

*Louisiana's*  
**NURSERYMEN**

Official Publication of the Louisiana Association of Nurserymen • Volume 10, Number 2 • Summer 1987



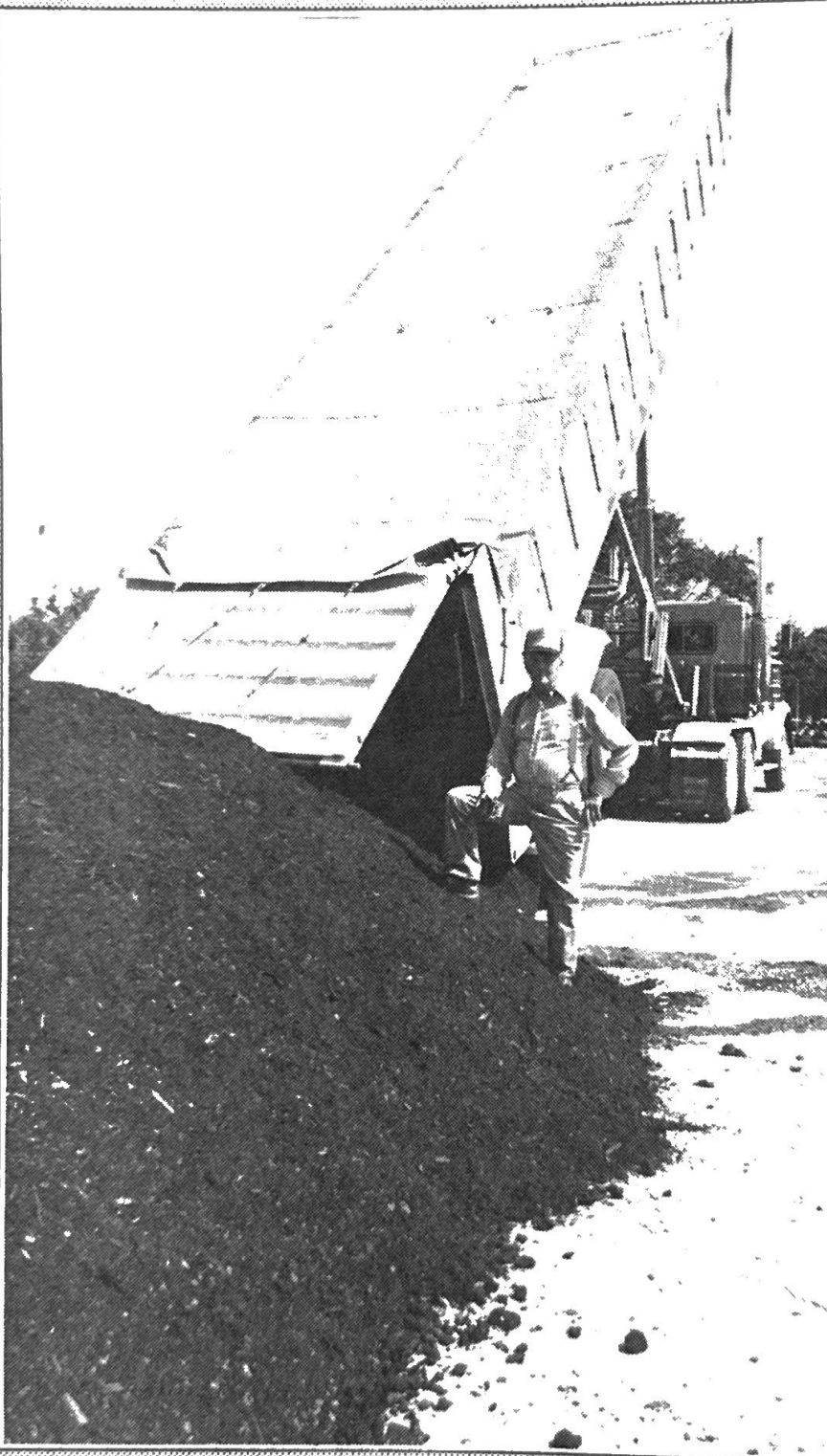
LAN members develop  
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## Scions of the times

### Folsom Post Office Beautified

Dozens of Folsom-area nurseries have pitched in to make the new Folsom Post Office a showpiece of landscaping.

When the building was bid, no budget was included for landscaping. Ironically, Folsom is one of the major nursery centers of the South. David and Judy Frossard, Folsom landscapers, met with postmaster Dale Goff and organized an effort to get contributions of plant material.

Many nurseries have contributed plants: Bill's Creek Nursery, Dogwood Hills, Baham's, Folsom, the Frossards, Jenkins, McKee's, McGee's, Mizell's, Oak Hill, West Farms, Westmoreland, Windmill, Ridge, Steltz's and Brumfield. Additional contributions of hardware, turfgrass or other services have come from Jenkins Lumber Co., G. R. Jones Trucking, Simpson Sod, Seals Hardware and Tharpe Trucking. The

Frossards say other contributions should be forthcoming.

### LAN Assets: \$61,487

The Louisiana Association of Nurserymen closed out 1986 with a net worth of \$61,487, according to a financial report by accountant Gustavo González of Baton Rouge. This included \$12,359 cash on hand, \$47,698 in certificates of deposit, and \$1,430 in accrued interest.

