

Louisiana's **NURSERYMEN**

Official Publication of the Louisiana Association of Nurserymen, Inc. • Spring 1985

1985 CONFERENCE RECAP



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 _____.

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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 for the current year's dues.

Applicant's signature _____

Firm's name _____

Affiliation _____

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Mail application blank and check to:

J.A. Foret, Secretary
USL Box 40024
Lafayette, La. 70504
Phone: (318) 235-4366

Application for L.A.N. Certified Nurserymen's Examination *

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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.

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Scions of the times

New Pesticides

According to the most recent *Texas Greenhouse Bulletin*, several new insecticides are now available for uses that were not hitherto approved for ornamental insect control. These include the pyrethroids Pydrin (permethrin), produced by the FMC Corp. (ornamentals, roses and conifers); and Mavrik (fluvalinate) produced by Zoecon corp. (major insect pests on both indoor and outdoor ornamentals). Pyrethroids are synthetic versions of the naturally occurring insecticide pyrethrum. They are generally of high toxicity to insects and low toxicity to mammals.

Additionally, commercial applicators may use on turf grass the following new products: Scott's Pro-turf insecticide; Oftanol (isofenphos) and Turcam (bendiocarb). Made by Mobay Chemical Co., Oftanol is a

slow-acting granular organophosphate that offers long-residual activity, according to the *Texas Greenhouse Bulletin*. Turcam manufactured by BFC chemicals, is a fast-acting carbamate formulated as a wettable powder that is also registered for use on several pests of ornamental trees and shrubs.

Louisiana Still No. 20

Nursery Business magazine continues to rank Louisiana 20th among nursery states in the U.S. The magazine shows Louisiana with a 6 percent growth over the previous year, and tallies 216 total nurseries with a collective acreage of 2,100. Texas retained its third-place ranking behind California and Florida, with a

3 percent rate of growth among its 700 nurseries. Among the Southern states, Tennessee, Alabama and Georgia also made the top 20, rankings of 5th, 16th and 17th, respectively.

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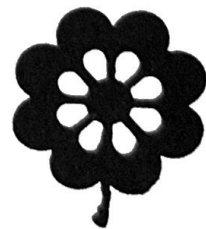


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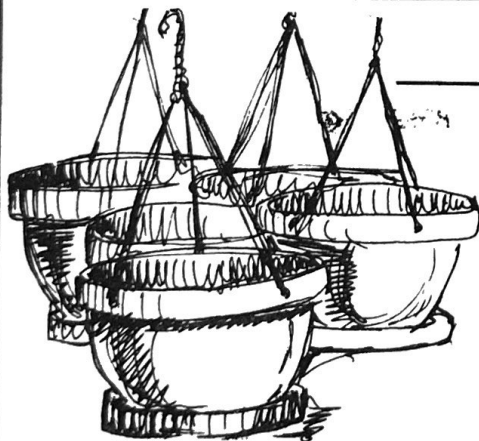
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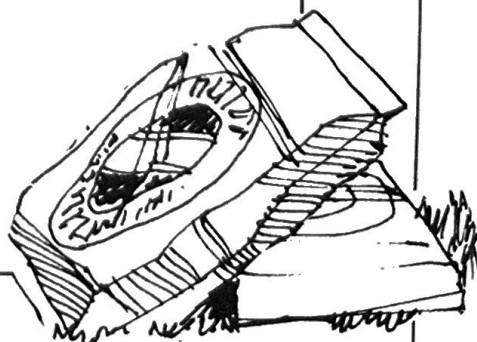
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1985 Spring Garden Show

April 13 and 14

The Louisiana Cooperative Extension Service in cooperation with the Metro Area Horticulture Committee Foundation will conduct the 1985 Spring Garden show, to be held at the Delgado College Cafetorium on April 13 and 14, 1985. Times for the event are 10:00 a.m. until 6:00 p.m. for both days. The entrance to the cafetorium is on Navarre Avenue next to WYES-TV.

The purpose of the 1985 Spring Garden Show is to make available to the public the following: (1) where to obtain gardening products, (2) where to locate gardening services, (3) what garden clubs or plant societies are located in Metro New Orleans, and (4) a look at different turf grasses, vegetables, new types of ornamentals and shade trees that will be sold at local garden centers.

The show will have a plant health clinic for people to bring plants with

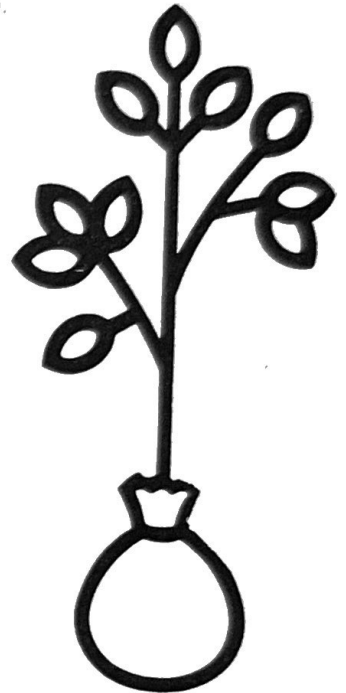
cultural, insect, or disease problems for diagnosis and control. Weed samples may be brought for identification and control, and soil samples of at least one pint can be analyzed.

Garden educational programs will be presented both days and will include the following topics: landscaping, pruning, flower arranging, plant propagation, bulbs, container planting, edible landscaping, and Louisiana native plants.

LSU specialists along with local nurserymen, equipment distributors, garden club and plant society representatives, chemical representatives, and government officials will be present to share their expertise with the public.

Free handout materials, demonstrations at exhibit booths, and raffle plants or merchandise will be available to participants attending

the show. The two day event will be free and open to the public. All interested persons are invited to attend.



