



LOUISIANA NURSEYMEN

PRESIDENT'S MESSAGE

We hope that all of the exhibitors had a successful show in Mississippi. We are beginning to formulate our plans for the Short Course and Trade Show to be held in Baton Rouge on January 9, 10, 11, 1997. As in 1995 the Trade Show will be held at the Centroplex. We are in negotiations with the Radisson at this time regarding them serving as the headquarters hotel and banquet facility. Hopefully we can have this detail worked out by the end of March. We will be keeping you informed of our progress in upcoming newsletters.

At our Membership meeting in Mississippi the members voted on and passed a dues increase. The board has felt for some time that this was needed. One of our older members sent in their dues at (at the new rate) along with a note which asked which member services were they going to get for this increase in dues. That is a fair and reasonable

request. Rather than answer this individual personally I decided to share my answers with all the membership.

Any organization is only as good as the involvement of its members. Fortunately we have members who are involved and many others who want to be. It is the responsibility and a challenge of the Officers and Board to provide services and programs that will keep these people involved in and interested in LAN.

To better answer this individual I think that it is important to list some of the member services which LAN provides and has provided.

(1) Co-sponsored 2 urban tree care workshops with the La. Cooperative Extension Service (LCES).

(2) Provided Grant monies to the LSU Dept of Ag Economics and Agribusiness in support of a Louisiana "Green Industry" survey pertaining to the economic impact of this industry.

(3) Sponsored the 1st Annual La. Plant Materials Conference.

(4) Provided Grant Monies to LSU Agricultural Center research and extension personnel in support of ornamental horticulture research programs.

(5) Awarded 3 \$1000.00 scholarships to students at state colleges pursuing a degree in ornamental horticulture.

(6) Co-sponsored the 5th annual Turfgrass Short Course and Field Day of the Calhoun Research Station in West Monroe.

(7) Displayed an LAN exhibit at TAN and New Orleans Spring Garden Show.

(8) Sponsored 4 LAN members tuition to the LSU Agricultural Centers Leadership Development Program.

(9) Sent Representatives to the AAN Legislative Conference in Washington, the SNA's State Officers Conference in Raleigh, NC.

(10) Provided representation on the LSU Ag. Center's Best Mgmt. Practices Nursery Crops Committee.

(11) Provide representatives on the La. Department of Agricultural's Horticultural Committee, and the La. Urban Forestry Council.

(12) Conducted 3 Certified Nursery Professional manual review sessions and exams.

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Imahara Named
President, NLA

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(13) Established La. Select, a statewide ornamental horticulture plant promotion program for Louisiana's wholesale growers and retail garden centers.

(14) Funding for the La. 4-H Foundation in support of LCES's 4-H educational programs.

(15) Sponsored Officer and Board attendance at the Southeast LAN, Northwest LAN, CLAN, BRLA and Southwest LAN.

(16) Publication of the LAN Newsletter.

(17) In 1995 in Baton Rouge sponsored in conjunction with Mississippi the LAN/MNA Short Course and Trade Show.

With the dues increase we expect to continue the preceding programs at their current level, expand the scope of some of the programs (i.e. research) and have the ability to add to member service as the need arises.

One big area in which we can and need to expand services is that of research funding. Toward that end a Research Priority Committee (RPC) has been established. Their goal is stated elsewhere in the Newsletter. Simply put their function will be to seek projects that will benefit the Green Industry. Our function as officers and board members is to see that the funds are available to carry out these projects. At this time we do not have definite dollar figure in mind, however I would think that it will take in the neighborhood of \$10,000 per year to adequately fund a viable research program. This would be for research that the industry sees as needed and that the industry specifically

requests. Currently we do have monies invested, the interest of which is dedicated to research. However, this does not yield enough dollars to adequately fund needed research projects. The increase in dues will enable us to adequately fund these research projects.

