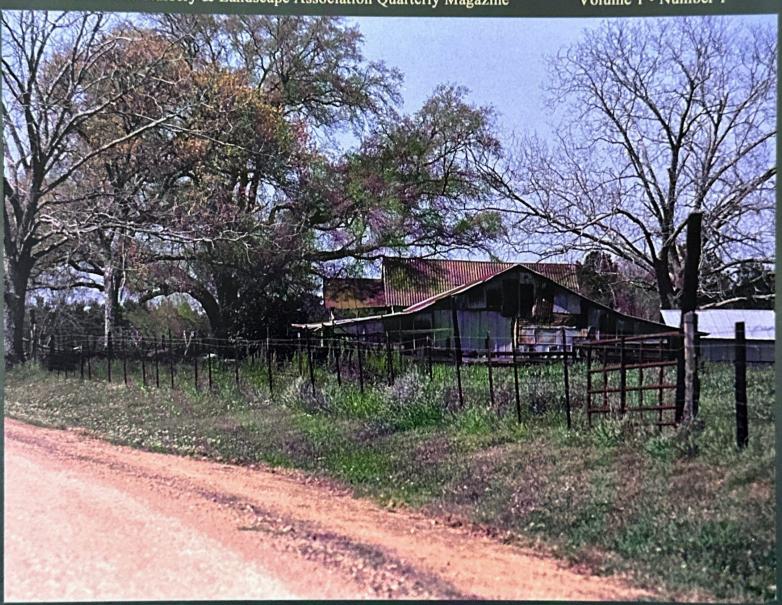


LNLA Quarterly Magazine

Summer 2000

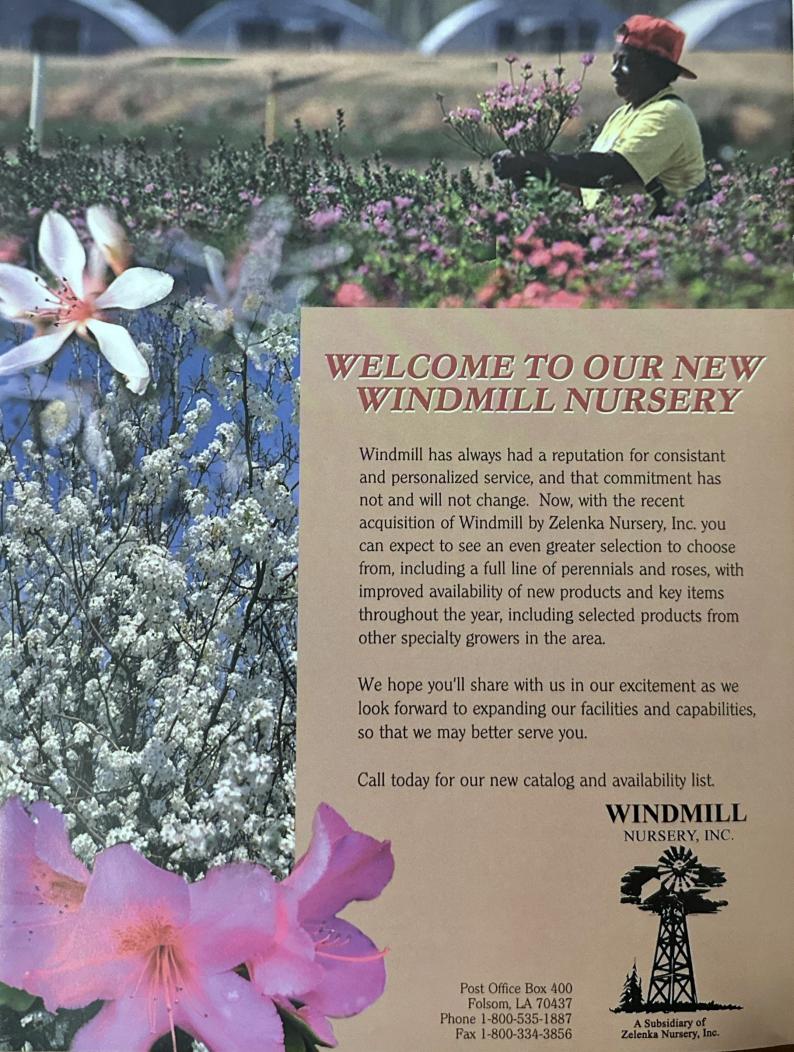
The Louisiana Nursery & Landscape Association Quarterly Magazine

