



LOUISIANA Nursery & Landscape

NEWS

OCTOBER/NOVEMBER/DECEMBER 2003

Louisiana Nursery and Landscape News is a quarterly newsletter produced by the Louisiana Nursery and Landscape Association as a member service. The opinions and statements expressed herein do not necessarily represent the views of LNLA, its staff, Board of Directors, or its editors. Likewise, advertisements do not constitute an endorsement of the featured products or services. ●

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Study Shows "Green Industry" Major Economic Contributor

Louisiana's "green industry" continues to be one of the leading economic contributors among the state's agricultural commodities, according to a study completed recently by the LSU AgCenter.

The study shows a direct economic contribution of \$2.2 billion annually in Louisiana from the industry that includes, such aspects as, wholesale production and retail distribution of commercial nursery products, landscape and horticultural services, golf course maintenance and related expenditures, as well as the green industry's contributions to other industries. The conclusions are based on the most current figures available for 2001 and were the result of a study led by LSU AgCenter agricultural economics professor Dr. Roger Hinson.

"We found the total economic impact of the green industry in Louisiana in 2001 was over \$2.2 billion in gross sales, approximately \$1.15 billion in personal income and \$1.69 billion million in gross state product," Hinson reported, adding that the total employment impact was 56,680 jobs.

"The green industry, not only in Louisiana, but nationally, enjoyed a significant growth trend from the early to the late 1990s," he said. "Although some segments have slowed in growth over the past couple of years, the green industry remains a major contributor to Louisiana's economy trailing only forestry, in significance, among agricultural sectors." Statistics compiled by the LSU AgCenter show economic contributions from all Louisiana agricultural industries of more than \$7.5 billion in 2002 and nearly \$7.8 billion in 2001. Forestry led in those contributions with a \$3.8 billion total value in 2002 and a \$3.3 billion value in 2001.

"Although many agricultural industries rely on the wholesale or "farm gate" value of products to stimulate the economy, the green industry also provides significant economic contributions from the service and retail sectors," said LSU AgCenter horticulturist Dr. Allen Owings, who also participated in the study.

Among the information revealed about the economic contributions were these points: The trade or retail level of the green industry posts economic impacts of 14,905 jobs, \$511.3 million in gross sales, \$245.9 million in personal income and \$410.1 million in gross state product. These findings increased more than two-fold from 1995 sales figures, boosted by survey results from the National Gardening Association that show household purchases of garden products more than doubled from 1995 to 2001.

The landscape and horticultural services area of Louisiana's green industry contributed \$266.1 million to the economy in 2001 and employed 9,361 people. This includes

...cont'd on page 9



Visit the LSU AgCenter's Lawn & Garden Resource Website

at LSUAgCenter.com
Select "Topics - Lawn & Garden"
then, select "Features - Get It Growing"

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Gary Marmillion

WELCOME! New LNLA Members



September - November

Accardo Materials, Inc. - Michael Accardo
Baton Rouge Community College - Robert Spencer
Cornerstone Services - Norvin Fagan
Cut-N-Edge Landscaping - Laura Luquet
Delgado Community College- Jeanette Webster
Garden's Galore Landscaping - Lynn Ward
Gardener's Oasis - Lisa Crouch
Homegrown Garden & Lawns - Barbara Ballianco
J & D Nursery & Apiary - Debbie Smith
Hope's Horticulture Services - Hope Zeller
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Iggy's Grassland Services - Charlotte Eaglin
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La Technical College - John Cerny
LTC/EHCC Education - Foy Beall
Magnolia Hill Farm & Nursery - Debbie Raburn
Mother Earth - Ashley Sciortino
Southern Charm Lawn & Landscape - Dennis Smith
Southern Louisiana University - Angela Longstreet
Southern Louisiana University - Crystal Mitchell
Southern Louisiana University - Mark Lawrence
Southern Louisiana University - Todd Shockley
Southern Trace POA, Inc. - Keith Moses
Sunnyside Landscaping - Sarah Herman
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LA Tech University - Jason Willis
LA Tech University - Jonathan Williams
LA Tech University - Karla Spillers
LA Tech University - Kenny Slocum
LA Tech University - Lee Barham
LA Tech University - Renee Stringer
LA Tech University - Robin White
LA Tech University - Ryan McMaster
LA Tech University - Spencer Rimes
LA Tech University - Triel McKowen
LA Tech University - Zack Hankins
Turf's Up Lawn & Landscape - David Justice