### Course Sets Attendance Record

Some 929 nurserymen participated in the 1987 LAN-MNA Short Course and Trade Show, held in Baton Rouge in January. This turnout broke all previous records. A record number of exhibitors were on hand, too, and many reported doing a significant amount of business. It's not too early to plan for the 1988 show, which will be in

Jackson, Mississippi, in January. David Tatum, MNA secretary, will be in charge. Contact him at P. O. Box 5207, Mississippi State, MS 39762.

### Slow-Release Fertilizers Tested

The Burden Research Center has embarked on what may be the most comprehensive test of slow-release fertilizers ever conducted. The project stars 17 different fertilizers and includes a cast of thousands: 3,600 ligustrum, azalea, crape myrtle, dwarf yaupon and gardenia. LSU researchers will monitor plant quality and tissue and media nutrient levels. The project will be on display during the annual Nursery Research Field Day in October. Fertilizers are provided by Sierra Chemical, Inc.; O. M. Scott & Sons Ct.; Plantco, Inc; Kaiser-Estech, Inc.; Sta-Green Plant Food Co; and Melamine Chemical, Inc.

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## ASLA seeks \$7,750 from LAN to research Green Laws

The Louisiana Chapter of the American Society for Landscape Architects, which became a member of LAN earlier this year, is seeking \$7,750 from LAN for research toward initiating Green Laws in Louisiana.

Green Laws promote public health and welfare by beautifying and organizing the landscape for safety and human use. The LAN board will discuss the ASLA proposal at a meeting in LAN President Louis Parr's suite at the Anatole Hotel in Dallas, during the TAN-MISLARK show. Parr has not yet been assigned a room number, but the meeting is scheduled from 7 to 9 a.m. August 16.

LAN members interested in the project can attend the meeting, or make their feelings known to any board member.

According to the ASLA proposal, the research would determine the

present status of Green Laws in Louisiana, and chart a procedure whereby LAN and ASLA could promote establishment of Green Laws in Louisiana communities.

The funding ASLA requests would pay an LSU graduate student for two semesters of research. The student would establish a Green Laws information database and would write a summary monograph that would describe the Green Laws.

Topics ASLA suggests for exploration include:

- What are Green Laws?
- How do Green Laws impact our communities?
- Why are Green Laws important to you?
- What Green Law concepts are adaptable to Louisiana?
- How can we prepare Green Law legislation?

The ASLA request for funding includes \$5,000 for a graduate

student stipend for two semesters, \$1,200 for such production expenses as travel, copying, postage, computer time and photography; and \$1,550 for LSU overhead and indirect expenses.

In return, the project would result in the following deliverables to LAN:

- Press release indicating LAN support for a research project at LSU
- Monthly progress report in letter form
- Inventory of material collected for file; database outline
- Camera-ready copy of the findings in monograph form
- Press release summarizing findings of the research.

If funded, the project would begin this month and end May 1, 1988. Project director is Dennis G. Abbey, LSU associate professor and secretary to the Louisiana Chapter of ASLA.

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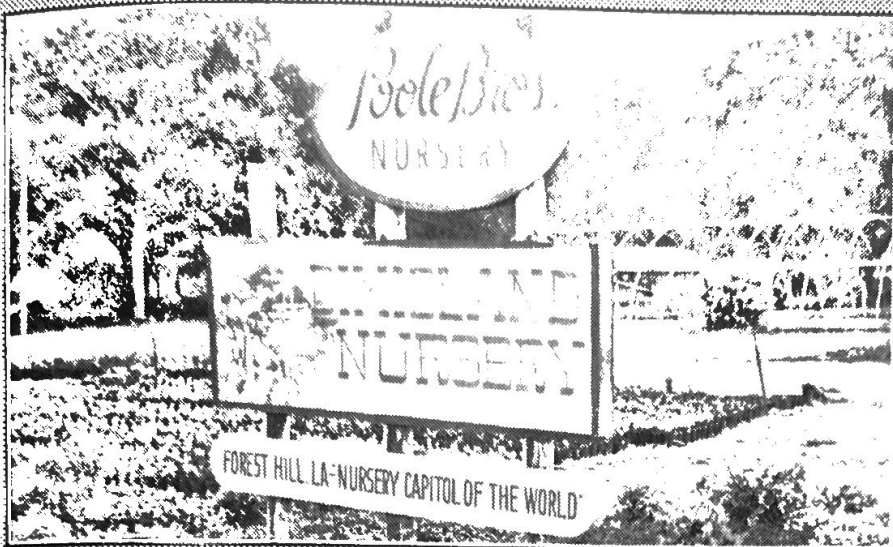
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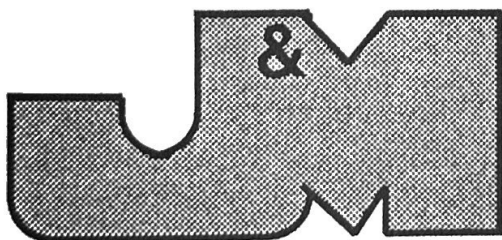
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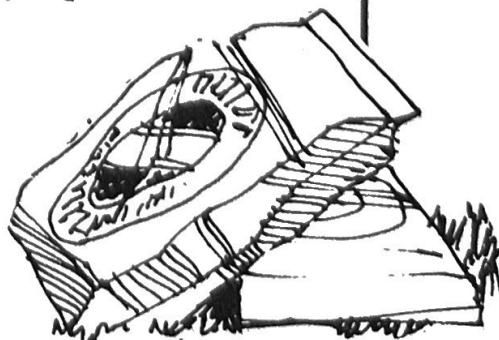


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## LAN profile



# Abbeville couple develops the nation's best daylily cultivar

If you'd bump into them at the grocery store, Gabriel and Lucille Guidry would seem a typical retired Cajun couple: He's a veteran of the oil industry; she's a former nurse.