Volume 1 • Number 1



In This Issue:

- LNLA Awards for 2000
- LSU AgCenter Update
- Louisiana's "Top Eight" Crape Myrtle Cultivators
- The Latest Industry News



LNLA Quarterly Magazine

Summer 2000

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LNLA Quarterly Magazine

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Welcome

Welcome to the inaugural issue of the LNLA Quarterly. This issue is being delivered to all LNLA members and also all wholesale growers in Louisiana. We hope you enjoy the issue. Future plans call for eventually distributing the LNLA Quarterly to all green industry professionals in the state!

Several important events have taken place recently. For one, the Louisiana Association of Nurserymen is now the Louisiana Nursery and Landscape Association. After several board discussions over the last few years, a proposal for a name change was submitted to the LAN membership for consideration at our annual meeting in Mobile this past

January during the Gulf States Horticultural Expo. We now have a new logo in place and are planning many more activities and member services for the green industry professionals in our fine state.

What has LNLA done so far in 2000? Several landscape and lawn maintenance workshops were held across the state in February. These have been popular with our landscape professionals over the last several years. In addition, LNLA hosted a seminar by Mark Mayberry in May at the Radisson Hotel in Baton Rouge – if you missed this program you missed a great presentation on entrepreneurship and customer service.

continued next page

We also have visited the state capital and presented Louisiana legislators with a copy of Dan Gill's Louisiana Gardener's Guide and provided information on the economic value of our industry in Louisiana – I think we made progress in informing a few folks.

What is coming up? Of course, the Southern Nursery Association's World Showcase of Horticulture will be held in Atlanta the first weekend in August. The newly named

Nursery/Landscape Expo (formerly TAN/MISSLARK) is scheduled for August 18-20 at the George Brown Convention Center in Houston. We enjoy this great partnership with the Texas Nursery and Landscape Association and always look forward to heading to Houston or Dallas for a trade show and late summer vacation. Watch for our LNLA social in Houston!

We hope you enjoy this issue of LNLA Quarterly. Thanks to all the advertisers! As always,

please forward your ideas for stories, additional member services that LNLA could provide, and any other comments. We are here to work for the industry!



LNLA Announces Awards for 2000

The Louisiana Nursery and Landscape Association presented awards for 2000 during the annual membership meeting held in January at the Gulf States Horticultural Expo in Mobile. Each year LNLA presents awards for outstanding nurseryperson and outstanding young nurseryperson of the year. In addition, the James A. Foret Award for longtime outstanding contributions to Louisiana's green industry is given. This year, awards in the areas of professional achievement and distinguished service were also presented.

Wanda Metz Chase, owner of Imaharas' Landscape Company

in Baton Rouge and current LNLA president was named Nurseryperson of the Year for 2000. She is a 1984 graduate of the LSU School of Landscape Architecture and is a Louisiana licensed landscape architect. Wanda was previously awarded LAN's Young Nurseryperson of the Year Award in 1983 and was the 1985 recipient of SNA's David Laird award. Wanda is also currently serving as Louisiana's governor to ANLA. Congratulations Wanda!

The Young Nurseryperson of the

Year for 2000 is Scott Ricca of Clegg's Nursery in Baton Rouge. A 1982 graduate of Louisiana Tech University, Scott is coowner of Clegg's Nursery and currently serves as a board member of the Baton Rouge Landscape Association and is co-host of WJBO's Lawn and Garden Show in Baton Rouge. Congratulations Scott!

