

# Louisiana's Nurserymen

The official publication of The Louisiana Association of Nurserymen, Inc.

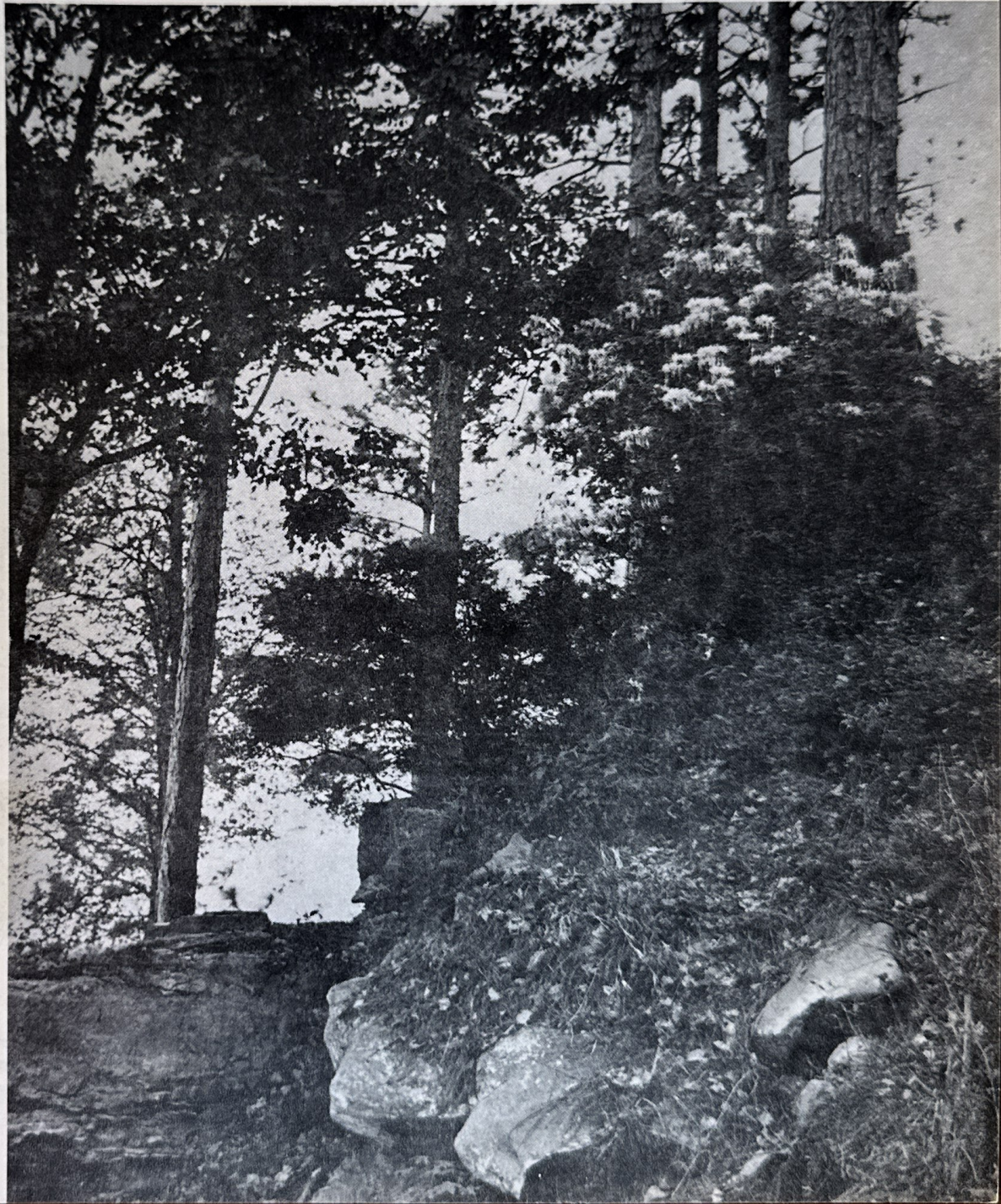
Volume 1

Number 3

October 1978

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from....*

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**TOP DRAWER**  
By President Hoogland



Frederic Hoogland  
LAN President  
1978

If this recent trade show is any indication of what's to come in the next few years, it's going to be great! TAN-MISSLARK is now the largest trade show in the world. The record shows that 999 booths were sold and over \$44 million worth of business was transacted with 8,5000 people in attendance. The more experienced nurserymen are seeing that we need to plan carefully for expansion and be sure you know your market before you overdo it.