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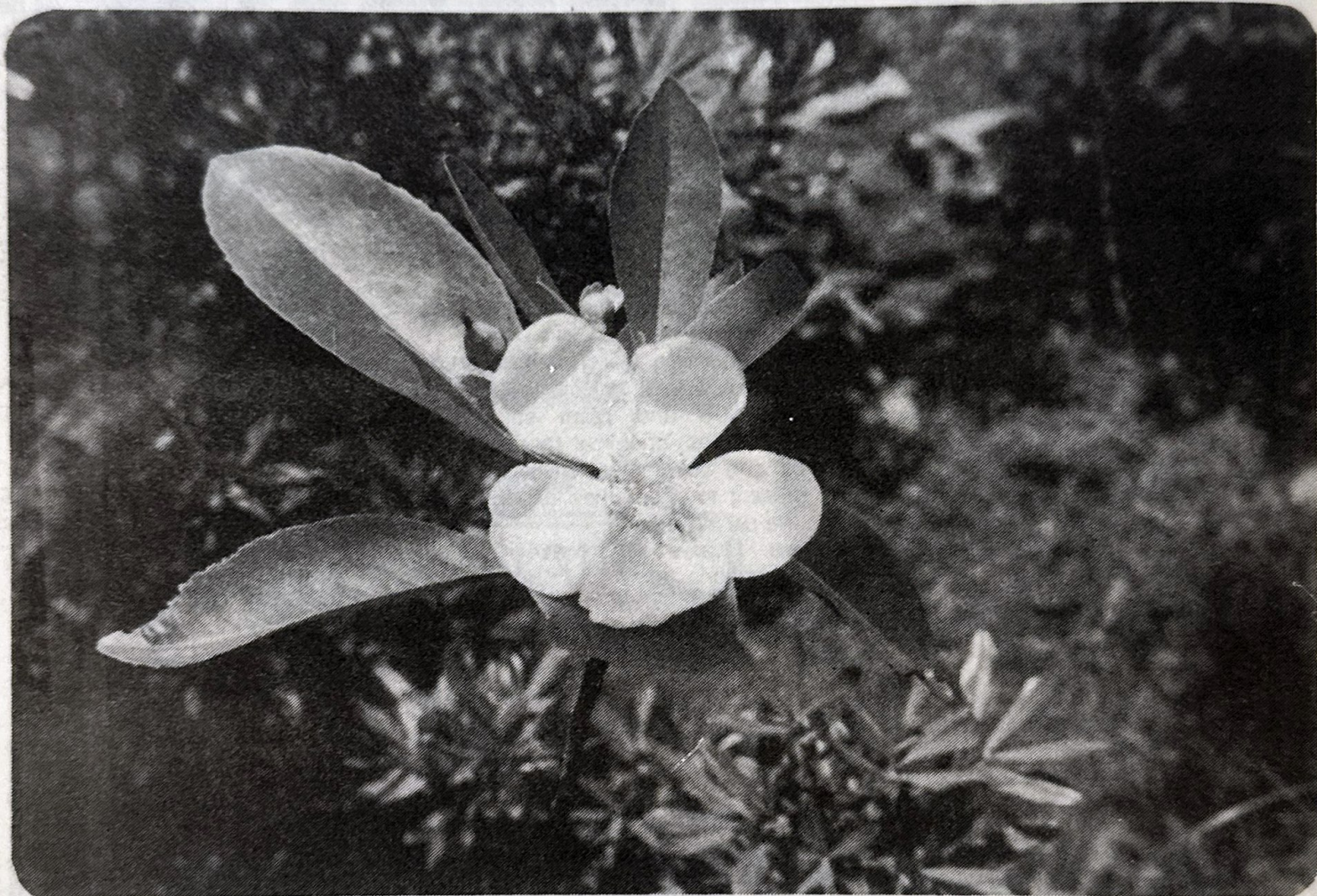
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Try a Camellia Relative in the Landscape

by Dr. Severn Doughty



For those folks who enjoy plants in the tea or camellia family, they will almost surely enjoy this one. Loblolly-Bay or *Gordonia* is a small to medium, evergreen tree in the family *Theaceae*. *Gordonia lasianthus* (L.) Ellis may reach as high as 60 feet but more generally only reaches 40 feet tall with a spread of about 25 feet. Its habit is upright or cylindrical to oval and displays a somewhat open canopy. *Gordonia's* native range extends from eastern Louisiana (St. Tammany and Washington Parishes) east to Florida and north to Virginia. It is commonly found in central Florida all around Lakeland and Winterhaven and northward along the coast of Georgia, South Carolina and North Carolina.

The simple, alternate, 3-5 inch long leaves are thick and leathery with ser-

rated margins near the tip. They appear dark, glossy green above and very pale green to silvery underneath. Interestingly, the leaves turn red before dropping. The petioles are short, stout and grooved above.

The stems are green soon turning tan, gray or dark brown and the old bark is gray and shallowly furrowed. *Gordonia* flowers are white, fragrant and appear from May to July. They rarely display a heavy show of flowers but consistently produce blooms, sometimes occurring for two months or longer. The flower consists of five white petals, many prominent stamens, and may reach 2-3½ inches in diameter. The flower buds are rather large oval and very ob-vious (3/8-1/2 inch in diameter).

