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- LAN expresses the collective voice of the Green Industry in Louisiana. LAN members sit on the Horticulture Commission and lobby for legislation that affects nurserymen.
- LAN promotes professionalism through a Certified Nurseryman training manual and testing program.
- LAN sponsors scholarships for horticulture students in universities across Louisiana.
- LAN supports research on topics important to nurserymen. One LAN grant recently supported a comprehensive study of Green Laws. This study will assist Louisiana communities in passing their own Green Laws.
- LAN schedules an annual short course jointly with the Mississippi Association of Nurserymen. This event, recently joined by the Louisiana chapter of the American Society of Landscape Architects, draws more than 900 participants and more than 100 exhibitors. The course meets alternately in Jackson, Mississippi and Baton Rouge, usually on the second weekend in January.
- LAN is subdivided into nursery regions (e.g., the Central Louisiana Association of Nurserymen, the Northwest Louisiana Association of Nurserymen). Through these groups and through the annual short course, you'll meet others in the Green Industry. You'll get ideas, find suppliers or buyers, and meet a lot of enjoyable, dedicated people.
- LAN is a participating member of the huge TAN-MISSLARK trade show, which meets annually during the summer. It is the world's largest nursery show, and provides you with access to almost any nursery product imaginable.
- LAN members receive this magazine, plus supplementary mailouts from LAN secretary Dr. Warren Meadows.
- LAN offers members special services, such as training tapes for those seeking to comply with OSHA hazard communication standards (see page 6 of this issue).

To: Officers and Members, Louisiana Association of Nurserymen

I hereby apply for membership in the Louisiana Association of Nurserymen, subject to the approval of your membership committee. I agree that the decision of the membership committee is final.

Should I wish to cancel my membership at any time in the future, I agree 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 LAN for the current year's dues.

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Regular Membership

(growers, retailers, landscapers, etc. Dues are based on gross sales: <\$100,000, \$35; \$100,000-\$250,00, \$50; >\$250,000, \$100.)

Associate Membership

(\$35, for out-of-state nurseries, chemical and hard goods suppliers)

Make check payable to the Louisiana Association of Nurserymen and mail to:
Dr. Warren Meadows
4560 Essen Lane
Baton Rouge, LA 70809

FROM THE EDITOR

With this issue, *Louisiana's Nurserymen* grows in both size and readership. To continue the bond between LAN and the Louisiana chapter of the American Society of Landscape Architects, this magazine now reaches all Louisiana licensed landscape architects.

If you are one of these 200

new readers, welcome, and please consider promoting the Green Industry further by becoming an active member of LAN (see application, opposite page).

Readers who have been with us through past issues will notice our first color cover, and an expanded number of pages. In this issue you'll read

about the latest challenge to nursery owners: the OSHA hazard communication standards.

While some will view these standards as yet another government-imposed stick in their spokes, benefits cited by OSHA are hard to quibble with. OSHA fact sheet 87-25 says that the hazard communication program will affect workers' safety habits such that, after 20 years, some 8,200 annual cases of cancer and 4,100 annual deaths will be averted.

"The cumulative total for 40 years would be 286,000 cases and 143,000 work-related cancer deaths averted," the OSHA document says.

Whether you believe that or not, to paraphrase a popular bumper sticker slogan: It's not just a good idea, it's the law. And to dredge up yet another snappy saying apropos the OSHA regulations: Cooperation means doing with a smile what you have to do anyway.

For more information on the hazard communication standards, see our cover story on page 6.

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The Profit Eaters

by Warren Purdy

It has been the nature and history of the contracting business over the years to be living through either feast or famine. As a general rule, when the economy expands or contracts, so goes the construction industry, except that the pulsations are much more severe. One day the contractor is driving a big Cadillac and eating filet mignon; the next day he's in a borrowed run-down Volkswagen and eating hamburgers.

There doesn't appear to be any lasting stability in the industry! Let us ask ourselves why the construction industry, and more specifically the landscape contracting industry, has been plagued with this dilemma.

I believe that the clue which persistently keeps cropping up in this case is the word *volume*. Volume operations usually produce good amounts of dollar profits, not per-

centage of sales profits—and the contractor is lulled into a sense of euphoria which completely dulls his perspective and ability to think about and analyze his situation.

"Have you heard the one about the landscape contractor who was planting 100 large trees per day and admitted losing \$2.00 per tree, but just knew he would make it up on the volume?!"

Hides the facts

Seriously, though, volume is probably the most dangerous concept used in the business world today, because it tends to hide from view the facts behind your profit and loss statements and where your profits are really being produced or lost.

I am sure that everyone in the contracting business who estimates a particular project, whether large

or small, adds a factor for overhead and profit to the final cost figure—say, for example only, 20% minimum. In a high volume operation, he usually makes money, but not necessarily the percentage of mark-up that he placed on the proposal. It is almost always much less!

Conversely, when he is in a low-volume market using the same percentage of mark-up, he will most often lose money. Most people would naturally assume that the firm was not adding enough overhead and profit percentage to the proposals in this case. In most occurrences, this simply is not true. Further, the landscape contractor never bids his work, or shouldn't on a low-volume margin of gross profit (such as six percent for a supermarket), which would generally produce a two percent net profit if he were lucky. Then you ask, "what is

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the reason for making less than expected in a good volume market and losing in a low-volume market?"

Direct costs excluded

My answer to this perplexing problem is that you are not including all of your direct costs in the bid proposal. The direct costs left out are due in part or in whole to an improperly classified chart of accounts, which in turn creates an improperly classified statement of profit and loss. The statement does not point out certain direct fixed costs, or what I refer to as *production costs*.

Most accountants do not treat the contracting business any differently than the manufacturing or retailing business, and therefore have operating costs and overhead expenses hopelessly intermingled. It does happen to make a large difference in the contracting business, as I will now point out.

What are production costs? I

have named the hidden costs (The Profit Eaters) *production costs* for the simple reason that they are numerous and usually not directly connected to the three principal bid items of Labor, Materials and Equipment, but are absolutely necessary to the completion of any given contract.

Production costs consist of many items called *other expenses* by the accounting profession, or overhead (administrative expenses), such as yard rent, small tools, uniforms, state and city licenses, permits, communications, superintendent's salary and expenses, salesmen's and estimators' salaries and expenses, commissions and direct advertising.

All of these costs find their way into the statement of profit and loss, but in the majority of cases never into the bid proposal. This is true of 99% of the contractors in this industry, as I have observed it in my travels throughout the country and Canada while consulting with numerous firms.

These costs are not, and should not, be classified as overhead expenses in the traditional sense of the word. They are very definitely job-related and job-dependent in the contracting business, and therefore belong in the operating expense section of the statement of profit and loss to be deducted from income prior to calculating gross profit. More important, these production costs must be accounted for and inserted into the bid proposal in some manner. Production costs should be included in cost plus agreements as well.

How do we get production costs into the bid proposal? Very simply. By adding a percentage to your labor figures. Using a correctly categorized statement of profit and loss, you should be able to determine a good factor for production costs. I have seen figures anywhere from 40 to 85 percent, depending on what kind of work is performed, whether large commercial, residential or a combination of the two.

