

LOUISIANA NURSERYMEN

15th ANNUAL LAN/MNA EDUCATIONAL SHORT COURSE

AND

TRADE SHOW

January 10-11, 1997

Radisson Hotel and Conference Center
and the Riverside Centroplex
Baton Rouge, Louisiana



The LAN-MNA Short Course and Trade Show will be held January 10-11, 1997 at the Riverside Centroplex in downtown Baton Rouge. We anticipate another excellent attendance at this event. Our headquarters will be the Radisson Hotel Baton Rouge. The room-rate for the trade show attendees will be \$62.00 per night (single and double occupancy). The reservation phone numbers are: in Louisiana (800) 338-6860 and outside Louisiana (800) 333-3333.

The Educational Seminars and Trade Show will be held at the Riverside Centroplex and will open at 7:30 a.m., with shuttles from the hotel beginning at 7:00 a.m. (see program schedule inside for additional info) Exhibitor move-in will be January 9, 1997 beginning at 8:00 a.m..

Exhibitor registration is now open on all remaining exhibit spaces on a "first-come-first-served" basis. For exhibit information and registration please contact Karan McLean, Trade Show Coordinator at (504) 763-3990. Look forward to seeing you in January!

Thursday, Jan. 9th- Exhibitors ONLY

8 am - 5 pm Trade Show Exhibitor Set-up
8 am - 5 pm Registration Open for Exhibitors only
1 pm - 7 pm Plant Auction Set-up
5 pm - 7 pm Exhibitor Hospitality

Friday, Jan. 10

7 am - 5 pm Shuttle Buses Run
7:30 am - 4:30 pm Registration at Centroplex
9 am - 3:45 pm Educational Seminars
9 am - 5 pm View Exhibits
10:30 am - 5 pm Plant Auction Area Open
6 pm - 7 pm Hospitality Hour (*Radisson*)
7 pm 10 pm Awards & Recognition
Banquet (*Radisson*)

Saturday, Jan. 11

7 am - 8 am AAN Breakfast (*Radisson*)
7 am - 2 pm Shuttle Buses Run
7:30 am - 3 pm Registration at Centroplex
8:15 am - 9:15 pm Membership Meetings
9:15 am - 4 pm View Exhibits
9:30 am - 11 am Educational Seminars
11 am - 2 pm Plant Auction Open
2 pm Plant Auction Winner Announced

**ONLY 50 EXHIBITOR SPACES
REMAINING AS OF DEC. 9TH**

**15th ANNUAL LAN/MNA
EDUCATIONAL SHORT COURSE AND TRADE SHOW**

Thursday January 9th- Exhibitors ONLY

8:00 am - 5:00 pm	Trade Show Exhibitor Set-Up (<i>Riverside Centroplex</i>)
8:00 am - 5:00 pm	Registration Open for Exhibitors Only (<i>Riverside Centroplex</i>)
1:00 pm - 7:00 pm	Plant Auction Set-Up (<i>Riverside Centroplex</i>)
2:00 pm	Mississippi Nurserymen's Association Board of Directors Meeting, (<i>Radisson Hotel and Conference Center</i>)
5:30 pm - 7:00 pm	Exhibitor Hospitality featuring music by Storywood. Sponsored by Louisiana Growers. (<i>Riverside Centroplex</i>)

