

LOUISIANA NURSERYMEN

FROM THE PRESIDENT'S DESK..... J.C. Patrick Baton Rouge, LA

The "Dog Days" of summer are here. It is so HOT!! I don't remember past summers being this hot, probably has something to do with the aging process. As I mentioned in my last news letter I do sugarcane consulting and am in the fields daily so I have first-hand knowledge of the heat and high humidity.

Our last board meeting was held on May 17 in New Iberia. The Treasurer was authorized by the Board at the prior meeting to research investments for our funds other than C.D.'s. The purpose being to obtain a higher yield. We have now invested our funds into money market accounts, treasury notes, and a 24 month C.D. We will gain a better yield on these funds than we have in the past. We also dis-

cussed the possibility of an increase in our dues for 1996. You should be hearing more about this after our next board meeting. Allen Owings is working with the LSU Ag Center on a proposed nursery/turf survey. The purpose of the survey is to obtain more defined economic value for the La "Green Industry". Allen also reported the Mississippi Nurserymen's Association is planning a move to a Friday/Saturday trade show and would like input from our membership. These are some of the highlights of the past board meeting. If you have any comments give me or a board member in your region a call.

I recently ran into Chancellor Rouse Caffey of the LSU Ag Center and had a opportunity to discuss a few things with him on an informal basis. I know that there has been concern about the lack of funding for turf and ornamentals. Dr. Caffey assured me that

the turf and ornamental programs were not getting the "short end of the stick". He did put the ball back in our court by asking for our help in suggesting projects that we feel need to be pursued. So, it's up to us to come up with research projects which we feel are needed by the industry. I think that the survey Allen is involved in is an excellent start. One of the committees I will be appointing in the very near future will be a Research Priority Committee.

Our next board meeting is scheduled for September 20 in Forest Hill. As always each of you is invited to attend, we would really appreciate and need your input. This is your organization. As always if I can help in anyway feel free to call.

Sincerely,

J.C. Patrick
President

A Look Inside....

**CERTIFIED NURSERY
PROFESSIONALS
MANUAL REVIEW
AND TEST**

UPCOMING EVENTS

**SUMMARY OF MAY
BOARD MEETING**

**SNA - '95 OFFERS
GREAT NEW EDUCA-
TIONAL PROGRAMS**

**TAN/MISSLARK
SHOW - ANNOUNCES
CHANGES**

**SOUTHERN PLANT
CONFERENCE INFO**



LAN CERTIFICATION EXAM

The next manual review and exam for the LAN certified nursery professional program has been scheduled for **Thursday August 10 and Friday August 11, 1995** at the **Burden Research Plantation 4560 Essen Lane, Baton Rouge**. There are five sections:

Section 1 - Plant Classification, Growth & Development,

Section 2 - Understanding Pests and Their Control,

Section 3 - Culture of Nursery Stock in Retail Yards,

Section 4 - Landscape Contracting, Turf and Tree Management and,

Section 5 - Plant Identification.

The manual needs to be studied before attending the review session. Manual review will be held Thursday from 9:00am to 4:30pm and Friday 9:00am - 12:00 noon with the exam scheduled to begin at 1:00pm Friday afternoon. Contact **Karan McLean 504/763-3990** for any other information.

Please fill out the registration form and return by August 7, 1995. You may fax a copy of the registration form and mail you check made payable to **LAN 4560 Essen Lane, Baton Rouge, LA 70809**. The names of the Certified Professionals will be published in the LAN newsletter and also sent to the American Association of Nurserymen for their publication.

REGISTRATION

**LAN CERTIFIED NURSERY PROFESSIONAL
MANUAL REVIEW AND EXAM
AUGUST 10 AND 11, 1995**

The LSU Burden Research Plantation

4560 Essen Lane

Baton Rouge, LA 70809

ph: (504)763-3990

fax: (504)763-3993

I would like to pre-register _____ persons for review and exam.

Firm: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____

Name(s): _____

Please complete the following and attach payment.

