

Louisiana's Nurserymen

The official publication of The Louisiana Association of Nurserymen, Inc.

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Louisiana's Nurserymen

Officers: President, Frederic Hoogland, Hoogland's Nursery, Ruston La. 71270; First Vice President, Walter Imahara, Imahara's Nursery, Baton Rouge, La. 70815; Second Vice President, Frank Akin, Akin's Nursery, Shreveport, La. 71105; Treasurer, Earl E. Vallot, Granview Nursery, Youngsville, La. 70592; Secretary, Dr. James A. Foret, U.S.L. Box 4-4492, Lafayette, La 70503.

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Layout Artist: Carol LeBoeuf

Cover: Spring is heralded by the blooms of the dogwood around the state. This large white specimen is in Lafayette where it bloomed through the end of March.

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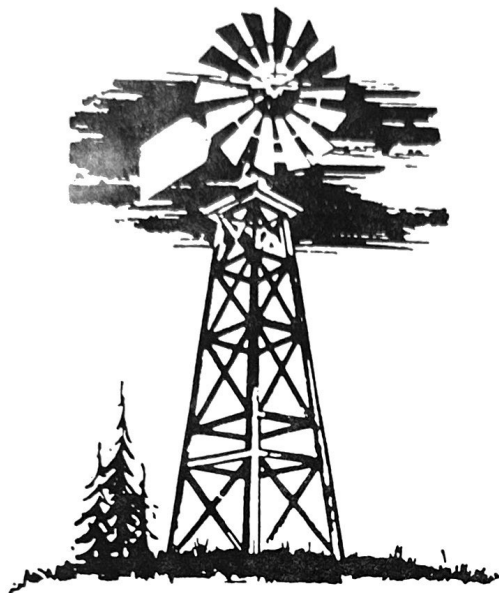
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Louisiana Association of Nurserymen, Inc.

Organized September 17, 1954

TOP DRAWER
By President Hoogland



Frederic Hoogland
LAN President

Well, here we are again, spring! This winter was long and really rough, but we survived and plan on a really great spring season. It has been reported we've had a lot of winter damage throughout this state and the south. We should all take this year's damage as a lesson and remember to do a better job with protection next year.

This idea might be a good subject for next year's Short Course.

The January Short Course was absolutely great. Walter Imahara and his committee did a tremendous job. Congratulations to Dennis McCloskey, our Nurseryman of the Year. And to Doc Jim Foret on his award. Accommodations were very good and programs well planned and helpful. As usual Louisiana Nurserymen know how to enjoy themselves. The social functions were great fun.

Your Board of Directors has been

working with the state Dept of Agriculture to revise the state horticulture law. Look for these changes to come out of this session of the Legislature. There will be no major changes, just mainly improving the language to make the laws more clear.

I think you can expect to see the state hire more inspectors to better enforce the laws we have.

An increase in our fees for licenses will probably be \$25 for each license rather than \$10 and permits (chain stores) \$100 rather than \$25. In addition, chain stores will be required to have two permits, one to sell foliage and one to sell nursery stock.

Do your fellow nurseryman a favor and ask him to join Louisiana Association of Nurserymen.

Good luck to you for the coming season.

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The advertisement features a large, stylized line drawing of a tree trunk and branches on the left side. The text is arranged around and within the drawing. At the top right, 'OAK HILL NURSERY, INC' is written in a large, bold, sans-serif font. Below this, on the right side, are the words 'GENERAL ORNAMENTALS' and 'LARGER PLANTS'. At the bottom center, 'SHERWOOD LOYD' is written in a large, bold, sans-serif font. On the left side, 'TREES' and 'GROUND COVER' are written. At the very bottom, the address 'P.O. Box L Folsom, LA' and phone number '(504) 796-3094' are provided.



EDITORIAL

Each year new plant varieties, growing techniques, supplies and growing structures are developed. The nurseryman, like all small business operators must keep up with these new developments and at the same time manage all the other factors which make his business successful. He also must solve the various problems which face him daily. To accomplish this he can turn to nursery publications, other growers or retailers, salesmen, nursery short courses and conventions. These are all good sources of helpful information.