Friday January 10th

7:00 am - 5:00 pm	Shuttle Buses Run Between Radisson and Centroplex
7:30 am - 4:30 pm	Registration at the Riverside Centroplex
9:00 am - 5:00 pm	View Exhibits
10:30 am - 5:00 pm	Plant Auction Area Open
9:00 am - 9:50 am	Concurrent Educational Sessions (<i>Riverside Centroplex</i>) <i>Greenhouse Grower (Riverside Room):</i> New Concepts in Greenhouse Design and Engineering, Danny Dupont, Z-Top Greenhouse Company, Plaquemine, LA <i>Wholesale Grower (Redstick Room):</i> Making More Money, Charles Hall, Texas A&M University, College Station, TX <i>Retail Garden Center (Magnolia Room):</i> Making Mass Media Work for You, Ray Sullivan, WAFB-TV, Baton Rouge, LA <i>Landscape Contracting/Maintenance (Bayou Room):</i> Landscape Design - Here Are Some Ideas and Suggestions, Neil Odenwald, Louisiana State University, Baton Rouge, LA
10:00 am - 10:30 am	Concurrent Educational Sessions (<i>Riverside Centroplex</i>) <i>Greenhouse Grower (Riverside Room):</i> Poinsettia Variety and Cultural Practices Update, Jeff Kuehny, LSU Agricultural Center, Baton Rouge, LA <i>Wholesale Grower (Redstick Room):</i> Nutritional Problems in Woody Orn- amental Production, Jim Knauss, The Scotts Company, Longwood, FL <i>Retail Garden Center (Magnolia Room):</i> Another Look at Proven and Other Crops for Potential Retail Sales, Robbie Dupont, Dupont Nursery, Plaquemine, LA <i>Landscape Contracting/Maintenance (Bayou Room):</i> Weeds of Turf - The Top Ten for Us and What Can Be Done, Tom Koske, LSU Agricultural Center, Baton Rouge, LA
2:00 pm - 3:45 pm	General Session (<i>Riverside Centroplex - Magnolia Room</i>) MAFES Ornamental Horticulture Research Update Richard Harkess, Mississippi State University, Mississippi State, MS Louisiana's Green Industry - Economic Value Roger Hinson and David Hughes, LSU Agricultural Center, Baton Rouge, LA "Mississippi Medallion" Program Update Norman Winter, Mississippi Cooperative Ext. Service, Raymond, MS "Louisiana Select" Program Update Allen Owings, LSU Agricultural Center, Baton Rouge, LA

Marketing 'New Wonder' *Scaevola* in 1997
Speaker to be Confirmed

6:00 pm - 7:00 pm **Hospitality Hour, Radisson Hotel and Conference Center**
7:00 pm **Awards and Recognition Banquet, Radisson Hotel and Convention Center**

Saturday January 11th

7:00 am **American Association of Nurserymen Breakfast, Radisson Hotel and Conference Center**

7:00am - 2:00pm **Shuttle Buses Will Run**

7:30 am - 3:00 pm **Registration Opens - Riverside Centroplex**

8:15 am - 9:15 am **Organization Membership Meetings**

Louisiana Association of Nurserymen (Redstick Room)

Mississippi Nurserymen's Association (Riverside Room)

9:15 am - 4:00pm **View Exhibits**

9:30 am - 10:00 am **Concurrent Educational Sessions**

Greenhouse Grower (Riverside Room): Water Quality in Floricultural Crop Management, Jim Knauss, The Scotts Company, Longwood, FL

Wholesale Grower (Redstick Room): Woody Ornamental Disease Update, Gordon Holcomb, LSU Agricultural Center, Baton Rouge, LA

Retail Garden Center (Magnolia Room): What Do Consumers Want From a Retail Garden Center - Part I, Charles Hall, Texas A&M University, College Station, TX

Landscape Contractor/Maintenance (Bayou Room): Guidelines for Appraising Plants, James Walley, Walley's Landscape and Florist, Waynesboro, MS

10:00 am - 10:30 am **Concurrent Educational Sessions**

Greenhouse Grower (Riverside Room): The Role of Water pH in Pesticide Management, Dale Pollet, LSU Agricultural Center, Baton Rouge, LA

Wholesale Grower (Redstick Room): Media and Fertilization Management -Here's Some New Information, Ed Bush, LSU Agricultural Center, Baton Rouge, LA

Retail Garden Center (Magnolia Room): What Do Consumers Want From a Retail Garden Center - Part II, Charles Hall, Texas A&M University, College Station, TX

Landscape Contractor/Maintenance (Bayou Room): Trialins Plants in Commercial Landscape Settings, Speaker to be Confirmed

10:30 am - 11:00 am *Greenhouse Grower (Riverside Room):* Calla Lilies and Garden Mums - New and Old Floricultural Crops, Jeff Kuehny, LSU Agricultural Center, Baton Rouge, LA

Wholesale Grower (Redstick Room): Water Quality and Management Problems in Woody Ornamental Production, Jim Knauss, The Scotts Company, Longwood, FL

Retail Garden Center (Magnolia Room): Plant Promotions in Texas, Steve George, Texas A&M University, Dallas, TX

Landscape Contracting/Maintenance (Bayou Room): Bedding Plant Landscape Performance Trials - Results from 1996, Honora Buras, LSU Agricultural Center, Baton Rouge, LA

11:00am - 2:00 pm **Plant Auction Area Open**

2:00 pm **Plant Auction Winners Announced**

4:00 pm - Until **Exhibitor Move-Out**

FROM THE PRESIDENT'S DESK.....