A big "Congratulations!" is in order to Ronnie Casadaban and the entire Casadaban nursery for winning the "Outstanding Exhibit" award at the Houston show. It was truly a beautiful sight.

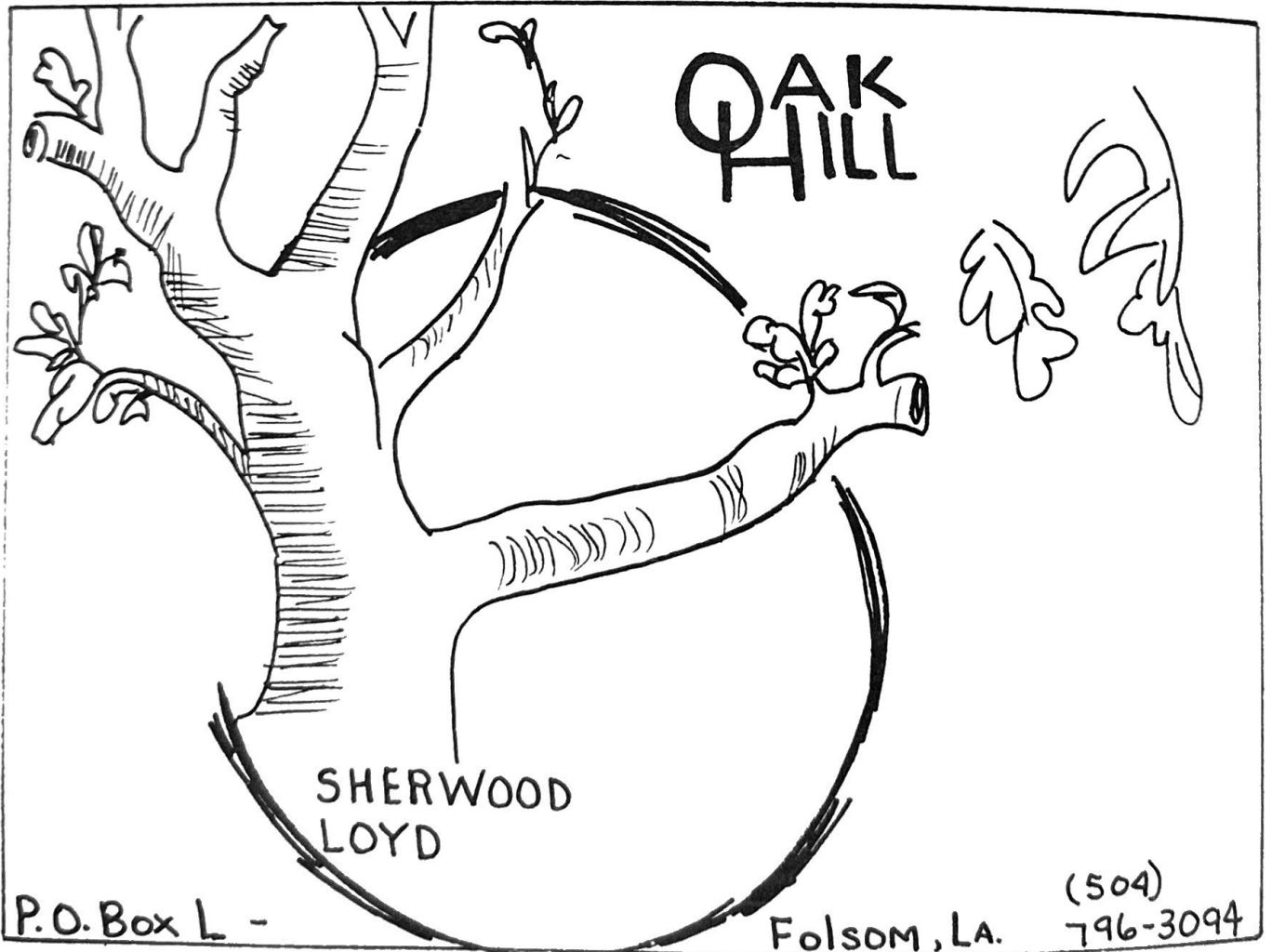
A note to members --- invite other nurserymen to join LAN.

Welcome to Bill LaCroix, LaCroix Nursery, Covington, to the Board of directors. He follows Sherwood Loyd of Folsom who has resigned for business reasons. Again, welcome aboard Bill, we'll be looking forward to serving with you.