LNLA's 2000 recipient of the James A. Foret Award is Margie Jenkins, owner of Jenkins Fam and Nursery in Amite. "Miss Margie" was raised in Catcaw Creek, educated locally and worked for many years at FHA in Covington. In 1946, she married Bryant Jenkins with whom she was jointly named LAN's Nurseryperson of the

LNLA Announces Awards for 2000 (continued)

Year in 1993. LAN Past President Rick Webb was quoted at the time that "over the years, she has read everything she could about plants at night, stuck cuttings during the day, traveled around and studied what others were doing and learned much. She has become a well-known plant authority." Margie Jenkins is currently a member of the Southeast Louisiana Nurserymen's Association, LNLA, SNA and ANLA, where she is currently serving as Louisiana's Lt. Governor. In addition, she is past president of the Louisiana chapter

of the Azalea Society.

Congratulations Margie!

In addition to our "regular" awards, special recognition was bestowed upon Buddy Lee and Gary Marmillion. Buddy Lee was presented a Professional Achievement Award for his work in the development of the Encore® series of azaleas. Gary Marmillion was recognized with a Distinguished Service Award for his outstanding work in creating and maintaining the nursery association's website.

Major Award Recipients

Wanda Metz Chase Imaharas' Landscape Company Nurseryperson of the Year

Scott Ricca Clegg's Nursery Young Nurseryperson of the Year

Margie Jenkins

Jenkins Farm and Nursery

James A. Foret Award



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LSU AgCenter Research and Extension Update

Woody Ornamental Research

Drew Bates, Associate Professor of Horticulture at Burden Research Plantation, has recently initiated a new woody ornamental research project to evaluate the effectiveness of the plant growth regulator NAA (napthaleneacetic acid) in controlling basal sprouting on Southern wax myrtle (Myrica cerifera L.). Previous work with NAA has shown to be effective in controlling watersprouts and rootsuckers on several fruit and nut crops, and woody ornamentals, including 'Bradford' pear, pyracantha, river birch, and crape myrtle. Southern Wax Myrtle was selected for the study because it is receiving increased attention for its use in southern landscapes.

This prolific native evergreen is well suited for use as privacy hedge or small multi-trunk tree in the landscape. It also has exceptional wildlife attributes, providing food and shelter for approximately 40 species of birds.

Left unpruned, Southern Wax Myrtle has a tendency to develop into a broad shrub or low tree with branches close to the ground. In the landscape, the lower limbs are frequently removed to produce a more upright, multi-trunk, treeform shape. This practice not only helps control size, but exposes the characteristic greymottled bark and crooked branching. Unfortunately, Southern Wax Myrtle has a tendency to produce basal sprouts and rootsuckers, requiring additional expense to produce and maintain a tree-form plant in the nursery and landscape.

The research will be conducted over a three to five year period, using five rates of NAA applied to tree-formed container and field grown plants. NAA will also be applied at different times of the year to determine the effectiveness of spring and summer treatments. The results of the study should provide pertinent information for field and container production, and the landscape management of Southern Wax Myrtle.

Spring Ornamental Disease Notes

Gordon Holcomb, plant pathologist with the LSU AgCenter, reports some information on the following diseases for this spring:

Fusarium wilt was identified on cultivar Midget stock plants (*Matthiola incana*) in January.

Leaf spots, wilt and death occurred on 75% of the plants in a commercial greenhouse planting. The disease is seedborne and was first reported in the U.S. in 1948 from California and Arizona. There have been no recent reports of this disease in the U.S.

Alternaria dianthicola was identified for the first time, causing a severe leaf spot problem on rainbow pinks (Dianthus chinensis) in a variety trial planting by Burden Research Plantation in April. Alternaria saponariae is the common leaf spotting pathogen on rainbow pinks in the U. S. A. dianthicola has previously been reported in the U. S. from California and Hawaii on carnations.