One source of information and assistance which was not listed is the state Extension Service which should be the best and most accessible, but it has not been in the past. Other states like California, Florida and Texas have extension services which actively work with their state nurserymen to improve the nursery industry in their states while in Louisiana the Extension Service has done very little work with the state's nurserymen. They ARE available if you ASK. But the quality of their assistance has been less than satisfactory.

This situation could change. The Extension Service has a new director and with him great opportunity to

change their past performance.

When recently in Shreveport, Denver Loupe, the new director, expressed his interest in the nurserymen of Louisiana. He felt that an open communication through the Board of Directors of the Louisiana Association of Nurserymen could provide him with the facts he would need to develop programs that would fit the needs of the nursery industry. Working in cooperation with Loupe the nurserymen of Louisiana have a chance to establish a working relationship with the Extension Service which would benefit us all.

Another area we should work in is the quality of the horticulture programs at the state universities. There is a need for more and better qualified, educated graduates from our own state who could be employed or could join us in our industry.

We should also expect a greater investment in research by the universities. There should be extensive research projects in each university with plants that are grown or sold in Louisiana so that this information could be disseminated by the Extension Service.

Our industry cannot afford to pass up an opportunity to improve the

quality of information available to us. We all stand to benefit from any improvement in the Extension Service. If we put up a united effort to support Loupe then he might be able to hire new personnel who are better qualified to assist us. He also might be able to initiate new programs that would be more attuned to our needs.

Let us hope that the new communication with Loupe will produce a foundation from which to build a more productive relationship between Extension Service and the nursery industry. This can serve us all, so inform your LAN board member of this interest. D G



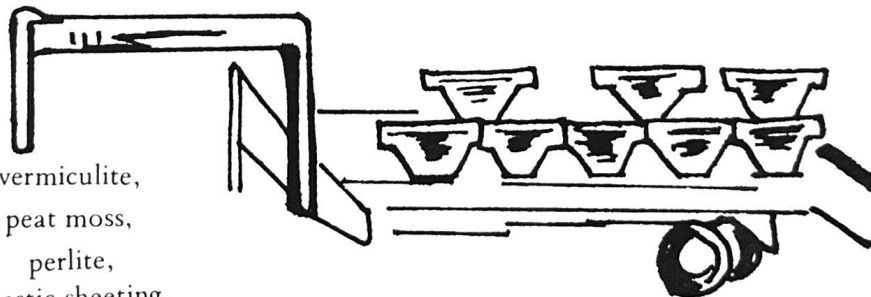
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NURSERY SUPPLY

Scholarship Winner

Bonnie Jean loves 'growing things'

Louisiana's wholesale nursery growers may one day soon welcome Bonnie Jean Bold to their midst. She wants to turn people on to growing things. Her ideas are still thick and fast, but she is thinking more about wholesale growing than the retail business.

Bonnie received the Ira S. Nelson Memorial scholarship award



Ira Nelson Memorial Scholarship was presented to Bonnie Jean Bold of the University of Southwestern Louisiana by Kent Langlinais of Youngsville.

to her, should she own a business, in addition to helping with present expenses.

For Bonnie, the use of native material in landscape represents an opportunity to develop native plants because care improves plants and native plants have less disease. They fit into the scheme of things in a way that other plants do not. Should she attend graduate school this is a concept she would try to develop.

She sees urban development as needing "people participation" and narrows this to individual gardening efforts. "Gardening is so relaxing. I'd like to turn people on to growing things" she says "More people should grow small gardens."

Bonnie is the only daughter of Mr. and Mrs. William Bold of Amityville, New York. She has one brother who is a pilot for an airline. House plants are a part of the household of her parents and among her forebears is a nurseryman, but her own interest grew from courses in study of the environment and ecology. "Gardening is a good idea," she says.

RUMORS THAT PROPOSAL TO REVOKE IMPORTED FIRE ANT QUARANTINE being drafted have been confirmed by USDA. When announced - probably around June 1 - proposal will carry 60-day comment period. AAN will keep its members informed.