There are some real important

- dates to put on your calendar:
1. January 13-14-15 LAN Short Course. This year we're going to Baton Rouge. Walter is planning a big show now, three days and two nights at the Sheraton in Baton Rouge. Don't miss it!
  2. LAN trip to California. This is the last week in June and the first in July. Quite a number of us who went two years ago thought it was fantastic. It was a good trip for grow. and retailers.
  3. Your Board has set the date for the Louisiana Certified Nurserymen's Exam -- October 19 at Imahara's Nursery and Landscape Co., Inc., 12289 Florida Blvd., Baton Rouge, 70815. The time is 10 a.m. sharp!

One other thing - our magazine will prosper only with our direct support. We have 13 ads now and invoices have been mailed. WE need MANY more small ads for the next issue: that means the \$25 and \$35 vertical or horizontal ads are the lifeline of this publication, not to profit but to pay its own way.



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# Louisiana's Nurserymen

Officers: President, Frederic Hoogland, Hoogland's Nursery, Ruston La. 71270; First Vice President, Walter Imahara, Imahara's Nursery, Baton Rouge, La. 70815; Second Vice President, Frank Akin, Akin's Nursery, Shreveport, La. 71105; Treasurer, Earl E. Vallot, Granview Nursery, Youngsville, La. 70592; Secretary, Dr. James A. Foret, U.S.L. Box 4-4492, Lafayette, La 70503.  
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 Layout Artist: Carol LeBoeuf

**ADVERTISING RATES**

The following advertising rates may be tailored to specific ad sizes and dates of appearance:

Back cover . . . . .	\$125
Inside Cover . . . . .	.110
Full Page . . . . .	.100
2/3 Page . . . . .	80
1/2 Page . . . . .	70
1/3 Page . . . . .	60
1/6 Page . . . . .	35
1/12 Page . . . . .	25

Call Hilda Welch at 1-318-233-2189 or write 111 Wedgewood Drive, Lafayette, LA 70503.

Cover: *The hilly terrain of North Louisiana is nicely exemplified by this sharp rise and rocky outcropping in Hodges Gardens near Many. The Gardens are located on the site of what was once a quarry.*

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peat moss,  
perlite,  
plastic sheeting,  
fertilizers, etc.

"Nursery supplies at reasonable prices"  
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NURSERY SUPPLY



**NEW AAN LEADERS-** New officers and directors of the American Association of Nurserymen are, from left seated, Henry A. Weller, North Collins, N.Y., treasurer and director Region I; Ernest A. Tosovsky, Edwardsville, Ill., president; Hugh Steavenson, Elsberry, Mo., vice president and director, Region IV; and, standing from left, Kent Langlinais, Youngsville, La., director Region V; Jerry Rosso, Seattle, Wash., director Region IV; Itsuo Uenaka, director-at-large; John Wight Jr., Cairo, Ga., director Region II and David Farley, Albion, Mich., newly elected director for Region III.

## Ernest Tosovsky president national nurserymen

Ernest A. Tosovsky Jr., vice president of Home Nursery Greenhouses, Inc., Edwardsville Ill., was elected president of the American Association of Nurserymen during its 103rd annual convention in New Orleans, July 19. Leaders to serve with him include:

Henry A. Weller, Congdon and Weller Nurseries, North Collins, N.Y., treasurer and director Region I; Hugh Steavenson, Forrest Keeling Nursery, Elsberry, Mo., vice president and director Region IV; Kent Langlinais, Kent's Nursery, Youngsville, La. director Region V; Jerry Rosso, J. Rosso Wholesale Nurseries, Seattle, Wash.,

director Region VI; Itsuo Uenaka, Cupertino Nursery, Cupertino, Calif., director-at-large; John Wight Jr., Wight Nurseries, Cairo, Ga., director Region II and David Farley, Farley Bros. Nursery, Albion, Mich., newly elected director for Region III.

Two prominent nursery industry leaders were reelected to serve on the Board of Directors of AAN. Henry A. Weller will serve another term as director of Region I representing over 1200 nursery firms in the New England States, New Jersey, New York and Pennsylvania.

S. Kent Langlinais, was reelected director of Region V representing nursery firms in Louisiana, Arkansas, New Mexico, Oklahoma and Texas. Upon graduation from the University of Southwestern Louisiana Langlinais established his own firm and has been operating the wholesale nursery for 19 years.