The request for the dues increase was not done with the idea that we would immediately be able to add additional member services. However we do hope that we will be able to show some additional member services and benefits especially in the area of research within the next year or two. The dues increase will also help LAN to position itself for the future. We now have a homepage on the World Wide Web. This will give members quicker access to LAN information, etc. The future - I am convinced that in the not so distant future LAN will require a form of paid staff. (I do not necessarily mean a full time individual). When that time comes we must have either enough dollars in our coffers or revenue coming in to fund this position (which will probably be a part-time position).

To sum up an answer to the individual's question of what member services they will get for the dues increase: (1) A continuation of the programs ongoing with an expansion of some; (2) Increased funding of research projects deemed necessary and desirable through the membership through the

Research Priority Committee. (3) Building for the future; with an ability to pay for new member services as the needs arise.

The officers and board members do thank the membership present for their approval of the dues increase and attendance at the annual meeting. We are trying to think up ways to increase the attendance at these annual meetings, any suggestions would be appreciated.

We would also like your input as to speakers, topics, etc. which you might like to hear at the upcoming Short Course.

If you have any suggestions please share them with us.

Sincerely,

J.C. Patrick

FRIENDSHIPS

Don Lobb, Chairman
Membership Committee

Being a member of LAN can offer so much more than you may at first think. It gives us the opportunity to make lasting friendships. The sharing of ideas and problems can offer a belief that you can make it. It is like we are all working hard together, enduring the long hot summers and at times, customer's strange personalities. By bringing in a new friend or even a competitor, you can instill standards of integrity that will help the industry and you. Give a little of yourself and get just one person to join. Let's make LAN grow - together.

UPCOMING EVENTS

March 30-31

Festival des' Fleurs, Blackham Coliseum (USL), Lafayette, La. Contact John Broderick (318/482-5339 for additional information.

April 13-14

New Orleans Spring Garden Show, Botanical Gardens, New Orleans, LA. Contact Dan Gill or Alan Morgan (504/482-1107) for additional information.

April 24-25

Certified Nursery Professional Manual Review and Exam, Burden Research Plantation, Baton Rouge, LA. Contact Karan McLean (504/763-3990) for additional information.

May 17

Louisiana Mayhaw Growers Association's Mayhaw Conference, Camp Grant Walker, Pollock, LA. Call Rodney Houston (318/627-3675) FOR additional information.

June 12

2nd Annual Louisiana Plant Materials Conference, Botanical Garden Pavilion, New Orleans, LA. Contact Allen Owings (504/388-2222) for additional information.

July 10

North La. Ornamental Horticulture Conference, Barnwell Center, Shreveport, LA. Contact Allen Owings (504/388-2222) for additional information.

July 11-12

Certified Nursery Professional Manual Review and Exam, Barnwell center, Shreveport, LA. Contact Karan McLean (504/763-3990) for additional information.

August 9-11

Southern Nurserymen's Association Conference and Trade Show, Marriott Marquis and Georgia World Congress Center, Atlanta, GA.

August 16-18

TAN/MISSLARK Nursery and Garden Supply Show, George Brown Convention Center, Houston, TX.

October 3

MAFES Ornamental Horticulture Field Day, South Miss. Branch Experiment Station, Poplarville, MS.

October 19-20

New Orleans Fall Garden Festival, Botanical Gardens, New Orleans, LA. Contact Dan Gill or Alan Morgan (504/482-1107) for additional information.

November 14-15

Certified Nursery Professional Manual Review and Exam, Garden Study Room, Botanical Gardens, New Orleans, LA. Contact Karan McLean (504/763-3990) for additional information.

LAN ENDORSES AAN LIGHTHOUSE FUND

Louisiana Association of Nurserymen has formally endorsed the AAN Lighthouse Fund, a new partnership initiative to support industry participation in national issues and help ensure a profitable future. The program will enable LAN members who do not belong to AAN to ensure that they continue to receive the critical news, information, and perspectives on national issues that AAN is uniquely qualified to provide.