Louisiana Nursery and Landscape Association
Board of Directors Meeting
May 20, 2003
Fausto's Fiesta Food
DeRidder, LA

The meeting was called to order at 1:00pm by Pat Newman. The meeting was held at Fausto's Fiesta Food in DeRidder. Attendees were Pat Newman, Nathan Dondis, Cody Arceneaux, Robert Trawick, Allen Owings, Frances Thorne, Andy Zimlich, Mark Humphries, Danny LaFleur, Dan Gill, Tom Fennell, Laney Strange, and Dan Devenport. Board members absent were Beth Perkins, David Lowery and Mark Womack. Guests present were Ed Bush (LSU) and Howard Thorne.

Pat Newman opened the meeting by welcoming everyone and mentioning the plans for the day. Board members are invited to the meeting of the Southwest Louisiana Nurserymen's Association tonight at Clyde Gehrons. (Newman, Trawick, Gill, Owings, Dondis and Bush attended)

Motion was moved by Danny LaFleur and seconded by Laney Strange to accept the minutes of the February 25th board of directors meeting as submitted. Motion passed.

Nathan Dondis provided a financial update. Income for the year through April was \$44,104.54 with expenses of \$37,509.03. Total assets as of April 30, 2003 are \$310,198.81. This includes \$31,483.67 in cash, \$96,130.50 in fixed income securities, \$39,606.2 in money markets, \$35,116.01 in mutual funds, and \$107,861.91 in commercial savings. David LaFleur moved and Dan Devenport moved that the financial report be accepted as presented. Motion passed.

Pat Newman and Cody Arceneaux gave a GSHE report. Island booths will be included in the main entrance/registration area at the trade show in January. Allen Owings is coordinating the educational program for January. Louisiana is responsible for move-in and move-out. Trade show income for Louisiana from the January 2003 show was \$30,109.65 with educational program income of \$4,171.92 plus \$1,500 from SNA for total show revenue of \$35,781.57.

Laura Crnko provided a report via Allen Owings on membership. Dues income for 2003 is close to \$30,000. Membership directory will be printed this summer prior to SNA and the Nursery/Landscape Expo. Louisiana licensed landscape contractors will be solicited for membership this summer.

Pat Newman announced that herself, David Lowery and Randy Bracy would be meeting shortly with LSU AgCenter Chancellor Bill Richardson to discuss green industry status and AgCenter efforts.

Allen Owings reported that the proposed LDAF fee increases discussed at the February meeting have been legislatively acted upon. Most license and exam fees will double. There will also be a less significant increase in permit fees.

Dan Gill presented three grant funding requests. LSU AgCenter entomologist Dale Pollet was awarded \$3,000 for scale insect work and LSU AgCenter horticulturist Allen Owings was awarded \$2,500 in 2003 and \$2,500 in 2004 for herbaceous plant evaluations. Pollet requested \$750-1,000 annually in continual support - the board will request a progress report in December 2003 and decide on 2004 funding for the scale work in early 2004. A research proposal for development of field nursery production root pruning mechanization was also presented from LSU AgCenter engineer Dick Parish. The board decided not to fund this project, but Dan Gill will discuss the project with Parish and investigate modifications to this project or other engineering/mechanization efforts that could be funded.


Rob Trawick gave a "Plants for Louisiana" booklet update.

Dan Gill and Rob Trawick gave a report on upcoming educational programs and related events.