Dr. Robert F. Carlson, professor of horticulture at Michigan State University, was named 1978 recipient of the Norman Jay Colman Award

### A NEW BOOK

"Plants for Designers" a handbook for plants of the South by Odenwald and Turner is newly available from Claitor's Law Books and Publishing Division, 3165 S. Acadian at I-10, P.O. Box 3333, Baton Rouge, La. 70821. Prices are \$16.00 Hardback and \$13.00 Softback.

We plan a review of the book for the December issue of this magazine. Neil G. Odenwald and James R. Turner are professor and associate professor, respectively, in the department of landscape architecture at Louisiana State University.



North Central Louisiana  
Rt. 3, Box 605  
Ruston, LA  
Hwy. 80 East  
Phone (318) 255-3565

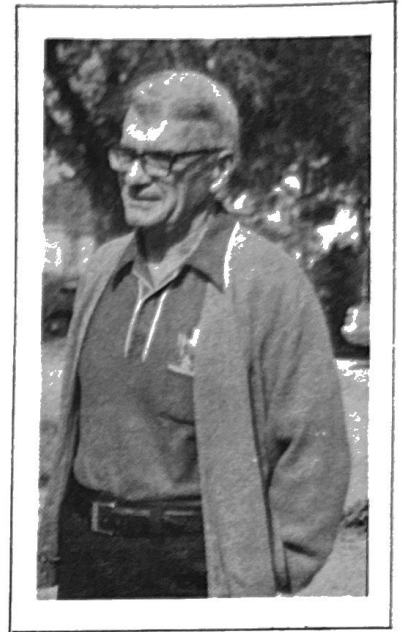
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125,000 Plants in 27 Varieties  
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# Doc Says

by Dr. James Foret



The 1978 TAN-MISSLARK Trade Show was the biggest and best yet. It's really heartening to see the growth of our industry and try to keep pace with the changes that are inevitable with time.

Of significance to me was the increased number of displays by Florida growers. I noted that a dozen or so new ones reserved exhibit space for TAN-MISSLARK in Dallas in 1979.

Of particular note, too, was the news that Hines Wholesale Nursery is establishing a large (300 acres plus) container operation southwest of Houston.

Walter Imahara and his brain-busters have designed a very fine program for our 1979 Short Course and Convention in Baton Rouge. There will

be information and conversations for all nurserymen - petit, small, medium, large - wholesale, retail and landscape contractor.

The business meeting at the Astrohall in Houston was well attended. Pres. Hoogland introduced Mr. Ernest Tosovsky, president of AAN and Mr. Gil Dozier, Louisiana Commissioner of Agriculture who each said a few words of welcome. Commissioner Dozier offered the assistance of his office in promoting our industry.

Our scholarship Fund needs help! We collected \$1400 since last January 1 and paid out the same amount. I am proudest of the fact that every past recipient of our scholarships is employed in the nursery industry or still studying Horticulture at the graduate or

undergraduate level.

## Certification Day is Postponed

Qualification as a Louisiana Certified Nurseryman will bring professional recognition by fellow nurserymen, the self-satisfaction, confidence and security of personal achievement and the nurseryman will be better able to serve customers and employer. Walter Imahara's plans for the 1978 Certification Course are complete.

Dr. W.E. Fletcher will administer the exam, as in the past. He reminds that there is an organized discipline with a question and answer

The examination is to begin at 1 p.m. by 3 p.m.

A new applicant

added to the the plant material for study only after the application form and to Walter Imahara, 12289 Baton Rouge, La. or call him 504-275-4078. Application may also be mailed to the address at the bottom of the form.