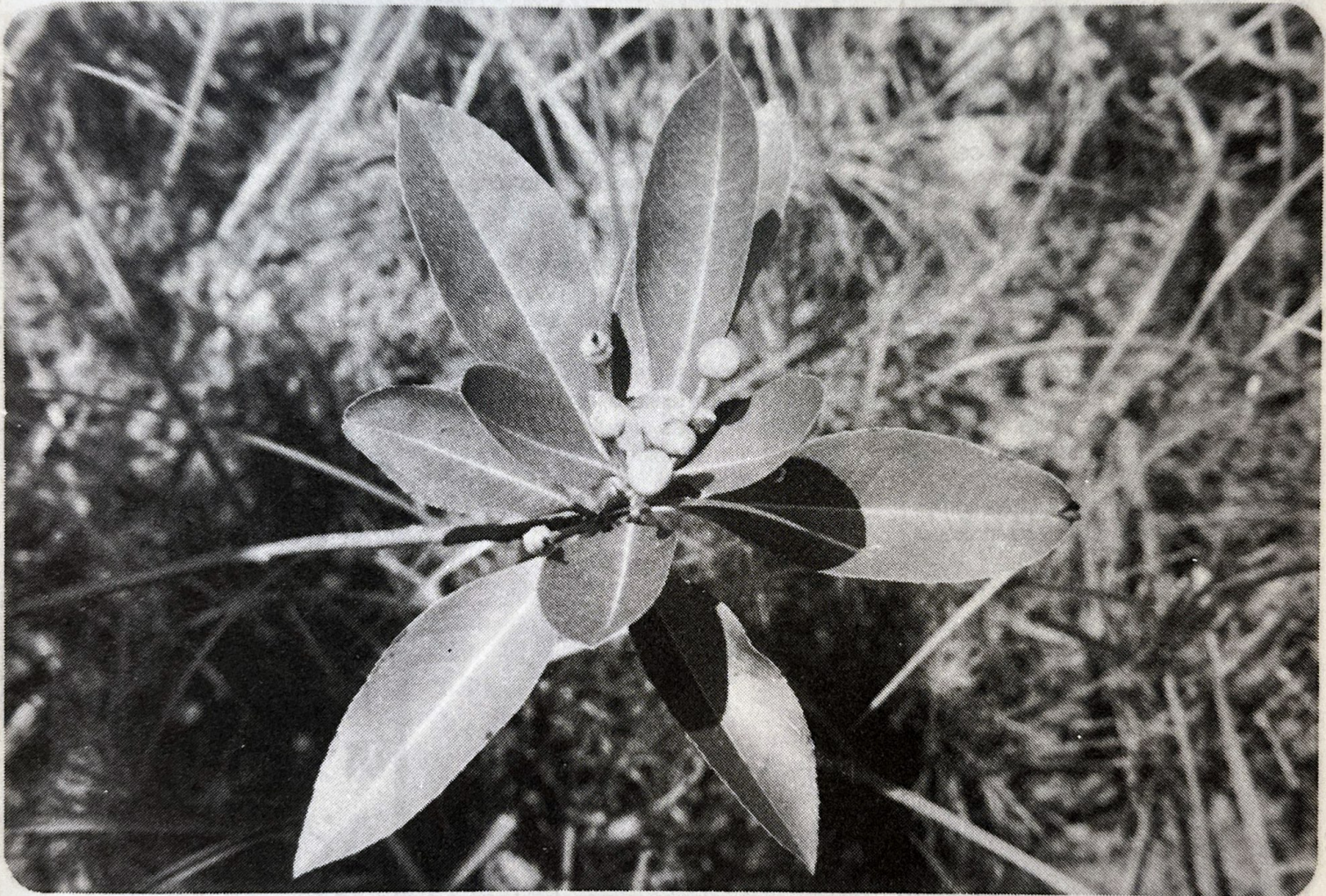
The fruit is a 5 parted capsule

ripening in the fall. It is about 3/4 inch long, oval, not showy and silky-hairy to almost smooth. Each capsule contains 10-40 small, winged seeds.

Loblolly Bay thrives in swampy, acid, sandy soils that remain moist. The roots are shallow and easily disturbed. Consequently, little cultivation is recommended around the plant. It is best to use a mulch over the roots in a landscape situation and it should be grown in full sunlight to partial shady conditions. The soil should be kept moist, however. If the pH rises above 6.5, iron chlorosis often develops. To control this malady apply an iron chelate to the foliage and add sulphur to the soil—about 1-2 lbs./100 square feet.

Loblolly Bay may be propagated by seeds, green wood cuttings under mist or layering. It is very difficult to

Natural Variations in Trees May Benefit Urban Plantings



transplant from the wild but container grown trees transplant well. According to M.A. Dirr, Dr. Orton has produced hybrids between *Franklinia alatamaha* and *Gordonia lasianthus*. For more details concerning the hybrids consult the article in Amer. Assoc. Bot. Gard. Arb. Bull. 11(4):81-84 1977.

Sources of *Gordonia* may include the following: Winter Haven Nurseries, Lake Shipp Dr. Winter Haven Fl. and Natives Nurseries, Rt. 5 Box 229-A Covington, LA 70433.

Gordonia in past years has been used for wood veneer. Cocker and Trotten describe veneer blocks 27 inches thick often being cut near Fayetteville N.C. in the 1930s. Wood was also used in small amounts for cabinet work. The wood is reddish, close-grained and somewhat light

and soft. The bark was formerly used for tanning.

C.A. Conover and E.W. McElwee of Florida report that *Gordonia* is generally free from insect and disease attack.

Loblolly Bay was featured at the 1984 Louisiana World Exposition and was quite the topic of conversation during the summer months while in bloom. Hopefully, visitors to the exhibit became familiar with the plant and will ask for it in the nursery trade. This lovely member of the tea family deserves more attention in the landscape.

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(5) Dirr, M.A. 1983. *Manual of Woody Landscape Plants*. Stipes Pub. Co. Champaign, Il.

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(7) Whitcomb, C.E., 1983. *Know it and Grow it II*. Lacebark Pub. Stillwater, OK.