LAN members who participate in the Fund will also add new voices to AAN's national grassroots legislative network, helping to create a larger and stronger industry presence in Washington, DC. Voluntary participation in the Fund is \$36.50 per year -- a dime a day-- and offers the following benefits:

**Semi-annual
Legislative Action
Reports**

**Periodic Legislative
Alerts**

**National Issues
Updates Via LAN
Publication**

**Enhanced
Representation in
Washington, DC**

Annual contributions will be used to educate and inform the industry on critical national issues and generate national grassroots support on key federal legislation. No funds will be used for AAN general expenses or expenses associated with AAN-member focused programs.

"We are delighted to have LAN as a partner in the Lighthouse Fund," said AAN President Jack Long, J&L Nursery Co., Silverton, OR. "Our industry must keep current with all critical national, state and local issues and act swiftly when threats or opportunities arise. With LAN continued leadership, and the strong participation by its members, our industry can and will prosper in the challenging years ahead."

Plans call for LAN to mail participation materials to non-AAN members in spring 1996. For more information on the AAN Lighthouse Fund, call or write to Joel Albizo at the American Association of Nurserymen, 1250 I St., NW, Ste. 500, Washington, DC 20005.

RESEARCH PRIORITY COMMITTEE

J.C. Patrick, President

LAN recently instituted a Research Priority Committee (RPC) to seek Long Range and Short Range Research Projects which will benefit the Louisiana Green Industry. The individuals listed below have agreed to make a 2 year commitment to serve on this committee. The Board realizes the sacrifices and effort necessary for these individuals to serve. We would like to thank each of them for their commitment to this project which will benefit the entire industry.

The committee's first meeting was in February. From this initial meeting several possible research topics were brought forth and a brief questionnaire was developed. The topics are listed in the green shaded box, please keep in mind that these are suggested topics the committee would really like to have your input on. The questionnaire is also included in this publication. Please take time to fill it out and return it to one of the committee members. As Pat Newman, Chairman put it, "The more input, the better the results." The committee would like to have the questionnaire returned by April 30, 1996.

The individuals on this committee are committed to developing research priorities which will benefit the entire Green Industry and help prepare us for our leap into the next century. Progress reports will be published in future newsletters. We do need your input and support to make sure that we are meeting the needs of the industry. So please fill out and return the questionnaire by April 30, 1996.

Possible Research Topic Areas

- I. Education through Extension Services
 - A. Publications
 - B. Newspaper Articles
 - C. Radio Shows
 - D. Personal Appearances at Horticultural Workshops
- II. Labor Issues
 - A. Interviewing and Applications
 - B. Benefit Packages
 - C. Policies
 - D. Educational in WPA Regulations for Workers
- III. Pricing in Today's Market
 - A. Small and Large Nurseries
 - B. Retail Versus Mass Merchandisers
 - C. Lost Leaders Versus Quality
- IV. Advertising Louisiana Products ("Louisiana Langniappe")
- V. Chemical Spraying/It's Life Span as Related to Climate Conditions and area of State
- VI. Licensing Regulations, Certification & Enforcement of Nurserymen, Landscapers and Maintenance
- VII. New Plants for Louisiana
 - A. Bedding Plants
 - B. Shrubs
 - C. Trees
- VIII. Soil mixes & needs for - North, Central & South Louisiana
- IX. Stress & Labor Management
- X. Climate Conditions Impact on Nursery Industry over past 10 years.

Research Priority Committee Members

Pat Newman - Chairperson
Folsom Nursery
P.O. Box 580
Folsom, LA 70438
504-796-3488

Robert Barry
Barry's Nursery
P.O. Box 390
Grand Coteau, LA 70541
318-662-5318

Pat Stelz
Stelz Nursery
19238 Miller Dollar Rd.
Covington, LA 70435
504-892-9313

Mike Levy
Michael Levy's Horticulture Service
6222 Louis XIV
New Orleans, LA 70124
504-837-5704 (Day)

Dan Davenport
Dan's Nursery
1103 Veterans Mem.
Abbeville, LA 70510
318-898-9295

RESEARCH PRIORITY COMMITTEE SURVEY

The Louisiana Association of Nurserymen (LAN) recently instituted a Research Priority Committee to seek Long Range and Short Range Resarch Projects that will benefit our Louisiana Nursery Industry.