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for 1979 and plans to use it to help pay back her education loan. She came to USL with an associate degree in horticulture business from Delgado in New Orleans and has maintained an A average throughout this year.

Her interests encompass everything from wildflowers to owning her own business and she loves Louisiana for its warmer climate; she is a native of New York state. New Orleans is like home to her. In her leisure time she enjoys sailing.

When she isn't attending classes, she does bookkeeping for a local nursery retail outlet gaining experience that will be of service

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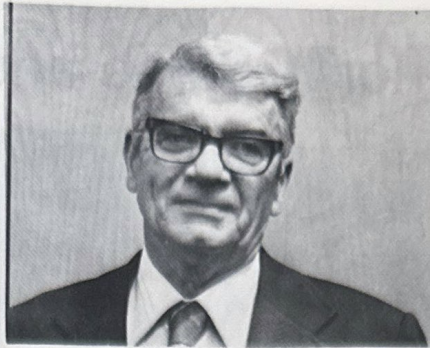
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Doc Says

by Dr. James Foret



I hope that you've all emerged in good spirits from the worst floods and winter weather experienced by many in a long time, and also that the planting/digging season does break gradually and all of you have an opportunity to collect your wits before the "big push."

All economic indicators point to another great year. My concern for the industry is how will plant material needs be met in the future.

Labor availability continues to plague many growers, forcing them to abandon the production of B and B stock and in some instances, container production as well. Wholesalers who are fortunate enough to maintain a good labor supply should continue to experience a good economic situation.

We recently celebrated the 25th

Anniversary of the Louisiana Society for Horticultural Research. As many of you remember, this organization was formed to sponsor Ike Nelson's plant collecting in Bolivia. This trip resulted in the introduction of the Red Passion Vine and several species of Amaryllis. Under the sponsorship of this group, a Holly collection was begun at USL and most prominent of the hollies introduced was *Ilex Cornuta* 'Anicet Delcambre' (also known as Needle Point).

Each year the College of Agriculture at USL recognizes an "Outstanding Alumnus". The honoree this year is Kent Langlinais. Our congratulations to Kent and Jeanette and best wishes for continued growth in their nursery operation.



LGGA Short Course Set

The Louisiana Greenhouse Growers Association annual meeting and short course has been scheduled for Friday and Saturday, June 22-23 at the University of Southwestern Louisiana. Dr. Robert Barry announced that it will be held in H.L. Griffin Auditorium.

Early plans include the theme discussions "Greenhouse Ornamentals" on Friday morning and "Proper Operation and Maintenance of Greenhouse Equipment", Friday afternoon. Saturday the day will be devoted to vegetables. And of course on Friday night there will be the highlighting social which centers around a seafood supper.

Dr. Barry says on-campus accommodations will be available; for further information he can be reached at Box 4-0847, USL Station, Lafayette, LA 70504 or telephone 1-318-264-6486.



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1979 LAN Short Course and Convention

Dr. James A. Foret received an Outstanding Service award from the Louisiana Association of Nurserymen whom he has served as executive secretary for the past 25 years. He is Dean of the College of Agriculture of the University of Southwestern Louisiana. The presentation, a surprise, was made by Kent Langlinais of Youngsville, director of District V of the American Association of Nurserymen and longtime friend of Foret.

Fred Hoogland, Ruston, president of LAN, observed, "It's long overdue. He has been a dedicated friend of the nurserymen." The new award has been named the Dr. James A. Foret Award for meritorious service.

Accepting the honor, Foret said, "This doesn't mean I'm quitting. There's a lot of building to be done!" The presentation came during the annual banquet of the Association attended by about 125 members and their families at the Short Course and Convention in Baton Rouge, Jan. 15.

Also during the banquet, Dennis V. McCloskey, president-elect of the Southern Nurserymen's Association, received the LAN Nurseryman of the Year Award. Prior to this, the association's Scholarship awards were made by Andy Hart of Baton Rouge to Patricia Stelz of Southeastern Louisiana University at Hammond and to Miss Bonnie Jean Bold of the University of Southwestern Louisiana. Miss Bold was unable to attend.