An outbreak of downy mildew caused by *Peronospora lamii* was identified for the first time in the U. S. on *Salvia splendens* and *Salvia coccinea* in early May. The disease was found on plants produced in Louisiana as well as on those shipped in from other states.

The downy mildew causes irregular chlorotic leaf spots on upper leaf surfaces that become necrotic followed by leaf drop. White mycelia and brown spores are produced on lower

continued next page

LSU AgCenter Update (continued)

leaf surfaces. The disease is worldwide in occurrence on several ornamental salvia species and also garden sage (Saliva officinalis). It also occurs on several other species in the mint family including basil.

Wave series petunias were found infected with Sclerotinia wilt/stem blight in the Burden trial planting in January. Individual plant branches were killed, but plants recovered later and produced flowers. Petunias (Petunia x hybrida) have rarely been reported susceptible to Sclerotinia, but Wave series cultivars are especially susceptible due to their prostrate growth habit.

'Goldsturm' Rudbeckia

Louisiana Select Plant for 2000

One of the premier herbaceous perennials for reliable performance the last couple of years has been 'Goldsturm' rudbeckia. Recently, the LSU AgCenter and Louisiana Nursery and Landscape Association have named 'Goldsturm' rudbeckia as a Louisiana Select plant for 2000. These are ornamental plants

worthy of recommendation and promotion based on their outstanding landscape performance characterisitics. *Rudbeckia fulgida* var. *sullivantil* 'Goldsturm' has been previously recognized as the Perennial Plant of the Year in 1999.

This fine plant was first located in the Czech Republic in 1937 and was first propagated for distribution in Germany with the eventual introduction to the nursery trade in 1949. It is a member of the Asteraceae family and is an improved relative of the common black-eyed Susan that we are familiar with as a common roadside wildflower in the eastern United States.

'Goldsturm' rudbeckia produces bright-yellow, 3-4 inch flowers with a dark-brown to black eye. Flowering occurs mid-late spring through fall in Louisiana. The plant is more compact than some other rudbeckias and reaches 3-4 feet tall in landscapes. It is recommended for use in USDA hardiness zones 3-9. Propagation can be by seed, division, or stem cuttings. 'Goldsturm' will tolerate less than ideal bed conditions but grows best in a well-drained, consistently moist soil.

Plant in full sun or partial shade about 18-24 inches apart in the

landscape for best flowering performance. Vigorous plants can be divided about every 3 years. 'Goldsturm' is tolerant of heat and drought and makes a good cut flower with long post-harvest qualities.

Prolific flowering, low maintenance, and proven perennial reliability are characteristics of 'Goldsturm' rudbeckia. It is a great plant to consider for long-term performance in Louisiana landscapes. The promotion of 'Goldsturm' as a Louisiana Select plant has also increased the availability of this plant so greatly deserving of increased use and distribution.



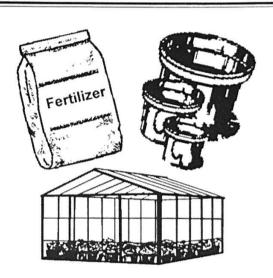
'Goldsturm' Rudbeckia



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LNLA Website News

Attention LNLA members. You can now take advantage of the LNLA website to promote your products and services.

Free listings are available on the LNLA/PlantWeb website for LNLA members!

For your free listing visit the LNLA site and send us email or write Laura Crnko at:

Louisiana Nursery and Landscape Association P.O. Box 25100 Baton Rouge, LA 70894-5100

Summer 2000 Special!

You can have a webpage on the LNLA/PlantWeb site for only \$50 with a picture or your business logo included!

Wholesale nurseries can post their existing availability lists on a regular basis without the need to know or learn complicated computer programs. Yearly costs start as low as \$30!