"Louisiana Nurserymen's Manual for the Environmental Horticulture Industry"

_____ @ \$50.00 ea = \$ _____

Review and Exam _____ @ \$75.00 ea = \$ _____

Total \$ _____ amount _____ enclosed

Deadline for registration is August 7, 1995. Make checks payable to LAN and send to 4560 Essen Lane, Baton Rouge, LA 70809 or fax form to 504/763-3993. Please call the LAN office before you fax the form 504/763-3990.

UPCOMING EVENTS

August 4-6

Southern Nurserymen's Association Trade Show, World Congress Center, Atlanta, GA. Contact the SNA office (404/973-9026) for additional information.

August 10-11

Professional Training Session and Exam. Burden Research Plantation, Baton Rouge, LA. Contact Karan McLean (504/763-3990).

August 18-20

TAN-MISSLARK Nursery and Garden Supply Show, Dallas Convention Center, Dallas, TX. Contact the TAN office (512/280-5182) for additional information.

September 20

LAN Board of Directors Meeting, Forest Hill, LA. Contact J.C. Patrick (504/292-4050).

October 5

La. Urban Forestry council Board Meeting, Burden Research Plantation, Baton Rouge, LA.

October 5

MAFES Ornamental Horticulture Field Day, Southern Miss. Branch Experiment Station, Poplarville, MS

October 10

Turfgrass Educational Program and Field Day, Calhoun Research Experiment Station, Calhoun, LA. Contact Ron Robbins (318/644-2662).

October 12-13

Southern Plant Conference, Raleigh, NC. Contact the SNA office (404/973-9026) for additional information.

October 19

LSU Ag Center Ornamental Hort Field Day, Burden Research Plantation, Baton Rouge, LA. Contact Allen Owings (504/388-2222) for additional information.

October 21-22

New Orleans Fall Garden Show, Botanical Gardens New Orleans, LA. Contact Dan Gill (504/482-1107) or Pam Hodson (504/486-3736) for additional information on exhibiting and general information.

December 13

LAN Board Meeting, Baton Rouge, La. Burden Research Plantation. Contact J.C. Patrick (504/292-4050) for additional information.

January 4-5



LAN Executive Secretary Allen Owings (left) receives a 4-H Silver Club Award Plaque in recognition of LAN's financial contributions to the La. 4-H Foundation.

REPORT FROM LAN'S MAY 1995 BOARD MEETING

The LAN Board of Directors met on May 17, 1995 in New Iberia, LA. The following significant action was taken:

Wanda Campagna reported on a re-distribution of LAN assets that will enable our organization to obtain higher rates of return on investments.

A suggested dues increase, to begin in 1996 was discussed and later tabled until the September Board of Directors meeting.

Membership recruitment was discussed.

Dr. Tom Fernandez, a new ornamental

horticulture researcher at LSU was introduced.

Steve Bellanger and Walter Imahara were nominated for the Hort Services and Landscape Contractor positions, respectively, on the Horticulture Commission. Commissioner Bob Odom has received the nomination from LAN and will submit for Governor Edwards approval.

Allen Owings and Rick Webb commented on the 1995 Southern Plant Conference and LAN's plan to host or co-host with Texas, the 1997 Southern Plant Conference.

CONTINUED

SNA '95 OFFERS GREAT EDUCATIONAL PROGRAMS

Atlanta, GA: The Southern Nurserymen's Association has announced the schedule for the "Business-Building" seminars held at SNA '95...The World's Showcase of Horticulture. These seminars are provided free with SNA '95 admission and are open to all attendees of SNA '95.

Friday August 4

8:30-10:00am

"Getting Ahead of the Competition...Marketing Service and Quality at a Value Price"

by: **Jack Rice**

Jack Rice Seminars
Carmel, IN

In the U.S., there are enough retailers to serve 450 million people. But, unfortunately the population is only 250 million. Acquiring new customers and keeping satisfied loyal customers becomes more difficult everyday. Jack Rice will show you how to seize new opportunities and increase sales, profit and revenue in today's competitive marketplace!

Friday August 4

3:00pm to 4:30pm

"Plant Selections for 1996 and Beyond...A Preview to the Southern Plant Conference"

by: **Don Shadow**, Shadow Nursery, Winchester, TN and
Dr. Michael Dirr, University of Georgia and **Dr. J.C. Raulston**, North Carolina State University

For the first time, join these internationally-recognized plantsmen as they share their professional expertise on hidden opportunities, exciting new plant varieties and underutilized plant materials possessing innovative commercial potential.