I have been trying to sit down for several days now to write this piece, but just haven't been able to find the time. I must admit Karan has been more than patient and hasn't gotten on me about it yet. But, I believe that I'm running out of grace period, so here goes.

A lot has taken place since the last newsletter and a lot is coming up, predominately the Trade Show and Short Course. As to recent occurrences, there have been several changes within the LSU system. A new Chancellor for the LSU Agricultural Center and a new Director of the Louisiana Experiment Station have been appointed by the LSU Board of Supervisors. The LSU Agricultural Center has generously provided an office location at the Burden Research Plantation with office equipment, phones, etc. necessary to operate the association. Warren Meadows, Resident Director, has said that they will continue to provide help for LAN as long as we need it. The board has known for sometime now that one day we were going to have to stand on our own and that day has come. The LAN Executive Board met on October 28 to discuss our options and to reach a conclusion. The Executive Board after much discussion, decided to lease space and outfit an office. To that end the Executive Board has leased a small office for \$225.00 and approved the purchase of a computer system, fax, etc. after obtaining competitive bids on the equipment. The computer system and fax will cost less than \$3,000.00. LAN already has a copier as well as a file cabinet. A phone system will cost approximately \$110.00 per month. We do not have a handle on long distance cost as we have not had to pay for any to date. We are estimating a recurring yearly cost of approximately \$6,000.00 per year to operate the office.

The Executive Board was in agreement as to the course of action which was taken. We realized that this is an unplanned for expenditure of Association funds, but we are confident that it is a judicious, as well as necessary, expenditure.

Plans for the 15th Annual Short Course and Trade Show are shaping up. As of the date of this newsletter we have commitments on 70%

of the booth space available. Our plans are to have about 7 more booths this year than we had last year. Allen Owings has finalized the educational programs and is initiating an auction which you will hear more of later on. Please note that this year we are following Mississippi's lead in going to a Friday-Saturday format. The dates for the Trade Show and Short Course are January 10 and January 11, 1997 at the Baton Rouge Riverside Centroplex. The Radisson will once again serve as the Headquarters Hotel and Banquet location. As was done in 1995 we will provide a shuttle service from the Radisson to the Centroplex and back. There are several hotels in the immediate vicinity of the Radisson which will be able to handle the overflow. These are the Hilton, Hampton Inn, Embassy Suites, Wilson Inn, Best Western, Richmond Suites. Because we are holding the meeting on a weekday we were not able to block out as many rooms as we did in 1995. Things are shaping up for another excellent meeting. The auction should add an element of fun, so come prepared to participate.

In a recent column in the Sunday Advocate, Dale Dauten, A.K.A. Corporate Curmudgeon wrote a column titled There is no good management. He writes:

- (1) Find the right employee, put them in the right system and there is no need for supervision (management).
- (2) Be a leader by setting a good example. Managers make rules, if the example is good enough, you don't need rules.
- (3) You don't train people you educate them. They really educate themselves, they are put with their peers; they catch on.
- (4) Surprise is a measure of growth. Leaders dream, managers plan. If the dream is big enough, planning is impossible.
- (5) Thriving organizations aren't managed.

There is some food for thought here. Do we place too much constriction (management) on our business and how it operates, or do we allow associates the latitude to be active, meaningful participants in our business?

Sincerely,

J.C. Patrick



Spring 1997 Louisiana Select Winners Announced

The Louisiana Association of Nurserymen and Louisiana Cooperative Extension Service recently announced The "Louisiana Select" plants for spring 1997 - Baldcypress and 'New Wonder' scaevola. Scaevola is also a Mississippi Medallion winner for 1997.

'New Wonder' scaevola is a Proven Winner™ plant and produces large, violet-blue fan-like flowers with bright yellow centers on vigorous, compact flowering spikes. It performs best in full sun and is recommended for mass landscape plantings as well as containers, baskets, or border plantings. Plants can be trimmed occasionally to maintain season-long flowering.

