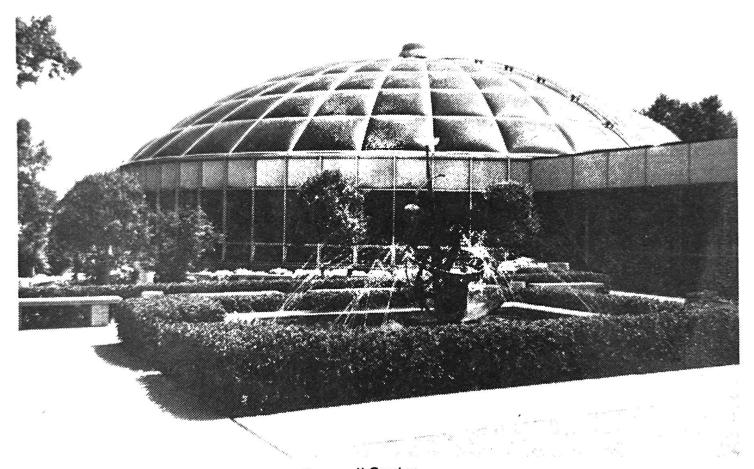


The official publication of the Louisiana Association of Nurserymen, Inc.

Volume 4

Number 4

December, 1981



**Barnwell Center** 

# Join LAN in Shreveport January 8-10

Conference schedule pages 8-9

# Application for L.A.N. Certified Nurseryman's Examination\*

Name:	
Address:	
Nursery:	
Nursery Affiliation: Owner	Employee
*This application must be	accompanied by a
\$25.00 check or money orde	
L.A.N. An additional charge of	
for re-examination of those s	ections failed.
Mail to: L.A.N., Box 44492 USI	Lafavette, LA 70504

# Louisiana Association of Nurserymen, Inc. Application For Membership

Officers and Members, Louisiana Association of Nurserymen, Inc. Gentlemen:

I hereby make application for membership in your association, subject to the approval of my application by your Membership Committee. I also agree that the decision of the Membership Committee shall be considered final by myself without any appeal.

Enclosed herewith is the sum of \$\_\_\_\_ covering my membership for the year ending January 1, 19\_\_\_\_.

### DUES SCHEDULE—(REGULAR MEMBERS):

\$000,000—\$100,000.....\$35.00 \$100,000—\$250,000.....\$50.00 \$250,000—up......\$100.00 Associate Members....\$35.00

I agree that should I wish to cancel my membership at any time in the future that I must do so in writing to the secretary no later than the last day of December of the current fiscal year. Failing to do this I acknowledge my liability to your organization of the current year's dues.

Applicant's signature\_\_\_\_\_\_

Firm's name\_\_\_\_\_
Affiliation\_\_\_\_
Address\_\_\_
City, state & zip\_\_\_\_\_

Recommended by\_\_\_\_\_
Firm's name\_\_\_\_

Address\_\_\_\_\_City, state & zip\_\_\_\_\_

Mail application blank and check to:

J.A. Foret, Secretary

USL Box 44492 Lafayette, La. 70503 Phone: (318) 235-4366

# Join us

With this issue, the Louisiana Association of Nurserymen is expanding its newsletter circulation to many colleagues who are not LAN members.

If you're not a member, consider the following:

•LAN was formed in 1954 by nursery.
men, and is dedicated to improving the nursery industry.

•LAN sponsors a Certified Nursery.
man's Program to set professional standards and to recognize proficiency in the nursery field.

•LAN awards scholarships to out. standing horticulture students through.

•LAN offers an annual three-day short course to introduce new ideas from nationally-known experts in the retail, wholesale and landscape fields.

•LAN members receive a triannual 24. page newsletter containing articles on diverse nursery topics and on LAN members themselves.

•LAN is the principal agent through which nurserymen collectively influence legislation affecting the nursery industry.

Beyond these high-sounding motives, LAN gives you the opportunity to enjoy fellowship with men and women who share the daily woes and triumphs you're familiar with. You'll meet new people and learn from them; perhaps even do business with them.

Don't put it off. Send in the membership application on this page. Join LAN and join us in Shreveport for a great short course January 8-10.