L.A.N. APPLICATION TO NURSERYMEN\*

EXAMINATION TO BECOME A CERTIFIED

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

NURSERY AFFILIATION - OWNER \_\_\_\_\_

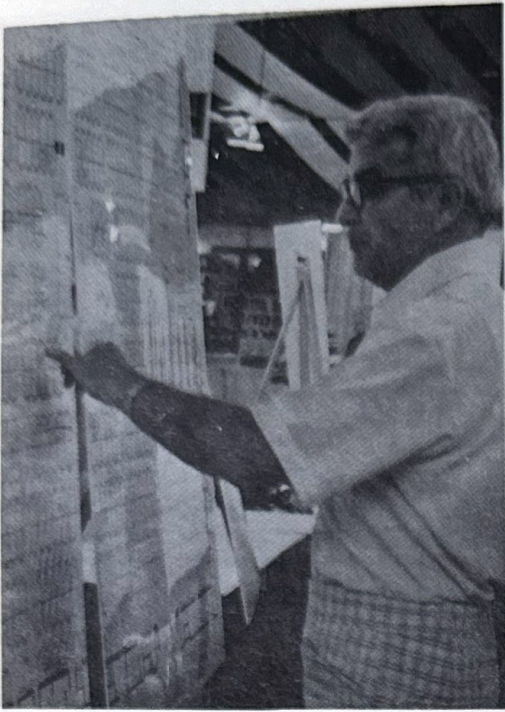
EMPLOYEE \_\_\_\_\_

**\*THIS APPLICATION MUST BE ACCOMPANIED BY A \$25.00 CHECK OR MONEY ORDER MADE PAYABLE TO L.A.N. AN ADDITIONAL CHARGE OF \$10.00 WILL BE MADE FOR RE-EXAMINATION OF THOSE SECTIONS FAILED.**

MAIL TO: L.A.N., BOX 4-4492, U.S.L., LAFAYETTE, LA. 70504.

New date info: Tues. Nov. 14, 1978, Imahara's Nursery, Fla. Blvd., Baton Rouge, La. 1-504-275-4078





AT HOUSTON CONVENTION- Almost every one of the 999 exhibitors at the Houston Trade Show in August had been signed by Doc Foret (above) before the end of the day August 15. At right (top) Rene' Casadaban accepted the Best of Show plaque honoring Casadaban Nurseries of Abita Springs. Among the first with congratulations were, left, Gil Dozier, Louisiana Commissioner of Agriculture and Fred Hoogland, president of the Louisiana Association of Nurserymen. At right (bottom) the entrance to the exhibit area of Astrohall was seldom this quiet as crowds moved among the exhibits.



**G** eorge  
**J** ohnson  
 Nursery

Azaleas  
 under  
 the pines

Rt. 1 Box 51-A  
 Forest Hill  
 La. 701430 (318)  
 748-8715

**1979 SHORT COURSE**

WHEN: January 13-15, 1979  
 WHERE: Sheraton Hotel in Baton Rouge  
 WHAT: 1979 annual Short Course for Louisiana Association of Nurserymen and Convention Association

DETAILS: Exhibit spaces (8'x10') are now available at \$60.00 for members and \$75.00 for non-members. Booths are to contain a table and two chairs. Walter Imahara is in charge. Write him at 12289 Florida Blvd., Baton Rouge or you may call him at 1-504-275-4078.

WATCH FOR FULL STORY ON THE SHORT COURSE IN THE DECEMBER ISSUE.

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# Scholarship Winner

## Landscape-Architecture design is his field

Editor's Note: Following is the third in the three part series on the recipients of Louisiana Association of Nurserymen scholarship awards for 1978.

By Hilda Welsh

Dewey Anthony Simms, horticulture major at Louisiana Tech University, didn't expect to win his scholarship from LAN, for several reasons, he said without elaborating.

"It has helped quite a bit, made things a lot easier. I feel kind of indebted to LAN and I hope some day I can pay them back by doing something for them," he said. He is working to become a landscape architect and in June had only two or three quarters left before graduation.

"From the first, I've really wanted to be a landscape architect, but I am considering teaching. I am thinking about graduate work. I would like to work architecture and landscape architecture together. Eventually I'd like to own my own design business which coordinates the types of design for homes and commercial places," he says, thinking strongly about the time after study is completed.

Tony appears to think first and then answer questions put to him. He is the father of a two year old son. His wife, the former Kathy Juneau of Alexandria works in a Ruston nursery, sharing Tony's interest in horticulture. Tony thinks she will probably study horticulture or related subjects when he is on his own. The family interest in horticulture began, during his term in the military, when someone gave them cuttings that were a challenge to keep alive. "I wanted to have a really nice collection," he remembers, "so I read and got interested in how to use them to best advantage. There's so much you can do with them. I decided at that time I'd go into landscape."

Tony comments that more art is being incorporated into a well-designed yard instead of basic foundation planting. He credits Pete Gallagher's emphasis on design for much of his enthusiasm for the field.

Tony is a native Louisianian, born and reared at Shongaloo, north of Minden about 30 miles, right on the Arkansas border. His parents raised timber, a few cattle and a little hay to feed them. His father had a vegetable garden and that's where his background interest began. The service experience added enough to his interest to bring the decision to change his major at La



AT LA TECH- Tony Simms, one of three 1978 recipients of scholarship awards from the Louisiana Association of Nurserymen, chats with Peter Gallagher, professor of horticulture at Louisiana Tech University. With them, at left, is Dr. John A. Wright, assistant Dean of the College of Life Sciences of Louisiana Tech.

