreciation for your past support.

Please let us know by June 10 if you will be able to join us on June 23. Please return the form enclosed to Ms. Mandy Clayton by June 10. If you have any questions, please feel free to call the 4-H Foundation office at 225-578-2196.

Sincerely,

Eric A. Eskew, Executive Director, Louisiana 4-H Foundation

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THE WEED DOCTOR'S CORNER

The *Weed Doctor's Corner* was written by Dr. Ron Strahan, Assistant Professor in Weed Science, LSU AgCenter, (P) 225.578.2392, (E) rstrahan@agcenter.lsu.edu. Updated versions of the LSU AgCenter's useful guides to controlling weeds, insect pests and plant diseases are available. Free downloads of the 2006 edition guides are available from the LSU AgCenter's Web site www.lsuagcenter.com

New Consumer Herbicide Update: Green Light Wipe-Out Broadleaf Weed Killer for Lawns

I realize there are several retail nursery professionals that read the LNLA Newsletter. Most retail nurseries sell herbicides to consumers for home lawns, especially during the spring months. We have been evaluating the active ingredient penoxsulam for the last couple of years as liquid spray or granular product. Green Light released the active ingredient penoxsulam, as the trade name Wipe Out, as a spreadable granule in early 2009. Since Wipe Out does not contain fertilizer, it is not a weed and feed type product. Most weed and feed type products have not performed very well in my trials. However, weed and feed ease of application makes them a logical choice for most consumers over sprayable herbicides. Sprayable herbicides are more effective in our trials but, practically speaking, they are difficult for most consumers to accurately apply over large areas. For example, liquid atrazine always outperforms weed and feed with atrazine in our research trials. This new herbicide, Green Light Wipe Out has the ease of application of a weed and feed but appears to have the activity of better sprayable type herbicides. You may already be selling this herbicide in your store. The following information covers some questions that you might have concerning this new herbicide and how it has fared in research conducted at LSU.

What does the product control? - This herbicide lists dollarweed, Florida betony, VA buttonweed, lawn burweed (sticker weed), clovers etc. on the product label. Wipe Out only has activity on broadleaves and provides some suppression of nutsedge. The herbicide works very slowly, so inform your employees and make sure that they tell the consumer to not expect overnight results. You will need 3 to 4 weeks before Wipe Out kills the susceptible weed. I can see consumers bringing the bag back to you demanding their money back after a week with no obvious negative effects on the weeds. Inform the consumer upfront to be patient.

Can it be used in St. Augustinegrass? Wipe Out can be used in all southern turf including St. Augustinegrass (even in warm weather).

How do you apply it? Apply like fertilizer with a spreader. Wipe Out is a granular product that must be applied in morning with dew present or after irrigation to insure the product sticks to the weed leaves. I have found that applying with dew on the grass in early morning makes spreading easier and more accurate since you can easily see the spreader tracks. The tracks give you an idea

Herbicide	Active ingredient	% white clover controlled	Final Ranking
Weed B Gon Max for Southern Lawns	2,4-D, dicamba, mecoprop, carfentrazone	70	5
Weed Stop	2,4-D, dicamba, mecoprop, sulfentrazone	63	6
Scotts Bonus S weed and feed	Fertilizer + Atrazine	53	7
Liquid atrazine	Atrazine	90	2
Green Light Wipe Out	Penoxsulam	95	1
Weed Free Zone Weed and Feed	Fertilizer + 2,4-D, dicamba, mecoprop, sulfentrazone	27	8
Weed Out (Trimec)	2,4-D, dicamba, mecoprop	75	3
Weed Free Zone (liquid)	2,4-D, dicamba, mecoprop, carfentrazone	71	4
Untreated	Not sprayed	0	9

(Continued on page 26)

(Continued from page 1)

the customers of the future?

Best Buy, Circuit City, Linens n' Things, World Market... with so many of the retail 'big guys' closing and doing layoffs this year... they've given us a gift: a potential job bank of great people to pull from. Hopefully one of the silver linings of this economy was that you had an opportunity to really add some talent to your team for spring. Mid-June is the time of year that most garden retailers start to whittle down our staff. Who are you planning on keeping?

Gut instinct says you cut the people who are new to the mix, and keep the folks who have been with you for many years. However, it's important to be honest with yourself in making that assessment: There's a big difference between the person who has five years of experience, and the person who has the same one year of experience five years in a row. Or perhaps you have the person that quit working, but didn't give you notice (and still on the payroll), or the person whose glass is always half empty no matter how long the faucet runs.

At Otten Bros., we have a saying: "Every Day, Every Time, Every Customer." And every day (with maybe the exception of January 16 when our total customer count was 6), we fall short. It's a goal that we will never be able to attain, but it is a worthy goal nonetheless. Our jobs as managers/owners is to place a team out there that has the best shot of reaching that goal, and continue to encourage, train, and mentor them when they fall short. When we aim at perfection and fall short, the results can still be excellent. When we aim at "good" and fall short, the results are often marginal at best. This may be the year that we have a new opportunity to find team members with better aim.

It's a proven fact that one of the largest drains on team morale is members who aren't pulling their weight. In a year where raises will likely be neither possible nor expected, the best things you can do for your good staff is to give them more good people to work beside them.

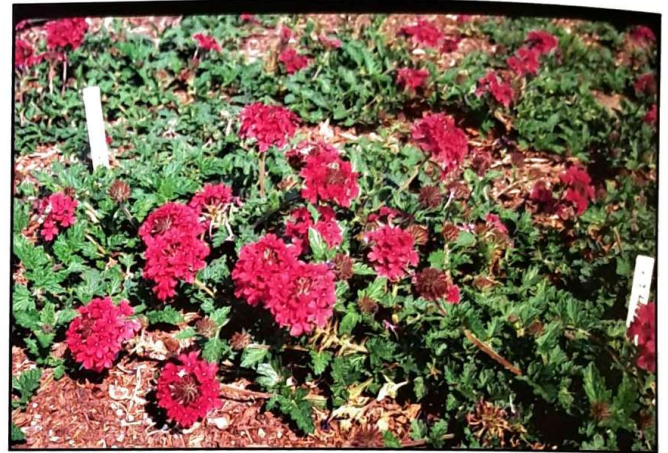
Eighteen years ago, I was a seasonal cashier/sales guy right out of college who would have likely moved on to another job at the season's end. But one day toward the middle of summer, Cliff Otten took me to lunch and made it a point to tell me that he wanted me on his team: encouraged me to stay for the year. That lunch gave me a completely unexpected career. It changed my life, and meant more to me than an extra 50 cents an hour ever would.

I use that story as a good reminder: Think of the people on your team today who you consider great staff: Those with the reliably cheerful attitudes, or who always find something that needs doing, without being asked, or those who are 'performers with potential.' Don't take it for granted that those people will encourage themselves (any more than you can expect the problem children to fire themselves.) That's our job as managers – both sides of it.

Now is the time for us to take an honest look at our teams: Who is withering on the vine? Who is a new transplant who is rooting nicely? Because while it's important to be sure to take the opportunity to 'prune out' our dead wood this year, it's even

MORE important to make sure we're cultivating the team members who can really blossom.

The Scoop, publication of the Minnesota Nursery & Landscape Association. John O'Reily is a member of the MNLA Garden Center Committee and can be reached at j.oreily@ottenbros.com



'Homestead Purple' Verbena

(Continued from page 25)

where to make your next pass.

What is the application rate? Use 3.4 lb of product/1000 sq. ft. for our weed spectrum in Louisiana. The label provides setting numbers for most common consumer lawn spreaders.

How did it look in LSU research trials? I have looked at the herbicide trials on white clover, dollarweed, and Virginia buttonweed. I had good results on dollarweed and average results on buttonweed.

Green Light Wipe Out versus other consumer products on white clover: Consumer herbicides that are readily available to home owners were tested on white clover at the Burden Research Station here, in Baton Rouge, in 2009. Green Light Wipe Out herbicide was very impressive in the trial and slightly outperformed liquid atrazine on white clover. The herbicides in the study were applied on February 25. The table (page 25) shows the performance of the consumer herbicides evaluated and their final ranking on white clover.