### Advertising rates

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

Back cove	er.						,			\$140
Inside cov	/ei	r.								. 125
Full page										. 115
2/3 Page.							¥		*	95
1/2 Page.			٠							80
1/3 Page.										70
1/6 Page.										40
1/12 Page							1000	-		30

### Them changes

At its October 28 meeting, the LAN Board of Directors adopted a package of changes for this magazine:

- •LAN has changed printers to the Alexandria Daily Town Talk. Their high-speed newspaper presses can turn out magazines like the one you're reading right now at a price almost two-thirds lower than what we paid for the September issue.
- •We are in the process of using this lower printing cost to raise the circulation of the magazine to 800 or 900. We will mail to the nurserymen's organizations inArkansas and Mississippi, and to non-LAN members in Louisiana. The first big mailout will come with the March, 1982, issue. LAN members will hand-deliver copies of this issue to their non-LAN colleagues. We hope this will serve as incentive to win new members to LAN.
- •We will use the increased circulation as an incentive to new advertisers. With a tripled circulation,

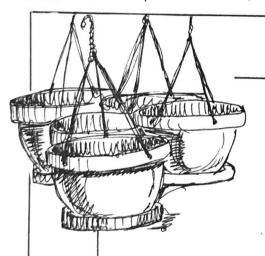
this magazine will reach a lot of nurserymen, and will thus be more attractive to advertisers. Those who have supported the magazine from the early days will get a much better value for their ad dollar.

•The magazine circulation will change from a 16-page quarterly to a 24-page triannual. This will lower annual printing costs and allow increased ad revenues to help balance what has been a budgetary deficit.

 Magazine ad rates will go up by about 15-16% (the first ad hike in years), which will further alleviate our budget deficit.

-Mike Maher



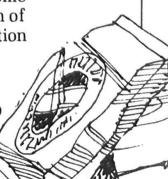


# J & M Supply Co.

Potting Soil	Fertilizers						
Peat Moss	Shade Cloth						
Monsanto	Visqueen						

We have all sizes and colors of hanging baskets, some decorative. Also in stock we have a large selection of plastic pots in all sizes. Please call for more information on sizes and availability.

New Orleans, LA 1251 South Front St. Phone (504) 947-2714 or 522-5840 4 miles north of Folsom, La. on Garret Road off Hwy. 450 (504) 796-5200 or 796-5600/



## Scions of the times

#### Caveat

Message to all landscape contractors from Walter Imahara: "If you subcontract work, be positive that you require a certificate of insurance that has workmen's compensation stated in the policy. Otherwise, your business has to pay workmen's compensation. That means many dollars."

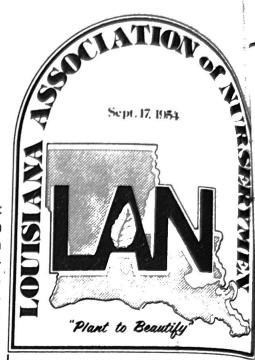
#### **Tractor Stolen**

Jimmy Foret's almost-new John Deere tractor is probably now on the boat for South America, courtesy of thieves who visited his nursery in October. Moral of the story: It can happen to you, too. Ken Rabolet of the Baton Rouge Farm Bureau has information on a statewide and nation-wide effort to discourage theft of agricultural implements. Call him for more information.

### **TAN Short Course**

The Texas Nurserymen's Short Course will be held January 21-22 at the Quality Inn in Austin. For more information, contact the Texas Association of Nurserymen, 512 East Riverside Drive, Suite 207, Austin, Texas, 78704; (512) 444-7489.





### President Walter Imahara

Imahara's Nursery. Baton Rouge, 70815

### First Vice President Frank Akin

Akin's Nursery Shreveport, 71105

### **Second Vice President** Mike Richard

Live Oak Gardens, Ltd. New Iberia, 70560

### **Treasurer** Earl E. Vallot

Grandview Nursery Youngsville, 70592

### Secretary James A. Foret USL Box 44492

Lafayette, 70504

### **Past President** Fred Hoogland

Hoogland's Nursery Ruston, 71270

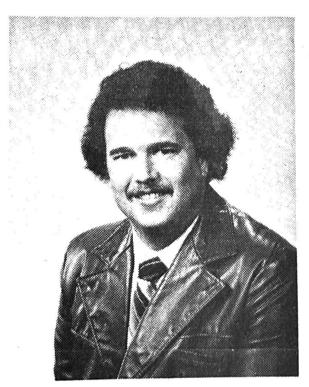
### **Editor** Mike Maher

Rt. 1 Box 174M Sunset, 70584

**Art Director** Anne Sargent

# All Seasons

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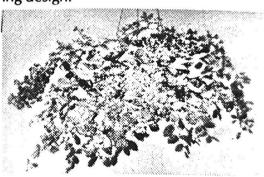