Please list (3) areas of research which you would like to see pursued and a brief statement of the information you need that would be beneficial to you and the industry from each research area.

1. _____

2. _____

3. _____

For further information contact any member of the LAN Research Priority Committee to duscuss your areas of interest. "The more input, the better the results." Please return by April 30, 1996.

Sincerely,

Pat Newman



LAN CERTIFICATION EXAM

The next three manual review and exams for the LAN certified nursery professional have been scheduled for 1996 on April 24-25, July 11-12, and November 14-15. The locations are as follows:

April - Baton Rouge, Burden Research Plantation

July - Shreveport, Barnwell Center

November - Botanical Gardens Garden Study Room, New Orleans.

There are five sections to the exam:

Section 1 - Plant Classification, Growth and Development,

Section 2 - Understanding Pests and Their Control,

Section 3 - Culture of Nursery Stock in Retail Yards,

Section 4 - Landscape Contracting, Turf and Tree Management and

Section 5 - Plant Identification.

The manual review for each session will be from 9:00am - 4:30pm on the first day and 9:00am - 12:00noon on the second day of each session. The exam will begin at 1:00pm on the second day of each session. If you are re-taking any section(s) you may come on the second day at 1:00pm.

Any questions call Karan McLean (504)763-3990.

Registration

LAN Certified Nursery Professional Manual Review and Exam

Firm: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____

_____ Numbers of Persons for Review and Exam

_____ Number of Persons to Retake Exam

Names:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Please check one of the following dates and locations:

_____ April 24-25	Baton Rouge, LA (Burden Research Plantation)
_____ July 14-15	Shreveport, LA (Barnwell Center)
_____ Nov. 14-15	New Orleans, LA (Botanical Gardens Garden Study Room)

Please complete the following and attach payment.

"Louisiana Nurserymen's Manual for the Environmental Horticulture Industry" _____ @\$50.00 ea = \$ _____

Review and Exam _____ @\$75.00 ea = \$ _____

Re-Takes \$15.00 each section per person _____ @\$15.00 ea = \$ _____

Total amount enclosed \$ _____

Make check payable to LAN and mail to 1651 S. Lobdell Suite 102-164, Baton Rouge, LA 70806. Call the LAN office at (504)763-3990 if you have any questions or problems.

FARM BUREAU NEWS

Dan Davenport
Dan's Nursery

On March 7, 1996, the Louisiana Farm Bureau Nurseryman Advisory Committee met to discuss issues of concern to our industry. After the information of guest and review of previous meeting minutes, Mr. Theo Levert -- Farm Service Agency (FSA) reported on "Crop Insurance for Nursery Crops". It seems as though insurance for our industry has only been available for a couple of years and not many nurserymen are aware of its existence or have signed up for it. I guess after hearing about the incredible amount of paperwork involved and the actual amount of money returned if a disaster is declared, very few nurserymen will want to take part in the program. The group voted to have the LFBF look into contacting the proper agencies in an attempt to have the reporting part of the program streamlined so more nurserymen will take advantage of this insurance.

Mr. J.C. Patrick, President (LAN) discussed the possibilities of raising the penalty provision in the Horticulture Laws to aid in enforcement of the laws. Possible legislation may be drafted in the near future that will address this provision.

Another topic discussed was a request for an Executive Order to mandate the selection of a Louisiana Licensed Landscape Architect to serve with selected architects on the initial design of new state buildings. This idea was amended to include the provision that the landscaping of new state buildings be budgeted along with the construction of the building and furthermore, Louisiana grown plant materials shall be used in the implementation of such landscapes. The committee also voiced the concern that Landscape Architects be more involved in this proposal. LFBF will be sending out correspondence to Governor Foster in the near future along with support of industries involved.