New potential weed problem popping up at a nursery in southeast Louisiana *Lilaeopsis chinensis* or eastern grasswort, a rhizomatous perennial in the Apiaceae family (dollarweed, carrots, parsley family) appeared at a nursery in southeastern Louisiana in late winter/early spring. The plant was growing around irrigation ponds and was found infesting container grown dianthus, either by seed or rhizome fragments, pulled in through the irrigation system. Since discovering the weed, the nursery has aggressively worked to eradicate the plant from around the pond using glyphosate with some success. I have the weeds growing at our Burden greenhouse here in Baton Rouge. I am trying to get the weed to produce seed to better assess the risk this plant may pose for the nursery industry.



PLANTS... A PATHOLOGIST'S PERSPECTIVE

Algal Leaf Spot

Algal leaf spot is a common disease in Louisiana that occurs on a variety of plant species, but it is most frequently observed on southern magnolias and camellias. Although it is most commonly found on leaves, it can also occur on twigs and stems of various plants, including azaleas and pecans. This disease is caused by two species of the filamentous green alga, *Cephaleuros*, which differ in their ability to produce disease. Leaf spots caused by *Cephaleuros virescens* are generally seen only on the upper leaf surface where the alga grows between the cuticle and the epidermis of the leaf and does not penetrate the underlying tissues, whereas those caused by *C. parasiticus* can be observed on both leaf surfaces as the alga penetrates and destroys all affected leaf tissues.

Leaf spots caused by *C. virescens* are circular, raised, velvety spots that have an irregular, wavy or feathered margin. These spots are light green at first, but become golden or reddish as the alga produces sporangia, which serve as dispersal structures. On twigs it often causes slightly swollen, cracked lesions that may girdle the twigs. In contrast, leaf spots caused by *C. parasiticus* are sunken, dark grayish lesions that often have black margins and that extend through the leaf to include both leaf surfaces. Bright orange sporangia are produced sparsely on the lower leaf surface. The sporangia of these algae are produced during periods of warm, humid weather and are readily dispersed in splashing water and wind-borne rain. Subsequent infection occurs only on young tender growth during periods of wet weather.

In the landscape, this disease is managed primarily by the use of cultural practices, particularly sanitation practices that reduce or eliminate sources of inoculum. Infected leaves may be removed by hand and fallen leaves should be raked up and removed or destroyed. Additionally, selective thinning of the canopy or overhanging branches to increase airflow and promote rapid drying will help considerably. These diseases are not generally serious enough to justify the use of pesticides and the only materials labeled for their control are the copper-containing fungicides, such as Bordeaux mixture. However, spraying large trees on a regular basis is not always practical and care must be taken to avoid drift when applying copper fungicides as they can react with masonry and metal surfaces.



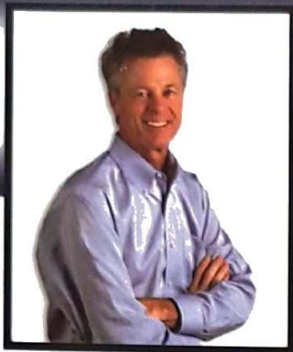
Algal leaf spot of southern magnolia caused by *Cephaleuros virescens*.



Algal leaf spot of southern magnolia caused by *Cephaleuros parasiticus*.



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



The Last “Thank You!”

by Mark Mayberry

“We appreciate your business!” I had just purchased a soft drink at a Road Ranger convenience store and thought to myself, “That’s a nice touch.” I couldn’t remember the last time that any convenience store clerk had taken the time to say that to me. In fact, I couldn’t remember the last time that *any* retail store clerk had thanked me for my business in such a warm and sincere way. I figured that this Road Ranger clerk had taken upon herself to thank her Customers, and I walked away with a very positive feeling about my Road Ranger experience that day.

A couple of days later, I was in a different Road Ranger store, and the same thing happened. I figured that this had to be more than a “random” event, and I asked the clerk, “Are you trained to say that?” At first, he had some fun with me and tried to convince me that it was his own greeting, but finally admitted that Road Ranger had trained him – and all other Road Ranger clerks – to say exactly that when each purchase was completed. “We appreciate your business.” What a wonderful way to send their Customers (and yours) on their way!

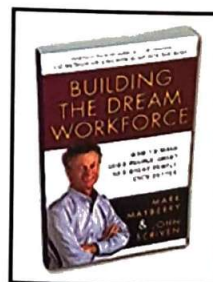
I’m always amazed when I am at a retail store (or any other business) and after the transaction, I say, “Thank You,” and the clerk either says, “You’re welcome,” or nothing at all. The *last* “thank you” should always come from the seller, not the buyer. Your Team Members should always say, “Thank you,” after every transaction. Or, your Team Members can take it a step further by following the Road Ranger example and tell your Customers that you appreciate their business.

After my first couple of “We appreciate your business” visits to Road Ranger, I really started to pay attention. Did I get this every time? And even more important – Are the clerks sincere when they say this? I’ve probably been back a dozen or more times, and not only have I heard this every time, the clerks actually have sounded sincere. It’s not like Blockbuster Video, where someone yells out “Hello” when you walk in the store, and you can hear the lack of sincerity in each greeting. The Road Ranger Team Members really make me feel like they appreciate my business.

“We appreciate your business.” It sounds so simple, but it’s not. In this economy, it’s the little things that stand out. Your Team

Members should offer a sincere greeting as Customers walk into your business. If a Customer (or prospect) calls your business, they should have a sincere, warm greeting, including having the person who answers the phone give their name to the caller. It sounds simple, but it’s not. Ritz Carlton has a 3-step process that they expect every “Guest” to experience. What kind of experience do your Customers have when they do business with you?

© Mark Mayberry



Are you ready to get serious about Customer Service? Order my new audio CD, “Eight Steps To Better Customer

Service” (\$20.00) at my website, www.MarkMayberry.com.

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

YOUR SHAZZAM CHALLENGE ... Does your Team thank your Customers for their business? Are they sincere? Contact David at (404) 419-2115 or dnour@nourgroup.com.



**2009 Mid South Greenhouse Growers, Retail Garden Center / Landscape Conference
July 22 – 23, 2009 - Eagle Ridge Conference Center - Raymond, MS**

COMPANY INFORMATION:

Company Name: _____ Contact: _____ Address: _____
 City _____ State _____ Zip _____ Business Phone: _____ Fax: _____
 Cell Phone: _____ Email: _____ Web Site: _____

ATTENDEE REGISTRATION:

Registration Fees: Before July 1 = \$125.00 per person
 After July 1 = \$150.00 per person

Register: (Name)

1. _____
2. _____
3. _____
4. _____

EXHIBITOR REGISTRATION:

- o "Gold" - 3 Booths @ \$600.00 (Inc. 3 Registrations)
- o "Silver" - 2 Booths @ \$400.00 (Inc. 2 Registrations)
- o "Bronze" - 1 Booths @ \$250.00 (Inc. 1 Registration)

 (Name for Badge) (Name for Badge)

 (Name for Badge)

MEALS: (Please put the total # of people attending each meal, including the meals that are in the Registration Price)

Meals:

- July 22, 2009 Buffet Lunch (12:35pm)
- July 22, 2009 Hamburger Dinner (6:00pm-7:30pm)
- July 23, 2009 Buffet Breakfast (7:00am-8:30am)
- July 23, 2009 Buffet Lunch (12:50pm)
- July 23, 2009 Dinner Cookout @ Crystal Springs @ \$13.00ea.

Total Attending (meals):	Total Cost (meals):
_____	\$Price Included In Reg.
_____	Price Included In Reg.
_____	Price Included In Reg.
_____	Price Included In Reg.

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Phone: 601-919-8111
Web: www.msnla.org

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Signature on Card _____

You may fax your registration if credit card is used for payment. Fax # 601-919-3388

For Hotel Reservations, please contact the Eagle Ridge Conference Center at 601-857-7100.

Deadline for reservations is July 1, 2009. Limited Rooms Available. After July 1, please call for room availability.

Wednesday July 22

- 7:00-9:00 Exhibitor Move In / Attendee Registration
- 9:10 Welcome, President MNLALandscape Association
- 9:15-10:00 Dr. Allen Owings, LSU AgCenter Performance Evaluations
- 10:05-10:50 Break with Exhibitors
- 10:55-11:40 Norman Winter, Best of 2009 Pack Trials
- 11:45-12:30 Terry Howe, Let the Fireworks Begin
- 12:35-1:45 Lunch, Dr. Lester Spell, Commissioner, MDAC
- 1:45-2:00 Drawing in Exhibit Hall (Must be present to win!)
- 2:05-2:50 David Jewel, Color Everyday with Goldsmith Seeds
- 2:55-3:40 Break with Exhibitors
- 3:45-4:30 Terry Howe, Ball FloraPlant's New Varieties
- 4:35-5:20 Dr. Glenn Fain, Harvesting, Processing & Use of WholeTree
- 6:00-7:30 Membership Meeting and Dinner-Everyone's Invited!