P.O. BOX 11208 Santa Ana, CA 92711 Phone 714-559-4444 From Outside CA 800-854-0244

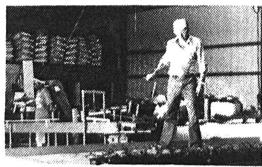
# . New ideas and products

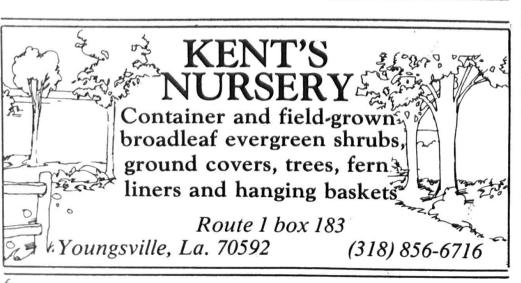


How do you improve retail business in slow months) Don Trachina, manager of the Imahara's florist-nursery-greenhouse location, sponsors free weekly demonstrations, open to the public. An average of 75 people a week show up to learn how to make holiday wreaths, centerpieces, and other items which use nursery products. The demonstrations last about an hour. Don also sponsors monthly programs for garden clubs on such topics as plants for shady areas, bonsai plants, and indoor plants. No overt sales pressure is applied; generally once the people are in the store, sales follow. Don has been with Imahara's for seven years, after initial training in advertising design.



Mike Richard's employees at Live Oak Gardens Nursery move four one-gallon containers with one fell swoop, and without bending deeply, with this easily-fabricated metal device. The worker here is transferring containers from the potting assembly line to a trailer that will take them to the field.





Miniature weeping crepe myrtles, the Dixie Series patented by Chopin and Wright Nurseries of Baton Rouge, are now on the market in good numbers for the first time. They bloom during the summer and fall for five full months, and their weeping pattern of growth makes them ideal for hanging baskets, pots and landscapes. They mature at an 18 inch height and a 24 to 30 inch width. They are cold hardy to 10 degrees Fahrenheit in pots. They may be grown in full sun or up to 50% shade. The Dixie Series consists of: Bourbon Street (watermelon red), Baton Rouge (deep red), Cordon Bleu (laven-der), Snow Lace (white), Lafayette (light lavender), Delta Blush (pink), New Orleans (purple), Cajun Red Beverly (watermelon rose), Bayou Marie (bicolor pink), and Mardi Gras (purple). They are available only from Hines Nurseries; call Bill Nunnally in Baton Rouge, (504) 769-4305, for prices.

# eople.

A. Foret, LAN secretary, has inced he will retire as dean of SL College of Agriculture, in ry. He will continue as LAN tary for at least a year.

t is one of the charter memf LAN. He has been LAN secreince the group was formed in He is an honorary life memf LAN, and the association anaward for professionalism his name.

et has been at USL since 1950; ecame dean in 1974. Under his inistration USL acquired a 600-farm laboratory, which it is developing as a teaching and arch facility.

Be sure to ask LAN President Walter Imahara about his new weightlifting records. Last October he won the national and world weightlifting titles in the Master Division (age 40-44) in the 148 lb. class. He repeated this performance October 23 at the 1981 National Masters Weightlifting Championship in Naperville, Illinois. He won with a snatch of 192 pounds, and a clean and jerk of 270 pounds. During and immediately after his college days at USL, Imahara was a five time U.S. national champion (no age limit) and a one-time Pan American champion. He narrowly missed a bronze medal in weightlifting at the Mexico City Olympics.



Allusk

Baton Rouge Nurseryman Al Lusk got into the business 18 years ago with mums and camellias. Al's Nursery is today particularly known for roses; he sells about 7,000 a year. Like most nurserymen, Al is an avid fisherman and a good storyteller. He, his wife Laura and son and daughter, incorporated the nursery last year. They plan to expand into the landscape business in the coming months.