Natural Variations in Trees May Benefit Urban Plantings

by Dr. J.A. Foret

Many species of native trees show a wide range of variations in form when grown from seed. In some hardwood species and most conifers, the main stem outgrows and suppresses the lateral branches. The tree generally develops a cone-shaped crown with a single central leader or trunk. This branching habit is called excurrent.

Most angiosperms develop several major branches and produce a diffuse rectangular or globose profile (decurent branching), with no central leader.

While these statements regarding general growth habit are the accepted norm, horticultural cultivars have long been selected from the exceptions or abnormal growth characteristics of many plants. In this instance, I feel that these unusual

growth patterns will lend themselves to the selection of desired forms adapted for urban street plantings.

Most urban areas have need for trees that are low-growing or have a restricted growth pattern that minimizes the need for severe pruning. Such a profile permits planting near buildings or structures in areas not normally considered because of tree crown spread.

Urban trees should be adapted to most soil types, including variations in texture, structure and soil chemistry. The tree should be adapted to restricted soil areas, extremes in soil moisture, and air pollution. These trees should not create unusual litter problems.

Trees selected for urban street sites should be compatible with the needs of the thoroughfare. An excur-

rent habit may be desirable in situations where utility line or building clearance is insufficient to accommodate certain selected species without severe constant pruning to maintain them. Decurrent selections of some species may be desirable in situations where height clearance only is a factor.

My interest in urban arboriculture and the possible selection of adapted tree forms is stimulated by daily observations of trees surviving in spite of severe pruning and other growth restrictions. The few selections illustrated here have their inherent faults, but I believe they are unique and deserve further attention. We are presently attempting to evaluate the seedling transmission of the desirable characteristics of most of these species.



Photos above show upright, columnar patterns of growth at left, and laterally spreading patterns at right, in cypress and magnolia trees. Either form can be adapted for specific needs in urban plantings.

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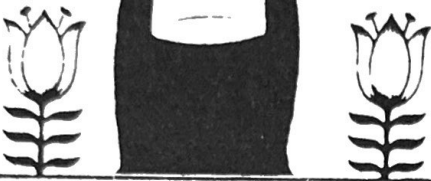
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The 1985 Joint Conference: An Unparalleled Success



Program Chairmen Walter Imahara and Dr. Warren Meadows were expecting a good crowd in Baton Rouge for the LAN-MNA Short course and Conference . . . perhaps 300 or so, which would have been a good improvement over the 1984 conference.

But never in their most optimistic forecast did they anticipate the actual turnout: 615 nurserymen converged on the Baton Rouge Bellemont for a conference that, in retrospect, seems to have lived up to its phenomenal turnout.

Why the quantum jump in attendance? In the words of Marrero landscaper Wayne Nocio, "The program layout brought me here." Although he hadn't attended a conference since 1981, Nocio said he found lots on the program that interested him.

Many echoed these sentiments.

For the first time, the conference offered concurrent sessions for the three major nursery interest areas: growers, retailers and landscapers.

Speakers at the 1985 conference stressed practical, nuts-and-bolts information in their presentation. Growers learned how to protect their plants from winter kill, from those who had found solutions. They saw slides of new production practices, like root control bags for field production. Retailers saw presentations on merchandising color, on Christmas sales, and on modern new nurseries in Shreveport and Lafayette.

Landscapers reviewed new techniques in selling color, in maintaining interior and exterior landscapes, and in moving and using large plant material. They held a lively and sometimes-heated discussion on bidding practices and professional stan-

dards.

Dr. Marc Cathey, director of the National Arboretum, interested all participants with his discussions of new ornamental plant material, and of the 444-acre National Arboretum itself.

Exhibitors attended in record numbers as well, and these nurseries and nursery service firms seemed pleased by the level of interest in their products (see page 14).

Conference planners continued their record of scheduling the conference on what usually turns out to be the coldest weekend of the year. Yet despite closure of I-10 and many other highways, the January 1985 conference was without question the most successful ever.

The 1986 conference will return to Mississippi, and will be held in Jackson.

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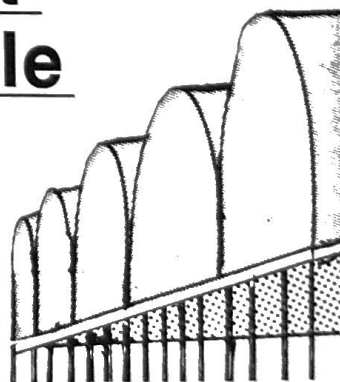
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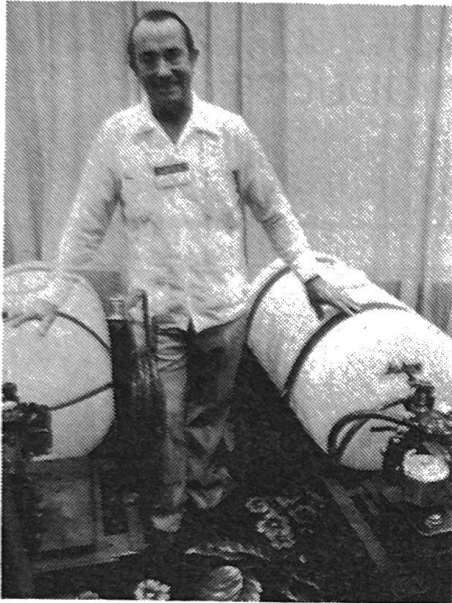
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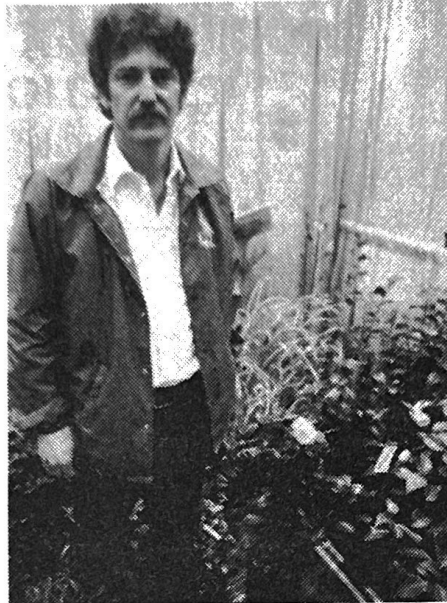
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Exhibitors Comment on the Baton Rouge Conference



"We picked up several additional dealers in Louisiana and Mississippi for our products, and we have quite a few bookings. Jackson was a good show for us in 1984, too; there's been a lot of selling going on."