Tech where he had studied three years.

Hobbies include car mechanics, race cars, "street machines" and specifically a '61 MGA which he says will become a classic someday. He takes pride in his ability to take care of cars, but counts an interest in geography - difference in areas - as important as mechanics. He likes to travel and camp in the woods, taking note of the varied landscapes.

"I won't make a decision about my future until I have decided about

grad school. The opportunities in Louisiana will be twice those of California (which would be my second choice for a place to locate) but I can't say for sure now," he responds to a question about where he will be after graduation.

"I'd like to express my gratitude to my wife, to Pete Gallagher, Dr. John Wright, and to my parents for standing behind me and encouraging me, especially when I had my doubts," Tony said thinking over the events just past.

## Kent's Nursery

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# See You!

## NEW MEMBERS - LAN

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New Iberia, LA 70560

Village Green, Inc.  
2601 Ferrand St.  
Monroe, LA 71201

Pietri Gardenland & Hardware  
1121 Milleville Raod  
Baton Rouge, LA 70816

John Rochester, Jr.  
Dogwood Hills Nursery  
Rt. 3 Box 181  
Franklinton, LA 70438

Jack's Nursery  
894 S. Robert Road  
Slidell, LA 70458

Don Cochran  
Cochran's Nursery & Landscape  
825 W. California  
Ruston, LA 71270

It was like wandering around beneath a giant Christmas tree. And I don't believe I was the only one who felt that way at the TAN-MISSLARK Trade Show and Convention at Houston in August. Astrohall is staggering to the imagination and to walk around carpeted area was to beggar description. I hope New Orleans and Dallas will always furnish carpet too.

I spoke briefly to Pres. Aldridge of the Texas Nurserymen. He had figured how long it would take to visit all booths, visiting each booth one minute. It was a staggering amount of walking time, so much so that my imagination stalled out; my feet were in full rebellion even with carpet. Joking aside, 999 exhibits are a vision; coupled with the work and care given, it's no wonder this was the largest in the world.

Thanks are in order to those of you who have responded so quickly to the LAN invoices for the ads. This means most surely the magazine can hold its own. In short order I will be in touch by mail and then with a telephone follow-up program. We'd like the initial advertisers to continue and to add as many more as the space in magazine will allow before the December publication date. This is to be



*Hilda H. Welch*

a Christmas issue.

I have now been east and central and north in Louisiana. When I can visit again it will be return, no matter where. This is the beginning of really getting acquainted. I look forward to each visit, especially.

This column will be dropped in favor of editorial comment in coming issues. We will welcome this type contribution from you. If no one comments, we will prepare copy.

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# LAN PERSONALITIES

## George Johnson has watched times change

By Hilda Welch

The warm-hearted reality of the Louisiana nurserymen is evident immediately in the demeanor of George Johnson. He likes to describe himself as a small nurseryman.

"You'll see my sign under a big pine tree," he says. And under a big pine tree is where it is - - - along with the signs of 28 other Forest Hill area nurserymen who also love the pine-clad hills of central Louisiana. The tall pines mixed with oaks form a singularly beautiful setting for a cluster of growers, both wholesale and retail, in the nursery business. And the area isn't overcrowded. The men say they need a greenhouse specialty grower to provide foliage plants for wholesale.

George Johnson, in his early fifties, looks to a fairly early retirement. Like many in the area, he began first by helping an established grower and then launching himself in the business. The names Poole and Stokes recur in the

account of Forest Hill's early nurseries, both are known in and out of this state. Johnson married into the Poole family and lives with his wife Vera, where they built their first greenhouse 30 years ago. His particular pride is dark-leaved, healthy azalea plants. He has introduced a striped pink selection of Fisher's pink. These plants, and others from his nursery are known over several states. He remembers when plants were taken on consignment by the Kress stores in Lake Charles and Baton Rouge. That's a long way back from his stock sell-out at the recent TAN-MISSLARK show in Houston.

He argues that the nursery should be small enough to permit supervision by the owner and does much of his own work.

"The owner should be involved," he says. "A living plant changes every day - - you watch it daily to see what it's doing."

Much credit goes to his immediate family - Vera and their one girl and four boys.