The industry average appears to be around 60 percent. Just add the percentage to your labor cost after

you have computed the true cost of that labor by adding the employees' vacation, holidays, overtime allowance, payroll taxes and insurance, and any employee benefits such as group medical insurance, etc.

This should produce a "cost out of the gate" of between 2.25 to 2.5 times the employees' base hourly rate of pay.

What effect do production costs have?

Now that we know what production costs are and how to compute them, it is rather simple to see what effect these costs have on your business when left out of the bid proposal process, as is the case as I have stated earlier. For example: Let us suppose that a large project is composed of 50% material (\$100,000), 37.5% labor (\$75,000) and 12.5% equipment (\$25,000) for a total cost (without production costs) of \$200,000. Further, let's assume that you added a minimum gross profit of 20% (10% overhead and 10% net profit) for a selling price of \$240,000.

How much could you go down on this bid if you were called in to negotiate to receive the contract? **ABSOLUTELY NOTHING.** You have already given away all of your overhead and part of your direct costs as you have not included the 40% production costs which amount to \$30,000 ($\$75,000 \times 40\% = \$30,000$). The production costs represent 12.5% of the total bid in this particular case and yet the optimistic contractor will normally drop his bid to get the contract. This is exactly why the contractors take work low whether it is a high-volume or low-volume market, as they do not know their real costs of doing business.

Long neglected

Production costs, the profit eaters, have been left out and neglected in the creation of bid proposals for far too long by many now-deceased contracting firms. Don't let the profit eaters get you by the purse strings. Be professional and know your production costs!

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OSHA Hazard Communication Standards

Nurseries are now required to inform and train employees about safety

Important new regulations are now in effect that require nurserymen to provide safety training and information to all employees who are exposed to hazardous chemicals.

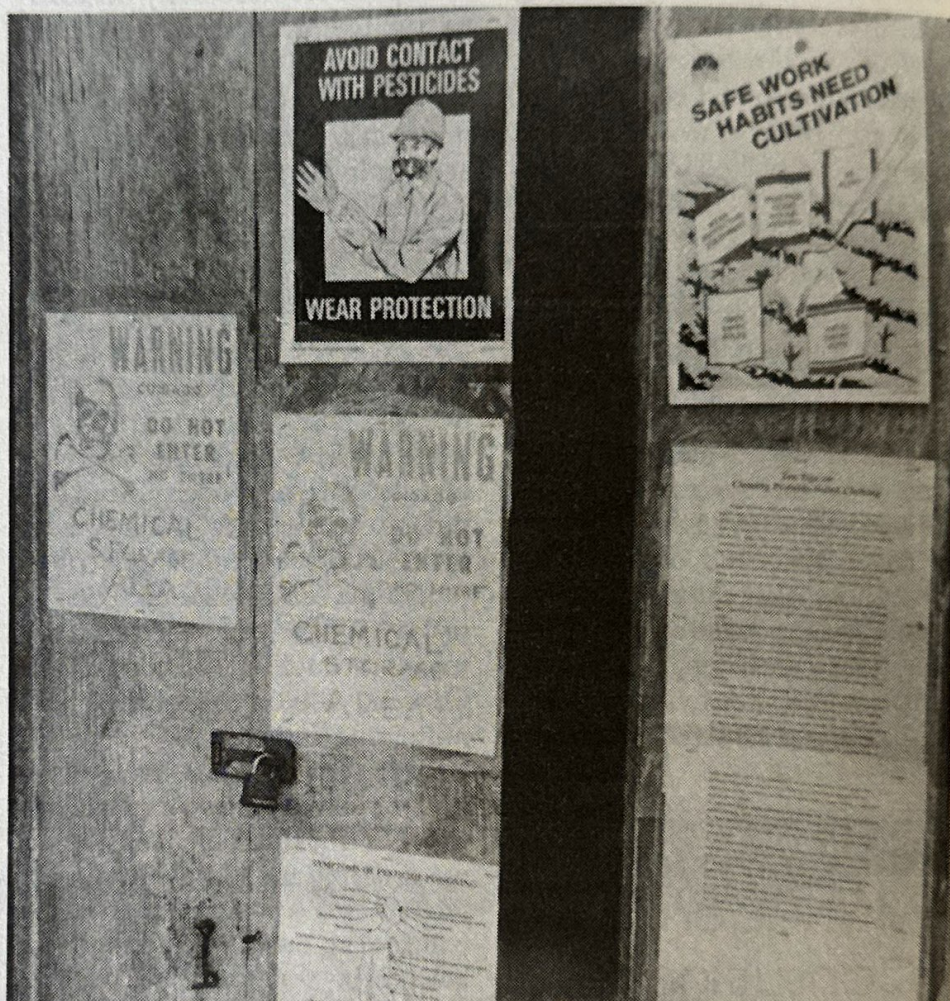
Of particular concern to most nurserymen is the Hazard Communication Standard Program now required by the Occupational Safety and Health Administration (OSHA).

The program is designed to reduce injury to workers who handle hazardous materials, by mandating that employers provide them with information and training about safe work procedures.

Like most federal regulations, the OSHA standards are shrouded by a confusing array of sometimes vaguely worded documents. To assist nurserymen, LAN provides a study and instruction manual for employers, retailers, distributors and users of hazardous materials. LAN also offers a videotape for use in employee training sessions. Both are available for \$75 from LAN Secretary Warren Meadows, 4560 Essen Lane, Baton Rouge, LA 70809.

The OSHA Hazard Communication Standard includes several key elements. Employers of those who use hazardous chemicals must compile and maintain a written hazard communication program. This program should provide for container labeling, material safety data sheets (MSDS), and an employee training program.

The program must contain a list of the hazardous chemicals in each



Chemicals in the workplace must be strictly controlled, and information about them should be readily available to employees

work area. The written program should detail how the employer will inform employees of hazards.

OSHA document 3084, "Chemical Hazard Communication," states: "The written program does not have to be lengthy or complicated and some employers may be able to rely on existing hazard communication programs to comply with requirements."

The written program must be available to employees in the work site, and to OSHA officials. As one nurseryman who received an OSHA inspection puts it, "The first thing they ask for is your MSD sheets."

Chemical manufacturers and importers must provide material safety data sheets for each hazardous

chemical they produce or import, when they first ship such a chemical. These sheets include information about the chemical, its health effects, exposure limits and first-aid procedures.

Nurseries that use chemicals in large quantities must include MSD sheets in their hazard communication program. The sheets are available from the chemical manufacturer. Retail nurseries that simply resell chemicals to consumers in sealed containers are not required provide an MSDS to the buyer. On the other hand, if a retailer sells commercial quantities of hazardous chemicals to a commercial user, he must pass on an MSDS for such chemicals.

Employee training programs must include information about the hazard communication standard itself. It should discuss work operations that use hazardous chemicals. Training sessions should also notify employees of where they can get further information, such as the material safety data sheets. The training should include lists of hazardous chemicals in the work place, and a written hazard evaluation procedure.