But this unassuming Abbeville pair are known in almost every state and many foreign countries.

They seem destined to become even better-known: They've just returned from the national meeting of the American Hemerocallis Society with the coveted Stout Medal, which recognizes their *Janet Gayle* as the best daylily cultivar in the United States.

Remarkably, the runner-up for the Stout Medal was *Becky Lynn*, also a Guidry cultivar and the obvious favorite for next year's medal.

The Guidrys have been hybridizing daylilies since 1969. Mrs. Guidry learned

daylilies from W. B. MacMillan, whom she served as a nurse. She could not have picked a better mentor, as he was one of the nation's best-known hybridizers.

"He developed the purple and lavender daylilies, and had been hybridizing for 50 years," she remembers. "When he died, we

inherited all his customers."

Today those customers are all over the U.S., as well as Australia, Germany, Belgium and Czechoslovakia.

"We go to any state and we have friends," he says.

The Guidrys have developed more than 200 daylily varieties since they began hybridizing.

They cross-pollinate in mid-May, gather seed and plant in July, and by the following spring most plants have flowered.

If a new hybrid seems worthy, they fill out the appropriate documentation and submit this to the American Hemerocallis Society to register and name the cultivar.

*(continues on next page)*



**The Stout Medal for the best daylily cultivar of the year, presented to the Guidrys in July 1987 by the American Hemerocallis Society**



The society itself is divided into 15 regions. The Guidrys usually participate in a couple of regional meetings, as well as the national meeting.

The majority of their customers are other hybridizers. Others are daylily collectors and landscapers.

Their plants are not cheap. Prices range from \$5 to \$100, with most in the \$20 to \$30 range.

Those accustomed to run-of-the-mill yellow daylilies will be amazed at the Guidry gardens. These flowers are exquisite, as exotic as many orchids and appearing in every color imaginable.

Well, almost every color. "No one has ever created a blue one yet," Mrs. Guidry says. "That's one of my goals."

Blooms of some varieties are six inches across and larger. Some flowers are ruffled, others multi-color.

As a landscape plant, daylilies have a lot to offer: They're ever-green, grow with relatively low maintenance, and can be easily propagated by root divisions.

Some plants give as many as 36 blooms per scape, and will put out many scapes during the blooming season.

Disregard the maxim that daylilies fare well in poor soil with little care, however. They respond to good drainage, fertilization and watering.

Insects and diseases are not a serious problem, but aphid and red spider control and fungicides will produce a more vigorous plant.

For the Guidrys, their most pressing problem is their popularity. "If we had a thousand *Janet Gayles* right now, we could sell all of them, and still need more," Gabriel Guidry says.

"We're working harder than we've ever worked before we retired," she adds, "but you sleep well after a day in the garden."

Guidry's Daylily Garden is located at 1005 Vermilion St., Abbeville, LA 70510; by phone they're at (318) 893-0812.



*Janet Gayle*, above, won the Stout Medal and will be in high demand this spring. At left is *Timeless Fire* and below, *Ivory Pearl*. The petals of these flowers are thick; some are almost rubbery in texture.

## People

### Imahara Wins National Championship

Baton Rouge nurseryman Walter Imahara has continued domination of his age-and-weight class in national weightlifting. In April he won the 1987 USL National Masters Championships, held in Plymouth Meeting, Pa. In the 50-54 year old competition, he easily outlifted his competition with a snatch lift of 198 pounds and a clean & jerk lift of 242 pounds. This gave him a combined total of 440 pounds; the second place contestant lifted 325 pounds and the third place, 237.

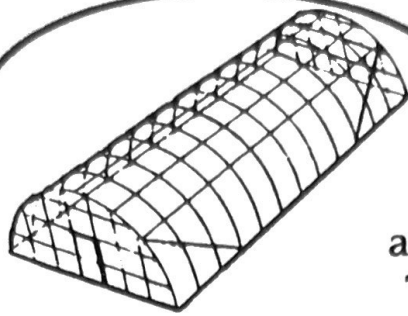
### Meadows named acting head

Dr. Warren Meadows, LAN secretary and director of the LSU Burden Research Center, now wears a third administrative hat: He was recently appointed acting head of the LSU horticulture department.

### Newly Certified Nurserymen

Congratulations to the following individuals who have completed requirements for the Louisiana Certified Nurseryman status: Terry Applewhite, Laura Curtis, B. J. Lex, Richard Mitchell, Joyce O'Hern and Mark Walton, all of Shreveport; Hunter Boulo, Houma; Kimberly Morsley, Keatchie; Martha Lowe, Bossier City; and Cindy White, Stonewall. For more information about the Certified Nurseryman program, contact LAN Secretary Warren Meadows, 4560 Essen Lane, Baton Rouge, LA 70809.