—Elmo Wade, *Kelsco Manufacturing, Alexandria, LA (manufacturer of spraying equipment)*



"January is a little late for spring bookings, but we've seen a lot of interest in the camellias that we exhibited. This has been a good year for camellia blooms, and we have the plants in good numbers, as well as blueberries and hollies."

—Jim Letlow, *Flowerwood Nursery, Mobile, Alabama*



"We've had a lot of good reaction from people who want to represent our product or use it—both retailers and landscapers. We're just getting started with Bayou Mulch—we bought Bayou State Agricultural in early 1985 and we're marketing composted sugar cane waste as a mulch. We think it competes well with pine bark, and has plant nutrient and moisture-holding properties that pine bark doesn't have."

—Audie Broussard, *Bayou Mulch, Baton Rouge*

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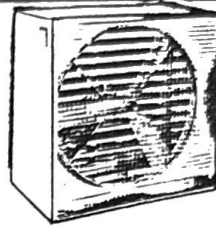
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Nelson Scholarship Winner



Lorraine Billeaud, a USL senior majoring in horticulture-business at the University of Southwestern Louisiana, won the 1985 Ira Nelson Scholarship. The \$500 award goes to the top horticulture student in Louisiana, chosen by LAN members from among nominees submitted by universities statewide. Ms. Billeaud is chairman of the USL Agriculture Student Council and president of the USL Horticulture Club. She is also chancellor of Alpha Zeta agriculture honor organization, and a member of the Lafayette Jaycee Women. In 1984 she placed first in the statewide Horticultural Products Judging competition, and second in the Ornamental Plant Identification competition. She will graduate from USL in December, and plans to continue study in graduate school. She is the daughter of Mr. and Mrs. Robert E. Billeaud of Lafayette.

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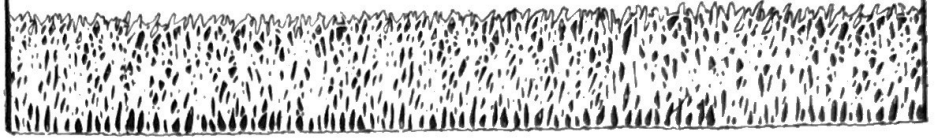
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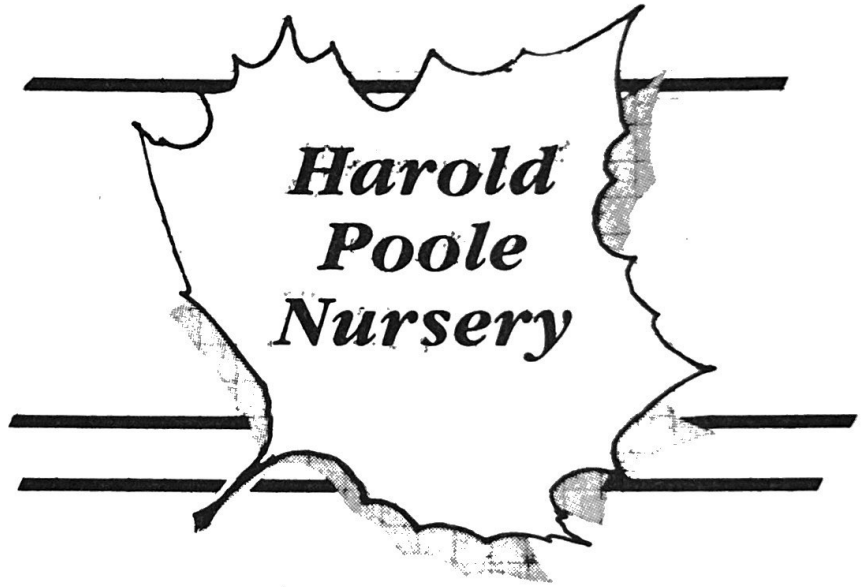
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LAN profile



McCloskey, above center, presides over a "gourmet chicken" lunch for his management staff at noon Saturday. When he's not in face-to-face communication with his key people, he stays in touch via radiophone, below.

Windmill Nurseries

"This is my hobby. I could do this 24 hours a day, seven days a week," Dennis McCloskey says of his profession, as he roves about in a carryall truck. "In fact, I've got to watch myself, to make sure I don't neglect my family."

McCloskey generals Windmill Nurseries as George Patton did the Third Army—with an intense devotion to accomplishment, a belief in plenty of heavy equipment, a sense of destiny, a sometimes acid tongue, and absolute confidence in his men.

As Patton did, McCloskey gets remarkable results. Twenty-three years ago, Windmill Nurseries was a tung tree plantation. McCloskey, raised in the heart of New Orleans, son of the Loyola University Pharmacy School Dean has transformed it into the largest nursery in Louisiana and one of the most respected in the South.



Windmill now has 500 of its 750 acres in production. It employs 225, including full-time salesmen in Houston, Dallas/Ft. Worth, Memphis, Atlanta and Louisiana.

Equally remarkable is Windmill's rate of growth—it has more than doubled in the past six years, despite three severe freezes. But while most nurserymen tend to link success with their growing practices, McCloskey emphasizes communication and professionalism.

