



# LOUISIANA NURSERYMEN

## FROM THE PRESIDENT'S DESK.....

**J.C. Patrick**

Our last board meeting was held on September 20th in La-compte. We do try to move our board meetings around to different areas of the state. Hopefully next year we will get to some of the areas missed this year.

Ed Bush and Jeff Kuehny of the LSU Horticulture Department met with us. They gave us an update on enrollment, internship programs and faculty status. (As I'm writing this I just found out that a Department Head has been hired and will be placed January 16, 1996). Ed and Jeff also discussed a grant being submitted to the Louisiana Educational quality Support Fund for new Greenhouse construction at LSU. The grant requires matching financial support. The board agreed with the need for such a facility which will be used for both teaching and research. I was in-

structed to draft a letter of support for the project which has been done. The board did feel at this time that we are unable to pledge financial support because of the amount of money involved and also because we felt that funding could be obtained through other sources. I do feel that if the industry feels a need for such a facility, it would be helpful if you made your thoughts known in writing to Dr. Kuehny.

Committees were also discussed. The following are committees which were established. The committees are as follows:

- Research Development Priority,
- Education,
- Executive/Awards,
- Financial,
- Nominating,
- Scholarship/Leadership,
- Membership/Fund Raising.

To date the following appointments have been made:

### Scholarship/Leadership Development -

- Harold Poole  
(Chairman),

- Steve Bellanger,
- Dan Davenport,
- Wanda Campagna.

### Membership /Fundraising -

- Don Lobb (Chairman).

I hope to fill the other committees by our next board meeting January at the Trade Show in Biloxi. The Research Priority committee is an important one and can have some long range future impact on the green industry in Louisiana. My plans now are to staff that committee with people from each of the major growing areas. As well as individuals from the Landscape Contracting/Maintenance sectors. If you have any thoughts along these lines let me know.

We also agreed to sponsor 2 individuals for the upcoming 1996-97 LSU Ag Center Leadership Development Class. I am very much in support of this program and feel that it is money well spent and an investment in our future. Anyone interested in applying for the pro-

## A Look Inside....

### Upcoming Events

**1996 LAN-MNA  
Short Course and  
Trade Show**

**Membership Meeting  
Planned January 5**

**Louisiana Plant Promo-  
tion Program Planned  
1996**

**Ag Leadership Update**

**1995 Southern Plant  
Conference**



President cont.

gram should contact Harold Poole, Jr. for information.

Now that I've broken the ice by mentioning money, I need to take that discussion (money) just a little further. While we have a healthy treasury, it will not be enough to enable us to fund programs, scholarships, research, member services in the future to the extent that we need to. At our recent board meeting we voted on and passed a proposal for a dues increase. This proposal will be brought before the general membership at the membership meeting in Biloxi. The new structure proposed is as follows:

Active:

(<100,000/yr) \$50.00

(100-250,000/yr) \$75.00;

(>250,000/yr) \$150.00;

Associate Membership  
\$100.00/year;

I n d i v i d u a l  
\$25.00/year;

G o v A g e n c y / E d .  
Free/year.

Student-Free/year.

To go into effect this new structure must be approved by the general membership at the 1996 general membership meeting on January 5 in Biloxi.

Currently dues notices are sent to 480 potential members. Only 280 on the average are returned as paid members. The average dues payment for these 280 is \$50.00. If we could collect from all 480 sent out we would increase our collection by \$10,000, which would certainly help. Unfortunately we are not collecting these dollars. The board feels that the increases are necessary, it will be up to the membership on Jan 5, 1996 to let us know if it supports our recommendation. We also need to encourage and reach out to those 200 potential members we are not getting each year. This dues increase will not ensure our economic well being and growth for the future but hopefully will be one step in that direction. We will still need to come up with other methods to raise money and also ways to increase our membership. Don Lobb is chairman of the membership fund raising committee and I am sure he would appreciate any help which you may be able to give him.