*If you have personal or professional news or accomplishments you'd like to share with your fellow nurserymen, sent information to: Editor, Louisiana's Nurserymen, Rt. 1, Box 759, Sunset, LA 70584.*



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# TAN-MISSLARK, still growing at 50

## Dallas hosts a landmark convention, the largest ever

After a meeting in New Orleans last year that produced \$75 million in bookings, the world's largest nursery show returns to Dallas for its golden anniversary. Some 1,600 booths have been sold, and more than 12,000 nurserymen are predicted to turn out.

Official hotels for the show are Loews Anatole, Hyatt Regency Dallas, the Sheraton Dallas and the Greenelefe. If you haven't registered yet, write to the Texas Association of Nurserymen for registration materials, at 7730 South IH-35, Austin, Texas 78745-6621.

There's lots to do in your spare time, ranging from a Dallas Cowboys exhibition game to the Dallas International Art Show, to Six Flags over Texas for the kids (see sidebar on Dallas events).

While TAN-MISSLARK officially opens to the public at 10 a.m. Friday, Aug. 14, an exhibitors seminar from 3 to 5 p.m. Aug. 13 will feature memory wizard Billy Burden. He will reveal the seven secrets of remembering the names and faces of 20 to 30 total strangers.

TAN-MISSLARK will meet in the Dallas Convention Center; show hours Saturday and Sunday are 9 to 5. The show opens Monday, Aug. 17 at 9 a.m. and closes at 1 p.m.

Special events include a Welcome to Dallas mixer from 6 to 7:30 p.m. Friday, Aug. 14, with drinks, hors d'oeuvres and entertainment. A Ladies' Luncheon at the Chaparral Club on Saturday will give nurserywomen the opportunity to see one of Dallas' finest private clubs, recognized for its excellent food and view of downtown Dallas.

LAN past president Frank Akin will preside over the AAN Region V Luncheon and Business Meeting on Sunday at the Convention Center. Akin is Region V director; guest speaker will be AAN incoming president R. C. Aldridge Jr.

LAN will man a booth at TAN-MISSLARK, and normally hosts a gathering of LAN members and friends during the show. Check at the booth for more information when you arrive.

TAN-MISSLARK is massive evidence of the vigor and diversity of the nursery industry. It's a great event; try to make it.



### Dallas events during TAN-MISSLARK

**Musical.** Camelot, Pocket Sandwich Theater, 8 p.m., 821-1860; through Aug. 15.  
**Concert.** Julie Wilson, Venetian Room, Fairmont Hotel, 9 and 11 p.m., 720-5227; through Aug. 16.  
**Exhibit.** The Five Scrolls, Biblical Arts Center-East Gallery, 7500 Park Lane; 10-5, Tues.-Sat., 1-5 Sun.; 691-4661; all month.  
**Musical.** La Cage Aux Folles, Music Hall, Fair Park, 8:15 p.m. Tuesd-Sun.; 2:30 Sat & Sun.; 787-2000; through Aug. 16.

**Rodeo.** Mesquite Championship, 8:30 p.m., 285-8777; Aug. 14 & 15.  
**Circus.** Ringling Bros. Barnum & Bailey Circus, Reunion Arena; 658-7070; through Aug. 23.  
**Football.** Dallas Cowboys exhibition game; 556-9900, Aug. 15.  
**Baseball.** Texas Rangers, 273-5100, Aug. 17.  
**Antique Show.** Dallas International Antique Show, Market Hall, 655-6100, Aug 14-16.

Above, the Dallas Convention Center (foreground) will be the site of the 50th annual TAN-MISSLARK nursery show, the largest nursery gathering of its kind in the world.

## Hammond Station issues research report

Founded in 1922 to do research on truck crops and strawberries, the Hammond Experiment Station is now engaged in research on many fruit crops, ornamentals, turfgrass and vegetables, as well as weed control. The station has just issued its Progress Report for 1986.

"Because the depressed economy is forcing many farmers to grow alternative crops, the station received many requests during the year for information on various horticultural crops." The newly issued report contains cultivar evaluations of blueberries, grapes, pecans, strawberries, turfgrass, snap beans, peas, potatoes, bell peppers, sweet potatoes, watermelons and even popcorn.

Of particular interest to nurserymen are ornamental studies, which include "Osmocote Placement and Rate." This study showed incorporation of Osmocote was usually superior to dibbling the fertilizer directly under the plant, and considerably superior to surface application. Plants in this study were azaleas, junipers, ligustrum and pyracantha.

Another study of calcium and magnesium sources for plants concludes that epsom salts + gypsum was the best treatment in regard to the size ratings of the plants treated (photinia, holly, juniper, boxwood and azalea).

Weed control experiments included toxicity of nine different herbicides when used over snapdragons, geraniums, petunias, dahlias, coleums, portulacas, marigolds and zinnias.

Another study compared three programs of weed control in large containers containing big woody ornamentals. These were: (1) a physical barrier to shade or restrict weeds; (2) chemical-soaked pine bark mulch at the top of the containers; (3) tank-mixing of post-emerge and pre-emerge herbicides



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# Net Profits

## *Retail nursery adds a Volley Beach*

When the petrodollars stopped trickling down to all strata of the Louisiana economy, nurserymen had to come up with ingenious stratagems to survive.