"We've taken a lot of the laid-back part out of the nursery, and applied modern business management to it," McCloskey says. "This is not a family operation, it's a business. We get the best guys we can, we pay them well, give them good tools and good people to work with. The results are impressive."

McCloskey gives his management staff considerable latitude. They hire and fire and shoulder much of the planning and analysis. "Every morning 15 people meet in the office at 6:30—the sales manager, myself, and the production foremen. We discuss the day's plan, based on the weather, moisture levels, shipping requirement and potential problems."

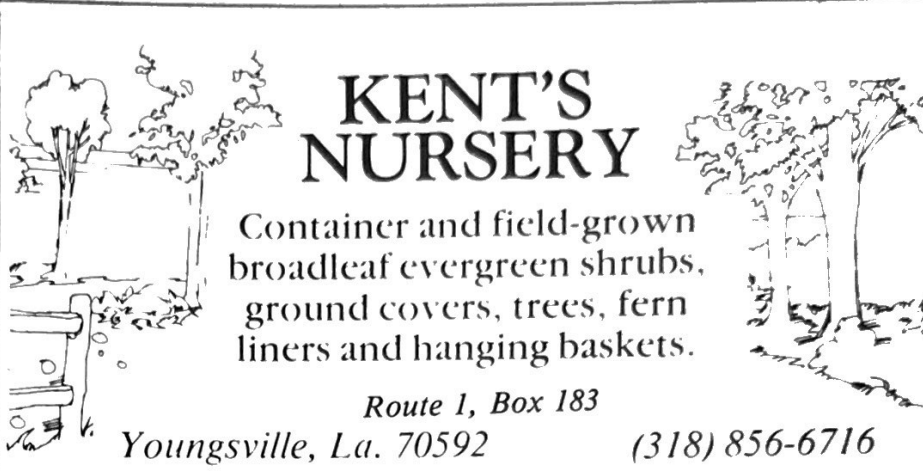
During the day, a system of radio phones keeps everyone in continuous communication. McCloskey also meets at least weekly with his division heads in container growing, field production, shipping, digging, and sales, for longer-term planning.

"There's guys running their own nurseries who aren't half as knowledgeable about the nursery industry as my managers," McCloskey says. "They throw ideas at us that you can't imagine; they're thinking all the time."

To make these ideas work, the Windmill staff has equipment. Lots of equipment. Forty tractors, ranging from 16 to 150 horsepower, and five more coming in soon. Several bulldozers, a 24-inch and 32-inch tree spade, a road grader, and a totally electronic irrigation system in the container production fields. All irrigation valves can be activated with the flick of a switch. Almost all the equipment is less than five years old.

Windmill Nurseries is something of a city unto itself. A carpentry shop produces pallets and big tree boxes; a welding shop makes wagons and repairs equipment; a garage keeps the tractors and trucks running. Virtually all the liners are produced on the nursery, in fact, last year Windmill added 20 new greenhouses to boost liner production.

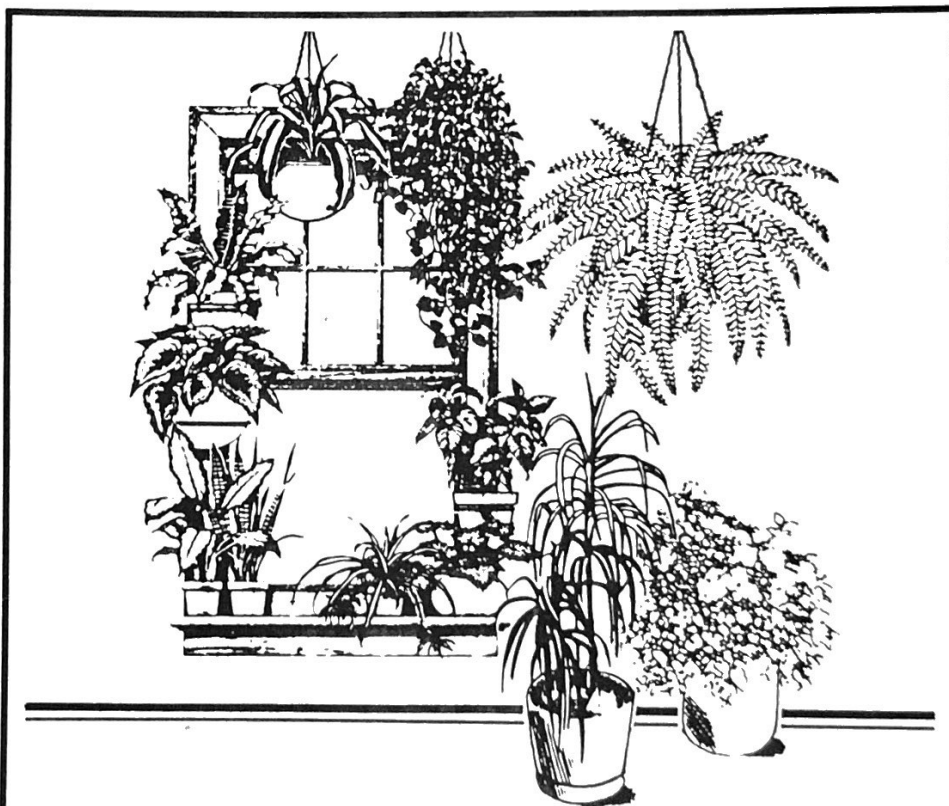
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Windmill's two tree spades are in constant use, supplying B & B stock for transplanting into large wooden boxes, or for palletizing and shipping. Completed in February of this year, the shipping facility can accommodate fourteen trucks simultaneously.

200 yards a day, year round," McCloskey adds.

About half of Windmill's plants are field-grown, the other half container-growth. The selection of plants itself is nothing exotic: azaleas and crape myrtles in good variety, ground cover, hollies, oaks, juniper, and most of the other popular trees and woody ornamentals.