Training

Training should include how to read and interpret information on chemical labels and on an MSDS. Workers should be told about hazards of chemicals in the work area, and how they can protect themselves. Employees should also learn proper use of personal protective equipment. They should also know how to detect hazardous chemicals that may be in the work place, by smell and visual appearance.

All employees should receive formal training. OSHA regulations give no deadline for training new employees, but the Hazard Communication Standards have been in force since May 1988. All employees of your nursery should have received training by now.

If you're an employer, it's a good idea to document that such training has occurred, as the burden of proof may fall on you if an accident occurs. One nurseryman said he takes photos of training sessions, showing which employees were present. It's a good idea to test employees' learning after a training session, and to keep a copy of the test.

In addition to training new employees, nursery owners should provide information about chemical hazards to contractors, vendors and service people who work in the nursery.

Inspection

OSHA conducts inspections of work sites that use hazardous chemicals. A Baton Rouge OSHA official acknowledged that nurseries are not a high priority for such inspections,

since the number of employees and the degree of in a nursery are minuscule compared to those of a major chemical plant along the Mississippi River.

(continues on next page)

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(OSHA—Continued from p. 7)

But employees can request an OSHA inspection if they feel the nursery is not in compliance with OSHA guidelines. In one case where a nursery employee requested an OSHA visit, the nursery manager feels that the employee's fears were kindled by an employee training session's discussion of hazardous chemicals. The OSHA inspection resulted in citations for an unlabeled 5% bleach container, for improperly guarded cooling fans, and for wet floors, as well as for an inadequate number of eye wash stations.

In addition to developing an Employee Hazard Communication Standard, nurserymen must maintain safe working conditions. OSHA now regulates this, and the Environmental Protection Agency is developing additional Worker Protection Standards.

These standards will include special provisions for greenhouse and nursery workers, regarding reentry into sprayed areas. Time for reentry

will vary with the toxicity of the chemical. The EPA regulations will also detail personal protective equipment for workers.

Faced with such a mass of regulations and regulatory bodies, even the best-intentioned, best-informed nurseryman can end up confused.

The Louisiana Department of Labor will conduct courtesy inspections of nurseries, however, to ensure that safety guidelines are in force. For further information about this free, confidential service, contact Greg Honaker at the Department of Labor, (504) 342-9601. No fines result from this inspection.

Those interested in further information can contact OSHA in Baton Rouge at (504) 389-0474, or the regional OSHA office in Dallas, (214) 767-4731.

The Federal Register of August 24, 1987 documents the OSHA Hazard Communication law (Vol 52 #163). Information about proposed EPA regulations is in the July 8, 1988 Federal Register (Vol 53, #131).

Related Reading

The following publications can be obtained from the OSHA Publications Distribution Office, U.S. Department of Labor, Room S-4203, Washington, DC 20210

- **The Occupational Safety and Health Act of 1970, PL-91-596 (OSHA 2001)**
- **All About OSHA (OSHA 2056)**
- **Job Safety and Health Protection, Poster (OSHA 2203)**
- **Excavating and Trenching Operations (OSHA 2226)**
- **General Industry Standards (OSHA 2206)**
- **Employer Rights & Responsibilities Following and OSHA Inspection (OSHA 3000)**
- **OSHA Handbook for Small Businesses (OSHA 2209)**
- **Investigating Accidents in the Workplace (OSHA 2288)**
- **Safety and Health is Our Middle Name (OSHA 3076)**
- **Personal Protective Equipment (OSHA 3077)**
- **Chemical Hazard Communication (OSHA 3084)**
- **Emergency Response in the Workplace (OSHA 3088)**
- **OSHA Reference Book (OSHA 3081)**
- **Consultation Services for the Employer (OSHA 3047)**
- **Safety and Health Guide for the Chemical Industry (OSHA 3091)**

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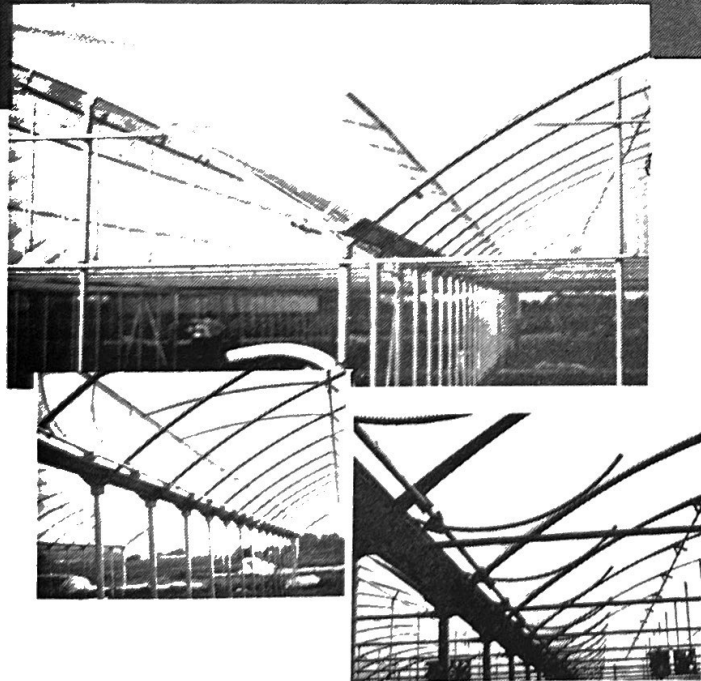
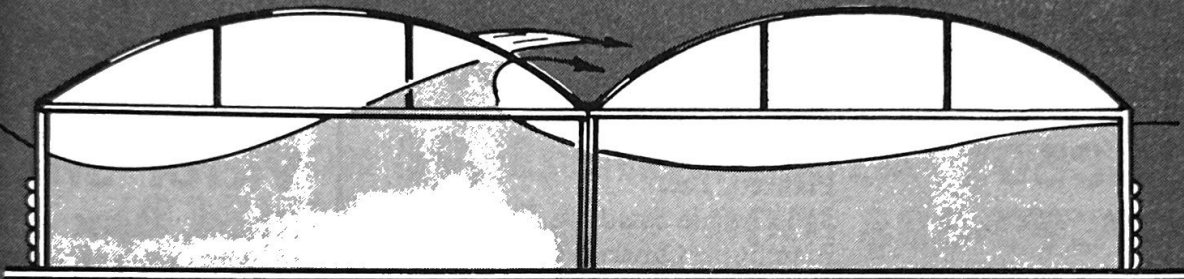
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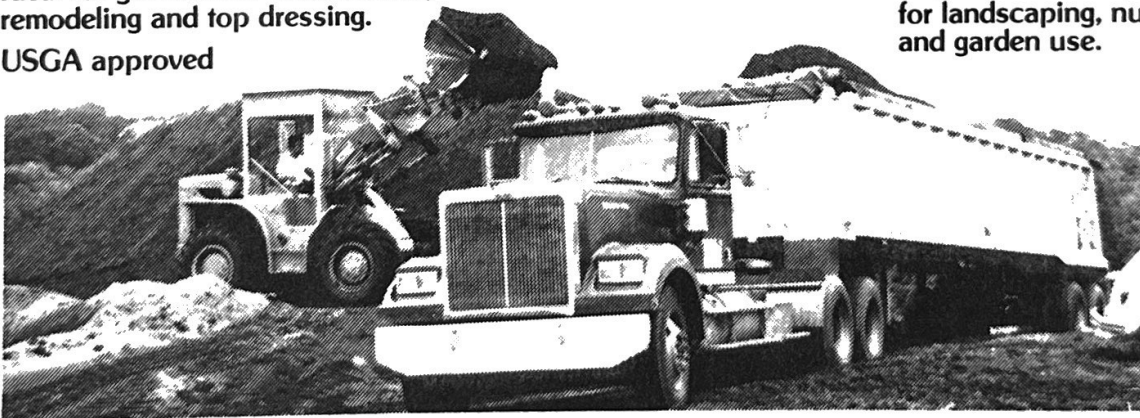
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The Baton Rouge Conference

