



Louisiana Nursery News

January/February 1999

The Newsletter of the Louisiana Association of Nurserymen

Newsletter Highlights

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Upcoming Events

- March 16** Southwest La. Assoc. of Nurserymen's Meeting,
Odom's Nursery,
DeRidder, LA.
- March 17** LAN Board of Director's Meeting,
Burden Research Plantation,
Baton Rouge, LA.
- April 10-11** Spring Garden Festival,
Botanical Garden at City Park,
New Orleans, LA.
- May 18** Southwest La. Assoc. Of Nurserymen's Meeting,
Gehron-Teed Nursery
DeRidder, LA.
- June 2-3** Mid-South Greenhouse Growers Conference,
Ramada Inn - Southeast Conference Center,
Jackson, MS.
- June 9** 5th Annual Louisiana Plant Materials Conference,
Botanical Garden Pavilion at City Park,
New Orleans, LA.

Gulf States Horticultural Expo ...What a Show!!!

The inaugural Gulf States Horticultural Expo was held January 28 - 30, 1999 at the Mobile Convention Center in Mobile, AL. What a great success!!! Final attendance was 4,109 with 516 trade show booths representing 355 companies. An educational program was held on the final day of trade show setup with an attendance of 547. This event, co-sponsored by the state nursery associations in Louisiana, Mississippi, and Alabama, will be held annually in Mobile. Mark your dates for next year's show: January 27 - 29, 2000. You will want to attend.*



1899 - 1999

100
YEARS

OF EXCELLENCE

SNA Celebrates 100 Years

Atlanta, GA, January 11, 1999- The new year marks a major milestone for the Southern Nursery Association - 100 years of serving the horticulture industry. Established in 1899, SNA is a non-profit professional trade association representing the horticultural industry. SNA's mission is to bring members of the green industry together to enhance and promote commerce and trade, and set the standard for professional excellence in horticulture.

Created by nine charter members in an effort to assure the survival of the nursery industry in the south, SNA membership has grown steadily over the last century, and today stands at over 1,500 firms throughout the southeast engaged in all aspects of growing and selling landscape plants and related products. With this broad-based membership, including associate members throughout the U.S., the SNA represents the largest growing region in the U.S.

A strong coalition with the Alabama Nurserymen's Association, the Arkansas Nurserymen's Association, the Florida Nurserymen & Growers Association, the Georgia Green Industry Association, the Kentucky Nursery & Landscape Association, the Louisiana Association of Nurserymen, the Maryland Nurserymen's Association, the Mississippi Nurserymen's Association, the Missouri Landscape & Nursery Association, the North Carolina Association of Nurserymen, the Oklahoma State Nurserymen's Association, the South Carolina Nursery Association, the Tennessee Nurserymen's Association, the Texas Association of Nurserymen, the Virginia Nursery & Landscape Association, and the West Virginia Nurserymen's Association allows the SNA to act as a regional vehicle to

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1999 LAN Officers, Board & Committees