While some go to market offering what no one else grows, McCloskey relies instead on offering consistent high quality and a variety of sizes in the popular landscape materials. "We have more than 200 varieties of plants, and we offer everything from a four-inch pot to a four-inch caliper tree. It's hard to find someone who can ship you one-gallon ground covers, big trees, and everything in between," he says.

Windmill is the largest field grower of landscape crape myrtles in the U.S., according to McCloskey. Container plants come in full gallons, as well as 3-, 5-, 10-, and 20-gallon pots.

Windmill ships to 16 states, normally via Louisiana Horticultural Transportation—a business run by Mrs. Blanche McCloskey. The new shipping facility can load 14 trucks simultaneously.

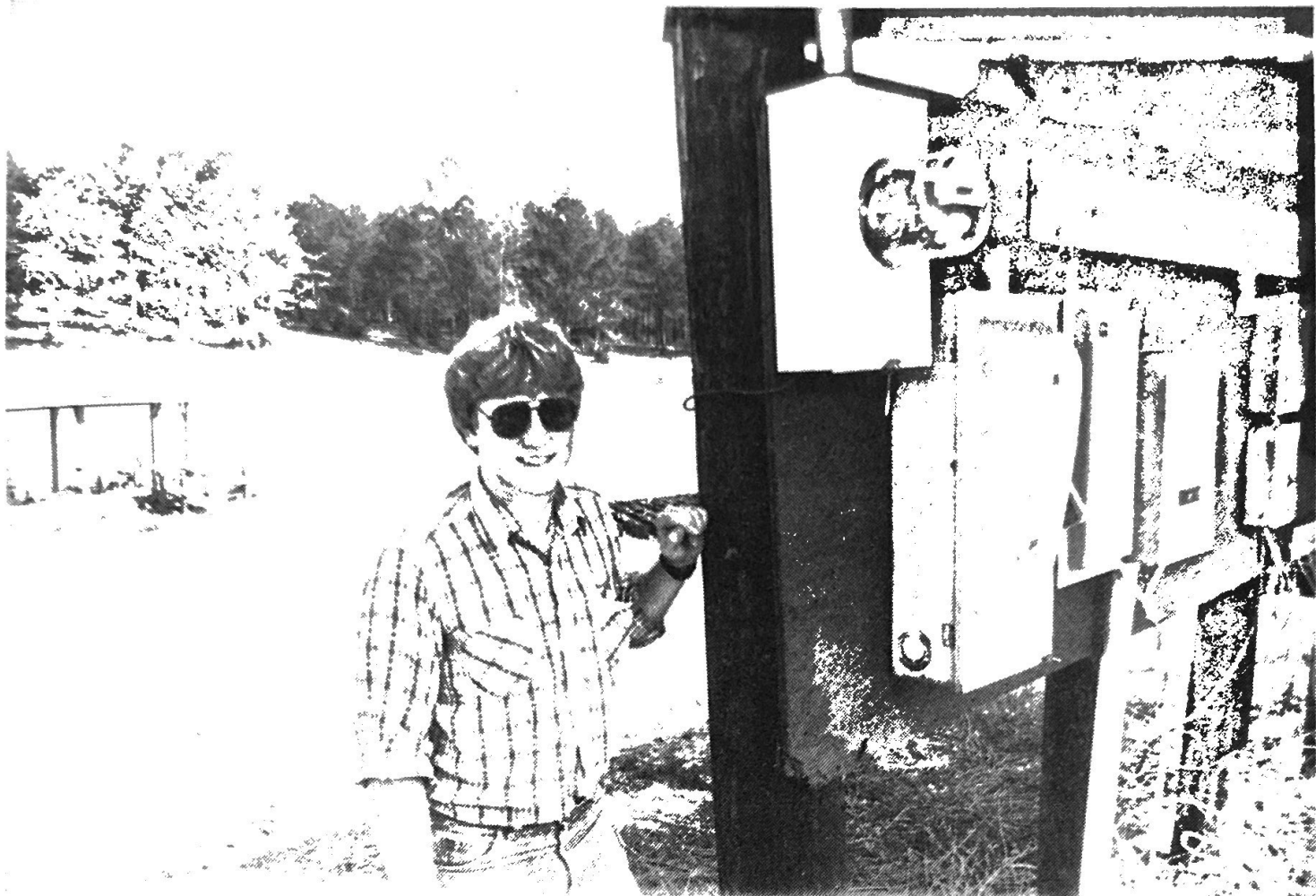
"Fifty percent of our products goes directly to landscape contractors," says McCloskey of his market niche. "Another fourth goes to the quality garden center that does landscaping. Ten percent goes to re-wholesalers, 10 percent to pure retailers, and the remainder to mass merchants."

McCloskey has his sales staff constantly in the process of market research. "My people put in an immense amount of travel. We talk to people every minute we can. After they go to meetings, they report what they learn. They assess new plant material, sizes used, and availability of plants. The least important factor is price."

McCloskey foresees a strong market to continue for the next several years, then he expects a leveling-off, depending on the economy.

McCloskey says he does not market based on what his competitors charge for their plants. "The biggest mistake I ever made was worrying what the competition was doing. There's absolutely no doubt in mind that quality is more important than price."