Retail nurseries and landscapers: You need a webpage to promote your business to a very affluent clientele. More of your customers and potential customers are getting online every day!

Visit the new LNLA site today if you have a computer and an internet connection. New horticultural information is being posted every week. More information on the LNLA site is available at:

www.plantweb.com/aboutnw.html or call Gary Marmillion, LNLA Webmaster at: (225) 294-5089.

www.lnla.org &
www.plantweb.com
Yes, www.lan.org still works!

Industry News

Americans Spend Record \$17.4 Billion on Professional Lawn and Garden Improvement

U.S. homeowners are turning to landscape, lawn, and tree care professionals in record numbers, spending an all-time high \$17.4 billion on outdoor "home improvement" in 1999. More than 26 million households hired a green professional, a 23 percent increase over the previous year, and that number could rise to 29 million in 2000, according to a

just-released Gallup survey. Spending on landscape design, installation, and construction accounted for just over \$8 billion, a \$900 million increase from the previous year, with 2.4 million more households hiring these professional services.

"Our members continue to report robust business," observed American Nursery & Landscape Association President Thomas Pinney, Jr., Evergreen Nursery Co., WI, offering that "strong consumer confidence, increasing time poverty, and a continuing appetite for home improvement," are driving these increases.

The Gallup survey was sponsored by the American Nursery & Landscape Association (ANLA), the Associated Landscape Contractors of America (ALCA), the International Society of Arboriculture (ISA), the National Arborist Association (NAA), and the Professional Lawn Care Association of America (PLCAA). It was conducted in cooperation with the National Gardening Association (NGA).

Arkansas Greenhouse Grower's Association Merges With the Arkansas Nurserymen's Association

Members of the Arkansas Greenhouse Growers Association (AGGA) voted to merge with the Arkansas Nurserymen's Association (ANA) this past The newly merged April. organization will retain the name Arkansas Nurserymen's Association until a new name is agreed upon. The two groups have held their annual convention together with great success for several years. The merger was a logical marriage for these two horticultural trade associations and has increased industry interest in their programs. For more info on association activities, contact Executive Director Anne Borg at 501-225-0029.

Continuing Education for Landscape Architects

The Louisiana Horticulture Commission has recently been considering a continuing education requirement for landscape architects. The Louisiana chapter of ASLA has sent a special informational packet concerning this issue to all Louisiana licensed landscape architects. In addition, LNLA surveyed our landscape architect members early this year and found 60% favoring the proposal while 40% were opposed. The Louisiana chapter of ASLA has taken the lead on this issue and will be spending the summer working with the leadership of allied organizations in the state's green industry to develop an agreeable direction for the continuing education requirement proposal. Additional action on this issue will occur this fall. Landscape architects should contact Van Cox, Stephen Shurtz, or Pete Newton, for additional information on the issue.

Zelenka Nursery Acquires Windmill Nurseries Inc.

Zelenka Nursery is pleased to announce that they have reached an agreement to acquire Windmill Nurseries Inc. of Folsom, LA. This acquisition was made possible through Zelenka's new relationship with Franklin Street Equity Partners and Bank Boston Capital. The acquisition of this 420-acre facility will position Zelenka well to expand their product line and reach into new markets in the South.

Dennis & Blanch McCloskey

started Windmill Nurseries in 1962 as a B&B wholesale nursery with the first five acres planted that spring. The nursery grew to 133 acres by the early 1970s. By the late 1980s, Windmill began to convert from a field growing operation to a container nursery. Today, Windmill's product line is almost exclusively container grown including large landscape grade container products.

Windmill presently grows container evergreens, broadleaves, shrubs, perennials, groundcovers and trees that are primarily sold to landscapers, rewholesalers and independent retailers in 20 states, with a regional focus on Texas and the Southeast. Windmill also has an onsite Wholesale Center which supplies landscapers, garden centers and other customers who wish to select and pick up their product.