Allen Owings reminded everyone about SNA and Nursery/Landscape Expo activities.

Being no further business the meeting adjourned at 4:30pm..

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“Rewarding And Retaining Your Team Members”

By Mark Mayberry

In today's business climate, it's more important than ever that you are able to motivate, reward and retain your Team Members. My friend, Carol Hacker, has come up with 450 ways to do just that! Carol is the author of “450 Low-Cost, No-Cost Strategies For Recognizing, Rewarding & Retaining Good People.” Here are a few of my favorites from Carol's book. (I have edited many of these, since that “employee” word is used in the book!)

Dedicate special parking places for peak performers based on measurable accomplishments. Rotate monthly or quarterly.

Write a year-end letter to your Team Members, sharing the department's successes for the year. Include something about everyone on the Team.

After an especially busy week, put Hershey Kisses on everyone's desk before they arrive at work on Friday morning to recognize the extra effort.

Let a Team Member set his or her own schedule for the week. (In many cases, this would be a good idea every week!)

Provide a “pull board.” For every 150 (or you make up a number) contracts keyed, or telephone calls answered, Team Members get to pull one ticket off the board. They can exchange tickets for prizes or cash awards.

Award a month's supply of food for the Team Member's pet.

Have the Leadership Team wash Team Member's cars.

Make a quotation book. When Team Members say something noteworthy, hear something they want to remember, or read an interesting quote, enter it into the book to share with all.

A Team collectively writes a poem about the work they're doing or on any subject related to who they are and what their roles are in the company.

Hold a Team Member “Talent Show.” Sometimes they're more of a Gong Show, but they're fun. (Or pick your own game show!)

Designate a wall as “The Wall Of The Absurd.” Invite Team Members to post funny or absurd cartoons, quotes, actual memos (Be careful here!), media articles, or jokes – as long as they are not offensive in nature. (Carol suggests that you have a Team Member committee approve the postings on a weekly basis.)

Provide space for Team Members to plant and oversee gardens on company property. For example, one company in Atlanta

provides space on the roof of their building.

Hold a “Hallway Golf Tournament.” Let the Team Members build the course, but only with items that are already somewhere in the company. They may not bring anything from home.

Hold a picnic in the middle of winter in a snow-covered area. Play volleyball, grill burgers and toast marshmallows.

Hire an artist for a day or a long group-lunch to draw caricatures of your Team Members.

Get to work before your Team Members arrive (You probably do this anyway!) and leave small surprises such as a candy bar, key chain, or other company logo merchandise in the form of caps, t-shirts, etc. in each Team Member's work area.

Hold a pet photo contest. Judge photos in different categories, such as most unusual pet, largest and smallest pets, most animated face – or even the pet that looks most like its owner.

Declare a “Fun Day” and plan special fun events throughout the day. (Then extend the fun to every workday!)

Match your Team Member's monetary donation to a charitable organization and get a tax write-off as well. For example, a fisherman got his company to match his contribution to a “Fishing Has No Boundaries” program in his community.

Hold a drive to collect used bicycles for needy kids during the holiday season. Bikes are repaired and/or cleaned by Team Members before distribution to charities.

These are just a few of Carol's terrific ideas to recognize, reward and retain your Team Members. If you'd like to order her innovative book (\$15.00), call my toll free number, (800) 394-6138. Of course, magic doesn't happen by just ordering the book – you have to put Carol's tactics into practice!

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

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!

New USDA Facility in Poplarville, MS

Ground was broken October 20th for a new U.S. Department of Agriculture facility where scientists will develop new plant cultivars and cultural methods for horticultural production in Gulf Coast states.

The Southern Horticultural Laboratory will be located at the Agricultural Research Service's Small Fruits Research Station here. It will cost about \$10 million to build, and construction is scheduled to be complete in December 2004. ARS is the chief scientific research agency of the U.S. Department of Agriculture.