Thursday July 23

- 7:00-8:30 Breakfast Buffet
- 8:30-10:25 Panel Discussion-Green & Sustainable (Auditorium)
- 10:25-11:10 Break with Exhibitors
- Concurrent Sessions: Track 1 (Auditorium)**
- 11:10-11:55 Dr. Jim Robbins, Top Landscape Performers

Thursday July 23-Continued

Concurrent Sessions: Track 1 (Auditorium) Continued

- 12:00-12:45 Dr. Jimmy Boudreaux, "Vegetable Varieties for Retail Sales & Home Garden Use"
- 12:50-1:55 Lunch-Association Reports
- 1:55-2:10 Drawing in Exhibit Hall (Must be present to win!)
- 2:15-3:00 Rachel Carter, Agri-Tourism "Marketing Outside the Box"
- 3:05-3:50 Break with Exhibitors
- 3:55-4:40 Jason Powell, Using Display Gardens as a Sales Tool
- 4:45-5:30 Dr. Kim Morgan, Electronic Marketing Alternatives
- Leave for Crystal Springs Dinner

Concurrent Sessions: Track 2 (Mallard Conference Room)

- 11:10-11:55 Dr. Brian Trader, Herbaceous Natives
- 12:00-12:45 Bob Brzuszek, Native Woody Ornamentals
- 12:50-1:55 Lunch-Association Reports
- 1:55-2:10 Drawing in Exhibit Hall (Must be present to win!)
- 2:15-3:00 Randy Graves, Adaptability & Beauty Using Natives
- 3:05-3:50 Break with Exhibitors
- 3:55-4:40 Rick Webb, The Trend in Native Plants
- 4:45-5:30 Kristin Lamberson, Rain Gardens a Beautiful Solution
- Leave for Crystal Springs Dinner

For A Detailed Schedule, Visit www.msnla.org

Welcome!
New LNLA Members
 March - May 2009

B & T Grower Supply
 Mark Pringle

Big Easy Palms & Landscaping, LLC.
 Sterling McKeithen, Sr.

Horticare Landscape Co.
 Brooke Inzerella

Landscape Management Service, Inc.
 Mark DuBose

Lookin' Good Treeman Service
 Bo Jordan

Meadowbrook Insurance Group
 Nancy Clay

Miller Tree Service, Inc.
 Gary Miller

New Orleans Botanical Gardens
 Paul Soniat

Rhett's Outdoor Concepts
 Bob Rhett

The Plant Supply Locator
 Judy Leigh

Trademark Palms, Inc.
 David Gillman

Turf Grass Farms, Inc.
 Troy Romero

STUDENT VOICE

Give Me Space!



A short time ago, I happened upon a brand new commercial institute that was recently all decked out with a fresh landscape. Bordering the parking lot, like little soldiers, was a line of silvery-green plants, spaced perfectly on 1 and a half foot centers. From the street that I was traveling on, I was unable to recognize what these pretty little plants were, so I pulled in the drive to check it out like most plant nerds do. I was disappointed to find that it was *only* one hundred and seven Russian olive (*Elaeagnus pungens*) plants strategically planted no more than a foot away from the curb (Yes, I measured.). Not only was this over kill of a perfectly nice plant, but also a maintenance disaster in the making. Instantly, my blood started to boil. I could not believe that anyone in the profession that I have chosen to be a part of would do something like this with a clear conscience. The average mature size of Russian olive, also known as Silverthorn, is eight by eight, and it is a very vigorous grower that needs constant pruning and maintenance if it is expected to abide by any spatial restraints. This information is not hard to find. It can be located on the tag of the plant or in a book at the nursery where it is purchased.

So, why do people over plant? Is it because they do not know any better? Is it "professionals" trying to make a quick buck by doubling or tripling the actual number of plants needed to complete a project? Is it the unsuspecting customer requesting an instant result with no concern for the ultimate outcome or expense to maintain the landscape in the future? This question, I'm sure, has many plausible answers and each can be difficult to address in brief without ending up with a short book. A book, I'm sure, already exists.

Plants, in many ways, are like people. GIVE THEM SPACE! Plants that have been planted too close begin to compete for space, air, light, water, and nutrients. Proper spacing is a key factor in a healthy, long-lived, and low maintenance landscapes. If not given the room they need to grow, plants become stressed and susceptible to all sorts of insect and disease problems. If these problems go unaddressed, loss of the plant is not uncommon. It can be very sad.

Plants do their best when they have been given enough space to reach a mature size and natural shape, without having to compete with neighboring plants for their most basic needs. Let plants do their thing. Let's stop pruning commercial shrubs into little round blobs every two weeks. Proper spacing would allow them to naturally reach each other and fill in the gaps with less need for regular pruning. The right spacing will result in a healthier landscape, less maintenance and fewer problems.

As a Certified Nursery Professional and a Licensed Horticulturist, I am asking for a favor. Let us stop making it all

(Continued on page 34)



LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY Horticulture & Quarantine Program Update

WHAT IS LOUISIANA DOING ABOUT PEST DETECTION? PART 2: COOPERATIVE AGRICULTURAL PEST SURVEY (CAPS)

...Article continued from the 1st Quarter 2009 LNLA News -

In 2008 LDAF conducted seven surveys of which the last six are included here:

2. Tropical Spider Wort (Bengal Day Flower)

The LDAF conducted this survey for Tropical Spider Wort during the months of May, June, July, August, September and October of 2008. Start and finish time of the survey depended on planting dates and inspectors work load. This survey was conducted by 25 LDAF Boll Weevil Eradication employees. These employees were trained on identifying this weed prior to the start of the survey. These employees devoted 3 hours a week for 12 weeks surveying for Tropical Spider Wort. Inspectors surveyed cotton fields and any crop adjacent to the cotton fields. Crops inspected consisted of Cotton, corn and milo. This survey covered 11 different parishes and 183,750 acres. The parishes included in this survey are: Caldwell, Catahoula, Concordia, East Carroll, Franklin, Madison, Morehouse, Ouachita, Richland, Tensas and West Carroll. No suspect samples were submitted for identification during this survey. LDAF considers the state of Louisiana to be free of this invasive weed and would like to survey for it again in 2009 with the continued support from USDA, APHIS, PPQ and LSU. This weed has been found in containerized *Liriope* in other states.

3. Golden Apple Snail (*Pomacea spp.*)

The LDAF conducted this survey for Golden Apple Snail in June of 2008 through September of 2008. This was a survey performed by LDAF Agriculture and Environmental Science (AES) inspectors. The survey involved 4 inspectors from 2 of the 7 districts in the state of Louisiana. These 2 districts involve the major rice producing parishes in the state. LDAF inspectors conducted a visual survey for this pest either by boat or foot in any waterways that either supplied or was drawn from rice fields. LDAF inspectors surveyed 18 different waterways in 4 parishes and covered approximately 519 miles. The parishes surveyed were Acadia, Allen, St. Landry and Evangeline. Inspectors were trained to identify the Apple Snail and its egg masses prior to the survey. No suspect snails or eggs were reported during our survey. Louisiana would like to continue its search for this pest in the rice producing parts of the state for 2009 with the continued support from USDA, APHIS, PPQ and LSU. Rice is a vital part of agriculture in Louisiana and any help we can give to farmers is greatly needed. Early detection of Golden Apple Snail and possible eradication of this pest if ever detected is a major aid to these farmers.

(Continued on page 32)

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(Continued from page 31)

4. Citrus Greening and Citrus Psyllid

The year of 2008 marked a very crucial year for citrus tree and fruit production in Louisiana. A homeowner in Orleans parish called in to local agriculture authorities explaining to them her concern of a particular insect on her citrus tree. It was later discovered that this homeowner had Asian Citrus Psyllid on her tree and was later discovered to be infected with Citrus Greening disease. LDAF, LSU and PPQ launched a strategic effort from this point to inspect and sample all citrus in every citrus producing parish in Louisiana. Currently Citrus Greening has been found in Orleans and Washington parishes on 2 individual trees. These trees have been destroyed. Asian Citrus psyllid has been found in Orleans, Jefferson, Plaquemines, Lafourche, St. Charles, Terrebonne, St. Tammany and St. James. Strict quarantines have been put in place and sampling continues in citrus producing parishes.