The annual Short Course is intended to give Louisiana nurserymen an opportunity to gather to discuss nursery news and to seek answers to current questions. Speakers included member (LAN) nurserymen in panels sharing experience; Harry C. Kiely of the American Association of Nurserymen in Washington, D.C.; Dr. Travis D. Phillips, agricultural economist of Mississippi State University; Richard D. Carlton, state entomologist, La. Dept. of Agriculture; Dr. Bunny Wascomb, Louisiana State University Agricultural Experiment Station at Hammond; Frank Akin, LAN member, Shreveport; and Drs. William L. Brown, Edmund O'Rourke, and Richard J. Stadtherr of LSU, research panel moderated by Dr. J.A. Foret of USL.

The next Short Course and Convention will be held in Lafayette in January of 1980 at the invitation of Mike Richard of New Iberia, spokesman for area nurserymen.

At the AAN breakfast held during the Louisiana Convention, Dennis V. McCloskey La. governor, AAN, vacated



LAN membership and families attended the annual three day Short Course and Convention at the Baton Sheraton Hotel January 13-15. Awards were made at the annual banquet and

officers named at the AAN Breakfast. A highlight event was the three days

Convention was the social with dancing, Saturday nights.

his post to clear the way for coming duties with the SNA. Frank Akin of Shreveport succeeded him and Fred Hoogland of Ruston was named lieutenant governor.

The LAN board of directors approved the continued publication of its quarterly newsletter and named Cricket Heumann of New Orleans, Bill LaCroix of Folsom and Clarence Mizell of Folsom to the board. Officers are

continued to the end of a two year term.

PLAN TO DROP U.S. QUARANTINE INSPECTOR attached to American Embassy in Amsterdam reported to have been dropped. Inspector, who is responsible for quarantine checking of bulbs and other materials prior to shipment to U.S., works in several European countries. System that has worked satisfactorily for several years will be retained.

Baton Rouge Welcomes Nurserymen



Conventionalities included greeting old friends, welcoming newcomers, exchanging information and just plain socializing for Louisianan nurserymen

attending the Short Course in Baton Rouge in January. Their families attended also and were joined by students from the states horticulture

schools and friends from other states. More than 125 were registered, among them new members.

Nurserymen present, receive honors

Editor's Note: It was the privilege of Kent Langlinais and Dr. J.A. Foret to present honors and in turn to receive honors from one another. The story follows.

The Dr. James A. Foret Award for Meritorious Service to Louisiana Nurserymen was presented to Dr. Foret who is Dean of the College of Agriculture at the University of Southwestern Louisiana at the annual banquet of the Louisiana Association of Nurserymen during its January Convention and Short Course.

Kent Langlinais, LAN board member, made the "first time" presentation in a "This is Your Life, Jim" recognition of the 25-year-veteran executive secretary to LAN.

"Jim has been a symbol of high standards in the nursery industry both on a state and national level all these years," Langlinais noted. "He has worked hard for LAN with little payment. As a student of his and friend for so many years, I can say that I don't know of a more dedicated man to LAN and to the horticulture field he so loves. So it is right that we honor Jim with this award named for him."

The honoree was born into a large family in Litcher, La. and received his first formal education there. He later enrolled in Southwestern Louisiana Institute (now USL) to study horticulture.

He enlisted in the United States Army during World War II and served until honorable discharge. Then he returned to USL and received his horticulture degree.

At this time he was married to the former Faye Theard and they went to Ames, Iowa so he might work on his Master's and Ph.D. With this accomplished, in 1950 he returned to teach horticulture at USL. He could have chosen more lucrative fields; instead he elected to remain at USL and pursue his love of teaching in the field of horticulture.

Jim and Faye are the parents of 10 children, one of whom has entered the nursery business after receiving his Master's from Ames, like his dad.

Langlinais, noting the strength of family ties in the Foret family, said, "Years ago I asked Jim what he was doing about savings. He told me that he was putting all of his life savings into his family." He has five married children and a number of grandchildren to be proud of.

In 1954 Dr. Foret helped organize the Louisiana Association of Nurserymen and began then to serve them as executive secretary. In this capacity he has continued to guide LAN



Congratulations were spoken to one another at different times by from left, "Doc" Foret and Kent Langlinais. Doc

received an LAN award and was privileged to, later, present an award to Kent.

and its officers for 25 years.