OFFICERS

President

Rick Webb, Louisiana Growers, 504/ 748-5850

Past President

Gerald Foret, Gerald Foret Wholesale Nursery, 318/ 365-4858

1st Vice-President

Wanda Metz Chase, Imahara's Landscape, 225/ 767-2250

Treasurer

Randy Bracy, Bracy's Nursery, 504/ 748-4716

Executive Secretary

Allen Owings, LSU Agricultural Center, 225/ 388-2222

BOARD of DIRECTORS

Directors

Robby Barry, Barry's Nursery, 318/ 662-5318

Chris Bollich, Chris' Nursery, 318/ 748-6513

Dan Devenport, Dan's Nursery, 318/ 898-9295

Robbie Dupont, Dupont Nursery, 504/ 659-2822

Mike Hoogland, Hoogland's Nursery & Landscape, 318/ 746-8655

David Lowery, Windmill Nurseries, 504/ 796-9655

Pat Newman, Folsom Nursery, 504/ 796-3088

Frances Thorne, Thorne's Plant Farm, 318/ 462-2914

Associate Director

Andy Zimlich, Lerio Corporation, 800/ 457-8113

Director/ Research & Education

Dan Gill, LSU Agricultural Center, 504/ 482-1107

Administrative Assistant

Laura Crnko, 225/ 667-4744

COMMITTEES

Research Priority Committee

Robby Barry, Dan Devenport, Mike Levy, Pat Newman, Pat Steltz

Executive Committee

Randy Bracy, Wanda Chase, Gerald Foret, Rick Webb, Allen Owings

Membership Committee

Chris Bollich, Laura Crnko, David Lowery

Education Committee

Ed Bush, Dan Gill, Allen Owings

GSHE Representatives

Gerald Foret, Rick Webb

Finance Committee

Randy Bracy

Louisiana Farm Bureau Nurserymen's Committee

Dan Devenport, Tim Holloway

Website Manager

Gary Marmillion

Louisiana Association Nursery Annual Business Meeting

The 1999 LAN annual business meeting was held Friday, January 28th during the Gulf States Horticultural Expo in Mobile. New officers elected were President - Rick Webb (Louisiana Growers), Past President - Gerald Foret (Gerald Foret Wholesale Nursery), Vice-President - Wanda Chase (Imahara's Landscape), and Treasurer - Randy Bracy (Bracy's Nursery). Board members elected for the term ending in January 2001 are Dan Davenport (Dan's Nursery), Pat Newman (Folsom Nursery), David Lowery (Windmill Nurseries), Robby Barry (Barry's Nursery). Wanda Chase gave a financial report for 1998 and Allen Owings updated the membership on education program activities. Join us in Atlanta for a brief membership meeting during the 1999 SNA Trade Show.

MISSISSIPPI MEDALLION SELECTIONS

The Mississippi Medallion award enters its fourth year by selecting four outstanding plants for the landscape. The 1999 Mississippi Medallion award winners are *Rudbeckia hirta* Indian summer, *Verbena x hybrida*, Biloxi Blue. *Lagerstroemia x fauriei*, Tonto, and *Lagerstroemia x fauriei*, Sioux. Indian Summer is a 1995 All-American winner that has lived up to that designation and now garners the 1999 Mississippi Medallion award. This tall blooming annual rewards gardeners with handfuls of long-stemmed, softball-sized flowers throughout the summer. Biloxi Blue verbena is a gem in the hot southern landscape with large striking blue flowers that are rare in the garden. Biloxi Blue thrives as a perennial throughout Mississippi, a state that encompasses zones 7 - 9. Tonto and Sioux are both hybrid crape myrtles selected from the breeding program of the U. S. National Arboretum. Gardeners will delight in their size that is perfect for the urban landscape. Tonto is a red, multi-stemmed crape myrtle reaching about 10 feet in height. It is resistant to powdery mildew and has bright maroon fall foliage. Sioux is a medium pink, upright growing crape myrtle reaching about 14 feet in height. It is also resistant to powdery mildew and has maroon fall foliage. The Mississippi Medallion winning plants are promoted statewide using newspaper, television and radio combined with colorful point of sale material available for retail nurseries and garden centers. The all weather bill-boards are sponsored by the Mississippi Nurserymen's Association. The Mississippi Medallion program is a cooperative effort of the Mississippi State University Extension Service, the Mississippi Agricultural and Forestry experiment Station, the Mississippi Nurserymen's Association and the Mississippi Plant Selection committee.

The following nurseries can furnish Mississippi Medallion winners to retail nurseries. Shop Mississippi first! Collins Greenhouses, Dutch Brothers, Inc., Morgan Plant Farm, Natchez Trace Greenhouse, Inc., Rising Sun Nursery, Rocky Creek Nursery, Inc., Standing Pine Nursery, Tippah County Growers.

Norman Winter,
Extension Horticulturist,
Mississippi State University

Frequent Shopper Programs Boost Sales

Some 5,900 supermarkets currently run programs that track the frequency of customer visits and the items purchased, according to a 1997 study. Experts say the trend stems from retailers who've learned that it's easier and cheaper to cater to the most loyal customers than it is to launch mass marketing campaigns. But these programs aren't just for supermarkets. Any retail outlet that a consumer uses many times a year is a candidate for this type of program, say experts. "The idea is to market to the individual, not to a huge group of people who are not the same," says Mary Ann Warniment, vice president of Riverwoods, IL-based SPS Payment Systems.

Noting that 20 to 30 percent of a retailer's customers typically account for up to 80 percent of total sales and profits, Warniment explains that loyalty programs help identify frequent shoppers and focus marketing resources.

Easier Than You Think

Many consumers will willingly share information about themselves with their favorite retailers, provided they get something in return. Discounts on purchases and assurance that the information they provide won't be abused make a difference.