5. Emerald Ash Borer (*Agilus planipennis Fairmaire*)

LDAF conducted this national survey in response to the request by PPQ. PPQ listed Louisiana as a high risk state. Agriculture and Environmental Science (AES) inspectors deployed 200 prism traps in areas where ash trees were present. When ash trees were not available, traps were deployed near storm damaged pine trees, nurseries, saw mills, log cabin manufacture or firewood dealers. Traps were deployed in June and picked up in August. Several suspect samples were submitted to PPQ identifiers and all were negative for Emerald Ash Borer. Louisiana is considered to be free of this pest and will survey again in 2009.

6. Light Brown Apple Moth [LBAM] (*Epiphyas postvittana*)

In March 2007, the first find of light brown apple moth was detected on the U.S. mainland in California. Since this discovery California and PPQ officials have launched a massive survey for this pest. PPQ strongly recommended that Louisiana survey for this pest because of the high risk involved. LBAM has a host range in excess of 150 plant genera in over 70 families, including nursery stock, cut flowers, stone fruit, pome fruit, grapes and citrus. LDAF deployed 270 traps and PPQ deployed 80 traps. LDAF focused on the "big box" stores that offered nursery stock for sale and PPQ concentrated on the citrus producing area of the state. Traps were deployed in July of 2008 and remained in the field for 5 months. Traps were checked every 2 weeks and lures changed every 6 weeks. No suspect samples were submitted for identification and Louisiana considers itself free of this pest. LDAF will survey for this pest in again in 2009.

7. Sirex Wood Wasp (*Sirex noctilio*)

In February, 2005, a single female *S. noctilio* woodwasp was identified in a sample collected as part of the New York State Cooperative Agricultural Pest Survey for Exotic Wood Borers and Bark Beetles. Louisiana and PPQ officials deemed it necessary to conduct a survey considering the amount of damaged pine forest due to hurricanes Katrina, Rita, Gustav and Ike. The damaged pine forest is a highly susceptible area of concern for this invasive pest. The Sirex wood wasp will also attack living pine trees. LDAF deployed 30 lindgren funnel traps in high risk areas such as: ports that receive wood packing material, nurseries with pine

Consumer Preferences for Price, Color Harmony, and Care Information of Container Gardens

Shannon C. Mason, Terri W. Starman, and R.D. Lineberger, Department of Horticultural Sciences, Texas A & M University, 2133 TAMU, College Station, TX 77843-2133. Bridget K. Bebe, Department of Horticulture, Michigan State University, Plant and Soil Sciences Building, East Lansing, MI 48824-1325. American Society for Horticultural Science, HORTSCIENCE 43 (2):380-384. 2008.

Abstract. Retail sales of container gardens have increased dramatically in recent years, rising 8% from 2004 to 2005, to \$1.3 billion. The objective of this study was to determine consumer preferences for three attributes of container gardens; color harmony, price, and amount of care information provided with the purchase. A hierarchical set of levels for each attribute was used in a 3 x 3 x 3 factorial conjoint analysis. A Web-based survey was conducted on 18 Oct. 2006 with 985 respondents. Survey participants were asked to complete a series of questions on a 7-point Likert scale. Survey participants also answered questions about past experiences with and future purchase intentions of container gardens as well as demographics. The three attributes accounted for 99.8% of the variance in container garden preference. Relative importance decreased from price (71%) to amount of care information (23%) to color harmony (6%). Survey participants preferred a container garden with a price point of \$24.99, extensive care information, and complementary color harmony. A large portion (76%) of participants in this study indicated that they would be more likely to purchase a container garden if extensive care information was included with the purchase and 85% of participants said they would be willing to visit an Internet Web site that would provide more information on how to care for and maintain a container garden. Results of this study show that there is a potential to increase the value of a container garden through providing educational material with the purchase.

nursery stock, hurricane damaged pine forest and saw mills with untreated pine round logs. Traps were deployed in July and remained in the field for 16 weeks. No suspect samples were submitted for identification and LDAF will conduct this survey again in 2009.

More information on these and other pests of concern can be found on LDAF's website at: <http://www.ldaf.state.la.us/portal/Offices/AgriculturalEnvironmentalSciences/HorticultureQuarantinePrograms/PlantPestQuarantinePrograms/PlantPestFactSheets/tabid/489/Default.aspx>

If you have any questions about the pests, the quarantine or the requirements, please contact the Horticulture & Quarantine Division of the Louisiana Department of Agriculture and Forestry at (225) 952-8100 or horticulture@ldaf.state.la.us.



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(Continued from page 12)

performance. Height measured May 1 and was measured from ground level to tallest part (flower head of the plants).

Sporadic Bloom:

'Songbird Goldfinch' had no blooms (0 of 20 plants)

All other varieties had excellent blooming (minimum 18 of 20 plants)

Tallest:

'Songbird Nightingale' and 'Songbird Bunting'

Shortest:

'Songbird Cardinal Improved' and 'Songbird Blue Improved'

Plant Uniformity:

Plant to plant uniformity in terms of height and time to flower was average for three varieties ('Songbird Nightingale', 'Songbird Cardinal Improved', and 'Songbird Robin') and below average for 'Songbird Mix'. Other four varieties had above average uniformity.



New Ball FloraPlant Coleus

New coleus from Ball FloraPlant evaluated at the Hammond Research Station in 2008 were 'Henna', 'Indian Summer' and 'Mint Mocha'. All were above average performers with Henna and Indian Summer being the "best of the best" in 2008 sun garden trials. New coleus from Ball FloraPlant for 2009 are 'Trusty Rusty' and 'Red Head'.



Gaillardias

'Torch Yellow' and 'Torch Red Ember' from Ball FloraPlant have been excellent performers in LSU AgCenter trials the last five years. These plants are reliable perennials. New gaillardias being evaluated in 2009 are 'Sunburst Burgundy Picotee' and 'Sunburst Scarlet Halo'. Other colors are 'Sunburst Tangerine', 'Sunburst Burgundy Silk' and 'Sunburst Yellow'. These new gaillardias are from Syngenta Flowers and look impressive so far.

Article submitted by Allen Owings, Professor (Horticulture), Hammond Research Station, LSU AgCenter, (P) 985.543.4125; (C) 225.603.8096; (F) 985.543.4124; (E) aowings@agctr.lsu.edu www.lsuagcenter.com/hammond



The Spotlight (Continued from page 1)

went on to receive a Masters Degree in Horticulture and his Ph.D. in Agronomy. Of course, the agronomy degree gave him the background in turfgrasses.

Once Warren received his doctorate, Johnny Cox, then pecan specialist, asked him to apply for his position as pecan specialist because Johnny was moving up in the administration of the LSU Cooperative Extension Service. Warren did and got the position.

Dr. Meadows worked very hard for the pecan industry and became secretary of the Louisiana Pecan Growers Association in the early 1970's. Around the same time, he started the Louisiana Turfgrass Association and thus began conducting the Turfgrass Short Courses. He became so well respected that in 1973 he was awarded the Federated Pecan Growers Association of the United States, J. H. Henry Memorial Award for Service to the Pecan Growers and the Industry in America. It was the only time it has ever been awarded.

Warren became very interested in the nursery industry and began working with growers in the mid to late 1970's, after he became superintendent of the Burden Research Center. This was a stellar time for Warren because he had the perfect place to conduct nursery research and graduate students to help set up experiments and collect data. It was in the late 1970's that I began experiments on my Ph.D. dissertation. I asked Warren if he would be on my graduate committee and he readily accepted.

I was on my sabbatical leave in 1982, working at the Burden Research Center, taking thousands of soluble salt readings to collect enough data to run statistical analyses. Dr. Meadows amassed a tremendous amount of experiments and data all published in various journals and proceedings at the time. He became well known by the nursery industry and, in 1984, received the LAN Distinguished Service Award.