### La Croix Nursery

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Azaleas — field grown up to 5' to 6'

Broadleaf evergreens, containers, unusual plants

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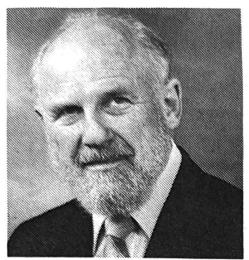
WRITE FOR A COPY OF OUR CURRENT PRICE LIST.

# 28th Annual Short Course and Convention

Hilton Hotel, Bossier City (All sessions in the Grand Ballroom area)

9:00-12:00	Booth set-up.
11:00	Registration opens.
1:00-1:30	Welcome and introduction. LAN President Walter Imahara.
1:30-3:00	"What a Way to Go: Managing Stress for Fun and Profit." Harry Kiely, Kiely and Associates, Silver Spring, Maryland.
3:00-3:30	Break.
3:30-5:00	Split session.  Wholesale—"How to Handle the Soft Market Conditions." Sidney Meadows, Flowerwood Nursery, Mobile, Alabama.  Retail/Landscape—"Directions and Opportunities in the '80s." Panel discussion led by Billy Martinson, Green Oaks Nursery, Jackson, Mississippi.
5:00-6:30	Cocktail party. Exhibit area.
7:30	Free night. LAN Board dinner.
<b>aturday, J</b> 7:15—9:15	Board breakfast.
9:30-10:30	General session. Reports from AAN and SNA.
10:30-10:45	Break,
10:45-11:30	"Making Time Work for You." Harry Kiely.
11:30-12:00	Travel to Barnwell Center.
12:00—1:30	R.S. Barnwell Garden and Art Center. Barbecue and tour.
1:30-3:00	"Working Smarter not Harder: How to Master the Finances of Your Business." Louis Mobley, Mobley and Assoc., Washington, D.C.
3:00-3:15	Break.
3:15-5:00	Continuation of "Working Smarter not Harder."
7:00-9:30	Cocktail party and banquet. Grand Ballroom.
9:30-11:00	Informal talk and open bar. Exhibit area.
unday, Jar	nuary 10
7:30—8:30	AAN breakfast. Tickets available at the registration desk.
3:45—9:45	Split session.  Wholesale—"Mechanization: How it can Help." Sidney Meadows.  Retail/Landscape—"Professionalism in the Nursery Industry." Billy Martinson.
9:45-10:45	"Working with Problem Employees." Harry Kiely.
0:45-12:00	"Our Business is People: Employee Motivation." Louis Mobley.

Pre-registration	
Please register the following for the LAN 1982 Short Course and Convention:	
(Your name and address)	
(Other registrants)	
☐ I enclose \$45 each for registration.  Registration fee includes the banquet, luncheon at the Barnwell Center, coffee breaks, and opening rounds at cocktail partic	es.
The Hilton Inn-Bossier has blocked rooms for LAN; singles are \$34 and doubles are \$45. Make your own reservations by calling (318) 747-2400, or by writing to Hilton Inn-Bossier, I-20 at Airline Drive, Bossier City, LA	
Mail this form to LAN Meeting, P.O. Box 5155, Shreveport, LA 71105.	



### **Louis Mobley**

Louis Mobley was the architect and director of the well-known IBM Executive Training School. An innovator in training and management consulting, he is now president of Mobley and Associates, a Washington, D.C., firm.

Since retiring from 32 years with IBM, he has been a management consultant to many small businesses.

Mobley is know for his ability to make financial management concepts understandable and applicable to everyday business situations.

He will speak at **1:30 p.m. Saturday** on "Working Smarter, not Harder: How to Master the Finances of your Business."

Mobley will show why many businesses fail to properly manage money. His presentation will not be based strictly on accounting, but on such concepts as:

- How to see your business as a total economic system.
- Why there is no cash depicted on the operating statement.
- How value is created and developed without cash.
- How to relate balance sheet information to operating statement information, and to relate both of these to cash information.
- How to turn money into "super money"—the process of capitalizing values.
- How to see through the many economic myths pervading most businesses.

Mobley will close the 1981 LAN Short Course with a discussion titled "Our Business is People: Employee Motivation," at 10:45 a.m. Sunday.

# Conference highlights

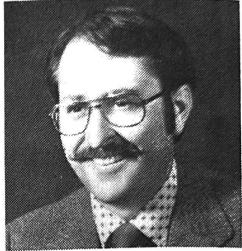
**Harry Kiely** 

President of Kiely and Associates, Harry Kiely has 25 years' experience as a management consultant.