"I don't know what I would have done without them," he acknowledges. All helped - - George, Vera, all the children, the boys doing the field cultivating as they grew up. And now Murphy, the eldest, is a young nurseryman; he is planning his own home and developing his own business with two young sons - possibly to interest in the business of growing plants. The other children are either engaged in another business or attending school. Vera is happily moving toward

her Ph.D. in education.


The daily plant-watching fills his days, but not to the exclusion of fishing, traveling and helping others. George Johnson serves on several boards of directors in his area and supports the local scouting movement. He believes in working with young people. "It's up to us to show them the way," he says.

The questions facing nurserymen concern him greatly. He believes too much government assistance has resulted in making field labor almost unavailable, to the detriment of the nurserymen but just as much to that of the individuals receiving such help. "Skills and pride of accomplishment are just not here any more," he muses. "Unproductivity contributes to inflation. Prices are higher because production is a matter of only six hours in an eight-hour day."

He views the day-to-day care of plants as honest, hard work and as such due respect equal to any other occupation. He believes that the people who could do this work and are not doing it are being deprived of the joy of achievement quite as truly as any one in any other endeavor would be if they could not do their chosen work.

Deep thinking, quick to laugh and filled with understanding and compassion George Johnson is a man others may turn to in need. His home speaks a quick "Welcome!" to visitors.

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### LAN CALIFORNIA NURSERY TOUR

June 28 - July 9, 1979

Tour to include:

Reno, Sacramento, San Francisco,  
San Jose, Los Angeles, and  
San Diego - tour of sights,  
retail and wholesale nurseries

Tour to include:

Air fare, land arrangements, and  
bus transportation

Final itinerary and deposit information  
will be available as soon as confirmation  
is made.

Limited to 50 participants

For information contact:

Walter M. Imahara  
12289 Florida Blvd.  
Baton Rouge, La. 70815  
(504) 275-4078


# From the fields

Ed. Note: Following is a set of observations by Murph Johnson, member of the LAN Board of Directors. Other such articles are requested, to be published under the by-line of the author each time.

By Murph Johnson

Until recently, the average Louisiana nurseryman centered his entire work effort on one particular season of the year. This was the selling season. If we spray, trim, fertilize, water and fill in the voids with the few tricks of the trade that often give our nursery stock that extra mark of excellence, more than likely we look to this time of the year with approbation.

Fortunately, or unfortunately, the enterprising horticulturist is under the influence of natural effects. Understandably these effects alter the plan of events which occur during a growing season. Dealing with these elements effectively can increase our profits greatly. On the other hand, poor cooperation with nature or the "deaf ear" surely routes a collision course to disaster.



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## To Sell Or Grow

Selling seasons and growing seasons are often mentioned as two complete and separate entities demanding close consideration each during their own time period. Generally these two seasons divide a "growing year." Selling seasons previously have claimed the fall and winter months, while the growing season runs through the spring and summer months.

This situation has existed in many Louisiana nurseries during the last decade. Recently, the average nursery has had to deal with the growing and selling seasons simultaneously. The two have crept up on each other and intermingled.

## Management

If a resolution has to be made, we must take a long look at time. How much time does it take Mr. Smith to produce a marketable product? Production time varies tremendously from nursery to nursery. It has to be the key to the door of success. Hypothetically, a nursery could increase if not double the profits if its production time were cut in half.

Accomplishing this task requires simple reasoning and basic logic. Many steps have been taken to shorten the growing time from a potted or bare root liner to a marketable product for the retail outlets.

The liner itself has been improved from a bare root seedling or cutting to a quality potted liner of various sizes (most vary directly in accord with the pot size). These potted liners have evolved into the ultimate - superliners. Often we find superliners to be the same size as some one gallon container plants. This innovation in the liner industry is a basic step in the right direction.

Chemicals top the list of helpful tools in most growing operations. There are herbicides, insecticides, fungicides and pesticides to aid the nurseryman in producing the best quality product possible for the market. Within the last three years, chemists have outdone themselves by coming up with an agent to control the growth of plants with no apparent harmful effects. One chemical prunes the plant and if directions are followed should promote a better bud set if the plant is a bloomer.

Many of you who are reading this article know my dad, George M. Johnson. Well, if you really know him, you realize that he encountered many of these problems first before I encountered them the second time. So, to sum up, he and I would both like to read about some "encounters of the third time."