Saturday August 5

3:00pm to 4:30pm

"Double Your Profit Dollars...Plant Growing and Handling Efficiencies"

by: **Dwight Hughes, Jr.**

Dwight Hughes Nursery
Cedar Rapids, IA

Back by popular demand, this nurseryman has struck a responsive chord within our industry with his innovative and cost-effective methods of operation. Minimizing effort and turning it into profit has earned Hughes the title of "Mr. Efficiency" and you'll see just why as he shares his secrets of productivity that can be applied to your particular business.

SNA TRADE SHOW LA EXHIBITORS

**Jenkins Farm and
Nursery**
Amite, LA

Folsom Nursery
Folsom, LA

Windmill Nurseries
Folsom, LA

J&M Industries
Ponchatoula, LA

**Gerald Foret
Wholesale Nursery**
New Iberia, LA

Battle Creek Nursery
Forest Hill, LA

**Miller's Ground-
covers**
Forest Hill, LA

Doug Young Nursery
Forest Hill, LA

Board Meeting cont.

Rick Webb and Wanda Campagna will attend the AAN Legislative Conference in September.

LAN committed \$2500 to a proposed "green industry" survey that will be conducted by the LSU Agricultural Center.

Board members in attendance were J.C. Patrick, Gerald Foret, Harold Poole, Jr., Rick Webb, Roger Mayes, Clyde Gehron, Allen Owings, Wanda Campagna and Don

Lobb. Board members absent were Steve Adams, Steve Bellanger, Dan Gill, Foster Cook, John Kavanaugh, Paul Toler and Les LeBlanc. Guest attending were Karan McLean, Tom Fernandez (LSU), and Craig Roussel (LDAF). LAN is committed to communicating board meeting activities to the membership. All board meetings are open to all active members. Please contact J.C. Patrick (504/292-4050) or Allen Owings (504/388-2222) if you desire any further information on LAN activities.



TAN-MISSLARK '95

AUGUST 18-20, 1995
DALLAS CONVENTION CENTER

TAN-MISSLARK SHOW ANNOUNCED CHANGES

The TAN-MISSLARK Nursery and Garden Show announces creation of a new product section and new show hours for TAN-MISSLARK '95, August 18-20, 1995 at the Dallas Convention Center in Dallas, Texas. Response to an on-site survey at the 1994 show confirmed that the search for new products is the single most stated reason for attendees to visit the trade show. Seventy-six percent of attendees said they were looking for new products. In response to that finding the Trade Show Policy Committee established a New Products area and Special New Product Features. The new products section in the Trade Show program will be expanded as well.

Ed Edmondson, TAN-MISSLARK Show Manager, said, "When we combined the interest in new products with other findings, we realized that TAN-MISSLARK is really the best opportunity for introducing a new product to the South West, South Central region of the United States, since 66 percent of our buyers said they do not attend any other trade show."

Edmondson also noted that exhibitors and attendees both reviewed TAN-MISSLARK as the most likely means to explore

new opportunities in Mexico. "This belief is supported by the numbers. Our registration from Mexico at the 1994 show doubled the 1993 level," Edmondson said. "I guess we should call ourselves TAN-MISSLARK International," Edmondson continued, "since TAN-MISSLARK attendees represented 44 states and nine foreign countries."

The Texas Association of Nurserymen (TAN), the managing partner of TAN-MISSLARK, had responded early to opportunities created by NAFTA. Working with the Texas Department of Agriculture, TAN has been establishing trade missions and communications networks with industry and government leaders in Mexico. "Texas, with over 500 miles of shared border, is clearly the gateway to Mexico." Edmondson said. "it is natural that TAN-MISSLARK should become the showplace for that connection."

The Trade Show Policy Committee also set new show hours for TAN-MISSLARK '95. The show will open from 9:00am to 6:00pm Friday, 9:00am to 5:00pm Saturday, and 9:00am to 3:00pm on Sunday. The new schedule provides the same number of show hours as in previous years. Trade Show Policy Committee chair Leon Macha, TCNP, said

that the change serves both attendees and exhibitors. Attendees are provided an "after five" hour for local business people. Exhibitors will be able to leave the hall early enough on Sunday that those flying out are more likely to be able to catch a flight that same day, saving one hotel night."