Chairman Richard Naberschig was re-elected to the position and the meeting was adjourned. We should all realize that LFB is the legislative power for our industry and our support and membership in Farm Bureau is very important. When we can't be there, Farm Bureau is!!!!

THE WINTER OF '96

Allen Owings,
Executive Secretary and Assistant
Specialist, La. Coop Extension

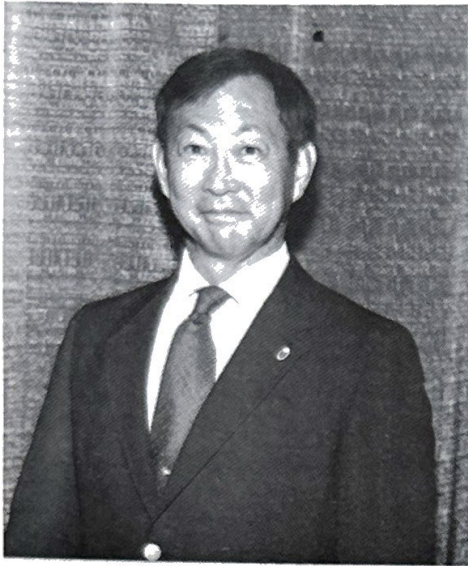
Nursery growers in Louisiana and our neighboring states have certainly had their share of winter conditions to deal with the last few months. Record setting low temperatures included 136 straight hours below 32 degrees in northern Louisiana, upper single digit temperatures in Forest Hill and consecutive night-time lows of 15 degrees, 15 degrees and 18 degrees in Baton Rouge. The wide fluctuations in temperature have also presented some problems.

A survey of Louisiana growers found that the majority had made advance preparations for incoming winter conditions. Most container-grown plants that were protected received only minimal damage. Some field-grown trees and shrubs are experiencing some bark-splitting but we hope the problem isn't too widespread. Structural damage occurred to several greenhouses and propagation structures due to ice build-up and tree limb breakage. Overall damage certainly wasn't as bad as experienced during winter freezes of the 1980's.

Hopefully everyone made it through the winter of 1996 without too much frostbite. We wish everyone a great spring of growing, shipping, selling and maintaining ornamental plants.

DUES ARE DUE!

Please send your 1996 dues if you have not already done so. Thank you. If you need information concerning this call the LAN office (504)763-3990.



IMAHARA ELECTED PRESIDENT OF NATIONAL LANDSCAPE ASSOCIATION

Walter M. Imahara, owner of Imahara Nursery and Landscape Co., Inc., Baton Rouge, LA, was elected 1996 president of the National Landscape Association (NLA). NLA is the landscape division of the American Association of Nurserymen (ANN), a Washington, DC-based trade association. Election took place at The Management Clinic, Louisville, KY, February, 1996.

Imahara opened his first garden center and landscape company in 1968, and his second in 1984.

Active in AAN leadership, Imahara was first elected to NLA's Board of Directors in 1990. He has also served on AAN's Board of Governors for the past eight years. He is past president of the Louisiana Association of Nurserymen (LAN), and is a board member of the Southern Nurserymen's Association. Imahara has been named LAN Nurseryman of the Year three times. In 1988, he received the agricultural "Alumni of the Year" award from the University of Southwest Louisiana.

Imahara currently serves on the State Horticulture Commission, representing contractor license holders. He has also served on many legislative committees to pass state laws and regulations which affect the nursery industry of Louisiana. Imahara is active in weightlifting, and has won numerous medals in national and world weightlifting championship events. He is currently coach of the U.S. Masters Weightlifting Team. Imahara graduated from Istrouma High School in 1955, then earned a B.S. in Horticulture from the University of Southwest Louisiana in 1960. He served in the Army for four years, stationed in Germany.

Imahara lives in Baton Rouge with his wife, Sumile.

LOUISIANA ASSOCIATION OF NURSERYMEN

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