Since this is an election year I thought that

## UPCOMING EVENTS

- Jan. 5-6** LAN/MNA Educational Short Course and Trade Show, Gulf Coast Coliseum and Holiday Inn, Biloxi, MS. Contact David Tatum (601/325-1682)
- Jan. 11** La. Turfgrass Association Annual Conference, LeTriomphe County Club, Broussard, LA. Contact Tom Koske (504/388-2222).
- Jan. 19** Louisiana Arbor Day
- Jan 26-27** Alabama Nurserymen's Association Trade Show and Annual Meeting. Mobile Convention Center, Mobile, AL. Contact Linda VanDyke (334/821/5148).
- Feb. 9-10** La. Urban Forestry Council and La. Arborist Association Annual Conference, Radisson Hotel and Convention Center, Baton Rouge, LA.
- Feb. 10** EBRP Master Gardener's Rose Workshop, featuring Dave Shanklin (Jackson & Perkins), LSU Union, Baton Rouge, LA. Contact Bob Souvestre (504/389-3055) for additional information.

these words from Abraham Lincoln might be appropriate.

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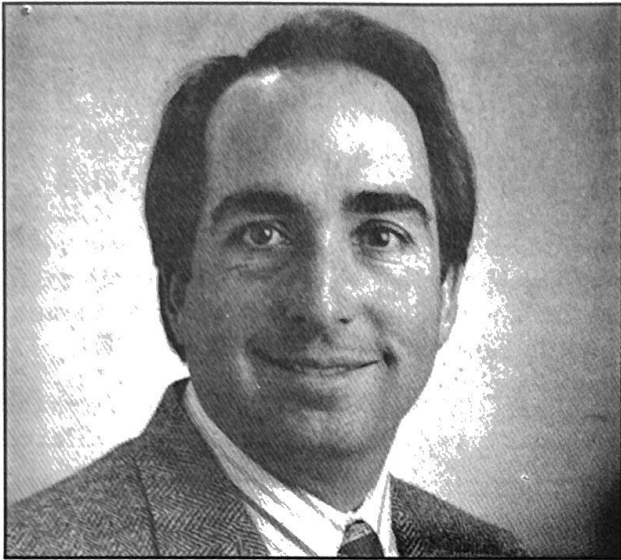
*"You cannot strengthen the weak by weakening the strong. You cannot help small men by holding down big men. You cannot help the poor by destroying the rich. You cannot help the wage earner by pulling down the wage payer. You cannot keep out of trouble by spending more than your income. You cannot further the brotherhood of man by inciting class hatred. You cannot establish security on borrowed money. You cannot build character and courage by taking away mans initiative and independence. You cannot help men permanently by doing for them what they could and should do for themselves."*

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Our next board meeting is scheduled to be held at the trade show in January. As always all members are invited to attend. If I can help in anyway feel free to call.

Sincerely,

J.C. Patrick



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## AG LEADERSHIP PROGRAM UPDATE

### Dan Davenport

We are entering the final phase of this Ag Leadership Program (ALL) class and it has been an educational experience for all of us. In June the group headed to Chicago to visit the Board of Trade and the Mercantile Exchange. There we learned how futures were bought and traded in both agricultural and currency commodities.

The class has allowed each and everyone of us the opportunity to meet and exchange ideas with people from all walks of agriculture. In addition, we are learning leadership skills that we can all bring back to our respective associations. The overall emphasis of the program is

placed on support that each segment of agriculture must provide for one another.

Everyone is anxiously awaiting our international trip in January. There is a good chance that we will be heading down under to Australia. Australia offers a little bit of everything to everyone in our group including nursery, cotton, sugarcane and cattle to mention a few.

This is a big commitment for anyone who will be accepted for ALL, but I'm sure you will realize the benefits outweigh the sacrifice. Thank you for giving me the opportunity to experience this unique program.

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### A REMINDER Craig Roussel, Director, La Dept of Ag and Forestry

The Louisiana Horticulture Commission amended its rules and regulations to require license numbers to be posted on all business vehicles which carry advertisements or signs advertising the business. License numbers may or may not be an integral part of the sign or lettering of the business name. The rules require that the lettering (which may weatherproof adhesive letters and numbers) be at least 2 inches high and legible at a distance of 25 feet and must be displayed on both sides of the vehicle.

If a person is licensed in more than one profession, only one license number is required to be displayed. The number to be displayed should be the license number of the predominant profession and shall be the last four digits of the license number preceded by two letters indicating the type of license as follows:  
**AR** - Arborist  
**LA** - Landscape Architect  
**RF** - Retail Florist  
**HS** - Horticulturist  
**LC** - Landscape Contractor

**WF** - Wholesale Florist  
**US** - Utility Arborist  
for example, **AR 1234**.

The year designation should not be included in the number displayed. Plans are to begin enforcing this requirement January 1, 1996. Until that time, inspectors will be informing licensees during routine inspections.