In March of 1976 he became Dean of the College of Agriculture at the University of Southwestern Louisiana. He had been Associate Professor, Professor of Horticulture, Head of the Horticulture Department and Head of

the Department of Plant Industry.

And in that same year he traveled to Australia and New Zealand in search of new plant material for the nursery industry with the result that several look promising.

(continued on page 14)

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May 28 is Certification exam date

Dr. W.E. Fletcher has announced that he will administer the examination for Louisiana Certified Nurseryman on May 28 at 9 a.m. at the Ira Nelson Horticulture Center at the University of Southwestern Louisiana. A list of plant material to study for the new section on plant identification will be provided after receipt of the application form given below.

Interested nurserymen are urged to send in the form immediately so that a list of material can be mailed for study.

Qualification as a Louisiana Certified Nurseryman will bring professional recognition by fellow nurserymen, the self-satisfaction, confidence and security of personal achievement and the nurseryman will be better able to serve customers and employer.

Dr. Fletcher reminds that there is an organized discussion with a question and answer period. However, he stressed that it is urgent that the form below be returned immediately.



LAN officers (from left) Frank Akin, second vice president, Shreveport; Fred Hoogland, president, Ruston; and Walter Imahara, first vice president, Baton Rouge; join Dr. W.E. Fletcher of

USL in urging immediate registration for the Certification examination by those interested in becoming Certified Nurserymen.

L.A.N. APPLICATION TO TAKE THE EXAMINATION TO BECOME A CERTIFIED NURSERYMEN*

NAME: _____

ADDRESS: _____

NURSERY: _____

NURSERY AFFILIATION - OWNER _____ EMPLOYEE _____

*THIS APPLICATION MUST BE ACCOMPANIED BY A \$25.00 CHECK OR MONEY ORDER MADE PAYABLE TO L.A.N. AN ADDITIONAL CHARGE OF \$10.00 WILL BE MADE FOR RE-EXAMINATION OF THOSE SECTIONS FAILED.

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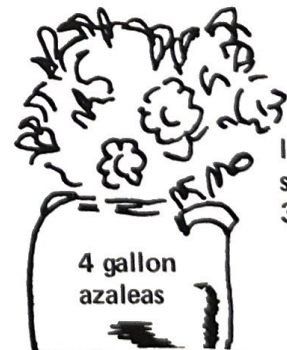
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Nurserymen — Personalities

Mizell wants 3,000,000 containers in '79

Three million container-grown plants in 1979 is the goal of Clarence Mizell at Folsom. While mindboggling to most, the goal is attainable for him.

He began preparing for this well in advance; early last fall he began clearing away the remains of past plantings and brush from new areas to make way for the coming activity.

Pine trees are an asset as are the well drained hills in his native area. A very large nursery operation developed by a couple (his wife Leatte works beside him) also native to the nursery business is nonetheless exciting; obstacles are a challenge to Clarence Mizell, to be overcome. And his family helps him realize his dreams. Mrs. Mizell, with Clarence's young brother, David, handles the trucking and there are entire sections of the business handled by sons Jim and John and daughter Joannette. Jim is the floriculture man in charge of 25 greenhouses. John directs the field operation. David is in charge of sales and getting the trucks loaded.

There are a thousand acres of low hills yielding nursery material of almost all types growing for this nurseryman who possesses and uses dynamic foresight. He supervises three separate nurseries. They give him deep satisfaction and sleepless nights in turn. Like the smaller nurseryman he worries about the weather and like many he grows azaleas under the pines. Like all nurserymen, the loss of plants is the loss of income. He has an elaborate watering system, making use of available supply, but an unusual season weather-wise produces big problems for him along with every other nurseryman in the state.

Supervision is his particular contribution to the success of the operation, but an actual day's work will include time spent on a tractor, a bulldozer or whatever is moving. He participates directly in growing his plants and in seeing that quality material is provided his outlets.

