Louisiana Nursery and Landscape News is a quarterly newsletter produced by the Louisiana Nursery and Landscape Association as a member service. The opinions and statements expressed herein do not necessarily represent the views of LNLA, its staff, Board of Directors, or its editors. Likewise, advertisements do not constitute an endorsement of the featured products or services.

News	sletter H	lighl	ights	
LNLA Officers, Board				
LNLA New Members .	• • • • • • • • • • • • • • • • • • • •			pg 2
Blumberg				pg 3
George Johnson Nurser				
In The News				
Bracy's	ينسبني			pg 5
Nursery Growers Trade	e Show			pg 6
LSU AgCenter Researc	h Projects			pg 7
Dodson Group				
	A See a Comment	1.50		
Mayberry	.,.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			pg 9
ANLA & Expo Exhibito	ors			pg 10
2002 Membership Appl	ication			pg 11
Florida Pine Straw				

EVENTS

Sept	
12-13	LNLA's Certified Nursery and Landscape Professional Review and Exam Botanical Garden Study Center, New Orleans
Sept 17	Baton Rouge Landscape Association Fall Meeting Capital City Grill, Baton Rouge, LA
Oct	
19-20	Forest Hill Nursery Growers Trade Show Alexandria Riverfront Convention Center Alexandria, LA
Oct 24	Ornamental Horticulture Field Day South Mississippi Branch Research Station Poplarville, MS
Nov 6	8th Annual Louisiana Plant Materials Conference Burden Research Conference Center, Baton Rouge, LA
Dec 3	Baton Rouge Landscape Association Winter Meeting, Ralph and Kacoo's, Baton Rouge, LA

Margie Jenkins Receives LNPS Award

LNPC News Vol. 20, Issue 1

Mrs. Margie Jenkins of Amite was presented the Karlene DeFatta Award at the annual winter meeting of the Louisiana Native Plant Society (LNPS), January 19, 2002 in Pollock. This award recognizes outstanding accomplishment in the areas of conservation, preservation, and education of the public and in appreciation and uses of natives. It is given only when meritd.

Mrs. Margie is recognized as a leader in the field of propagation and promotion of native plants in the nursery industry. She has been a consistent supplier of quality native plant specimens to the nursery industry. She has a special interest in native azaleas. Her talks on natives and their care and propagation are always well received and attended.

Any LNPS member can nominate a person from the state of Louisiana who fits the qualification. Final selection shall be made by a committee consisting of the state president, chapter presidents, newsletter editor, and the board of directors. Previous recipients include Karlene DeFatta, Richard & Jessie Johnson, late Robert Murry, and Jack & Ella Price.

COACHING... The spring playoffs are finally over. The Los Angeles Lakers are the NBA champions (Yawn...) and the Detroit Red Wings are the Stanley Cup champions. (Expected, but not quite a yawn).

I've always been a big sports fan, but in the past few years, professional basketball has not held my interest. Hockey is quite the opposite – there is nothing like the Stanley Cup playoffs.

Phil Jackson is about to break all records when it comes to winning championships as an NBA coach. Scotty Bowman broke the record for winning the most Stanley Cup championships as a coach, then retired. Both men had amazing players, but it took their magic to bring their teams to the championship level.

What can you learn from each coach? How can you get your team to perform at championship levels – year after year after year?

...read about how to "Build Your Dream Workforce" on page 9

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New Members

(May - August 2002)

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BOULDIN & LAWSON, LLC - Chris Rowe

CAROL ANN'S NURSERY - Jerry Willis

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G & C NURSERY - Greg Martin

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LSU AGCENTER - Sandra Benjamin

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LSU AGCENTER - Henry Harrison

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NATURESCAPES - Bobby Hatfield

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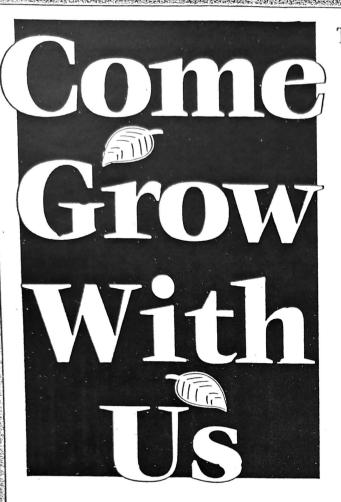
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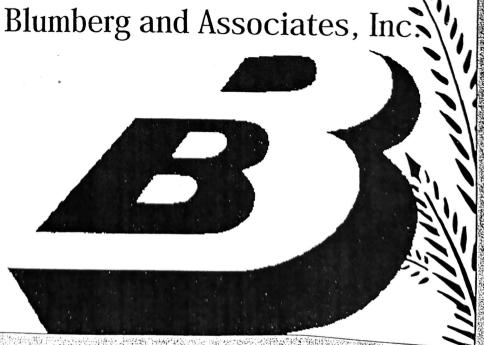
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IN THE NEWS

In the News

Congratulations to Louisiana winners in the 2001 ALCA/CNA Safety Contest. A 3rd place fleet safety award was presented to Landscape Images, Inc. of Jefferson, LA. They also received a No Vehicle Accidents award. No Lost Time Accident awards were presented to Anthony's Landscaping in Harahan, Choice Lawn and Landscaping in Maurice and Landscape Images. Congratulations to all of these Louisiana winners!