Wholesale growers began to market north and east, but retailers, tied completely to the local economy, faced a serious challenge.

Red Godley, a 17-year veteran of the Lafayette retail trade, has seen the mainstay of his business — residential landscaping — decline by 50 percent in the past three years.

His bank notes stayed the same, however. He has ruefully discovered he purchased his property just as land prices in Lafayette reached their peak.

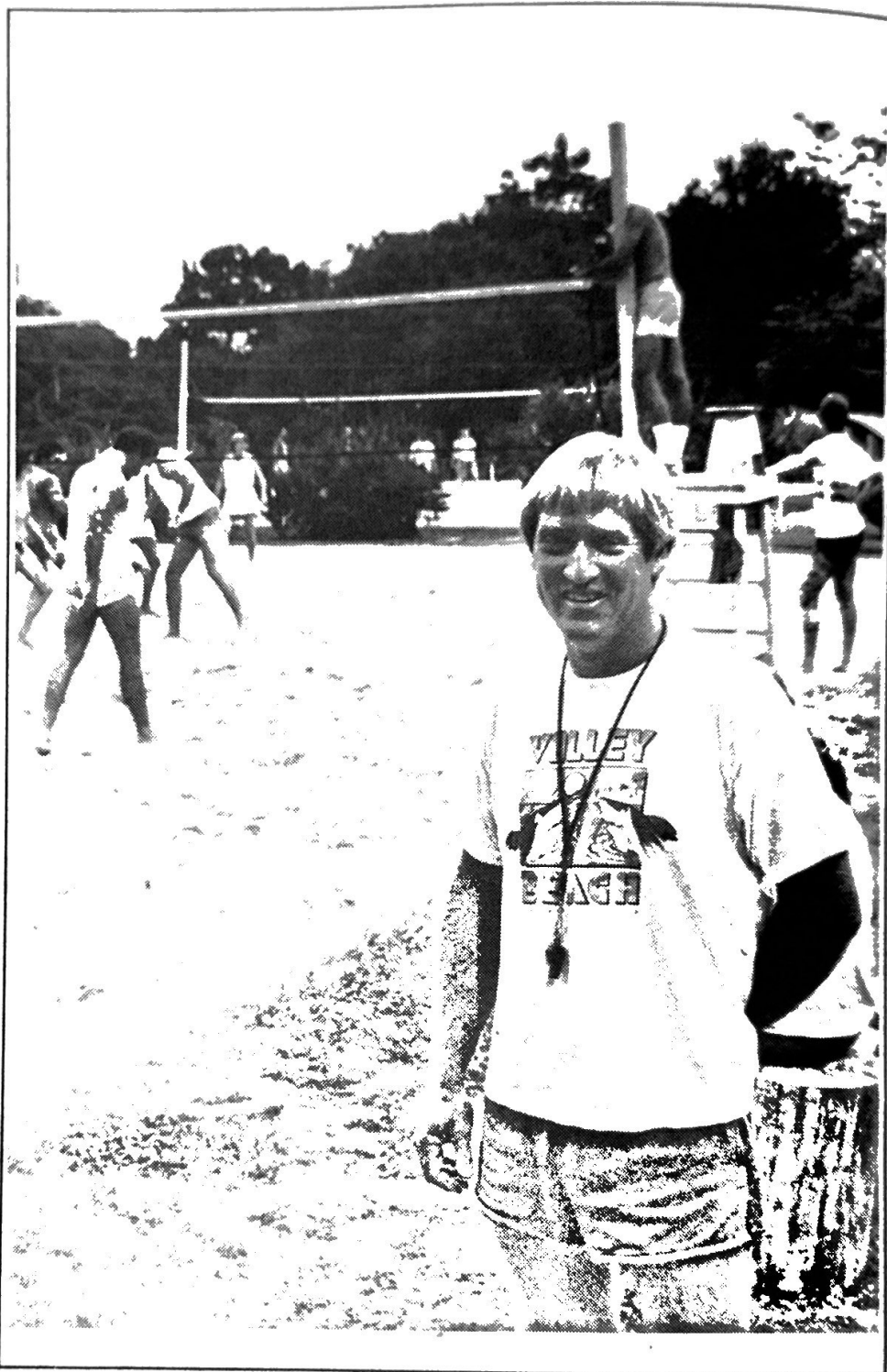
"Suddenly the business couldn't support the notes," Godley remembers. So when two friends suggested he convert a piece of the nursery into a volleyball court, he began to write a new chapter in the book of survival.

This time Godley's timing was impeccable. Volleyball is the fastest-growing sport in the U.S., outpacing even soccer in converts. He finished a court in June 1986, and by the end of the season demand was high enough for a second court, which he opened this spring.

"Being a nurseryman I was able to do the landscaping, and had the earth moving equipment and plants."

His courts, which he has named Volley Beach, have attracted more than 1,300 players during the past year. Constructed of sand and landscaped like a tropical beach, they attract spikers in cutoffs and their bikini-clad wives and girlfriends every afternoon and weekends.