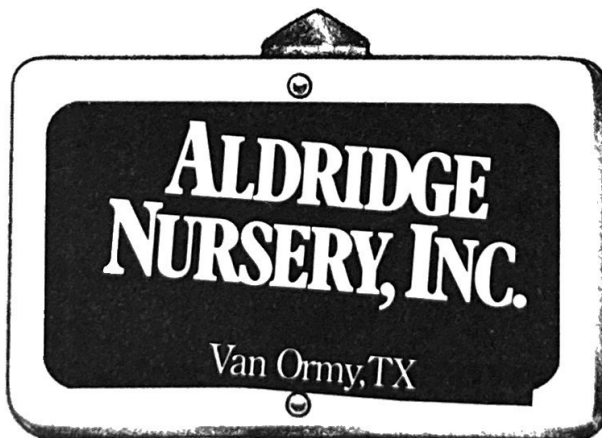
Windmill Nurseries—McCloskey uses the plural because he has several growing areas—are located between Franklinton and Folsom in rural Washington Parish, north of New Orleans.



With the flick of a switch, container production foreman John Jordan can actuate any of Windmill's irrigation valves.

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People

New Board Member

Unlike many Forest Hill nurserymen, **Richard Odom** has no family background in the nursery field. Originally from Cheneyville, Odom farmed cotton and soybeans after earning his degree in agribusiness from Northwestern Louisiana University. He began **Country Pines Nursery** in 1980, after nine years as a farmer. Three years later he got out of farming altogether, and was a full-time nurseryman.

A self-described "nut about quality and credibility in the job one does," Odom has enjoyed his transition into a new realm of agriculture. "I very much appreciate the way we've been accepted into a new industry. So many people have been open and helpful. Nurserymen are cream of the crop as people, and our goal is not so much to make a lot of money, but rather to earn the respect of our peers."

Odom recently was named to the **LAN Board of Directors**. In that capacity, he said he hopes to assist



the nursery business to grow in a healthy way, to achieve a high degree of competence and credibility.

Country Pines Nursery grows a good variety of container azaleas, crape myrtles, jasmine, pittosporum and other landscape plants. This year Odom has added field plantings of crape myrtles, live oaks, photinia and lirioppe.

Holloway Stumps For Congress

Forest Hill nurseryman **Clyde Holloway** is a candidate for Eighth District Congressman. In a letter to potential supporters, he lists as his motives: "Most of you know me as a fellow nurseryman who like yourself has struggled through the years to establish a successful nursery. You probably are also aware of my being thrust into the struggle to save our local school. We have succeeded wonderfully in these efforts and now when no one close to our political persuasions would proffer his candidacy for the seat left by the death of Mr. Gillis Long, I volunteered."

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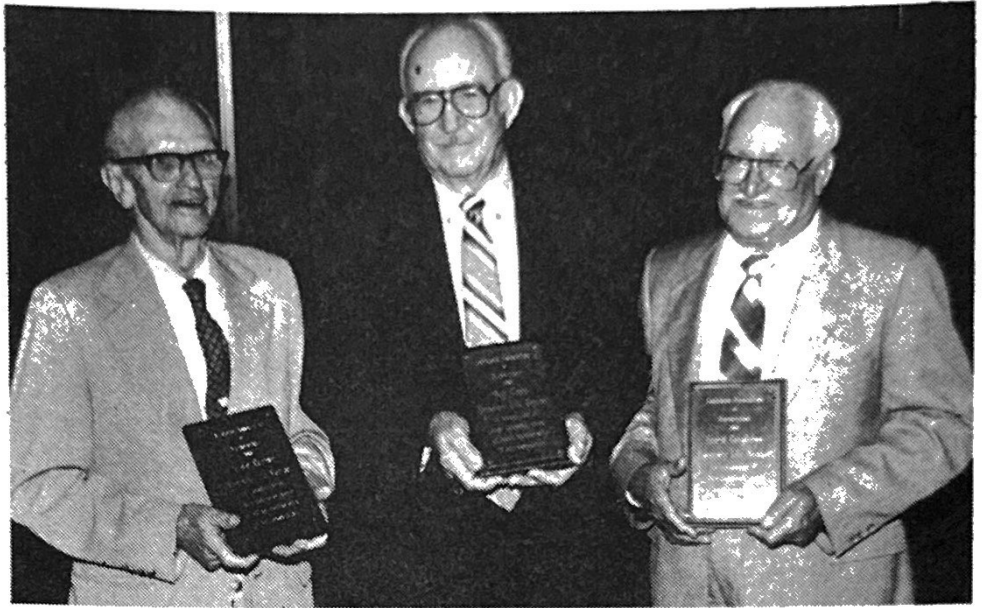
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Life Members

From left, **Harold Cannon**, **Sam Clegg** and **Ernest Casadaban** were named **Honorary Life Members** of LAN, and received plaques at the LAN-MNA banquet. Cannon handled Green Light products for many years, as well as garden accessories and allied lines. He exhibited at LAN trade shows for decades. Fellow Baton Rougean Clegg founded the well-respected Clegg's Nursery, while Casadaban is known for his long career at Casadaban's Nursery near Covington, where he helped develop several varieties of sasanqua camellia.



MNA Service Award



Outgoing Mississippi Nurserymen's Association President **Frank Burns**, right, received the MNA Service Award from **Willis Horne**, at the joint LAN-MNA banquet at the January short course. MNA also honored the **City of Hattiesburg** with its **AAN Governor's Green Survival Award**.

Barry Retires

USL lost a popular horticulture professor, but Louisiana gained another astute nurseryman, as **Dr. Robert Barry** retired from his teaching position in January of this year. During his years at USL, Barry established the university's Center for Greenhouse Research and coordinated the popular Louisiana Greenhouse Growers Association short course. He was honored by the USL Foundation as a Distinguished Professor, and will be remembered by the many former students who took his vegetable gardening classes, as well as other horticulture courses. Barry will now devote more time to the operation of **Barry's Nursery** near Grand Coteau, where he is joined by another former USL faculty member, **Dr. Oswald Brown**. Barry was moving rather stiffly around Mardi Gras time, and he allowed that the transition from the classroom to the nursery has taken its toll on his muscles.

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