A record attendance as landscape architects join LAN, MNA

To increase sales, nurseries have two options: attract additional customers or sell more to current customers. The second option is more effective, Charlie Dunn told retailers at the LAN-MNA short course. "You'll pick up greater profits because you won't need additional employees, and you won't provoke a reaction from your competition.

"How many of you know what your average sale per customer is?" Dunn asked his audience. "How many of you tell that to your employees?" Dunn urged nurserymen to increase sales by many different means, including:

- better signage and promotions
- raised sales areas for container plants of two gallons or smaller
- giving no-hassle guarantees on plants
- grouping plants according to customer needs
- creating theme plant collections
- tying green goods sales to hard goods sales
- creating simulated gardens to stimulate customers' imaginations
- selling ground cover and color plants by the square yard
- using mobile plant display units that change every two or three weeks.

Dunn, a consultant from the Garden Center Institute (Roswell, Ga.), was one of dozens of experts who traveled to Baton Rouge January 14-15, for the annual LAN-MNA Short Course and Conference. This year the Louisiana chapter of the American Society of Landscape Architects joined the conference. They became the fifth constituent group at the annual meeting, along with landscape

contractors, wholesale growers, retail nurserymen and greenhouse growers.

Landscape architects heard presentations on coastal preservation, design for wetlands, design with native plants and wildflowers, and green laws. They also viewed slides of the 1988 ASLA award-winning projects.

Greenhouse growers heard presentations on micronutrients, weed control, hydroponic vegetables, ebb and flow irrigation and water quality. Landscapers discussed pest and weed control, water management, growth regulators, interior landscaping, cooperative contracting and marketing.

Wholesale growers heard predictions of how changing market conditions would affect them, from Will Irwin, a Houston, Texas consultant.

Maintaining that "he who controls distribution controls the industry," Irwin discussed how new trends in packaging would affect growers.

"We're not farmers; we're not commodity sellers. We're selling a product that allows people to enhance the quality of their lives," Irwin said. "Right now rose plants are being sold individually to consumers in grocery stores. Growers who find imaginative packaging will get a leg up on the competition, by participating in selling through mass merchandising."

Irwin said that it's no longer possible for every nurseryman to aspire to grow every plant for every need. "We're seeing a move backward toward specialization, for example, to nurserymen who grow only conifers."

The one-stop-shopping for every conceivable nursery product will come from an expanding number of nursery re-wholesalers, Irwin said. There are now 10 wholesale distribution centers on the east coast, according to Irwin. Typically nurserymen grow specific plants on contract for these re-wholesalers. "The advantage is security; the sacrifice is independence," Irwin said.

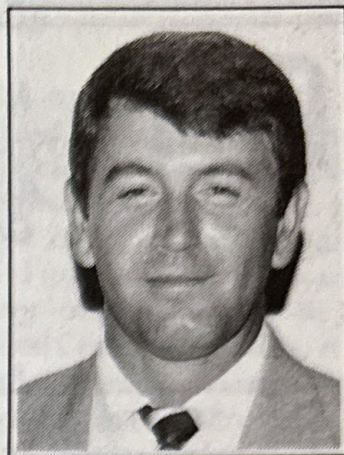
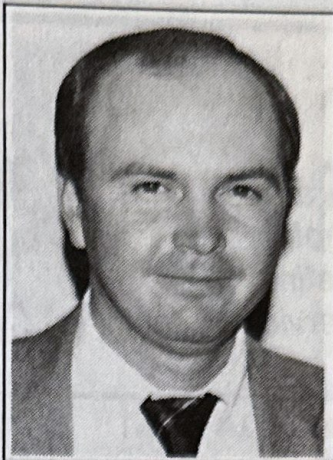
Another competitive challenge from large corporations is producer trademarking and labeling, as Monrovia is now doing, and producer-funded cooperative advertising with local retailers who buy their plants. "Hines is organizing buyer cooperatives among small retailers. They go to retailers who can't afford even a quarter-truckload, and they put them together for shipments. This forces the small grower out," Irwin said.

Small growers must coordinate and cooperate in order to survive, Irwin said. This is difficult, particularly in maintaining quality control among different growers. "I'll give you another decade before (growers) must assist retailers and landscapers with cooperative ads."

Irwin said he tried to organize Tyler, Texas rose growers into cooperatives and "failed miserably."

"They preferred to fight," he concluded. One major grower has since gone bankrupt, he added.

A total of 949 registered for the conference, making the 1989 event the largest turnout ever (929 attended in 1987). Next year's conference will be held in Jackson, Mississippi.



Dub Jenkins (above, left) and Dusty Knight (right) assembled the exhibit that won the Green Goods award for Windmill Nurseries, Franklinton.



Victor Jones of Mississippi Engine in the display booth that won the Hard Goods award.

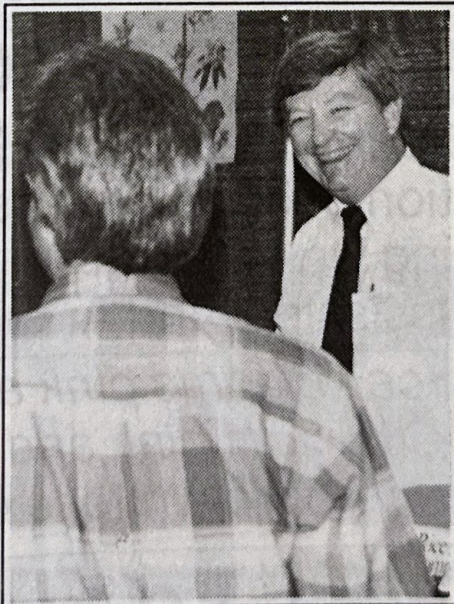
LAN honored two of Louisiana's most active nurserymen, Walter Imahara (left) and Frank Akin, for their years of contributions to the green industry. Imahara was recognized as Nurseryman of the Year and Akin won the J. A. Foret Award.

EXHIBITORS' COMMENTS ABOUT THE SHOW



"I've been busy. I haven't left the booth. Proportional to its size, this exhibit area is good."

—Kitty Tebrugge, Palmetto, Fla., sales representative, Pursley Turf



"Traffic has been so good I'm afraid I'll run out of samples. Having the landscape architects here is a big plus."