Baldcypress is the Louisiana State tree and is certainly deserving of the "Louisiana Select" status Bald-

cypress is site adaptable, exhibits fast initial growth, and provides wonderful fall and spring foliage color. This tree is characterized by a conical growth form and fine textured foliage.

"Louisiana Select" was initiated in October 1994 to promote outstanding landscape plants to gardening consumers. The first "Louisiana Select" plants were named for 1996. Spring winners were 'New Orleans Red' colors, 'Henry's Garnet' Virginia Willow, 'Homestead Purple' Verbena, and mayhaw. Fall winners were 'Telstar' dianthus and 'Watchet' azalea. Point-of-purchase signs are available through the Louisiana Association of Nurserymen. Contact Allen Owings (504) 388-3333 or Fax (504) 388-1068 for more information on this exciting program.

1997 Mississippi Medallion Winners Announced



Five plants that perform well during Mississippi's hot summers have been named the Mississippi Medallion Award winners for spring 1997. The winners are 'New Wonder' scaevola, 'Little Gem' magnolia, and three cultivars of melampodium - 'Derby'; 'Showstar', and 'Medallion'.

'New Wonder' scaevola is a Proven Winner™ plant and boasts large, violet-blue fan-like flowers with bright yellow centers on numerous compact flowering spikes. It is said to perform best in full sun and is ideal for containers, window boxes, and low-growing borders. Pinch back occasionally to maintain flowering.

'Little Gem' magnolia is a dwarf version of the Mississippi state tree and flower. It reaches 30 feet tall and 10 feet wide, and blooms all season.

Melampodiums are prolific flower producers, displaying bright golden-yellow, daisy-like flowers. 'Derby' matures at 8-10 inches tall, 'Showstar' grows to 18-24 inches, and 'Medallion' reaches 30-36 inches. All prefer full sun.

In its second year, the Mississippi Medallion program is a part of a joint effort between the Mississippi Nurserymen's Association, Mississippi Cooperative Extension Service, Mississippi Agricultural and Experiment Station, and the Mississippi Plant Selections Committee. The program rates the performance of plants throughout the state and promotes those it deems are best for Mississippi landscapes. Contact Norman Winter with the Mississippi Cooperative Extension Service (601) 857-2284 for additional information on the Mississippi Medallion recipients.



What do I need that for? I've already got a telephone and a FAX machine.

During a conversation with another LAN member recently after the TANMISSLARK Show I was asked if I wanted to drag LAN members kicking and screaming prematurely into the 21st century world of telecommunications. That's not exactly what I had in mind.

But, I have noticed that more and more wholesale nurseries and nursery supply firms have installed wats lines and toll free numbers for their customer's convenience. If anyone is dragging LAN members, it must be South Central Bell. The kicking and screaming usually occurs after the first phone bill, what most of us need is another way, a less expensive alternative, to reach out and touch someone. The internet, especially electronic mail (e-mail), provides us with just that alternative.

E-mail may be the best single reason to use the internet or an on-line service. E-mail can be sent at twice the speed of a fax and the text can be edited easily on your computer. Other computer files can be attached to e-mail messages also. If you have, say Microsoft Works, on your computer and your customer does also, you only have to attach your MS Works WP price list file to the e-mail you send and it will appear on your customer's computer exactly as on yours. Pictures and graphics can be sent the same way and with original quality! No more grainy, black and white, undecieve pictures oozing from the fax machine. No need for a dedicated phone line for e-mail and the internet either!

If you already have a fairly recent model computer and a modem you can get free access software which includes an e-mail address for \$10 per month from America On-line or Compuserve. If you don't need to send attachments you can have a free e-mail account and software from both Freemark and Juno companies. Finally, if you want the whole enchilada, you can get an internet and e-mail account from a local Internet Service Provider for unlimited access to surf the internet for as little as \$15 a month. Whichever route you take, remember that it's the e-mail access that important for networking our industry.

In the previous edition of the Louisiana Nurserymen Magazine the LAN internet site (<http://www.lan.org>) and the PlantWeb Business Directory (<http://www.plantweb.com>) were announced. These

member services provided by LAN can help to provide easier and greater exposure for both wholesale and retail nursery outlets. Our industry will benefit greatly from increased networking that the LAN site and e-mail provides. Internet e-mail is not just for computer specialists anymore, it's available to everyone.