Shortly after that, Dr. Jim Foret announced that he would retire as LAN's Executive Secretary in 1986. It was Frank Akin who approached Warren and asked him to take over as Executive Secretary. Warren stated that he would as long as Walter Imahara would be the treasurer. When Dr. Meadows took over, there was, according to Warren, scarcely enough money to support LAN Scholarships.

Dr. Meadows and the LAN Board of Directors revamped the trade show and joined together with Mississippi to alternately host the trade shows in Baton Rouge, LA and Jackson, MS each year. The shows grew and eventually tripled in attendance; providing assets totaling about \$100,000.00 for LAN by 1990.

Warren also saw the need to revamp the LAN Certified Nursery Professional program, completely revised the "Louisiana Nurserymen's Manual for the Environmental Horticulture Industry" to a second edition, and expanded it, from 103 pages to 384 pages, in the summer of 1992. While he did all this work for LAN, he was also head of the LSU Department of Horticulture, did several tours of duty in the 1980's and 1990's, as well as, serving as the Director of Burden Research Center for 23 years.

In 1990, LAN bestowed its highest honor to Warren by award-

ing him The James A. Foret Award. The picture at the top of this 'Spotlight' article is Dr. Meadows after he received this coveted award. In 1993, Warren stepped down as LAN's Executive Secretary and that's when Dr. Allen Owings took the reigns. Dr. Meadows continued his research projects at the Burden Research Center and for his efforts there received the SNA Porter Henegar Award for Horticulture Research in 1989. In 1996 he received the Lifetime Honorary Member nomination.

Warren also was instrumental in assisting the arborist in Louisiana in forming the Louisiana Arborist Association. During the mid 1980's several arborist from the Lafayette area approached Dr. Meadows and asked if they could become a part of LAN. Warren eagerly agreed and the arborist came under LAN until such time as they could form their own association. It wasn't until the mid 1990's that the Louisiana Arborist Association was formed. In 1995, they awarded Warren a Louisiana Arborist Association Plaque of Appreciation for all of his help and guidance.

Dr. Meadows retired from the LSU AgCenter in 2000 after a long and distinguished career. Since his retirement he has done a considerable amount of writing – mostly his memoirs at the Burden Research Center, reading and researching his genealogy. While we visited he told me that in two months he would celebrate his 79th birthday. What a great day we had visiting and reminiscing about all the great times we shared together.

Article provided by Severn C. Doughty, Sr., LNLA Executive Secretary

(Continued from pg. 30)

about the money and instant gratification. Like dad always said, "Find something you love, do it well, and the money will come." Remember, the plants that we plant will grow. Some will grow very BIG. When customers come to you for advice, guidance, and a service that is reputable, do it with pride and confidence. Let them trust that you have done your homework and have the CORRECT information to fulfill their needs. In the long run, it will pay off because you will develop the respect of the people that have invested in you. Also, people talk, and 'what goes around comes around'. Strive to save your client money and let them know you have their best interest in mind when you explain the long-term effects and costs of an over-planted landscape. Proper spacing will save you and the client money both initially and over the long haul. Yes, instant gratification is nice, but it often comes with a long term and continuous price. Explain the importance of proper spacing techniques, and the healthier, low maintenance alternative. It will ultimately keep you off site and the only call-backs, you will be receiving, will be those of praise for a job well done.

On a final note, these days, GREEN is the way to go. Practicing proper spacing and planting for the future uses less water, less chemicals, less fertilizer and, in the end, helps to preserve our planet. It is simply better for the environment we live in.

Melanie May, Licensed Horticulturist



LOUISIANA DEPARTMENT OF AGRICULTURE & FORESTRY

Horticulture & Quarantine Program Update

The purpose of the **Horticulture Commission** is to protect the public through licensing and/or permitting, and regulating persons engaged in horticultural businesses. The commission licenses individuals, through examination, for the following professions: Landscape Architect, Landscape Horticulturist, Landscape Irrigation Contractor, Arborist, Utility Arborist, Retail Florist, and Wholesale Florist. The commission also permits the occupations of Nursery Stock Dealer and Cut Flower Dealer. The commission governs the qualifications and practices of persons engaged in these professions and occupations, works to prevent fraudulent practices, and encourages participation in continuing education. This is accomplished through administering licensing exams, investigating complaints related to persons (1) operating without proper licenses or permits, (2) performing services that do not meet adopted standards, (3) selling poor quality material, etc.

Plant pest quarantine related programs are designed to monitor for, and provide for the prevention, control, and eradication of regulated and exotic pests and diseases endangering Louisiana's agricultural, forestry, horticultural, and apiary industries and the environment, and to ensure that products certified for export are in fact free from regulated pests. This is accomplished through implementation and enforcement of the Crop Pests and Diseases Law, Sweet Potato Diseases Law, and Apiary Law. Additionally, the Division works cooperatively with USDA-APHIS in its various plant pest survey and quarantine programs.

The LDAF Quarantine Programs, administered through the Crop Pests and Diseases Law, are designed to safeguard Louisiana's agricultural and forestry industries and the environment through early detection of and rapid response to plant pests. In many instances, program activities also provide the ability to certify agricultural products for movement within the state, out of the state, and out of the country. Quarantine Programs conduct pest surveys and make inspections on a number of commodities in the state. These surveys and inspections allow LDAF to certify these commodities. Such certification at origin is a common requirement for products leaving the state. Without this certification, product markets may be limited or in some cases eliminated because the receiving state or country will not accept the product. Quarantine Program activities enable these products to be exported to other states or countries. Some of the commodities affected by LDAF Quarantine Program activities include nursery stock, grains, citrus, sugarcane and forest products. Other items, such as cotton field equipment, are also affected.

Nursery Program - LDAF regulates the shipment of nursery and greenhouse stock in an effort to minimize the spread of harmful insects, diseases, and other pests. The goal is to maintain adequate quarantines and regulations to prevent the introduction and spread of serious crop pests and diseases. Pest-free certification of nursery stock is required of all states for movement in interstate commerce. This program enables Louisiana-

produced nursery stock to move to other states throughout the country and in some cases to other countries. Wholesale ornamental plant sales of Louisiana-produced nursery stock are estimated at approximately \$150-170 million with another \$100-150 million in plant inventory. A study conducted by the LSU AgCenter reported that in 2001, Louisiana's green industry was responsible for about \$2.2 billion in gross sales, provided nearly \$1.2 billion in personal income to business owners and employees and contributed nearly \$1.7 billion to the gross state product. The green industry also was responsible for around 56,700 Louisiana jobs.

The LDAF Sweet Potato Program touches all aspects of the state's sweet potato industry. LDAF certifies all fresh market stock as SPW-free; we trap and survey every seed bed and every commercial field for SPW throughout the season; we also trap sheds during storage time; we pay routine visits to the two processing (canning) plants to collect revenue information and to spot check compliance with basic regulatory requirements for cleanliness, cull disposal, etc.; we confirm seed and field treatments as required and we conduct inspections to confirm beds and fields are destroyed properly within prescribed deadlines. In addition, LDAF personnel conduct marketplace inspections to make sure potatoes offered for sale meet regulatory requirements. One aspect of this program is to maintain the weevil-free production area in Northeast Louisiana which comprises approximately 70% of the sweet potato acreage. Another aspect is to manage the sweet potato weevil populations in the generally infested areas of the state at a level that will not cause an economic impact to the industry. According to LSU AgCenter reports, the 2007 gross farm value of the sweet potato industry in Louisiana was \$64,963,525. If value-added is included the figure increases to \$112 million. This program enables Louisiana-produced and packed sweet potatoes to move throughout the country.

The purpose of the **Apiary Program** is to prevent the introduction and spread of infectious diseases and pests of honey bees. This is accomplished through hive registration, surveys, inspections, sampling, and control of pests of honey bees. An Africanized Honeybee detection program is in place in Louisiana and is used to track the progression of these bees movement across the state. Since this aspect of the program is for public health purposes, when Africanized bees are detected in the trap lines the public is notified through press releases where they were found and precautions that can be taken to minimize the risk of public contact with this bee. The value of various aspects of the apiary industry in Louisiana is estimated to total approximately \$4.7 million. This program enables LDAF to certify Louisiana beekeepers to sell queen and package bees to beekeepers in other states and to enter into pollination contracts in other states. In 2007, the estimated value of queen and package sales were \$75,000 - \$150,000 and pollination services were

(Continued on page 37)



Louisiana Nursery and Landscape Association

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Membership Application

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

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

Please select (x) your LNLA membership type:

Regular Members - \$ Based on gross sales

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

Dues	Annual Gross Sales
<input type="checkbox"/> \$50.00	\$0 - \$99,999
<input type="checkbox"/> \$75.00	\$100,000 - \$249,999
<input type="checkbox"/> \$150.00	\$250,000 and above

Associate Members - \$100.00

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

Affiliate Members - \$25.00

Name of business employed by: _____

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

Student Members - \$No Charge

Name of university and location: _____

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

Governmental Agency/Educational Institution - \$15.00 (effective January 1, 2008)

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

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

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.