"Time management and stress management are organically related to self-knowledge and self-discipline as keys to managing others." Kiely says of his personal philosophy of management. "I am concerned both with concepts for more effective management of people, and with the implementation of these concepts."

Kiely has been involved with the nursery industry for many years and is aware of the special problems and needs in nursery management.

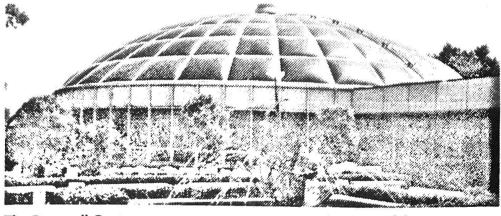
At 1:30 p.m. Friday, he will discuss "What a Way to Go: Managing Stress for Fun and Profit." Kiely will review how stress can either spur you to a full and productive life, or to a destructive and painful existence. He will describe how to handle stress to your advantage by managing stress on physical, psychological and organizational levels, and by coping with stress of mid-life crises, deaths and other personal tragedies.



At **10:45 a.m. Saturday**, Kiely will speak on "Making Time Work for You." This presentation will cover such topics as:

- Setting priorities and sticking to them.
- Follow-up evaluation of time use.
- Determining the monetary value of your time.
- •The top 10 time wasters and how to control them.
- Establishing a time improvement plan.

At **9:45 a.m. Sunday**, Kiely will discuss "Working with Problem Employees."



#### The Barnwell Center

The City of Shreveport operates the R.S. Barnwell Memorial Garden and Art Center. Located on the banks of the Red River, the center combines a 7,850 square foot domed botanical conservatory, and an art gallery. There is also a horticultural and art library.

The structure is named for the late R.S. "Cap" Barnwell, Sr., an oil pioneer in northwest Louisiana. The Barnwell family contributed half the

construction cost of the center.

The 166-foot gallery corridor gives a panoramic view of the river. The center is located on grounds that were once used to load cotton and other goods onto steamboats.

The center is located at 501 River Parkway, across from the Shreveport Convention Hall-Civic Theater complex.

LAN will tour the center and barbeque will be served from 11:30-1:30 Saturday.

# AAN survey: sales up

The American Association of Nurservmen reports that 69% of nurservmen who completed a national survey reported increased orders for plants in the spring of 1981 over the spring of 1980. More than half of the respondents indicated they will carry over the same or less stock this fall than the fall of last year, which bodes will for increased sales in the spring of 1982.

Of the seven AAN regions surveyed, Region E (Texas, Louisiana, Arkansas, Oklahoma and New Mexico) led the nation in both spring, 1981, purchase increases (89% reporting higher sales than the 1980 spring) and more carryover (67% reporting more carryover, 26% reporting the same.)

"These statistics seem to reinforce the current belief that the country's economic and energy problems are actually benefitting the nursery/landscape industry," AAN reports. "With less money to spend on fuel and extensive vacations, Americans are turning to their back yards for fun and recreation. Instead of buying bigger houses, they are renovating their present ones, building additions, adding "outdoor" living space. All this spells more business for the nursery and landscape industries."

AAN is now in a national campaign which you can participate in

through your own advertising. Basically, AAN encourages nurserymen to emphasize to their customers that green, growing gifts can save energy if properly placed in the landscape; can provide fruit, nuts and vegetables; and can significantly increase the selling price of homes.





# Nursery research field day

LSU graduate student Don Fuller explains one of the 13 nursery research experiments set up at the Burden Research Center in Baton Rouge. Fuller and a dozen other Cooperative Extension Service scientists and LSU graduate students reported on their work at the annual Nursery Field Day, held October 15. Their reports concentrated on analyses of different nutrient regimens in container plant growing, and on herbicide effectiveness on woody ornamentals. About 140 nurserymen from across the state viewed the test plots. Dr. Warren About 140 nurserymen from across the state viewed the nearby Rural Life Meadows and staff then gave participants a tour of the nearby Rural Life Museum. The Burden Center will alternate with the Hammond Experiment Station in hosting the annual Nursery Field Day.





# HAMMOND'S NURSERY SUPPLY

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CALL OR WRITE FOR LATEST CATALOG PHONE: (318) 748-4452 RT. 1, BOX 164, FOREST HILL, LA 71430



# Conference late notes

### Last chance for AAN nominations

Each state annually awards an AAN Governor Green Survival Award, which recognizes the most sion for the Certified Nurseryoutstanding contribution to environmental improvement through cover for application) on Thursthe use of living plants.