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## IN MEMORY

**Bill LaCroix**  
LaCroix's Nursery  
Kentwood, LA

**Freddy Jenkins**  
Jenkins Farm and Nursery  
Amite, LA

**Robbie Gehron**  
(wife of Clyde Gehron)  
Gehron-Teed Bark, Co.  
DeRidder, LA

**Blane Manual**  
(son-in-law of Irene and Harlan McGee)  
Sunshine Acres Nursery  
Lake Charles, LA

**John Mendel**  
Broussard's Greenhouses  
Lafayette, LA

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## LAN/MNA SHORT COURSE AND TRADE SHOW

The 14th annual LAN/MNA Educational Short Course and Trade Show is January 5-6, 1996 at the Gulf Coast Coliseum in Biloxi, MS. Trade Show set-up is January 14th. You will notice that this year's program is planned for Friday-Saturday versus the traditional Saturday-Sunday. This was requested by many exhibitors and attendees.

The headquarters hotel is the Holiday Inn-Coliseum. Call (601)388-3551 to make reservations. Room rates are \$59/night. We look forward to seeing everyone in Biloxi for a great educational short course and trade show.

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### 1996 LAN-MNA EDUCATIONAL SEMINAR AND TRADE SHOW: "TOGETHER WE GROW"

#### General Schedule of Events

#### Thursday, January 4, 1996

9:00am-5:00pm Exhibitor Move-in

5:00pm-7:00pm Exhibitor Reception (Terry Wilbourn & Judy Finch)

#### Friday, January 5, 1996

8:00am- Registration Desk Opens

11:30am-LAN & MNA Business meetings

12:30pm-5:00pm Trade Show Opens

6:00pm-7:00pm Hospitality

7:00pm-9:00pm Banquet

#### Saturday, January 6, 1996

7:00am-Registration Desk Opens

9:40am-3:30pm Trade Show Open

3:40pm Drawing (Bill Stevens)

Adjourn

There will be five concurrent sessions and the talks for each session are as follows:

### WHOLESALE GROWER SESSION

#### Friday, January 5, 1996

9:30am-10:00am "Fertilization Practices to Optimize Growth", Dr. Bryson James, Horticultural Consultant, McMinnville, TN

10:10am-10:40am "Do's & Don'ts of the Wholesale Nursery Business", Mr. Steven Sawada, Overlook Nursery, Mobile, AL

10:50am-11:20am "Hiring and Keeping Good Employees", Dr. Bryson James

#### Saturday, January 6, 1996

8:30am-9:00am "Pot in Pot Production", Dr. Ken Tilt, Professor, of Horticulture, Auburn University

9:10am-9:40am "Ph adjustments of Bark Base Media", Dr. Allen Owings, La. Cooperative Extension Service, Baton Rouge, LA

### GREENHOUSE SESSIONS

#### Friday, January 5, 1996

9:30am-10:00am "Cut Flower Production on Small Acreage", Mr. David Ellis

10:10am-10:40am "Alternatives for the Poinsettia Grower", Mr. Mark Terkanina, Natchez Trace Greenhouse, Kosciusko, MS

10:50am-11:20am "Increasing Your Profits When You Pay the Bills!", Mr. Mark Terkanina, Natchez Trace Greenhouse, Kosciusko, MS

#### Saturday, January 6, 1996

8:30am-9:00am "What Does a Soil Media Do?", Dr. Chuck Bethkie, Michigan Peat Company

9:10am-9:40am "Choosing The Right Media for Your Business", Dr. Chuck Bethkie, Michigan Peat Company

## LANDSCAPE MAINTENANCE

### Friday, January 5, 1996

9:30am-10:00am "Using Natives and Naturalized Plants in the Landscape", Dr. Lester Estes, MSU, Department of Plant and Soil Sciences, Miss. State, MS

10:10am-10:40am "How to Approach a Landscape Bid", Russ Adsit, Adsit Landscape & Design - Memphis, TN

10:50am-11:20am "Steps of Bidding" - Russ Adsit, Adsit Landscape & Design, Memphis, TN

### Saturday, January 6, 1996

8:30am-9:00am "Starting an Interior- Scape Business" Mrs. Linnaca Newman, Linnaca Newman Associates, Mundelein, IL

9:10am-9:40am "Pricing the Interior- Scape Maintenance" Mrs. Linnaca Newman, Linnaca Newman Associates, Mundelein, IL