Zelenka Nursery plans to aggressively expand Windmill's facilities and product selection to meet the needs of their present customer base, as well as expand into markets not presently being served. Zelenka's present customers in the Mid-South and Atlantic market areas will see improved product selection and better availability on the products suited for their areas.

continued next page

The new facility will not only offer better and additional products, but those products will be grown closer to many of their customers thereby reducing distribution costs.

By spring 2001, Zelenka will begin to implement its marketing strategy by introducing programs such as Natural Life, Flower Carpet Roses and the new Dream Roses to Windmill's customers. Zelenka also intends to add a new line of Patio Color items.

Zelenka is also pleased to announce appointments to several key management positions. Tom Cooper has been named the General Manager of the facility. Tom was formerly the Container Production Manager at Windmill. Dusty Knight has been named Production Manager. Dusty was previously Field Production Manager and will now oversee all production activities. David Lowery will assume the position of Regional Sales Manager with responsibility for all sales activity in the southern region.

They are very excited to announce this expansion into the Southeast and Texas markets. This acquisition combined with the previously announced expansion in both their Michigan and North Carolina locations, is an exciting opportunity for Zelenka Nursery to expand their capability of servicing the growing needs of their customers and the market.

On the Web

Perennial Plant Association www.perennialplant.org

Central Louisiana Nurserymen's Association

www.clna.org/index.htm

American Nursery and Landscape Association www.anla.org

BWI Companies
www.bwicompanies.com

McLendon's Nursery and Gardens www.mclendonsnursery.com

The Plant List www.plantlist.com

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"Top Eight" Crape Myrtle Cultivars for Louisiana

Allen D. Owings, Associate Specialist (Horticulture), LSU AgCenter

Gordon E. Holcomb, Professor (Plant Pathology), LSU AgCenter

Crape myrtles (Lagerstroemia indica, Lagerstroemia indica x fauriei) continue to be one of the most widely used landscape trees in the southeastern United States. Over the last several years, the LSU Agricultural Center has evaluated numerous cultivars for susceptibility/tolerance to powdery mildew and Cercospora leaf spot - these are the two most prevalent diseases on crape myrtles in Louisiana. Flowering performance and growth habit also have been observed. The following is a list of the "top eight" crape myrtles for Louisiana as recommended by the LSU AgCenter.

Natchez

Natchez is recognized as the top performing crape myrtle in the southeastern United States. It was introduced by the U.S. National Arboretum in 1978. White flowers and exfoliating bark are characteristic of this cultivar that reaches heights of 30 feet at maturity. Bloom period is about 110 days in Louisiana, starting in early June. Very large blooms.

Muskogee

Muskogee was introduced in 1978 and has medium size, light lavender flowers. Blooming period is excellent - beginning in mid-June and lasting 110-120 days. Some years flowers are as early as late May in Baton Rouge. Good tolerance to powdery mildew and leaf spot. Exfoliating bark is grey-tan tan medium brown. Bark charactersitics are desirable but not as good as Natchez and Tuscarora. Reaches a mature height of over 20 feet.

Tuscarora

This cultivar was introduced in 1981 and is characterized by coral pink flowers. It is less susceptible to powdery mildew and leaf spot than most cultivars. Flowering begins in late June or early July and will continue for 70-80 days. The trunk has mottled, light brown bark that exfoliates increasingly as the tree ages. This cultivar can easily reach heights of 25 feet in the landscape and has performed well in landscape plantings across Louisiana.



Tonto

Tonto is a semi-dwarf to medium crape myrtle reaching heights of 12-14 feet. It was released by the U.S. National Arboretum in 1990 and has been recognized as a Georgia Gold Medal winner (1996) and Mississippi Medallion plant (1999). Excellent resistance to leaf spot and powdery mildew. Good foliage retention into the fall months. Flowers are deep red. Satisfactory exfoliating bark.