"The growth of volleyball is



**Red Godley**

remarkable, considering there's no organized high school play for men in the area. We offer league play Monday through Thursday, eight weeks for \$135 a team. It's cheaper than bowling, but of course considerably less expensive an investment for me, as well."

Godley has converted one idle greenhouse into the Sand Bar, where players gather to replenish their body fluids and trade lies. He has also built a shaded sandy area for the kids to play while mom and dad pass, set and spike.

Sand court volleyball is immensely popular on both coasts, and is starting to make inroads through the South. Volley Beach games are officiated, and Godley himself mans the chair regularly.

"If wearing a new hat, or in this case a referee's whistle, will keep me in a part of this country I consider home — it's no problem," he says.

While Volley Beach did not start out as a great money-maker, Godley says it will net from \$25,000 to \$30,000 if business continues at its present pace.

## Retailers share management and marketing ideas through LAN survey

Louisiana's Nurserymen recently surveyed retail nurserymen in all corners of the state, to see how they are adapting to today's slow business climate. Specifically, the survey asked for details on management and marketing, as well as predictions for future years.

**•Salaries.** Only one nursery reported paying an employee more than \$20,000 a year. Most paid experienced staff in the \$15,000 to \$20,000 range, with new full-time employees making from \$10,000 to \$15,000, and hourly workers making from \$3.20 an hour to \$5 an hour.

**•Hiring.** Most reported finding new employees from recommendations from other employees. A few went to colleges to recruit students who would become full-time upon graduation.

**•Productivity.** Only one nursery reported paying sales staff a commission; others used cash bonuses and salary increases to reward sales production. A New Orleans nurseryman whose main business is landscaping said he paid bonuses on certain major jobs during the year.

**•Employee evaluation.** While all respondents said they observe sales staff closely, large nurseries used formal sales reports, staff meetings and semi-annual evaluations.

**•Motivation.** Management styles differ widely; one nursery owner said "being a productive example" was his most effective management stratagem. Other ideas included fringe benefits, bonus money, rearranging sales items, a team concept, cash incentives and praise.

**•Market position.** Most retailers had a good idea of whom they sell to: residential and small commercial, homeowners, mid- to upper-income people, commercial accounts.

**•Ad budget.** Small nurseries

spend from \$2,000 to \$5,000 on advertising, and favor the Yellow Pages and direct mail, with occasional newspaper promotions. A large nursery with a \$50,000 ad budget listed ad buys of 10% television, 30% radio, 35% newspaper and 25% direct mail. Several said they favored an increase

in direct mail marketing, from which they could more easily measure the success of their promotions.

**•What's Hot & Not.** Retailers predicted a growing market for color, particularly perennials, and a diminishing market for evergreens and hedging material. One com-

*(Continues on next page)*

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mented, "More people seem to be going to professional maintenance."

•Pricing. One nurseryman gave the classic free enterprise response to a query about his pricing strategem: Charge what the market will bear. Most others used a standard percentage markup.

•Marketing tips. These ranged from "keeping the sales area attractive" to "quality and display" to "analyze your market, cater to it, develop it, service it, love it, charge for it."



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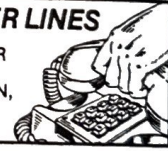
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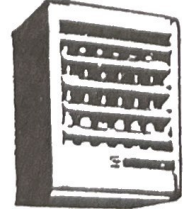
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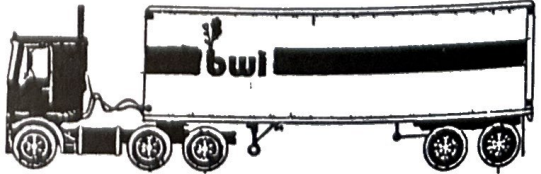


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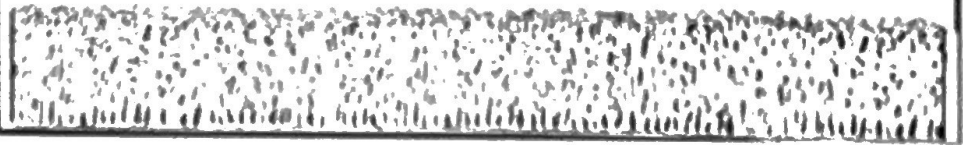
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# Native intelligence

## Red Buckeye: A Landscape Superlative

By Dr. Severn Doughty

This plant is greatly underutilized in the trade and consequently is not seen in many landscapes. But those folks familiar with native plants know and recognize the value of Red Buckeye. The ornamental qualities are numerous, as each season of the year brings apparent change. In late winter or early spring the gray, naked branch scaffolding changes from its winter sculpture to coppery new growth. A few weeks later upright red, firecracker-like inflorescence appears over the entire plant.

During summer and early fall the coarse-textured foliage pattern suggests an oval, irregular form with dark to pale-green leaf color. In late Autumn the foliage may turn from green to golden-yellow or red, depending on the individual. Finally, the winter brings the last seasonal change, an upright, irregular oval form with crooked, stout branches that are smooth and gray to light olive brown.

*Aesculus pavia* L, also known as Firecracker Plant, Scarlet Buckeye and Wooly

Buckeye, belongs to the Buckeye family, *Hippocastanaceae*, and was introduced into cultivation in 1711. According to Vines (1976), Red Buckeye ranges from central Texas, Oklahoma and Arkansas eastward throughout Louisiana to Florida, then northward to Illinois and west to southeast Missouri.