—Bill Carney, Estherwood, Broussard-Carney Organics



"Personally, I'm very pleased and so are the ASLA members I've talked to. The sessions have been great; the quality of speakers the best ever. The awards program gave us a forum to show our work to those who grow and install it. We're all together in the green industry."

—Rusty Ruckstuhl, Lafayette, President, ASLA-La. chapter



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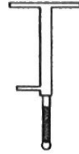


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SCIONS OF THE TIMES

Greenhouse growers meet

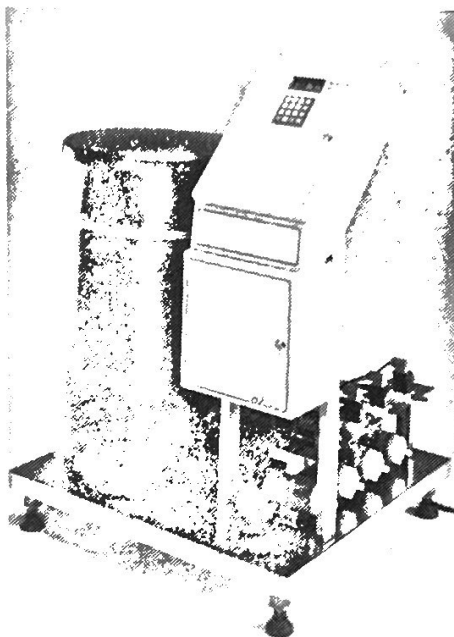
The Louisiana Greenhouse Growers' Association will meet Friday, June 16, for its annual short course and business meeting. The event will begin at 8 a.m. in room 106, Hamilton Hall, on the University of Southwestern Louisiana campus. Topics for discussing include production and management of both ornamental and vegetable crops. To register for the meeting contact Dr. Dennis Wollard, LGGA secretary-treasurer, USL Box 44433, Lafayette, LA 70504; (318) 231-5348

New greenhouse products

Greenhouse product suppliers have recently announced several new products, including white poly film, an ebb & flow irrigation microprocessor controller, and larger structural columns for greenhouses.

FVG America has added white polyethylene greenhouse covering to its line of films. The film virtually eliminates the need for paint application during the summer, and gives a more uniform shading to the crop, according to FVG. Actually a laminate of three films, the white poly has survived three seasons in a test installation in Spain. Its target market is the South and Southwest. For further information contact Sinai Alon, FVG America, 8700 Xylon Ave., Brooklyn Park, MN, 55445, (800) 451-4016.

GVI Systems, a Danish company, has appointed Florida engineer Giles



The GVI Ebb & Flow Microprocessor Controller

Van Duyne as its sales and service agent for a microprocessor that controls ebb & flow irrigation systems. The company claims to be the first in the world to develop an accurate microprocessor control for ebb & flow irrigation. For more information contact Van Duyne at (407) 774-6408.

Nexus Greenhouse Corp. recently announced it will change its 2.5 inch square greenhouse columns to 3 inch columns. The new galvanized square tube columns will give greater structural strength and design flexibility, for the same cost. Information is available from Doug McCrimmon, Nexus Greenhouse Corp., (303) 457-9199.

ASLA awards

The Louisiana chapter of the American Society of Landscape Architects has presented a special Patron of Landscape Architecture Award to Julius McLaurin, administrator of the Rapides Regional Medical Center, Alexandria. A panel of judges also considered 18 projects and selected three for Merit Awards: Bayou Segnette State Park, submitted by Design Consortium, Ltd, of New Orleans, Ace Torre, ASLA, project landscape architect; Riverstone Office Building, Lafayette, La., submitted by Ted Viator, ASLA; and Prof. Buck Abbey's study, Landscape Ordinances in Louisiana (see photo, p. 19). The jury also presented an Honor Award to the Design Consortium for the Lowery Park Zoo, Tampa, Fla., Ace Torre, project architect.

Summers succeeds Henegar at SNA

Danny Summers, the recently appointed Executive Vice President of the Southern Nurserymen's Association, has relocated the SNA offices from Nashville to Atlanta. Summers replaces Tommy Henegar, who held the SNA post for 17



From left, LAN President Richard Odom, board member J. C. Patrick and Secretary Warren Meadows met with a group of Lafayette landscape maintenance operators, to discuss the benefits of membership in LAN. Odom spoke on the necessity of organizations, and the advantage of strength in numbers. Patrick discussed the importance of local organizations and showed how to establish one. Meadows told the group of the annual LAN-MNA-ASLA short course. With the LAN contingent are, from right: John Broderick, Flint Zerangue, Bobby Boudreaux, Allen Janise, Gerard Richard, Charles Fournet, Eric Turner, David Foutz, Dwayne Dailey, David Deshotels.



Danny Summers

years. Summers has an extensive background in marketing. He plans to launch a major promotion for the annual SNA show.

Acquiring Native Plants

By Dr. Severn Doughty

Native plants are becoming more and more popular for a number of reasons. First, natives are adapted to local soil conditions. Of course, there are exceptions to that, but generally speaking this is true.

Natives can tolerate most insect attacks, whereas introduced plants could perish. A good example is the forest tent caterpillar attack on water tupelo (*Nyssa aquatica*). In most years water tupelo is defoliated during May and June in southeast Louisiana without serious injury to the plant. If other introduced tree species were defoliated every year as this one often is, they would be dead in four to five years.

Natives can tolerate most diseases. They have become somewhat tolerant to diseases indigenous to their locale and consequently are not devastated by local disease attack.

Natives are adapted to local temperature extremes and are usually not adversely affected by them. One notable exception was the freeze that occurred Christmas Eve, 1983, in south Louisiana. Owing to a warm and wet fall, many plant species had not lost their leaves and consequently were not hardened-off for the winter. When that freeze came, many hackberries (*Celtis laevigata*) were severely damaged.

Finally, as a result of all the above-mentioned factors, natives do not require as much care as many other species do. And that's all the more reason for nurseries to grow and stock them.

Availability

Natives are still not as available as many "easy to propagate" plants, and most of those were introduced. Plants such as golden euonymus, prostrate junipers and wax-leaf ligustrums are relatively easy to propa-

gate and therefore preferred by nurserymen.

However, some native plants such as dwarf yaupon, eastern red cedar, wax myrtle and cherry laurel have become popular: one, because they look good; two, because they hold up; three, because they are relatively easy to propagate.

With those natives that are not easy to propagate, transplanting from the wild has been a long-standing practice. Is it good? Well, probably not, because we are losing much of our wooded area. A good example is our pitcher plant (*Sarracenia pinnatifida*). It is becoming threatened due to the loss of bog areas and because people remove them from the wild without knowing how to care for them.

The best way to obtain native plants is to collect seeds or cuttings from the wild and bring them back to the nursery or greenhouse and propagate them.

References

How do you learn to propagate them? Well, here is a list of references that may help you.

• *Manual of Woody Landscape Plants*. 1983. Michael A. Dirr, Stipes Pub. Co, Champaign, IL 61820

• *Hortus III*. 1976, Bailey Hortorium, Macmillan Co., New York

• *Seeds of Woody Plants in the United States*. 1974. USDA Forest Service Agri. Handbook #450, U.S. Gov't Printing Office, Washington, D.C.