Akin has repeated his threat to give the award to one of his own landscape jobs, unless he 7:30 p.m. The exam itself tests receives other nominations.

scribe the type of facility, its use of plants, the location of planting (giving the name, address of the individual or firm), and the exact title to be used on the award. Frank Akin has special forms for nominations; talk to him in Shreveport if you want to make a nomination, or write to him at Akin's Nursery, Box 5155, Shreveport, LA 71105.

### Certification preview

LAN will sponsor a review sesman's Examination (see inside day, January 7, at the Bossier Louisiana AAN Governor Frank Hilton. Dr. W.E. Fletcher, USL professor of horticulture, will conduct the review beginning at nursery knowledge that is pre-To make a nomination, de-sented in the SAN Certified Nurseryman's manual. The manual is available from Dr. J.A. Foret, LAN secretary, at Box 44492, Lafayette, LA 70504. Fletcher will administer the exam, which takes two to three hours to complete, Friday, January 8, beginning at 9 a.m. LAN members are entitled to one free manual; it costs \$7.50 a copy for nonmembers or for extra copies.

#### LAN officers nominated

A nominating committee has proposed the following slate of LAN officers for the 1981-82 year. Nominations from the floor will be accepted from the LAN general business session during the Shreveport annual meeting. Nominees are:

President..... Frank Akin, Shreveport First Vice President. . . Bill LaCroix, Covington Second Vice President..... Mike Richard, Jefferson Island Treasurer. . . . . . . . Earl Vallot, Youngsville Secretary......J.A. Foret, Lafayette Board Members..... Frank Evans, Gretna Fred Hoogland, Ruston Murphy Johnson, Forest Hill Louis Parr, Lacombe



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Gehron Teed Bark Co. & Nursery P.O. Box 83 DeRidder, LA 70634 Jim's Bayouland Nursery Rt. 1, Box 175A Youngsville, LA 70592

Plant Research Laboratories 2525 Dupon Drive Irvine, California 92715

The Martin House 15524 Old Hammond Highway Baton Rouge, LA 70816

Folsom Rooted Cuttings Rt. 4, Box 180-A Franklinton, LA 70438

Bennie Crain Sullivan Vocational Tech. Inst. Sullivan Drive Bogalusa, LA 70427

Carrera Nursery P.O. Box 1019 Highway 113 West of Glenmora Glenmora, LA 71433

George A. Brandt, Jr. Azaleawood Nursery Farm 5524 Groom Rd. Baker, LA 70714

Teche Landscaping and Nursery, Inc. Rt. 1, Box 279C Lafayette, LA 70505

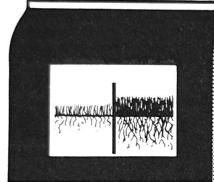
Danos Blvd. Garden Center 1737 Stumpf Blvd. Gretna, LA 70053

Sherwood Nursery & Garden Center, Inc. 3424 S. Sherwood Forest Blvd. Baton Rouge, LA 70816

Hurricane Creek Nursery Rt. 2, Box 189 Lecompte, LA 71346

Ed Winter Thompson-Hayward Chemical P.O. Box 20008 New Orleans, LA 70141

Tooke Landscape Services, Inc. 1501 Bittersweet Ave. Ruston, LA 71270



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Contrary Mary's Greenhouse 141 E. Butcher Switch Lafayette, LA 70507

Last-Lane Liner Nursery Rt. 4, Box 258B Franklinton, LA 70438

Clegg's Nursery 274 N. Donmoor Baton Rouge, LA 70806

Greg's Greenwork s Landscaping & Horticultural Services 204 N. Central Delcambre, LA 70528

John's Wholesale Nursery Star Route Box 67 Washington, LA 70589

Richard Paul Joubert Talen's Nursery, Inc. 6100 Pontchartrain Blvd. New Orleans, LA 70124

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Gardenia fortunei 30'' - 36'' 4.50
Gardenia fortunei 36'' - 42'' <b>5.25</b>
CONTAINERS:
Gardenia fortunei 1 gal 1.39
Gardenia fortunei 3 gal3.50

Louisiana Association of Nurserymen, Inc. USL Box 44492 Lafayette, LA 70504

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