Research at the laboratory will focus on the genetic improvement and release of small fruit and ornamental cultivars adapted to the growing conditions of the Gulf Coast region of the United States. Researchers in the new laboratory will develop improved cultural and management practices for the production of small fruits, ornamentals, vegetables, melons and other crops grown in the region.

"The Poplarville location is recognized worldwide for its small fruit research activities," said Joseph Jen, USDA undersecretary for Research, Education and Economics. "Before blueberry research began in Poplarville in the late 1970s, there were no commercial blueberry plantings in Mississippi, Alabama, Louisiana or Texas. The establishment of the blueberry industry in the Gulf states is an example of how ARS research can facilitate the emergence of a new industry, impact the economy and increase marketing

opportunities for southern growers."

ARS Acting Administrator Edward B. Knipling, Blake Thompson from the office of Senator Thad Cochran (Miss.), Rep. Gene Taylor (Miss.), and other officials participated in the ceremony.

The 30,000-square-foot building will accommodate 50 scientists and support personnel from both ARS and Mississippi State University. Researchers will have backgrounds in such diverse disciplines as horticulture, genetics, plant physiology, entomology, plant pathology and postharvest physiology.

James M. Spiers, the station's research leader, said that ARS cooperates with the Mississippi Agricultural and Forestry Experiment Station and the Mississippi Extension Service to transfer research results to industry. Findings from blueberry and other fruit research at the station have already been incorporated into the cultural practices of Gulf Coast producers. Recent projects have also included work on grapes, blackberries, strawberries, melons and various vegetables.

A growing ornamental research program is under way at Poplarville, including the development of improved forms of hibiscus, pest-resistant crape myrtles, and disease-resistant dogwood and daylilies. ARS researchers and their cooperators will provide new plant varieties, cultural information and guidance for the future growth of ornamental industries in the Gulf Coast region.

"A Guide for Louisiana Gardens" ORDER FORM

- _____ 25 booklets at \$1 each plus \$4 for postage and handling (\$29)
- _____ 50 booklets at \$1 each plus \$6 for postage and handling (\$56)
- _____ 100 booklets at \$1 each plus \$8 for postage and handling (\$108)
- _____ 240 booklets at \$1 each plus \$10 for postage and handling (\$250)

Booklets must be ordered in the quantity listed above. Forward order form with payment via check or money order made payable to "Louisiana Nursery and Landscape Association" to:

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In The News

CONGRATULATIONS TO...

Mark Humphries, of La. Landscape Concepts, and his family on the birth of their little girl, Mary Grace Humphries on Aug.21.

IN SYMPATHY...

LNLA wishes to express condolences to the **Kirk Walker** family, Welsh, LA. Mr. Walker passed away unexpectedly in September. Kirk was owner of **Turf Grass Farms, Inc.** and the sod farm representative on the Louisiana Department of Agriculture and Forestry's horticulture commission.

LNLA expresses their condolences to Tom, Ron, and Alan Fennell for the death of their father, **Robert Fennell** on Sept 22nd. Tom is co-owner of **Clegg's Nursery** and his brother Ron is a grower in Clegg's Color Division, on Greenwell Springs Rd.

LNLA UPDATE...

The 9th annual **Louisiana Plant Materials Conference** was held at Burden Center on Wednesday, September 3rd. Approximately 105 people attended. Thanks to Pat Newman and Beth Perkins for their attendance as LNLA board members. Guest speakers were: Brent Pemberton from Texas A&M University on Earth Kind roses and East Texas bedding plant trial results, Glenn Fain from Mississippi State who spoke on herbaceous plant evaluations at Crystal Springs, Ray French from PDSI presented an overview of their plant introductions over the last five years, and Bill Rountree from Rountree Designs in Baton Rouge gave a presentation of hot weather plants for landscapes in south Louisiana. We are making plans now for our 10th annual Louisiana Plant Materials Conference to be held in 2004.

LOUISIANA EXHIBITOR

WINS BOOTH AWARD IN DALLAS...