Company Name _____ Member Name _____

Mailing Address _____

Street or PO Box _____ City _____ State _____ Zip _____

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

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

New Member Date _____

Referred by: _____ CK# _____

Return dues application and check to: \$ _____

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

(Continued from page 35)

\$2.2 million. A healthy honeybee population is important to the general public and environment. It is estimated that nearly half of American households have gardens. Honeybees are important in the pollination of vegetables, fruits and flowers in those gardens. Additionally, honeybees are important pollinators of plants that provide food and habitat for birds and wildlife, an immeasurable impact of a healthy honeybee population.

*The 2008 legislative session combined landscape contractor and horticulturist licenses, thus eliminating 687 individuals who carried both and now need only one.

Percent of Horticulture non-compliance notices resulting in a hearing	23%
Horticulture notices of non-compliance issued	100
Adjudicatory cases heard	34
Number of Horticulture professional licensing exams administered	798
Number of Horticulture professional licenses issued*	6,415
Number of Horticulture occupational permits issued	2,386
Number of nursery shipping tags issued ¹	62,296
Inspections for Imported Fire Ant certification	168
Nursery certificate permits issued	733
Surveys completed for non-idigenous pests ²	12
Phytosanitary export certificates issued	709
Plant pest quarantine related investigations	23
Postentry quarantine inspections	5
Plant pest quarantine related compliance inspections ³	784
Transgenic crop applications processed	37
Transgenic crop field trials inspected	2
Percent weevil damage to sweet potatoes entering processing facilities	<1%
Percent sweet potato acres weevil free	70%
Sweet Potato weevils detected in weevil-free areas	1
Sweet potato regulatory inspections ⁴	425
Sweet potato dealer permits issued	196
Honeybee shipments certified for out of state movement	31
Queen and package honeybee producers certified	6
Beekeepers registered	352

¹Shipping tags are required for all out of state shipments. This indicates the number of shipments of Louisiana nursery stock going to other states.

²Some surveys are conducted for early detection purposes to provide for pest management; some are conducted to show pest free status for export and trade facilitation purposes.

³Brown garden snail, lethal yellowing of palms, pine shoot beetle, gypsy moth, citrus pests, pink boll worm of cotton, burrowing nematode, sudden oak death, etc.

⁴Seed bed destruction, field destruction, spray record checks, market inspections, packing shed inspections, etc.

DIG DEEPER... SEARCH GREEN INDUSTRY WEBSITES



- www.OnlinePlantGuide.com Online Plant Guide
- www.anla.org American Nursery & Landscape Association
- www.HRIresearch.org HRI Journal of Environmental Horticulture
- www.ldaf.state.la.us Louisiana Department of Agriculture & Forestry
- www.lfbf.org Louisiana Farm Bureau
- www.lnla.org Louisiana Nursery & Landscape Association
- www.LandcareNetwork.org PLANET
- <http://arboretum.sfasu.edu/> SFA Mast Arboretum, SFA State University

Readers are encouraged to share their favorite websites. Please send to Laura Crnko at (E) lcrnko@bellsouth.net; they will be listed in LNLA's next quarterly newsletter.

A Glance from the Past... 25 Years Ago

LOUISIANA'S NURSERYMEN

Official Publication of the Louisiana Association of Nurserymen, Inc. • Spring, 1984

Disaster loans are available

Commissioner of Agriculture Bob Odum reports that emergency disaster relief loans are available to nurserymen whose crops were damaged by the severe freeze of December 15, 1983, through January 22 of this year.

Parsons Home Administration loans are available at 13.75 percent to nurserymen in the following parishes: Ascension, LaCadeuche, St. Charles, St. James, Terrebonne, Vermilion, West and St. Mary. Nurserymen in adjoining parishes may be eligible as well. For information contact your local FmHA office.

The amount of the loan is determined by the dollar amount of the physical loss to the nursery. Dead-tree fee application is January of 1983.

For those who can substantiate that they cannot get credit elsewhere, the interest rates are significantly lower: five percent for the first \$100,000 in loans, and 8 percent for additional loans up to \$200,000.

When interviewed by Louisiana's Nurserymen in June, Odum had applied for a new loan program from the Small Business Administration, but SBA subsequently ruled that it would not extend farm loans in this case.

Scions of the times

Plant shortage

Where have all the flowers gone? And the dwarf yaupons, ligustrums, liriopse, hollies and azaleas? Just about everything in containers throughout the deep South was damaged or killed with record low temperatures this past winter. Losses of yard plantings threw the supply-demand situation further out of balance. Nurserymen report a great demand for any stock left, and particularly for B&B stock. West coast nurseries have moved gallon plants into larger containers for the fall and winter planting season, but some sources say these plants will be below average in size.

That's Showbiz

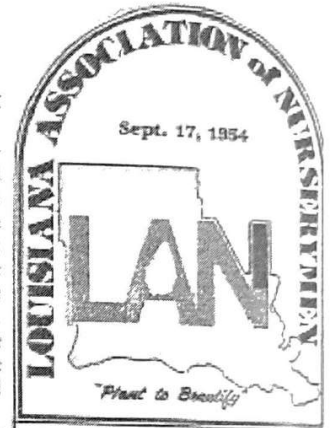
The 1985 All-America Rose is Showbiz, a scarlet red floribunda developed by Matthias Tantau of Uetersen, West Germany. Showbiz was hybridized from Dream Waltz and Marlena. Judges cited its brilliance of bloom and its prolific set of blossoms throughout the growing season in declaring it the one and only AARS All-America Rose for 1985.

North Louisianians get organized

A Northwest Louisiana Association of Nurserymen has been formed recently, to encourage fellowship and communication in that neck of the piney woods. According to Frank Akin, president of the group, "we held the first meeting to see if people were interested, and 39 showed up. The second meeting, 63 came, and we elected officers and an executive committee. The turnout was good and the people are enthusiastic."

Serving with Akin in steering the association are Fred Hoogland, vice president; Richard Maxwell, secretary-treasurer; and executive committee members Homer Thomas, Dennis Tippin and Sal Misuraca.

Anyone associated with the nursery industry—greenhouse owners, retailers, landscape architects, garden center personnel, and so forth—is invited to join the group. Dues are nominal and intended to recoup the cost of mailouts. Call Frank Akin, (318) 868-2701 for more information.



Sept. 17, 1954

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Dan Devenport has resigned his position as director of the horticulture and quarantine programs for the Louisiana Department of Agriculture. Devenport, a graduate of USL, earned a master's degree in horticulture from Cornell University before assuming his post in Baton Rouge. The position is as yet unfilled. Devenport is working for a family seafood enterprise currently.



**Louisiana
Nursery &
Landscape
ASSOCIATION**

**LNLA MINUTES OF THE BOARD OF DIRECTORS MEETING
WEDNESDAY, APRIL 8, 2009, 10 A. M.
McGee's LANDING RESTAURANT,
HENDERSON, LA**

The meeting was called to order at 10:03 A.M. by President, Rusty Ruckstuhl. Regular Board Members present included: Gerritt Monk, Rick Cicero, Debbie Head, Beth B. Perkins, Frances Thorne, Bobby Guillot, Todd Ellefson, Tom Fennell, Pat Newman, Rusty Ruckstuhl and Severn C. Doughty, Sr. Guests present were: Howard Thorne, Roger Hinson, Matt Fannin, Andy Blumberg, Barry Blumberg, Ron Strahan and Mike Misuraca. Seven Regular Members and Officers of the Board constitute a quorum and eleven were present.

Rusty Ruckstuhl welcomed everyone to the meeting and asked each person present to introduce themselves. After introductions, Rusty asked everyone to stand for the Pledge of Allegiance.