In the next few years it will be just as strange to tell someone you don't have an e-mail address as it would be now to tell someone you don't have a telephone number. During a LAN board meeting earlier this year I was explaining the advantages of e-mail and I happened to mention that it would probably render the FAX machine obsolete in the near future. One board member quipped, "Oh great. I just go a new fax machine, are you telling me I'll have to throw the thing away already?" No, don't plan on tossing those fax machines just yet, but when e-mail catches on don't bother buying a new one either. And don't forget to put your e-mail on your business cards and brochure!

*GARY, MARMILLION
LAN WEBMASTER*

Call one of these companies or your local Internet Service Provider for more information

LOCAL ISP: Check the yellow pages for the nearest one, \$15 to \$25 per month for unlimited access to the internet and full e-mail account. This service usually comes with free local technical support to help you with any problems you may have.

AMERICA ON-LINE: Call (800) 827-6364 to get software. 15 free hours, \$9.95 per month for the first 5 hours, \$2.95 per hour after the first 5 hours, internet access is included. Toll-free support.

COMPUSERVE: call (800) 336-6823 to get software. 10 free hours, first month free, \$9.95 per month for the first 5 hours, \$2.95 per hour after the first 5 hrs. internet access is included. Toll-free support.

FREEMARK: Call (800) 492-6600 to get software, free service comes with ads along side your e-mail messages, no file attachments, no internet access.

JUNO: call (800) 654-5866 to get software, free service comes with advertising along with your e-mail messages, no file attachments, no internet access.

COMPUTER RECOMMENDATIONS: Minimum requirements are usually not satisfactory. A Pentium or Power PC computer with at least 16 mb of Ram and a 28.8 kps modem are best for internet access. For on-line services, Freemark & Juno a 484 computer with 8 mb of Ram and a 14.4 kps modem will do. A local call is usually all that's necessary to connect with an Internet Service Provider (ISP). However America On-line, Compuserve, Freemark & Juno may require a toll or long distance call if you live in a rural area.

With any of these services except Freemark & Juno you will also have access to the LAN Website, the SNA Website and many others. Plus a gigantic amount of news, sports, weather and computer information from around the country and the world, right on your computer.



Southern
Nurserymen's
Association, Inc.

WARREN A. MEADOWS NAMED HONORARY SNA MEMBER

The Southern Nurserymen's Association (SNA) has just announced that five industry members will receive honorary membership in SNA.

These honorary members have served the SNA and the nursery industry in various capacities. Each has made outstanding contributions during his or her active participation. SNA honors these members for their dedication to SNA and the field of horticulture by awarding them membership in the association.

The presentation was made at the SNA Annual Business Meeting and Express Breakfast held on August 11, 1996 at the Marriott Marquis.

These five new members are as follows:

Warren A. Meadows
Graham E. Hawkins, Jr.
Hoskins A. Shadow
John J. Balderacchi
Jacob H. "Jake" Tinga

SNA Executive Vice president Danny Summers commented on the importance of recognizing industry leaders: "There are so many industry members who work everyday to help the industry grow and stay profitable. I would just like to take the opportunity to let them know that we appreciate everything they do - they don't go unnoticed! Congratulations to these active members of the industry. Their dedication and perseverance have helped to make the nursery industry and SNA what it is today!"

UPCOMING EVENTS

JANUARY 10-11
LAN/MNA Educational Short
Course and Trade Show, Riverside
Centroplex; Baton Rouge

JANUARY 13-14
Louisiana Turfgrass Association
Conference and Trade Show;
Baton Rouge

JANUARY 17
Louisiana Arbor Day

JANUARY 24-25
ANA Trade Show
Mobile, AL

FEBRUARY TBA
2nd Annual Lawn and Landscape
Maintenance Workshop;
Baton Rouge

For Additional information on
Upcoming Educational Events contact
Allen Owings at (504) 388-2222.

LOUISIANA ASSOCIATION OF NURSERYMEN

4560 ESSEN LANE

BATON ROUGE, LA 70809



LAN Homepage: <http://www.lan.org>