David Lowery, formerly regional sales manager for Zelenka Nursery in Folsom, has recently joined Bracy's Nursery in Amite as sales manager. Lowery currently is serving as LNLA president.

The LSU Department of Horticulture hosted its second Nursery/Landscape Golf Shootout at the LSU Golf Course in Baton Rouge on May 31st. Eight teams participated in the event. First place prize were \$50 pro shop gift certificates. Very special thanks to Jon Ducote of BWI Companies and the Louisiana Nursery and Landscape Association for serving as the corporate sponsors for this year''s event. Also, thanks are extended to the LSU College of Agriculture and the



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Louisiana Department of Agriculture and Forestry for their support. Additional sponsors were George Johnson Nursery, Baton Rouge Landscape Association, C.J.'s Nursery, Southeast Louisiana Nurserymen's Association, Louisiana State Horticulture Society and the Metro Area Horticulture Foundation. Thanks to artist Henry Lastrapes of Baton Rouge for his donation of a water coloring for a closest to the hole prize. Contact Allen Owings at 225-578-2222 for information on plans for the 2003 golf shootout.

Dan Gill and Allen Owings, faculty members in the LSU Department of Horticulture, were recently named award winners from the Louisiana County Agricultural Agents Association and National County Agricultural Agents Association. Gill was selected for the Distinguished Service Award. He is a 21-year employee of the LSU AgCenter and served as horticulture agent in the New Orleans metropolitan area until recently when he transferred to Baton Rouge to lead statewide efforts in consumer horticulture. Owings has been employed by the LSU AgCenter since 1992 and was named recipient of the Achievement Award. He provides statewide coordination of LSU AgCenter efforts in commercial ornamentals. Gill serves as education director for LNLA while Owings is LNLA's executive secretary.

In Memoriam

Joan Majors Dubreuil, longtime office manager at Windmill Nurseries (now Zelenka Nursery) passed away unexpectedly Tuesday June 18th. The family requests that donations be made to Friendship Baptist Church, 62502 Friendship Church Road, Amite, LA. LNLA expresses sympathy to her family.

Louisiana Exhibitors SNA 2002

Coates Manufacturing - Bossier City
George Johnson Nursery - Forest Hill
Eagle River Nursery - Boyce
Lakeview Nursery - Alexandria
Louisiana Tree Farm - Bunkie
Miller's Ground Covers - Forest Hill
Poole Brothers Nursery - Forest Hill
Quality Plants, Inc. - Forest Hill
Robbins Tree Ranch - Forest Hill
Robert Strange Nursery - Forest Hill
Sugarkettles.com - Opelousas
SUSTA - New Orleans
Taylor Nursery - Forest Hill
Doug Young Nursery - Forest Hill



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For more information contact:

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Email: foresthla@centurytel.net

Fax: 318-748-8850

LSU AgCenter

Current Research Projects in Nursery, Landscape, and Floriculture

On-Going

- Poinsettia cultivar evaluations
- Annual bedding plant landscape performance (horticulture and pathology information)
- Landscape performance of modern rose varieties (pathology information)
- Large container production of trees and shrubs (fertilization and irrigation)
- Post production landscape performance of large container grown tree species
- Pot in pot (in ground and above ground) production of tree species
- Herbicide phytotoxicity in azalea liner and 1-gallon container production
- Control of ball moss in commercial landscape settings
- Development of potential cut flower crops for Louisiana
- Crape myrtle cultivar evaluations (horticulture and pathology information)
- Development of calla lily as a floricultural pot plant
- Development of ginger as a floricultural pot plant
- Landscape performance of ginger genera, species, and cultivars
- Heat stress physiology in production of herbaceous perennials
- Virus indexing of ornamental sweet potatoes
- Growth regulators for annual bedding plants
- Landscape performance of ornamental grass cultivars
- Green industry economic significance survey
- Plant growth regulators for sucker growth retardation on woody landscape plants
- Landscape performance of shrubs determined by planting and mulching techniques
- Liriope and ophiopogon landscape performance (horticulture and pathology information)
- Mulching studies for southern live oaks
- Propagation protocols for liriope and ophiopogon
- Liriope and ophiopogon DNA fingerprinting
- Nursery container production systems
- Re-juvenation of culled nursery stock
- Performance of wetland grasses for landscape use
- Evaluation of USDA live oak seedlings for nursery production

Planned for Later 2002 and 2003

- Landscape performance of miniature and ground cover rose varieties
- Landscape performance of new shade tree cultivars
- Controlled release fertilizer evaluation in 1-gallon and 3-gallon containers
- Mulching and planting techniques for lorapetalum
- Alternative cool season bedding plant landscape evaluations
- Re-initiation of fall fertilization studies in container production
- Performance of 360-540 day controlled-release fertilizers
- Evaluation of micro-irrigation systems for nursery production
- Fire ant management in nursery settings
- Selective weed control in groundcover planting
- Pulse irrigation effects in overhead ornamental production



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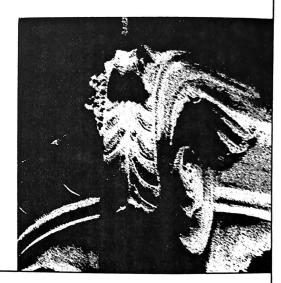
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Building The Dream Workforce

BY MARK MAYBERRY

Since becoming a full-time professional speaker in 1990, there is one question I am asked over and over again. That question is, "How do I motivate my team?" Or, "How can I get my team members to take ownership?"