Red Buckeye may attain a height of between 25 to 35 feet under ideal conditions, but usually only reaches between 10 to 20 feet. It may spread from eight to 12 feet.

The leaves are deciduous, opposite and palmately compound of mostly five leaflets. It may on rare occasion have three or seven leaflets.



The individual leaflets are oblong to elliptic or oval to obovate with coarsely serrate margins. The leaflets may vary from three to six inches in length by one and one-half inches in width. The upper leaflet surface is lustrous, dark to light green and glabrous, except possibly for a few hairs on the veins. The

lower leaf surface may vary from almost glabrous to densely tomentose and lighter green. The three- to seven-inch red petiole may be nearly glabrous or with varying degrees of hairiness.

The erect red flower panicles appear from March into May and range from four to eight inches long. The 30 to 40 florets are tubular, 3/4 to 1 1/2 inches long, followed by a subglobose or obovoid capsule one to two inches in diameter. It is smooth but finely pitted and dehiscent into two to three valves. The one to three seeds, appearing in late October through November, are rounded or flattened and lustrous. They are about an inch in diameter and appear either light or dark brown. The plant chromosome number, according to Radford et al (1979) is  $n=20$ .

Red Buckeye is considered an understory large shrub or small tree and prefers an acid, moist, sandy, well-drained soil with ample organic matter. It cannot tolerate prolonged periods of soil moisture saturation or excessive drought. Both conditions will promote leaf-tip scorch and yellowing interior foliage. According to Whitcomb (1983), Red Buckeye responds well to fertilization in a landscape setting, and should be mulched to reduce soil temperature and moisture loss.

It is tolerant of most soils, even

heavy clay, but should not be placed in full sun all day. Red Buckeye does not transplant well from native sites, and therefore should be propagated in the nursery.

According to *Hortus Third* (1978), *Aesculus spp.* may be side-grafted by budding or propagated by layerage. However, the easiest way to increase the plant is by seed. Collect the seed as soon as the capsule dehisces in November or December, and plant directly in flats or in ground beds. Bury the seed an inch deep. Germination should occur within four to eight weeks. Dirr (1983) reported 70 to 80 percent success using *A. parviflora* 2 1/2 to 3 inch softwood cuttings taken in May and treated with 0 and 1,000 ppm IBA/50 percent alcohol and placed in peat:perlite under mist. He also collected 2 1/2 to 3 inch hardwood cuttings in December and buried them in sand in a cool environment. He then placed the cuttings in the field during spring with successful rooting.

It should be noted that Red

Buckeye is poisonous to humans. Lampe and McCann (1985) reported that the nuts and twigs contain a mixture of saponins, known collectively as aescin, which are glycosides. In humans, since the saponins are poorly absorbed, intoxication is usually limited to severe gastroenteritis. However, the most serious or fatal cases resulted from repeated multiple ingestion.

There are not many varieties or cultivars available, but those listed include the following: *Hortus Third*

cited two cultivars, Alba and Rubra.

Dirr (1983) listed *Atrosanguinea* with deeper red flowers and *Humilis* as a low or even prostrate shrub with small red inflorescences. Vines (1976) listed *Atrosanguinea* and *Humilis* as *A. pavia* var. *atrosanguinea* (Wine-Red Buckeye) and *A. pavia* forma *humilis*.

He also listed *A. pavia* var. *sublaciniata* (Cut-Leaf Red Buckeye) as having narrower oblong, deeply serrate leaves and dark flowers, plus  
(Continues on next page)



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other forms with variegated foliage. Red Buckeye is also one of the parents of *A. x carnea* (Red Horse Chestnut) so popular in Europe, according to Phillips (1978).

*A. pavia* is susceptible to certain diseases, especially anthracnose and blotch. Brown (1945) indicated that some plants he observed yearly for 18 years lost their foliage to anthracnose several times a year. However, the author has observed quite a number of plants and has not seen this occur. However, marginal leaflet burn often occurs during periods of drought. The author has also observed white and red Horse Chestnut trees in Europe with severe marginal leaflet burn or scorch, and that was attributed to air pollution. Wehlburg et. al. (1975) have listed those diseases found on *A. pavia* in Florida, which include the following: root rot, leafspot, anthracnose, twig blight, heartwood rot, leaf blotch, and brown felt. Serious insect attack has not been cited in

the literature or observed by the author.

Red buckeye is truly a classic native plant for the landscape and should be more available. The seasonal change adds so much interest that many landscapes would be greatly augmented with the addition of this plant.