Congratulations! To Charlotte Lindsay, owner of **Songbird Gardens, Inc.** in Forest Hill, La., the recipient of the best medium size greenline booth award at the 2003 Nursery/Landscape Expo in Dallas.

NURSERY/LANDSCAPE EXPO 2003 REPORT

The 2003 Nursery/Landscape Expo was held August 15-17 in Dallas, TX. Attendance this year was 10,101 with attendees coming from 43 states and 6 foreign countries. Included in the

attendees were growers (26%), retailers (24%), landscapers (33%), suppliers (8%) and others (9%). This year's expo had 1,659 exhibit spaces occupied by 743 exhibitors. 2004 dates for the Nursery/Landscape Expo at the George Brown Convention Center in Houston, TX are August 20-22. Mark your calendars!

SNA 2004...

The World's Showcase of Horticulture® is the Southeast's most prominent and successful horticultural trade show. Open only to members of the horticulture industry, 10,000 industry professionals walk the show floor in search of anything related to the industry—container plants, equipment, irrigation products and much more! Attendees can streamline their search by visiting our website at www.sna.org before exploring the expansive selection of horticultural products showcased in more than 10 acres at our 3-day show. Educational opportunities available at this Annual Trade Show and Convention include TechShop, the FloralWorld Educational Track, the SNA Research Conference and the SNA WorldStage. Whatever you need, you will find it at SNA 2004... *The World's Showcase of Horticulture®*. There's simply nothing else like it in the country!

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NOTE - CNLP 2004 RE-SCHEDULE

The Certified Nursery Review and Exam for September 2004 is being re-scheduled. Watch for further notice.

* **LNLA NEWS:** Contact the LNLA's staff if you have NEWS. Allen Owings - aowings@agcenter.lsu.edu (225)578-2222 or Laura Crnko - lcrnko@bellsouth.net (225) 667-4744.



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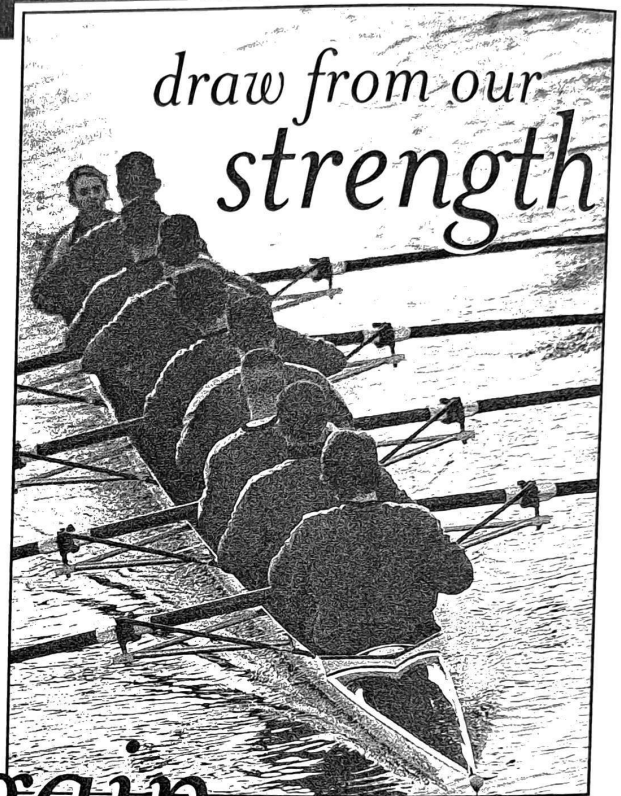
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cont'd from front cover...

items such as landscape contracting, landscape maintenance and landscape design services. Total personal income in this area was \$110.5 million, with \$166 million in gross state product generated.

Louisiana's farm-gate wholesale sales in the greenhouse and nursery product area of the green industry were estimated to be around \$120 million in 2001. While woody ornamentals (trees and shrubs) account for the majority of these sales, other segments included floricultural crops, annual bedding plants, herbaceous perennials, foliage plants, sod and fruit/nut trees. Sales in the wholesale production area of the green industry in Louisiana have been steady, but not significantly increasing, over the past three years.