## Propagation

Potting operation seem to be a thing of the past with the influx of direct seeding into the pot. Cuttings are stuck directly into 2" or 3" pots. In most cases two or three cuttings in each pot seem to be beneficial in case one is deficient or does not take root at all.

Varied combinations of rooting agents or hormones, mist systems, elaborate structures and adequate fungus treatments are the nurseryman's answer to propagation.

## Fertilization

Diversification adequately describes fertilization procedures throughout the nursery industry. Slow-release and water soluble fertilizers are the newest to arrive on the scene. Most nurseries combine slow-release and granular fertilizer in their feeding program. The liquid-feed program offers excellent results, but the initial cost of the injector alone turns many heads, not to mention high cost of soluble fertilizer. Consequently this system is used to supplement existing programs. Does the end justify the means?

## Irrigation

Innovations in water systems seem to indicate that many nurserymen are taking a long, hard look at their electricity bill. Drip irrigation systems have answered the call by adequately supplying water to the plant with virtually no waste. Many companies have developed patented systems to do the job. One company came up with an ingenious gadget called a tensiometer that tells the system when the plant needs water. Possibly there could be a consideration here for the liquid feed system.

Is this a sign of the times, unlimited prosperity? Reasons as to why and how did it happen or when will it end are all important, and perhaps the most important question would be when will it end, or how long will it last. There are many men with many answers to these questions and probably some speculations floating around in nursery circles as to how long it will last.

For years men have waited for this moment to arrive . . . it's here!!! Ours should not be to wonder why, but to do all we can while we can - take advantage of our fortunate circumstance.

(Again, this publication will welcome information by nurserymen for nurserymen to be published with the by-line of the author.)



# National Marketing Council Update

The growth of the National Marketing Council of the American Association of Nurserymen is exciting to watch. From an initial group of 50 participants in late 1977, it has grown to 110 by early September 1978. And all on a voluntary basis the collections have yielded \$50,000.

Two of our LAN members are NMC members. One of them noted that support for the program is far greater than was the support for the previous advertising program of AAN. This forward looking group of nurserymen propose to increase the sale of living plants and related products by the industry. That goal is intended to benefit wholesale and retail nurserymen, garden center operators, landscapers, arborists and even mass merchandisers.

Much enthusiasm has been generated within the organization for the editorial comment of the American Nurseryman magazine's Editor Allen W. Seidel who wound up his editorial:

"Get on the NMC bandwagon!"

The top-line results of the study conducted by Ketchum, MacLeod and Grove, Inc. of Pittsburg, Pa. was the highlight of the 103rd annual convention of the American Association of Nurserymen in New Orleans in July. The next step is the formulation of a marketing plan and development of creative approaches.

Ideas and advertising are to be tested and advertising material prepared. Testing in several market areas is scheduled in the spring of 1979.

Nursery products are to be promoted by the people who are responsible for advertising campaigns of Alcoa, Westinghouse, Gulf Oil and other major corporations. KM & G is one of the largest marketing/advertising agencies in the country.

Who foots the bill? The nurserymen. How? By retailers making use of the agreement to add one quarter of one percent to each invoice and having their wholesalers match that amount. The combined total is sent to

the NMC for support of the program of advertising being developed by KM&G.

If you would like more information about the Nursery Marketing Council write to: The Nursery Marketing Council, 230 Southern Bldg., Washington, D.C. 20005.

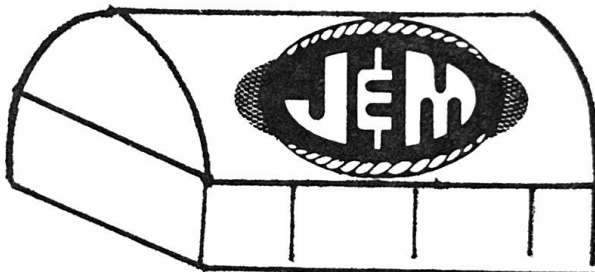
## UPDATE

UPDATE, the newsletter of the Allied Landscape Industry in its July 28 issue, reported the news that a procedure permitting certain farmers, nurserymen and florists to change to the cash receipts and disbursements method of accounting was today (7-18-78) announced by the Internal Revenue Service.

Revenue Procedure 78-22 provides relief for farmers who would have elected the cash method of accounting at the time of filing their first Federal income tax return had they known IRS would later require them to inventory growing crops, trees and plants.

Revenue Procedure 78-22 will also appear in Internal Revenue Bulletin 1978-34, dated August 21, 1978.

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