The Trade Show Policy Committee stated its commitment to continuing its policy of keeping trade show hours for trade show only. "We recognize that exhibitors make a serious investment in coming to a trade show. We intend to give them maximum opportunity to reach their customers with no competition." Macha said.

The TAN-MISSLARK Nursery and Garden Supply Show is an all-industry show with attendance at approximately 10,000 and over 1,600 exhibit spaces divided evenly between hardline and greenline products. Sponsoring organizations are the Texas, Mississippi, Louisiana and Arkansas Nurserymen's Associations. Texas is the managing organization. For attendance information call TAN (800)880-0343.

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SNA '95

The World's Showcase of Horticulture™

4 - 6 August, 1995

Georgia World Congress Center
Atlanta, Georgia USA



Sponsored by the Southern Nurserymen's Association
1000 Johnson Ferry Road, Suite E-130 • Marietta, GA USA 30068
Voice 404.973.9026 • FAX 404.973.9097

Atlanta Photo by Kevin C. Rose, Courtesy of the Atlanta Convention & Visitors Bureau
Floral Photo by Ron Sherman



**THE ONE STOP MARKET
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TAN-MISLARK attendance represents all segments of the industry . . . 38% Growers, 31% Landscape, 14% Retail, 12% Allied Supplier and 5% other. We deliver a highly qualified, serious buying audience. 85% play a major role in purchase decisions and 60% attend no other trade shows. The buyers attend to see new products, to learn what's going on in the industry and to make their purchases.

ABOUT THE TAN-MISLARK SHOW...

- Over 1550 booths, (50% allied & 50% plant material)
 - Over 750 exhibitors (70% returnees)
 - 155,000 net sq. ft. devoted 100% to nursery and garden supplies.
 - The largest show of its kind in the United States serving the horticulture industry since 1937.
- TAN-MISLARK . . . 10,000 in attendance, 3 full days of uninterrupted show hours. The most economical way to reach the industry's markets.

For Information Contact

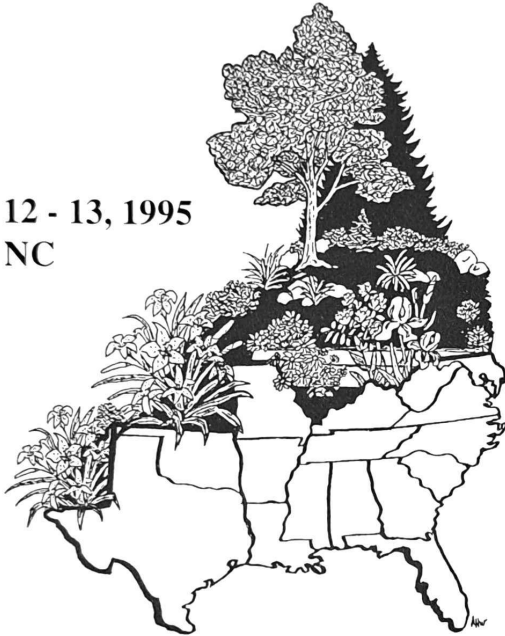
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TAN-MISLARK • Aug. 18-20, 1995 • Dallas, Tex • Sponsors: Texas, Mississippi, Louisiana and Arkansas Nurserymen's Associations.

Don't miss the . . .

Southern Plant Conference

October 12 - 13, 1995
Raleigh, NC



Sponsored by:

Southern Nurserymen's Association
North Carolina Association of Nurserymen

In cooperation with SNA's 16 State Associations and major universities and extension services across the southeast..

- Experience the newest in plant varieties
- Leading growers and researchers from across the country
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- What's different...
- New applications for old cultivars

You can't afford to miss this exciting event!



For more information contact:



Southern Nurserymen's Association
1000 Johnson Ferry Road, Suite E-130
Marietta, GA USA 30068
Voice 404.973.9026 Fax 404.973.9097

LOUISIANA ASSOCIATION OF NURSERYMEN

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