Taking ownership is more than just words on paper – or on a badge. I walked into a convenience store in Illinois, on my way to a speaking engagement. As I walked up to the counter, I noticed that the sales clerk had on a badge that said, "I'm an owner!"

"Shazam!" (Since my last name is Mayberry, "Shazam" fits!) Here was a company that understands my concept of team members taking ownership! I walked up to the counter, looked at the clerk and excitably asked, "What does that badge mean?"

The clerk looked at me, looked down at the badge, looked back up at me and said, "I don't know. They just told me I had to wear it!" Not exactly the response I was looking for!

To build a dream workforce, you must get your team to think and act like entrepreneurs – WITHIN your organization! They must take ownership!

Thus, a few years ago, John Scriven and I wrote, "In The Company Of Entrepreneurs." I am proud to announce that John and I have updated this book, added a new cover, and changed the title to "Building The Dream Workforce: How To Make Good People Great And Great People Even Better."

Here's our definition of an entrepreneur — within an organization. Entrepreneurs are enterprising, Customer-focused risk takers, who don't know how to think small, hold themselves accountable for everything they do, make work fun for themselves and everyone else, and go on learning until the day they die!

Let's analyze that definition, one part at a time:

Enterprising – Every one of your team members must realize that their job is part of the big picture, and that picture is funded by a profitable organization.

Customer-focused – Treat your Internal and External Customers with respect, appreciation and responsiveness – with plenty of Shazam!

Risk takers – To improve, you must get your team to change. Not for the sake of change, but to break out of your comfort zones. Your team probably resists change, but you must get them to try new things, always seeking improvement. If change did not happen, we'd still be pulling a mowing device behind a mule!

Don't know how to think small – One simple question. Is your team thinking big enough?

Hold themselves accountable for everything they do – There is a fine line between "blame" and "accountability." I have clients in a wide variety of industries – and I usually find too much blame, and rarely find enough accountability. **Everyone must be held accountable.** There is no room for blame.

Make work fun for himself or herself and everyone else – Are you having fun? Is your team? As a leader, you must make sure that your team is having fun. Not to the point that work doesn't get done – but so that everyone is more productive by having a smile on their face.

Go on learning until the day they die – How can you get your team to be life-long learners – and have fun doing it?

How can you get your team to care as much as you do? Build YOUR dream workforce by following our definition of an entrepreneur – within any organization – including yours! Your company should be the best place to work in town. By teaching your team how to act like, think like – actually be entrepreneurial thinkers and doers – you will build a dream workforce. Recruiting and retaining team members will become easier, as this entrepreneurial culture grows. And you won't need a badge to prove it!

If you would like a copy of our new book (\$20.00), call my toll-free number (800-394-6138). If you order by October 1", I'll even pay the shipping, and make sure that I autograph every book.





wants to protect your future... details next page

NURSERY/LANDSCAPE EXPO 2002

Louisiana Exhibitors

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B and T Greenhouse Manufacturing - Forest Hill

Cheek Garden Products - Shreveport

Country Pines Nursery - Forest Hill

Ducote's Nursery - Lakeland

East of Eden - Forest Hill

George Johnson Nursery - Forest Hill

Gordon Barney and Associates - Baton Rouge

J and M Industries - Hammond

John Langston Nursery - Forest Hill

LaCroix Nursery - Kentwood

Lakeview Nursery - Alexandria

La Dept of Agriculture and Foresty - Baton Rouge

LSU Department of Horticulture - Baton Rouge

Louisiana Soil Products of Ruston - Ruston

Murrell Trading Company - Bayou Goula

Prairie Wholesale Nursery - Washington

Songbird Gardens - Forest Hill

Sugarkettles.com - Opelousas

Teche Nursery - Lafavette

Zelenka Nursery - Folsom

Anamese Garden Products - Welsh

Barry's Nursery - Grand Coteau

Coates Manufacturing - Bossier City

Doug Young Nursery - Forest Hill

Eagle River Nursery - Boyce

Gerald Foret Wholesale Nursery - New Iberia

George Peters Wholesale Pottery - Shreveport

Holloway's Nursery - Forest Hill

Jenkins Farm and Nursery - Amite

John's Wholesale Nursery - Washington

LaFleur's Nursery - Washington

Live Oak Gardens - New Iberia

La Nursery and Landscape Association - Baton Rouge

Louisiana Tree Farm - Bunkie

Miller's Ground Covers - Forest Hill

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