• *Plant Propagation: Principles and Practices*. 1985, H. J. Hartman and D. E. Kester, Fourth Edition, Prentice Hall, Inc., Englewood Cliffs, N.J.

• *Hardy Woody Plants from Seeds*. 1979, Browse P.D.A. McMillan. Grower Books, London.

• *Know It and Grow It*. 1983, Carl Whitcomb, Lacebark Pub., Stillwater, OK

• *Practical Woody Plant Propagation for Nursery Growers*. Vol. 1, 1986, Bruce Macdonald, Timber Press, Forest Grove, OR

• *International Plant Propagators Society*. Dr. Willard T. Witte, Southern Region IPPS, 704 Meadcrest Dr., Knoxville, TN 37973

If transplanting is necessary in order to acquire larger specimens, I suggest you root prune one year prior to transplanting. Root pruning is best done in the late fall and the rule of thumb for this procedure is to go out from the trunk one foot for each one inch of trunk diameter before cutting the roots. Insert the spade its full depth into the soil and retract it without lifting or disturbing the soil. Soil moisture should be at field capacity or slightly less, but never root-prune during dry weather. Mulch the plant with two to three inches of organic material after the operation.

Actual transplanting may be done from late fall through winter one year later. Dig several inches outside of the original root-pruning circumference, so as to capture all the fibrous roots generated from the root pruning procedure.

Generally, plants under three feet high may be transplanted without root pruning, provided a good diameter root ball is taken (18 to 24 inches). Some plants particularly difficult to transplant include myrtle, magnolias, Stewartia, hickories, sassafras, red buckeye, longleaf pine and devil's walking stick (*Aralia spinosa*).

During the replanting, dig the hole a foot wider than needed to accommodate the root ball, but no deeper. Do not mix or use amend-

ments with the backfill soil. Recent research has suggested that this is detrimental to good lateral root development. Refill the hole with backfill soil only and belch all air pockets by tamping and/or watering the backfill. But do not water and then tamp. Soil compaction will result. Slow-release fertilizers may be placed two to six inches below grade while refilling with backfill, but avoid direct root fertilizer contact. Follow manufacturer's labeled directions.

If the plant is unable to stand upright with its existing root ball, stake it but leave the stakes in place no longer than necessary to establish a good root system. If the stakes are allowed to remain for too long, it could cause breakage of the tree stem or trunk.

Create a levee around the outside circumference of the root ball to facilitate more thorough watering. After the levee is formed and firmed, mulch the plant with an organic material such as cypress mulch or pine needles. These two mulches have a tendency to knit together, therefore resisting washing away during heavy rains.

Do not prune the newly planted or transplanted tree or shrub. Pruning will stop root development and retard growth. Wait at least a year before pruning or shaping (except for possibly native azaleas).

Antidessicants may be used after the planting. Such products as Wiltproof, Cloud-Nine or Nu-Film should work fine. Even during the warmer months of the year these have worked well while transplanting some nursery stock.

Remember, the most critical time after transplanting is the first year. So be sure to irrigate the plants as needed during that time.

NOTE: Mention of a commercial product or pesticide trade name is done with the understanding that no discrimination is intended and no endorsement is given by the Louisiana Cooperative Extension Service.



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Cleyera	Nandina	
Crape Myrtle (red, white, pink, purple)	Nandina compacta	

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PEOPLE



LAN Board members for 1989 are, from left: seated, Richard Odom, Forest Hill, president; Richard Maxwell, Shreveport, first vice president; Steve Adams, Forest Hill, second vice president; Walter Imahara, Baton Rouge, treasurer; Dr. Warren Meadows, Baton Rouge, secretary; standing are board members Fred Hoogland, Bossier City; Gerald Foret, New Iberia; Prentiss Berry, Covington; John Kavanaugh, Ruston; Dr. Severn Doughty, New Orleans; and immediate past president Louis Parr, Slidell. Not shown are board members Harold Poole Jr., Forest Hill; Dr. Bob Barry, Sunset; Homer Thomas, Shreveport; and J. C. Patrick, Baton Rouge.



Amy Fentress, a Mississippi State University horticulture student, has won the Walter Davis Scholarship offered by MNA. Jack Larmour (not shown) won the MNA Service Award.



Ted Viator, Lafayette, (left) and Austin "Buck" Abbey, Baton Rouge, hold Merit Awards presented by the Louisiana chapter of the American Society of Landscape Architects. Viator was recognized for his landscape design of the Riverstone office building in Lafayette. Abbey was honored for his research into Louisiana's green laws (a project supported by a grant from LAN).

Lafleur's Nursery

When he bought 23 acres in 1962 to start a nursery, friends and neighbors were skeptical that Herbert Lafleur would make it. "They asked me, 'You expect to make a living on that, and that's all you're gonna do?'" Lafleur remembers.

At the time, he had some doubts himself—doubts that customers would be able to locate his rural St. Landry Parish nursery. "I was worried about coming out here. But Dr. Foret told me, 'Don't worry, if you have quality plants, they'll find you.'"

This turned out to be good advice. Customers have found Lafleur's Nursery again and again over the years, and Lafleur has added more than 180 acres, eight of them in container plant production.

Lafleur grew up on a farm between Washington and Ville Platte. He became interested in the nursery business as an agriculture student at the University of Southwestern Louisiana. He learned from a young professor named J. A. Foret. "I began there in 1950. I was one of his first graduates."

After graduating he served in the Air Force, then went to work for Joe and Earl Vallot at Grandview Nursery, near Youngsville. He credits Foret and the Vallots for giving him early help and inspiration.

He left Grandview to form his own nursery, initially in partnership with his brother John. They planted 10 of their 23 acres to sweet potatoes, which they continued growing until they had enough nursery stock.

One early crop was citrus trees. "We would go into the woods to

get the rootstock, *Citrus trifoliata*; then we'd bud them," Lafleur remembers. "One year I traded a bunch of young citrus to Kent Langlinois (of Kent's Nursery, Youngsville). He had 15,000 Japanese yew liners that he wanted to get rid of. I planted them, let 'em get four, five, six feet tall, and sold every one of them."

An early specialty at Lafleur's

resistance; **Elizabeth**, a light pink noted for fast growth; and **Peggy**, which produces a pure white flower and retains dark green foliage on a compact form.

"For 10 or 12 years I couldn't grow hawthorne fast enough," Lafleur says. "People would come from all over to buy them. Some times all the stock I had was so small I didn't want to sell it, but they insisted. I told them to pick out their own plants from what I had."

Plants come in and out of fashion, and the popularity of hawthorne has waned in recent years (although it seems to be making a comeback).

Windmill palms have stolen the spotlight and are now one of Lafleur's biggest sellers. Lafleur ships to Florida and California, and recently received a large order for 12-foot, defoliated bare-root palms. The buyer plans to put them aboard a container ship in Houston, bound for the Netherlands, for use in indoor plantings.

Lafleur maintains a good selection of field-grown trees, including some big golden rain trees, oaks, pine, cypress and drake elm. He has almost 50,000 crape myrtles of all colors and size.