Plants of many varieties are a common sight to the visitor to the Mizell nursery, but trees are "what we're known for," he said. In December the trucks were busy delivering to a distant point for a landscaping project.

This working nurseryman takes



Partnership in business is a happy reality for Clarence and Leatte Mizell. She sees to trucking.

pride in his view of each employee as a "specialist", greeting each by name and recognizing the many years of service of a number. Each works only in one area and is responsible for quality production. Experience and familiarity with practice is a successful method for quantity production in this nursery. New nursery methods are subjected to scrutiny and must fit this technique before they are adopted. He is aware of the individual worth of the human being and tries to give opportunity for expression.

Foresight, dynamic supervision and full cooperation are the bywords of the Mizell nursery; Clarence Mizell expects to produce those 3,000,000 container-grown plants in 1979.

The scope of the Mizell nursery operation could seem to exclude outside interests for Clarence and for members of his family, but this is not the case. They love horses, have owned champions and won rooms full of trophies. They will travel miles to a fine restaurant and will stay at home to baby-sit the grandchildren. And a "finally" planted patio area is a source of much satisfaction to Leatte as well as Clarence (like the "shoemaker's children").

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Specialists, from left, family members Jim, John, David and Joannette with the help of Dwight Johnson (second from

left) secure the office, greenhouses and fields of the Mizell nursery.

California Tour beckons LAN



There are less days left now before that big California Nursery Tour planned for Louisiana Association of Nurserymen by vice president, Walter Imahara. Many have indicated they plan to make the Tour but there is still time to register for space on this customized Nurserymen's tour which has been limited to 40 participants.

A deposit of \$150 per person will reserve space. The estimated cost is, at present, \$870. This covers air transportation among several points and the cost of bus transportation used in

professional visits, as well as hotels, baggage handling and taxes. All payments are fully refundable two weeks prior to departure.

Use the form to register. Mail to Walter Imahara, c/o Imahara's Nursery, 12289 Florida Blvd., Baton Rouge, LA 70815.

Following is the proposed itinerary for the June 26 - July 8 Tour of California which is to include a two night stay in Reno, Nevada and a tour of the Lake Tahoe area.



Tuesday	June 26	Leave by air from New Orleans in the morning. Arrive in Los Angeles about noon. Travel by bus to the Anaheim area for our stay of 4 nights.
Wednesday	June 27	First day of tour and we will stay 2 of the biggest wholesalers in the area: Hines, Bordiers, Keeline-Wilcox, Mesa del Mar Nursery (retail).
Thursday	June 28	Today is a real treat. We will see the fabulous ROGERS' NURSERY in NEWPORT BEACH. Also on the itinerary is the beautiful garden center, Amling's. Other stops will be Hi-Mark Nursery & Kyoto Nursery.
Friday	June 29	Today you have a choice: Sightseeing of the L.A. area & Beverly Hills or a visit to the following nurseries: Perry's Plants, El Modeno, Monrovia & Select; all of these are growers and wholesalers. Last night in the L.A. area.
Saturday	June 30	Travel by bus to San Diego, stopping on the way at the Begonia Garden Farms, to see some of the most colorful and tremendous begonias you have ever seen. We hope to stop at the Wild Animal Park if time permits. Then on to Paul Ecke's Poinsettia Nursery and Buena Park Greenhouses. We will stay 2 nights in San Diego.
Sunday	July 1	We will visit Mission Hills Nursery, Presidio Nursery, Nurseryland, and Bennett's in La Jolla. Later that day we will stop at the world famous San Diego Zoo.
Monday	July 2	We will fly to San Francisco in the early morning. The rest of the day will be free to do as you please.
Tuesday	July 3	Early start this morning to San Jose to see the former AAN President, Itsuo Uenaka's Cupertino Nursery, and also his brother's 2 locations of Springdale Nursery, from which we guarantee you will learn a great deal. Then on to Fremont to



visit retail location. On to Sunnyside Nursery, from whom many of us purchase Rhapsodie violets. The growers are German and Dutch and the owners Japanese. . . what a combination! We hope to squeeze in M.V. Nursery in Richmond who are growers of bedding plants.