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# HENRI

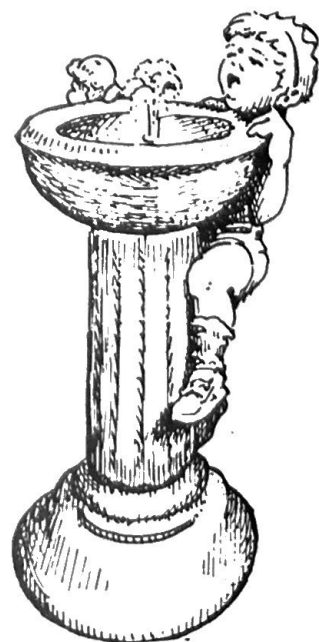
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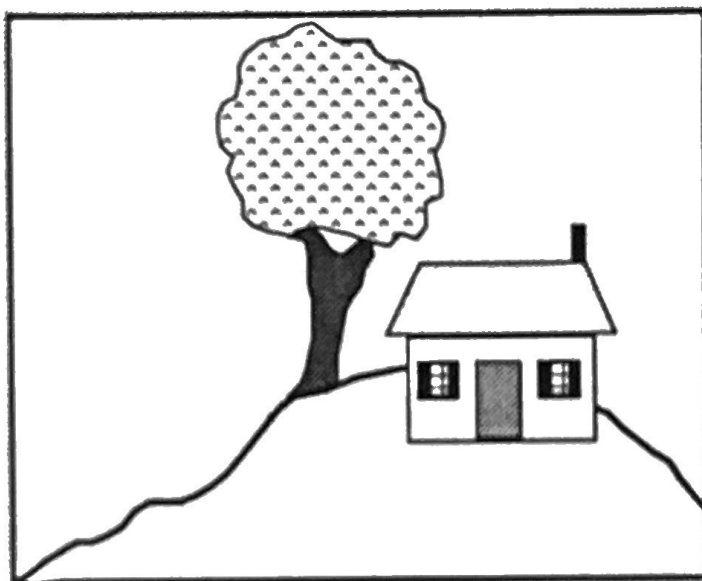
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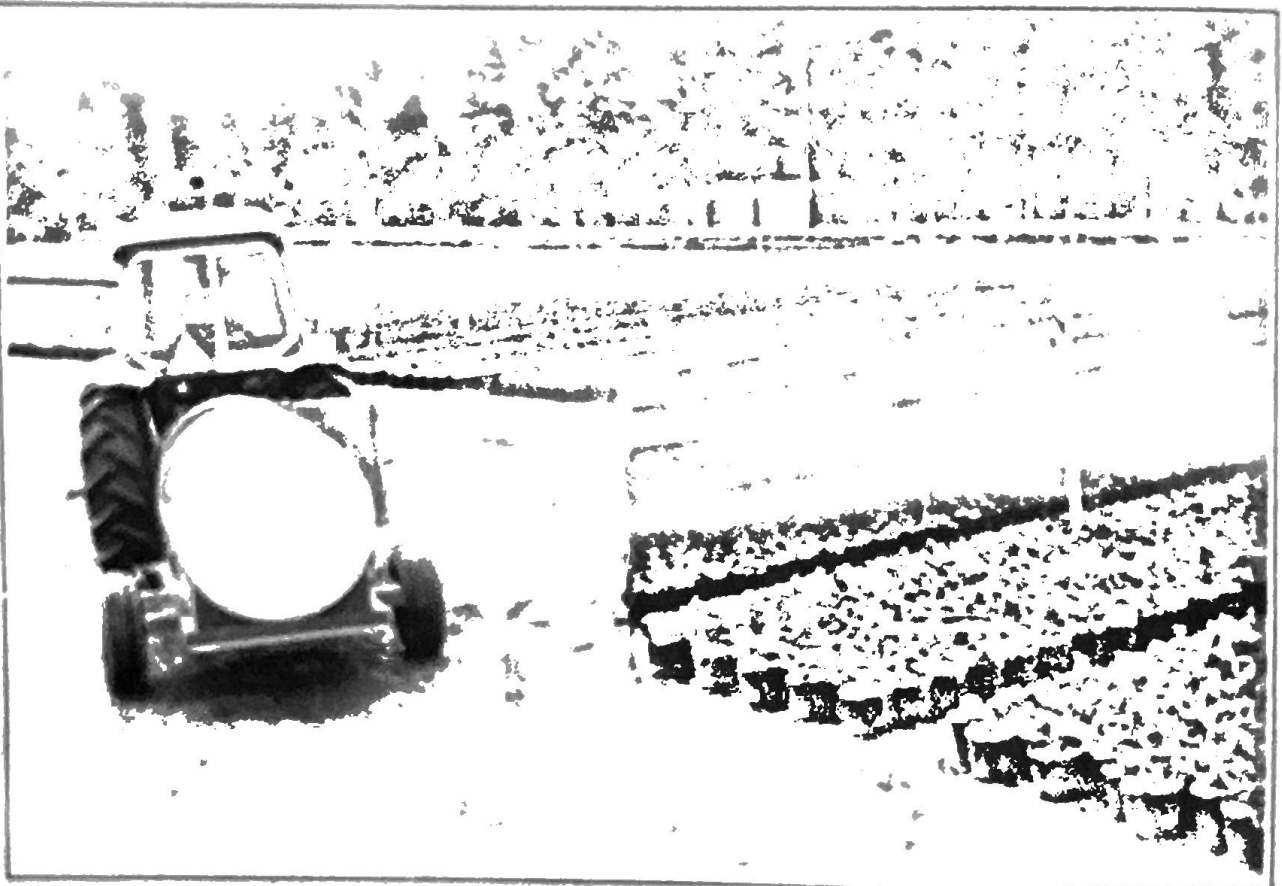
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