In addition to product sales from nurseries and greenhouses, total personal income due to those sales in Louisiana during 2001 was \$55.8 million, with \$87.3 million generated in gross state product. Greenhouse and nursery employment in Louisiana was estimated at 2,824.

The combined "green industry" economic impact from horticulture-related activities and expenditures reported in other industries such as construction and from those related to golf were a significant portion of the results. The total contribution to the Louisiana economy of these segments was estimated at \$685.9 million in gross sales, \$524.1 million in personal income and \$656 million in gross state product in 2001. In addition, 22,394 Louisiana jobs were attributed to these areas of economic activity.

There has been rapid growth in commercial and public construction, and we've now come to realize the economic impact of activities like landscape maintenance and mowing by churches and other non-commercial entities," Owings said. "What it all means is that the state's "green industry" is a significant economic contributor."

For more details on the economic contributions of agricultural industries and a variety of other topics related to business, the economy, family life, landscaping, nutrition, health, home care, youth programs and much more, visit <http://www.lsuagcenter.com/>.

Contacts:

Roger Hinson (225) 578-2753 or rhinson@agcenter.lsu.edu, Allen Owings (225) 578-2222 or aowings@agcenter.lsu.edu, Tom Merrill (225) 578-2263 or tmerrill@agcenter.lsu.edu

The Bracy's Nursery logo is enclosed in an octagonal border. At the top, the phrase "Where it all comes together" is written in a curved font. Below this is an illustration of a tractor pulling a trailer with trees. In the center, the words "BRACY'S NURSERY" are written in a large, bold, serif font. At the bottom, the phrase "Quality - Service - Selection - Price" is written in a curved font.

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Certified Nursery & Landscape Professional Manual Review and Exam - 2004

Feb 19 - 20
Burden Research
Center,
Baton Rouge

June 17- 18
ULL Horticulture
Center,
Lafayette

TBA - Rescheduled

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

Business Name _____
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FAX _____

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

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For further information contact: Robert Trawick Ph 225/ 578-2222
 Fax 225/ 578-0773
 E-mail rtrawick@agctr.lsu.edu



Louisiana Nursery and Landscape Association

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Membership Application

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

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

Please select **X** your LNLA membership type:

Regular Members - \$ Based on gross sales

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

	Annual Gross Sales	Dues
<input type="checkbox"/>	\$0 - \$100,000	\$50.00
<input type="checkbox"/>	\$100,00 - \$250,000	\$75.00
<input type="checkbox"/>	\$250,000	\$150.00

Associate Members - \$100.00

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

Affiliate Members - \$25.00

Business Employed By : _____

A person or persons employed in any capacity in any nursery industry or establishment, or allied industry which is a member in good standing of the association.

Student Members - \$ No Charge

Name of university and location: _____

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

Governmental Agency/Educational - \$ No Charge

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

OPTIONAL: Members wishing to support these funds should add the \$\$\$ to their dues check. LNLA will forward the funds on to ANLA.

ANLA Beacon Fund - \$10.00 An industry fund supporting federal immigration and labor law reform.

ANLA Lighthouse Fund - \$36.50 An industry fund supporting grassroot legislative lobbying efforts.

Please type or print clearly. The information provided will be used to print LNLA's annual 'green industry' directory.

Company Name _____ Representative's Name _____

Mailing Address _____

Street or PO Box _____ City _____ State _____ Zip _____

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

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

New Member
Referred by: _____

Office Use Only: # _____ <input type="checkbox"/> Enter _____ <input type="checkbox"/> C <input type="checkbox"/> S <input type="checkbox"/> D <input type="checkbox"/> File _____
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Return dues application and check to:
Louisiana Nursery and Landscape Association, PO Box 25100, Baton Rouge, LA 70894-5100



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