Rusty Ruckstuhl asked everyone to take a few minutes to review the Minutes of the last Meeting and if acceptable, move that they be accepted. Bobby Guillot moved, seconded by Tom Fennell, to accept the minutes as presented. Motion passed.

Tom Fennell then gave a brief GSHE report by stating that Louisiana will be responsible for move-in/move-out this coming year and he asked if the Board would like for him to remain on the GSHE Board with Pat Newman. It was suggested that Rusty Ruckstuhl attend some of the meetings along with Tom and Tom will roll off next year. Pat Newman will remain on the GSHE Board.

Severn C. Doughty, Sr. reported on the SNA Show and on expenses he incurred while exhibiting at the Show. Previously, the Board had asked him the amount of expenses he normally expends at the Show. This year his total expenses were \$735.74. He went on to state that for him the Show was good. LNLA got a few new memberships and several Newsletter ads sold. However, he stated that other exhibitors for the most part were not happy and there were a number of no-shows.

Todd Ellefson indicated that there were very few buyers attending the show (perhaps 2,500, total) and that exhibitor booth spaces were, in a number of cases, mixed up or incorrectly marked. He indicated that first time exhibitors at the Show will likely not be back but most other exhibitors were there to support the show and SNA.

Rusty Ruckstuhl reported on the new membership and renewals. According to Laura Crnko, Administrative Assistant we had 98 renewals at the \$50.00 level, 59 at \$75.00 and 95 at the \$150.00 level as of April 7, 2009. There were 19 Associate Members, 21 Affiliate 33 Government, 22 Honorary, 29 Student and 16 Nursery Associations from other states for a total of 399 members. For all of 2008 we had 392. New memberships were up as well with 30 this year compared to 25 last year.

Ms. Crnko had already sent 2nd notice invoices to those who had not paid this year and she expects an influx of dues over the next several weeks.

Rusty Ruckstuhl was very interested in augmenting our membership and he plans to take an active role in acquiring new memberships. First, he plans to write a letter, include a membership application and a copy of the current Newsletter to all the licensed Landscape Architects residing in Louisiana and encourage them to join.

Second, he indicated that there may be an opportunity for LNLA to host a Christmas Social/Fundraiser to encourage new memberships and to raise funding for the newly established Louisiana Nursery Landscape Foundation for Scholarship and Research (LNLFSR).

It was further suggested that LNLA acquire an updated list of newly licensed Landscape Horticulture professionals from LDAF, send them a letter, membership application and copy of our Newsletter and encourage them to join as well.

Drs. Roger Henson and Matt Fannin gave a brief report on the LSU AgCenter. According to their administration they will have to sustain about a 20% budget cut which would amount to about a \$15 million cut to the total AgCenter. Instead of furloughs, administration would be looking at prioritizing programs and eliminate those not necessary.

Rusty Ruckstuhl asked Severn C. Doughty, Sr. to report on the website. Severn indicated that the page views were down. Interestingly, there were 620 page views from the U.S. from January 1, to March 31, 2009. Other cities recorded were Baton Rouge, 583; Mansfield, 440; Atlanta, 226; and New Orleans, 174. Locations on the website where individuals visited in March alone were in descending order: events, 366; certification, 216; links, 169; publications, 161 and classified, 151 and there have been no listings in the classified section in over a year.

Severn asked the Board what they would like to see added to the website that would encourage more visits. Suggestions included: information not commonly available from other sources, new plants, landscape job bids and information on growing vegetable and fruit plants in the home landscape.

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Rusty Ruckstuhl reviewed the funding requests since the last Board Meeting. Allen Owings had requested \$500.00 for the annual Golf Shootout. The Board agreed to fund it. Second, the Louisiana County Agricultural Agents Association had requested \$250.00 for their Annual Meeting at the Conference Sponsorship level and the Board funded it. Third, FFA requested \$250.00 to help sponsor their FFA State Convention and the Board approved it as well. Lastly, Dr. Mike Strain had requested campaign funds and the Board indicated that they would review the request and make their decision at the next Board Meeting.

Rusty Ruckstuhl asked Pat Newman to present the financial report. Total revenues for the first quarter amounted to \$41,248.00. Total expenses were \$41,732.00 and cash in the bank amounted to \$38,981.00. There not being much discussion, Bobby Guillot moved, seconded by Frances Thorne, to accept the draft of the financial report as presented. Motion carried.

Rusty Ruckstuhl called upon Drs. Roger Hinson and Matt Fannin to present a proposal to conduct another economic survey of Louisiana's 'Green Industry'. After an overview of the project which would include practically the same procedures used in previous surveys, the proposal cost was estimated to be \$20,700.00. There were considerable questions such as the length of time for the data collection and was having another economic survey worth \$20,000.00? Could other organizations contribute to the cost? And could LNLA use two budget years to pay for the survey?

It would take about 10 months to complete. Rusty and Severn would contact other organizations such as LIA, Turfgrass Association and the Louisiana Chapter of the American Society of Landscape Architects to see if they would be willing to contribute to the cost. And Dr. Hinson indicated that LNLA could make several payments over two budget years to pay for the survey. With all that being said, the Board will review the facts and make a decision at the next Board Meeting.

President Ruckstuhl asked Barry Blumberg for a report from Blumberg and Associates, Inc., Insurance. Barry stated that he was writing a number of policies but would like to have a copy of the Membership Directory so he would know who was an LNLA member. Severn gave him a copy and indicated that he would place Andy and Barry on the LNLA Membership list.

Rusty Ruckstuhl asked Mike Misuraca for a report on Meadowbrook Insurance Company. Mike stated that he too was writing a number of policies and that he had attended the SELNA group several weeks ago and was very pleased at the turnout. He and Severn have plans to visit the Forest Hill area sometime in May to visit nurseries. Severn stated that he received a Program Agreement from Meadowbrook and immediately called Allen Owings to see if an Agreement had been in effect in the past. Allen stated that practically all points of the Agreement were contained in the original one and he felt that it was fine. Severn then called Nancy Clay, Meadowbrook Association Administrator, to clarify several obligations expected from LNLA. Those were cleared up and in return Meadowbrook will pay LNLA \$2,600.00 a year in four, quarterly payments. After reviewing the Agreement with the Board, it was approved.

Rusty Ruckstuhl asked Dr. Ron Strahan to present the educational program titled, Common Weeds This Time of Year and Their Control. Dr. Strahan brought live, container weed specimens of about 15 weeds commonly seen in landscapes and at nurseries and showed them to the Board along with control measures. Some of the weeds he discussed were eclipta, Florida betony, bush killer, Bermudagrass, torpedograss, hydrocotyl and chamberbitter to name a few. There were many questions and afterwards the Board thanked him very much for coming.

The question was raised at the last meeting as to whether to break up the Annual Meeting into the business portion at breakfast and the awards portion during the evening hospitality. The Board decided not to change the Annual Meeting program and to leave it as it has been.

The Board also requested to have a December Board Meeting - place and time to be announced.

Tom Fennell brought up an unscheduled agenda item by asking the Board if they felt it would be prudent to ask one past Officer and/or Board Member each year if they'd like to serve on the Board for a one year term - non-voting - and the title would be 'Emeritus Board Member'. He stated that Alabama has reinvolved past officers/board members in this way and he felt it would bring wisdom and history to our Board. After some discussion and favorable comments, Tom made it in the form of a motion, seconded by Pat Newman. Motion carried and nominees will be contacted by the Nominating Committee and the person selected by the Board would appear on the ballot for next year's Officers and Board Members and voted on by the Membership.

Rusty Ruckstuhl asked Severn to report on LIA. Severn indicated that they had a Board Meeting March 27, 2009 in Alexandria, VA and the membership to date was up to 69 members. The first quarter newsletter was sent out at the end of March and that Allen Owings had volunteered to take over the Newsletter. All was well with LIA.

Rusty Ruckstuhl asked Severn to report on the NLAE spring meeting and Severn indicated that he planned on attending. It will be held in Alexandria, VA, April 16 through the 19th, 2009 and he has plans to present a report to the Board at the next Board Meeting.