## RETAIL SESSION

### Friday, January 5, 1996

9:30am-10:00am "Marketing in a Mass Market World", Mr. Bob Hendrickson, The Marketing Group, Ellcott City, MD

10:10am-10:40am "Competing is not the Game", Mr. Bob Hendrickson, The Marketing Group, Ellcott City, MS

10:50am-11:20am "Stress & Burn Out", Mr. Bob Hendrickson, The Marketing Group, Ellcott City, MD

### Saturday, January 6, 1996

8:30am-9:00am "Marketing Mississippi's and Louisiana's Best", Mr. Norman Winter, Area Horticulturist, MCES, Raymond, MS and Dr. Allen Owings, State Nursery Specialist, LCES

9:10am-9:40am "Hiring & Keeping Good Employees", Dr. Bryson James

## LAN MEMBERSHIP MEETING - JANUARY 5 IN BILOXI

The 1996 LAN Membership meeting is scheduled for 11:30am on Friday January 5th during the LAN/MNA Educational Short Course & Trade Show in Biloxi. Items that will be discussed include board member nominations and amendment of by-laws. Board members with expiring terms are Clyde Gehron (Gehron-Teed Bark, DeRidder), Foster Cook (Akin's Nursery, Shreveport), Roger Mayes (La. Nursery, Baton Rouge), and John Kavanaugh (Kavanaugh's Nursery, Ruston). Also, a

board member will be elected to replace associate member representative Paul Toler. Paul Toler resigned last summer upon his transfer from Louisiana Nursery Supply in Forest Hill to BWI-Texarkana. The by-law amendments pertain to membership categories and a proposed dues increase. Please plan on attending your membership meeting in January.

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## 'LOUISIANA SELECT' PLANT PROMOTION PROGRAM PLANNED FOR 1996

The Louisiana Association of Nurserymen and Louisiana Cooperative Extension Service have planned a plant promotion program, tentatively titled "Louisiana Select" for initiation in 1996. Plants that will be promoted in 1996 are 'Telstar' dianthus, 'Homestead' verbena, 'Henry's Garnet' virginia willow, 'New Orleans Red' coleus, 'Watchet' azalea, and mayhaw. Information on opportunities for wholesale nurserymen

and retail garden centers to participate in the 1996 program are included in the November and December issues of "Louisiana Nursery Notes" from the Cooperative Extension Service. If you do not receive "Louisiana Nursery Notes" or need additional information on this program contact Allen Owings at 504/388-2222.

## Louisiana Association of Nurserymen

### PROPOSED BY-LAW CHANGES

#### Current By-Laws

##### Article 1A. Regular Membership (Active)

Any corporation, partnership, firm or persons engaged in any facet of the green industry or other related business with a definite address and appropriate facilities, having further been actively engaged in the nursery business in a reputable, trustworthy and ethical manner for one year in Louisiana shall be eligible for regular membership. Dues of regular members of the association shall be as follows:

\$0 - 100,000 annual gross sales \$35.00

\$100,000 - \$250,000 annual gross sales \$50.00

\$250,000+ annual gross sales \$100.00

##### B. Associate Membership

Associate members shall be reputable persons, firms or corporations outside the state of Louisiana actively engaged in the growing and selling of nursery stock, reputable persons, firms or corporations in and out of Louisiana engaged in the supplying of accessories incidental to the nursery business. Dues of associate members shall be \$50.00 per year.

##### C. Affiliate Membership

A person or persons employed in any capacity in any nursery industry or establishment, or allied industry which is a member in good standing of the association, shall be eligible for an affiliate membership. Dues of an affiliate member shall be \$15.00 per year.

#### Proposed By-Law Changes

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\$0 - 100,000 annual gross sales **\$50.00**

\$100,000 \$250,000 annual gross sales **\$75.00**

\$250,000+ annual gross sales **\$150.00**

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##### C. Affiliate Membership

A person or persons employed in any capacity in any nursery industry or establishment, or allied industry which is a member in good standing of the association, shall be eligible for an affiliate membership. Dues of affiliate members of the association shall be **\$25.00** per year.

##### D. Student

Any student actively enrolled on a full-time basis in a Louisiana university and majoring in horticulture or a closely allied field shall be eligible for student membership. Annual dues shall not be charged to student members of the association.

##### F. Government Agency/Educational

Any person actively employed by a government agency or educational institution and having a job responsibility in horticulture or a closely allied field shall be eligible for government agency/educational membership. Annual dues shall not be charged to government agency/educational members of the association.