Basham's Party Pink

Basham's Party Pink is a tall growing hybrid cultivar introduced to the nursery trade by Texas nurseryman Lynn Lowery in 1965. Blooms are lavender-pink and compete with Natchez for size. Very comparable and similar in performance to Muskogee. Good performance in resistance to leaf spot and powdery mildew in LSU AgCenter evaluations. Cold hardiness is not as good as Muskogee.

Acoma

Acoma was introduced by the U.S. National Arboretum and reaches a height of 10-14 feet,

"Top Eight" Crape Myrtle Cultivars (continued)

similar in size to Tonto. Weeping/cascading type growth habit. White flowers appear in mid-to late-June and last around 90 days. Powdery mildew resistance is good. Some years, leaf spot is observed on this cultivar--defoliation is not a problem. Light grey bark exfoliates as plant nears maturity. Good cold hardiness.

Sioux

Sioux has been recognized as a Georgia Gold Medal winner (1996) and Mississippi Medallion plant (1999). Good powdery mildew resistance in LSU AgCenter trials. Some susceptibility to leaf spot. Flowers are vivid pink and last from June

through September. Mature height ranges from 10-15 feet but can be widely variable.

Tuskegee

Tuskegee was introduced in 1986. Flowers are dark pink. Typical average height is 15-20 feet. Excellent resistance to powdery mildew and Cercospora leaf spot.

Perennial Plants of the Year

1990 - Phlox stolonifera

1991 - 'Palace Purple' Heuchera

1992 - 'Moonbeam' Coreopsis

1993 - 'Sunny Border Blue'
Veronica

1994 - 'Sprite' Astilbe

1995 -Perovskia atriplicifolia (Russian Sage)

1996 - 'Husker Red' Penstemon

1997 - 'May Night' Salivia

1998 - 'Magnus' Echinacea

1999 - 'Goldsturm' Rudbeckia

2000 - 'Butterfly Blue' Scabiosa

For More Information:

Phone 614-771-8431

Fax 614-876-5238

www.perennialplants.org

Upcoming Events

August 4-6 SNA Trade Show Georgia World Congress Center Atlanta, GA

August 18-20 Nursery / Landscape Expo. George Brown Convention Center Houston, TX

September 7-8 Certified Nursery Professional Review and Exam Botanical Garden Study Room New Orleans, LA

October 4 6th Annual Louisiana Plant Materials Conference Holiday Inn South Baton Rouge, LA October 6-7 Middle Tennessee Nursery Association Trade Show McMinnville Civic Center McMinnville, TN

October 8-11 Southern Region IPPS Chesapeake Holiday Inn Chesapeake, VA

October 21-22
Fall Garden Festival
City Park Botanical Garden
New Orleans, LA

November 17-18 Louisiana Chapter - ASLA Annual Meeting Alexandria, LA





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☐ Wholesale Woody Grower		☐ Sod Grower
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6 Severe labor shortages are threatening to undermine the agricultural industry—and the U.S. economy. We need a legal sustainable workforce to survive. The time for H-2A reform is NOW!









Western Growers Association



J. Guy, President Carolina Nurseries

Two Reasons to Support H-2A reform and earned status adjustment:

- It would make it easier for agricultural employers to locate and hire temporary alien workers, by replacing the outdated and burdensome labor certification process with state-wide registries. Funded by employer-paid user fees, the registry would be available to all workers, but priority would be given to U.S. workers and permanent resident aliens. The registry would verify employment eligibility with registered job applicants, and all employers hiring H-2A workers will be required to register. H-2A reform should ensure fair labor standards for all agricultural workers—both domestic and alien.
- 2 Earned status adjustment would offer both short- and long-term stability to the agricultural industry. It would provide seasonal workers who have demonstrated their commitment to the U.S. agricultural workforce an opportunity to earn temporary—and ultimately permanent—resident alien status.



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