President Ruckstuhl asked Severn to discuss the proposed 'new look' to the website. Severn indicated that he had contacted Lisa Feder-

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ick with Southeast Louisiana Webs, the company currently hosting our website, to see about adding moving banners to the home page and other eye catching items to make the home page more 'user friendly'. The Board had asked Severn several Board Meetings ago to add banners to the home page. Much discussion ensued and Todd Ellefson asked what the purpose of the website was. That it should be clearly defined. After more discussion and interest, Rusty Ruckstuhl asked that there be a Website Committee chaired by Todd to investigate the issue. Other members who volunteered to serve on the Committee were: Rusty Ruckstuhl, Rick Cicero and Tom Fennell. The Committee will report to the Board at the next Board Meeting.

Rusty Ruckstuhl asked Severn to report on a request from Heartland Payment Systems to partner with LNLA for credit/debit card processing and payroll solutions. Severn indicated that we were contacted previously by the company and the Board was not in favor of the proposal. The Board indicated that they were still not interested and asked Severn to contact them with their decision.

Rusty Ruckstuhl asked the entire LNLA Board to participate in the meeting of the Louisiana Nursery Landscape Foundation for Scholarship and Research. Severn indicated that Susan Webb needed the following information for tax exempt application. Scholarship procedures to include: 1) Criteria used for selecting recipients, including rules of eligibility. 2) How and by whom the recipients are or will be selected. 3) If awards are or will be made directly to individuals, whether information is required assuring that the student remains in school.

4) If awards are or will be made to recipients of a particular class, for example, children of employees of a particular employer; a) Whether any preference is or will be accorded an applicant by reason of the parent's position, length of employment or salary. b) Whether as a condition of the award the recipient must upon graduation accept employment with the company. c) And whether the award will be continued even if the parent's employment ends. 5) A copy of the scholarship application form and any brochures or literature describing the scholarship program.

The LNLA and LNLFSR Boards favored using the existing Scholarship Committee – Allen Owings, chair, Frances Thorne, Rick Cicero and Tom Fennell. Number 3 above was not required. In number 4 above there were no class restrictions and no to a, b, and c. Allen Owings will provide the criteria used to select recipients and a copy of the application form.

Next, Severn handed each Member present a copy of the LNLFSR Articles of Incorporation and By-Laws for everyone to review.

Rusty Ruckstuhl mentioned that he and Pete Newton had met to discuss some potential funding opportunities and that they would be discussed at the next Foundation Board Meeting.

President Ruckstuhl then moved on to make other committee appointments. They included:

Funding Committee; Beth B. Perkins, chair; Rusty Ruckstuhl and Tom Fennell

Membership Committee, Pete Newton, chair; Rusty Ruckstuhl

Nominating Committee, Pete Newton, chair; Bobby Guillot, Rusty Ruckstuhl and Frances Thorne

Marketing Committee, Todd Ellefson, chair; Pat Newman, Beth B. Perkins and Allen Owings

All nominees agreed to serve on their respective committees.

There being no more business, Frances Thorne moved, seconded by Rick Cicero to adjourn the meeting. Motion passed and the meeting concluded at 2:30 P.M.

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crops are eligible; Fruits, vegetables, tree nuts, dried fruits, horticulture, Christmas trees, turf grass/sod, and nursery and greenhouse crops. For a complete list of eligible specialty crops please see: <http://ams.usda.gov/fv/>.

LDAF is seeking applications from organizations that seek to enhance the competitiveness of specialty crops in Louisiana including; non-profit organizations and corporations, commodity associations, state and local government entities, colleges, and universities. Applicants must reside or their business or educational affiliation must be in Louisiana.

Grant funds will not be awarded for projects that directly benefit or provide a profit to a single organization, institution, or individual. LDAF will accept grant applications with a value of up to \$100,000 and a minimum of \$10,000.

Grants will be awarded for up to three years. Once all applications are submitted to LDAF, each one will be carefully reviewed and evaluated based on the criteria listed in these guidelines. All LDAF approved projects will then be developed into one grant submission to the USDA. Upon approval from USDA, LDAF will notify applicants (sub-grantees) of their status. No final awards to any sub-grantee will be made until a final grant award is made to LDAF (grantor) by USDA.

Final approval is expected by September 30, 2009, but is subject to change.

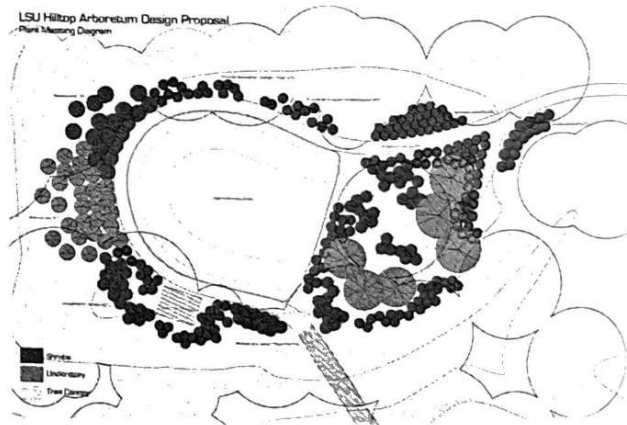
CALENDAR OF EVENTS

July 2009 - January 2010

- July 10** **Nursery & Landscape Golf Shootout**
LSU Golf Course, Baton Rouge, LA
Contact: Allen Owings, (P) 985.543.4125,
(E) aowings@agctr.lsu.edu
- July 15** **LNLA Board Meeting**
Hammond Research Station, Hammond, LA
Contact: Severn Doughty, Sr. (E) scd357@cmaaccess.com
- July 22-23** **Mid-South Greenhouse Retail/Landscape Conference**
Eagle Ridge Conference Center, Raymond, MS
Contact: Jan Winter, (E) msnlaexec@aol.com
- Aug 14-16** **TNLA Texas Nursery & Landscape Expo**
Dallas Convention Center, Dallas, TX
Contact: www.tsnla.org.
- Sept 3** **NW LA Nursery Association Meeting**
Ewing Irrigation, Shreveport, LA
Contact: Severn Doughty, Sr., (E) scd357@cmaaccess.com
- Sept 17-18** **Certified Nursery & Landscape Professional Training**
Botanical Garden, City Park, New Orleans, LA
Contact: Dan Gill, (P) 225.578.2413 (E) dgill@agctr.lsu.edu
- Oct 2** **SELNA Trade Show**
Castine Center, Pelican Park, Mandeville, LA
Contact: Annie Coco, (P) 985.748.9381
- Oct 7** **O & T Pesticide Re-Certification Meeting**
Location TBA, Lafayette, LA
Contact: Marty Pousson, (E) marty_p@daf.state.la.us
- Oct 13-14** **SNA Industry Leaders Meeting**
Cobb Galleria, Atlanta, GA
Contact: Eelco Tinga, (P) 770.953.3311
- Oct 14** **LNLA Board Meeting**
Ralph & Kacoo's Restaurant, Baton Rouge, LA
Contact: Severn Doughty, Sr., (P) 318.872.4677,
(E) scd357@cmaaccess.com
- Oct 15** **Ornamental and Turfgrass Field Day**
Burden Center, Baton Rouge, LA
Contact: Jeff Kuehny, (E) jkuehny@agcenter.lsu.edu
- Oct 17-18** **New Orleans Area Fall Garden Show**
City Park Botanical Gardens, New Orleans LA
Contact: Brent Jeansonne, (P) 504.838.1170
(E) bjeanonne@agctr.lsu.edu
- Oct 24-28** **34th International Plant Propagator's Society, Inc.**
IP Hotel, Biloxi, MS
Contact: Hugh Gramling, (P) 813.655.1914,
(E) hgramling@tbwg.org
- Nov 18** **O and T Pesticide Re-Certification Meeting**
Location TBA, New Orleans, LA
Contact: Marty Pousson at marty_p@daf.state.la.us
- Nov 19** **NW LA Nursery Association Meeting**
American Rose Center, Shreveport, LA
Contact: Severn Doughty, Sr. (E) scd357@cmaaccess.com
- Jan 13** **Louisiana State Horticulture Society Annual Conference**
Calcasieu Parish LSU AgCenter Office, Lake Charles, La.
Contact: Robert Turley at rturley@agcenter.lsu.edu
- Jan 21-23** **Gulf States Horticultural Expo**
Arthur Outlaw Convention Center, Mobile, AL
Contact: www.gshe.org

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Design Concept for the Cathedral, At Hilltop Arboretum, Alex Ramirez, 2009 with permission.



Readers wanting to contact the author may do so at lsgreenlaws@aol.com. You may call at the Robert Reich School of Landscape Architecture at 225.578.1434.

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