Wednesday	July 4	Sightseeing on the 4th of July. Muir Woods, Golden Gate Park, Twin Peaks, Strybing Arboretum and Sausalito.
Thursday	July 5	We travel south of San Francisco to see two wholesalers: Ah Sam Floral and Rod McLellan, whom all of I have purchased from in the past. We will also take in two retailers: Christensen's in Belmont and Peters & Wilson.
Friday	July 6	We will take an early flight to Sacramento and visit Oki Nursery, a big grower and Capital Nursery, a retailer. Then we will fly on to Reno for a two night stay. This is the chance for you to take a gambler's chance at the tables.
Saturday	July 7	Tour the Lake Tahoe Area.
Sunday	July 8	Fly back to Louisiana.

COST: Estimated cost presently is \$870.00. This includes air transportation between our departure points in Louisiana to Los Angeles, between San Diego and San Francisco, between San Francisco and Sacramento and between Sacramento & Reno and finally our return from Reno. It includes the cost of bus transportation used in our professional visits. Hotels, baggage handling and taxes are included.

DEPOSIT: \$150.00 per person will guarantee your space on this customized Nurserymen's tour. Send this to Walter M. Imahara - Imahara's Nursery, 12289 Florida Blvd., Baton Rouge, LA 70815. All payments are fully refundable two weeks prior to departure.

TOUR is limited to 40 participants.

REGISTRATION FOR CALIF. TOUR - June 26 - July 8, 1979 SPONSORED BY Louisiana Assoc. of Nurserymen

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Continued from page 10

Kent Langlinais, nurseryman of Youngsville, was designated Distinguished Alumnus in Agriculture for 1979 by the College of Agriculture of the University of Southwestern Louisiana at Lafayette. Dr. James A. Foret, Dean of the College, made the presentation at the annual banquet, Friday night March 23.

Langlinais is Region V Director of the American Association of Nurserymen, representing Louisiana, Texas, Arkansas, Oklahoma and New Mexico. He is board member and past president of the Louisiana Association of Nurserymen and past governor of Louisiana for the Southern Nurserymen's Association. He is also a member of the Louisiana Horticulture Commission, board member of Longview Preparatory Institute, board member of the Crowley Federal Land Bank and Bank and president of the Southwest Louisiana Nurserymen's Association.

Born in Youngsville, he is the son of a cane farmer. He attended Youngsville High School and graduated from USL in 1957 with a B.S. in Production (General) Agriculture. He had paid his way through college with a cage layer operation.

Following graduation he served six months of active military duty, but before he did, that spring he planted his first nursery stock. His interest in ornamental horticulture was stimulated when he realized the potential value of a few square feet of rooted cuttings once they are grown to marketable size.

His first nursery stock sales were made in October 1957. He planned his nursery operation well. He was the first nurseryman to pour concrete slabs for nursery container production. He still grows some stock in the field; however his nine acres of concrete slabs produce over a million plants each year. He accomplishes this with the fewest species of any wholesale nurseryman in Louisiana.

Ferns are his latest venture. He ships them as liners all over the United States and Canada. His hanging baskets go to Arkansas, Mississippi and Texas. Two greenhouses, completely automated, occupy three acres.

Kent Langlinais is a member of the church council of St. Anne's Parish, Youngsville. He is married to the former Jeanette Mequet and they are the parents of four children: Bromel, Veronica, Benedict and Benjamin. All were present to see him honored.

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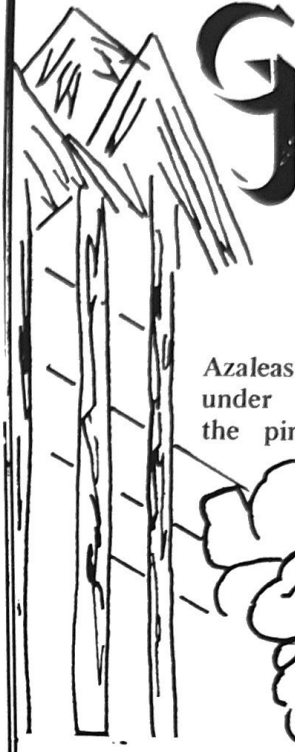
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