The 4th biennial Southern Plant Conference, which was held October 12-14, 1995, in Raleigh, NC, presented a forum for some of the horticulture industry's top speakers and leaders to share their expertise with over 570 attendees. The North Carolina Association of Nurserymen (NCAN) and the Southern Nurserymen's Association (SNA) co-sponsored this three-day event held at the North Raleigh Hilton.

This conference, unique to the United States, gives prominent plant experts the opportunity to share plant varieties specific to Southern conditions. An area was provided for speakers and attendees to display new plant cultivars, and new uses for old varieties were also discussed.

Sixteen prominent horticultural speakers shared their knowledge of the industry in their field of expertise: Dr. J.C. Raulston of the NSCU Arboretum in Raleigh, NC; Nancy Goodwin of Montrose Gardens in Hillsborough, NC; Fred Hooks of Post Management in

Atlanta, GA; Dr. August "Gus" de Hertogh of the Department of Horticulture Science in Raleigh, NC; Dr. Michael Dirr of the University of Georgia Horticultural Department in Athens, GA; Dr. Allen Armitage of the University of Georgia Horticultural Department in Athens, GA; Mike Shoup of Antique Rose Emporium in Breham, TX; Patrick Nutt of Longwood Gardens in Pennsylvania; Bob McCartney of Woodlanders Nursery in Aiken, SC; Dr. Richard Lighty of the Mt. Cuba Center in Greenville, DE; Dr. Kim Tripp of Harvard University in Boston, MA; Ruth Dix of the U.S. National Arboretum in Washington, DC; Greg Grant of Lone Star Growers in San Antonio, TX; Scott Reath of Reath's Nursery in Vulcan, MI; Dr. Stephen Spongberg of The Arnold Arboretum in Jamaica Plain, MA; and Thomas Dodd, III of Dodd and Dodd Nurseries in Semmes, AL. Sir Christopher Lloyd, a prominent British author and horticulturist, was also available for a special presenta-

tion during the conference at the North Carolina State University Arboretum.

Attendance increased at an unprecedented rate compared to the previous conferences. Up 112%, 572 attendees (compared to 269 attendees in 1993) attended the conference Thursday and Friday, October 12 and 13. While a majority of them took advantage of the North Carolina State University Arboretum tour with Dr. J.C. Raulston on Saturday October 14, many of participants attended the special visit to the Men's Garden Club Flower Show at the NC State Fair Saturday evening.

SNA President Buzz Barton expressed his appreciation to several people who helped with the organization and presentation of the Conference: "This program would not have been so successful had it not been for the hard work and dedication from Don Shadow, J.C. Raulston, Bill Wilder and many others. Obviously, much work went into producing such a successful program."

The 1997 Southern Plant Conference will be held in Houston, TX and will be co-sponsored by the Texas Association of Nurserymen and the Louisiana Association of Nurserymen. The date for the 1977 Southern Plant Conference has not yet been set, but it will be targeted for September or October. For more information on the Southern Plant Conference or other SNA events, please contact the Southern Nurserymen's Association at 770-973-9026 or fax 770-973-9097.



**STEELE BURDEN**

BATON ROUGE  
Karan McLean, LAN

Steele Burden a landscape developer and gardener at the Louisiana State University, died June 9 at the age of 95. Mr. Burden who described himself modestly as "just a yard man at LSU," was responsible for developing the LSU campus, City Park and many other public and private gardens in the Baton Rouge area. His family deeded their home and 450 acres known as the Burden Research

Plantation to the LSU Agricultural Center. The property is used by the Horticulture Department and the Cooperative Extension Service for research in greenhouse production, container grown woody ornamentals, herbs, bedding plants - annuals and perennials. Several other university departments participate in turf, fruit and vegetable research. There is an All American Test Rose Display Garden with 1200 rose bushes and 450 varieties at Burden.

Twenty-five acres of botanical gardens named for the family home, Windrush Gardens, are on the property for public viewing. There are several wooded acres registered with the Nature Conservancy, these areas are used as an educational tool by the Forestry Department at LSU as outside classrooms. Also housed on the site in the internationally known Rural Life Museum, an educational resource for LSU. It is opened daily for public visitation.

Mr. Burden always said that we should leave our little spot on earth a bit better for having been here. He certainly did.

**LOUISIANA ASSOCIATION OF NURSERYMEN**

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