He's beginning to trim some large ligustrums into the popular treeform

shape, and he's experimenting with pom-pom junipers.

Lafleur's Nursery employs 20 full-time workers, and more during shipping season. Sons Mike and Danny have joined the team, as well as a niece, Sherry Ardoin.

And today Lafleur maintains a lifestyle that just about anyone would envy, particularly those who enjoy



Herbert Lafleur with a rare split-trunk windmill palm

Nursery was Indian hawthorne. "I bought 1,000 seedlings from Richard Polakovich (of Richard's Nursery, Forest Hill). They flowered in all kinds of different colors. I selected the three best and began propagating from them, naming each after my three daughters."

The three are **Janice**, a dark pink-flowering dwarf, with good leaf spot



At left, windmill palms at Lafleur's Nursery

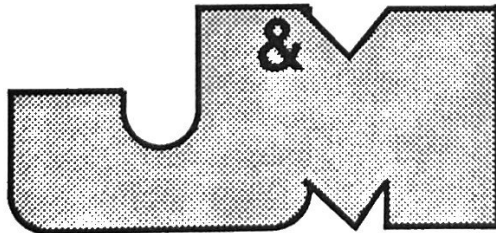
the outdoors. He manages to fish almost every day. One favorite spot is on his nursery, a stocked pond that yields bass, sac-a-lait and catfish. Not far away is a 10-acre crawfish pond, which he says is a wood duck haven during the winter. Overlooking the crawfish pond and

the surrounding woods is his deer stand.

And when Louisiana gets too hot in July, Lafleur and his wife Bernice retreat to their Rocky Mountain cabin in New Mexico. There Lafleur fishes for trout in the Red River, which flows about 100 yards from

his doorstep. Normally he returns to Louisiana in late August, just in time to bush-hog his brown-top millet, to establish a good dove flight for opening day.

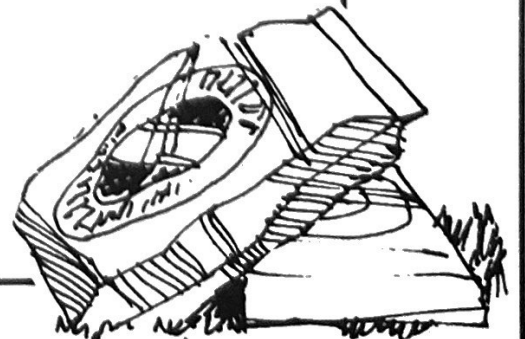
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Kavanaugh's Nursery

New LAN board member John Kavanaugh says his main goal as a nurseryman is to have a fair-size family operation that he can involve his kids in, stressing quality and knowing the customer.

"You've got to realize the price of being big," Kavanaugh says. He

and his wife Cathy manage a garden center and retail nursery seven miles south of Ruston on Highway 167.

"We're still young and enthusiastic; maybe not as enthusiastic as those who just jumped in," he admits. "We know what freezes can do to you."

Kavanaugh grew up on a small family farm in Jackson Parish, raising cattle and hogs and trees. He studied horticulture at Louisiana Tech, and held an internship at Hoogland's Nursery, which at that time was located in Ruston. "Fred Hoogland really inspired me, and Wiley Roach influenced me a lot, too."

After graduating from Tech in 1975, he worked for the state as a horticulturist at Pine Crest State School in Pineville. He returned to his family land in 1978 and continued to work as a horticulturist for the Ruston State School. In his spare time he put up a greenhouse, grew bedding plants and hanging baskets, and began a landscape service. He left his state job in 1981 to go full-time in the nursery business.

Kavanaugh characterizes his nursery as a small family operation, with two fulltime employees year-round, and several part-time workers in the spring or for special landscape projects. In addition to a retail area and can yard, he maintains 5,000 square feet of heated area, and is adding another greenhouse.

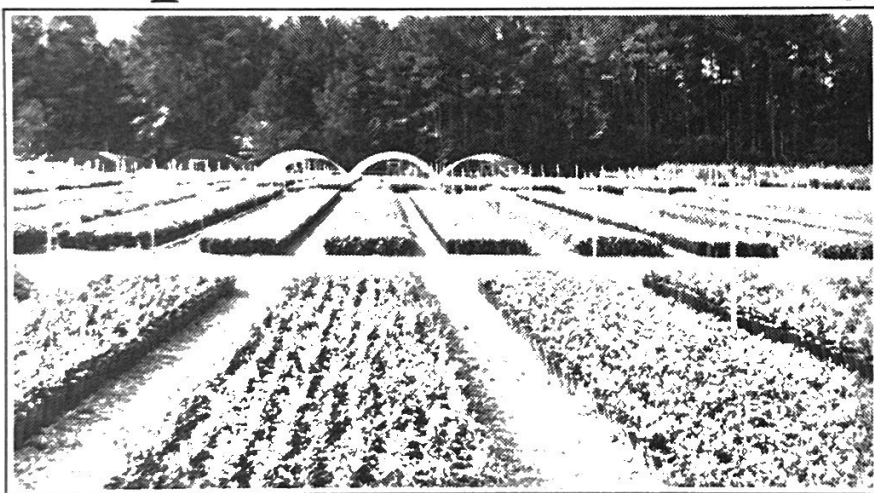
Kavanaugh grows poinsettias, bedding plants, hanging baskets and fern baskets. He also sells 1,200 to 1,300 roses a year.

"It's a tight time in pricing and bidding," Kavanaugh allows. "Last year was our best ever in gross sales, but not in net profit. I feel this year will be up from last year."

As a board member he will stress LAN membership to his colleagues in northeast Louisiana. "I've made so many contacts through LAN that have helped me over the years, I couldn't start to name them. I've met all my suppliers at the trade shows."

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Let's build the nursery industry through LAN

by Richard Odom

Thank you, LAN members, for electing me to serve as president of our association in 1989. I would like my term to be remembered as one of information and service to the membership.

To have a healthy association, we must communicate. Please feel free to call or write me if you have any questions, suggestions, complaints or praise. You can contact me at Country Pines Nursery, P.O. Box 99, Forest Hill, LA 71430; (318) 748-6458.

In 1988, LAN grew in revenue from membership dues, but declined in actual membership. Our dues structure is graduated according to a member nurseryman's sales. While we must have money sufficient to operate LAN and to promote our nursery industry, it is more important that LAN has the people. It takes people to accomplish the task.

That task is to promote, protect and perpetuate our nursery industry. I believe that each person who depends on any enterprise for his livelihood has an obligation to contribute what he can, whether it be large or small, time or money, to that enterprise, so that it can become better.

In so doing we create strength, growth and demand for our products. This will ensure us a profitable enterprise for ourselves and for the next generation.

Through joining LAN and being

active in our industry's trade association, you can do more long-term good than trying to go it alone. In coming together as an association of interested individuals with a common goal, we pool our money, time, ideas and efforts in a much more effective way. Much can be accomplished.

LAN has grown and become much stronger in the last few years thanks to your efforts and to a successful winter short course and trade show. We have had a great working relationship our Mississippi colleagues in jointly sponsoring the short course. It is now making a profit, whereas before it showed a loss. Another example of strength through joint effort.

Through this financial success, we have more money to for member service, and for the industry as a whole. Please remember, however, that LAN operates with an elected board of directors which meets four times a year. They are volunteers, and have no paid staff. We are not as efficient as we would sometimes like to be, and sometimes mistakes are made, but I think the job is being done well considering the time limitations under which we work.

We will strive to better our efficiency and effectiveness. With your help and understanding, we can build a stronger association.

I see a need for a full-time paid

staff. This is a little premature at the present time, because we do not have the revenue base. I would like this to become one of our goals for the future. With a full-time staff, more service to member programs could be offered, thereby generating a stronger revenue base with which to better promote our industry.

You might ask, What does LAN do for me?

I. Promoting Louisiana's present nursery industry.

Our short course brings knowledgeable and experienced speakers, as well as suppliers, buyers and competitors. We share ideas and solutions to problems. You can learn more here in one weekend, for a fraction of the cost, than from traveling to individual nurseries over a two-year period.

Our trade show brings together Louisiana and Mississippi growers and buyers of green goods and hard goods. This is the best place to find quality, availability and price of all different nursery products.

These two opportunities alone are worth much more than the cost of membership.

II. Protecting the Louisiana nursery industry through legislation.

Many political challenges face the nursery industry. Many would have devastating effects on individual nurseries. An example is **Quarantine #37**—a law restricting importation of plant material containing media from foreign countries. This is administered by USDA to prevent introduction of foreign pests that might not be controllable with our chemicals and cultural practices.

There is political pressure to allow thousands of new plant species to enter the US from Europe.

Employee Right-to-Know legislation discussed in this magazine will remain politically volatile. LAN makes available to you training materials, so you can comply with



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OSHA Hazard Communication Standards (see page 6).

Prior Notice legislation now under consideration would require nurseries to give notice to area land-owners prior to spraying.

Nursery Growers are classified as farmers and have many advantages under this classification, regarding regulation and taxation. There is constant pressure from IRS and EPA to do away with this agricultural classification. If we lose it, growers will have to pay taxes on unsold inventory. That alone would put many nurserymen out of business.

III. Perpetuating Louisiana's nursery industry growth.

LAN sponsors four \$500 academic scholarships each year for deserving horticulture students. We feel these scholarships should be increased, in order to attract the best possible students. We solicit your annual donation in support of these endowed scholarships.

LAN has established a fund to be used for research, both production and marketing. This is much needed, since state funding to universities and the agricultural extension service is being severely reduced.

LAN has funded a thorough study of Green Laws in Louisiana. This information is now available to cities and towns throughout the state, so that they can enact laws that protect existing trees and shrubs, and encourage plantings in new developments.

In cooperation with the Louisiana Farm Bureau, LAN has sponsored legislation that will require office buildings built or bought by the state to be landscaped with Louisiana licensed landscape architect and landscape contractor.

LAN works with organizations such as American Association of Nurserymen and American Farm Bureau to protect each nurseryman in all segments of the industry.

In the political arena the voice of 1,000 is heard more readily than an individual voice.

Won't you help us meet the challenges of the present and the future? Please Join LAN. Come Grow With US.

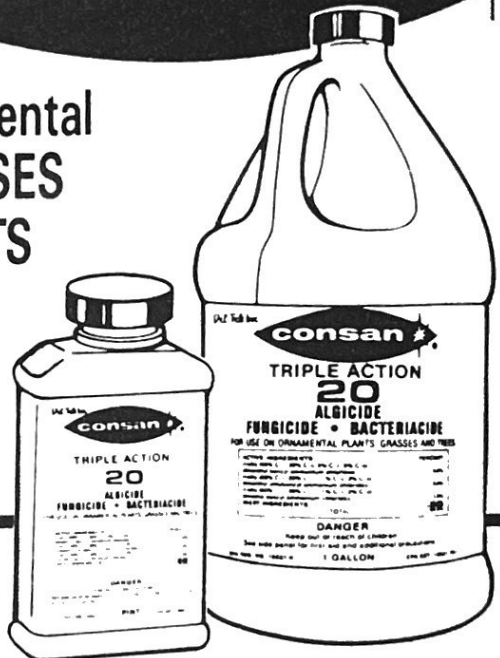
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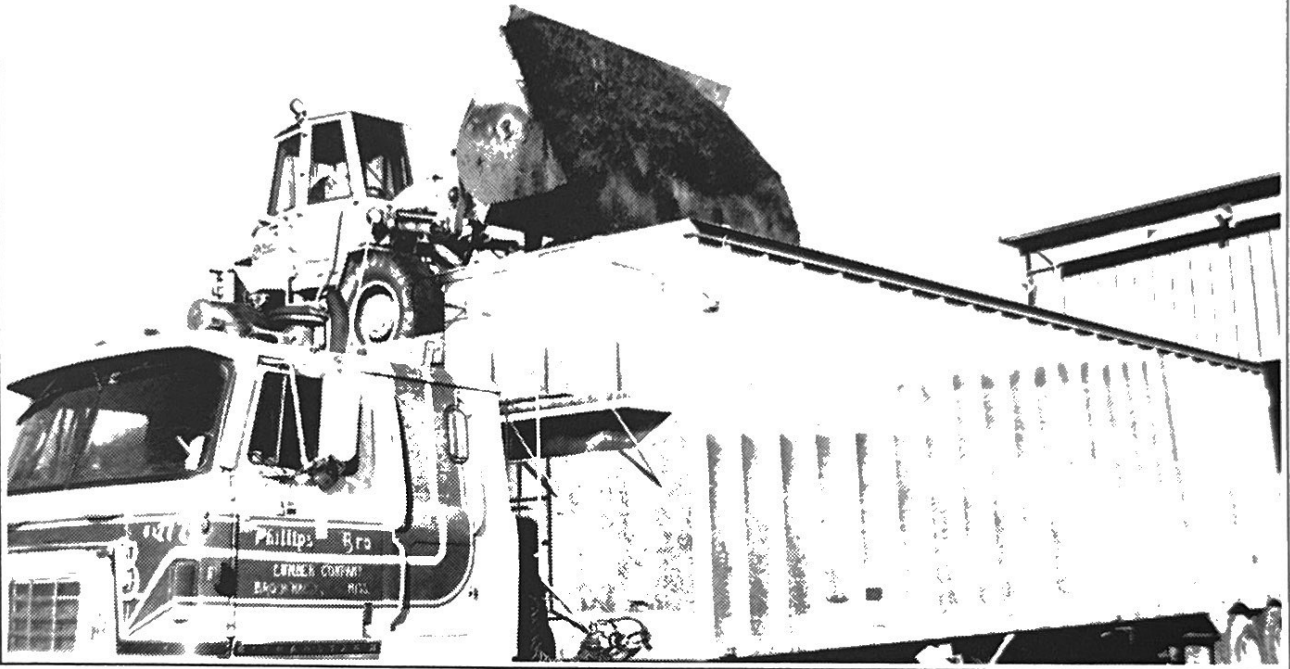
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