Retailers say that the information gathered can help determine how to reset store shelves, offer clues on products the best customers don't buy, and guide stocking up on items that sell. In the process, one supermarket retailer reported reducing inventory by about 25 percent.

Other Programs Evolve

Sub-clubs—or buying groups within the frequent shopper category—are a natural outgrowth of better customer intelligence, say some retailers. One supermarket retailer, for example, added a wine club for the store's best wine purchasers, and a dog owner's club that addressed special mailings to club members' canine companions.

Some Risks

Frequent shopper programs carry some obstacles—most important, the added expense of rewarding frequent shoppers over the long term. "Most grocers cannot sustain a lot of these programs without significant vendor funding," says Dierdre Girard, a principal of Concord, MA-based PreVision Marketing.

At Safeway stores, frequent shoppers provide demographic information. In exchange, they receive an encoded scanner card that doubles as a check cashing card and brings at-the-register discounts. Information gathered from their transactions is then shared with packaged goods manufacturers, who pay Safeway a fee to mail coupons to the customers most likely to use their products.

But such programs are expensive and require considerable corporate commitment. Internal specialists are required to support the program, including experts in retention marketing, a top notch creative staff, a database manager and a quality analyst.

'Louisiana Select' Outstanding Ornamentals for Louisiana Landscapes

Spring 1996

'Henry's Garnet' virginia sweetspire
'New Orleans Red' coleus
'Homestead Purple' verbena
Mayhaw

Fall 1996

'Watchet' azalea
'Telstar' dianthus

Spring 1997

Bald cypress
'New Wonder' scaevola

Fall 1997

"Fall is for Planting Native Trees"

Spring 1998

'New Gold' lantana
'Silver Mound' lantana
'Trailing purple' lantana
'Confetti' lantana
'Dallas Red' lantana

Spring 1999

'Lady in Red' salvia

Fall 1999

'Foxy' foxglove

Spring 2000

'Goldsturm' rudbeckia

This article was provided by the American Nursery & Landscape Association (formerly the American Association of Nurserymen) and its grower, retail and landscape divisions, in partnership with your state association. For more information on ANLA, call 202/789-2000; fax 202/789-1893.



In Memoriam

John Davis, horticulturist with the Mississippi Cooperative Extension Service, passed away in December 5, 1998. John was a long-time fixture as the "gulf coast gardening authority" and was very active in the Mississippi Nurserymen's Association. Everyone in Louisiana's nursery industry expresses their condolences to the Davis family.

Congratulations

Jimmy Culpepper, chief of the education and information division of the Office of Forestry with the Louisiana Department of Agriculture and Forestry, was recently named a 1998 recipient of the Environmental Excellence award presented by the U. S. Environmental Protection Agency. Culpepper serves as coordinator of the popular Project Learning Tree program for Louisiana.

David Lowery, LAN board member and sales representative at Windmill Nurseries, will serve as Assistant Trade Show Chairman at this year's SAN show. *Rick Webb*, our LAN president and owner of Louisiana Growers, will serve as SNA's Assistant Exhibitor Coordinator this year.

J. C. Patrick, owner of Proscap in Baton Rouge and past president of LAN, was recently nominated to serve as the horticulturist representative on the Louisiana Department of Agriculture and Forestry's Horticulture Commission.

Bracy's Nursery was recipient of the 1999 Gulf States Horticultural Expo's Multiple Green Booth Award. *Chimneyville Pottery* received the Multiple Allied Booth Award. *Berger Peat Moss* received the Single Allied Booth Award and *Plant Development Systems, Inc.* received the Single Green Booth Award.

Joe White, area horticulture agent with the Louisiana Cooperative Extension Service, was recently presented a 1998 programming excellence award from the LSU Agricultural Center.

Allen Owings, horticulture specialist with the Louisiana Cooperative Extension Service and Executive Secretary of LAN, was a 1998 finalist for the state office programming excellence award from the LSU Agricultural Center.

Will and Delores Hammack, owners of McClendon's Nursery in Ponchatoula, were named 1999 recipients of the Young's Nursery Persons of the Year awarded by LAN during the GSHE in Mobile.

1999 LAN scholarship recipients are *Rebecca Achord* (LSU), *Julie Summers* (LSU), and *Gretchen Tebbe* (LSU). Each received a certificate and \$1,000.

J. C. Patrick, owner of Proscap in Baton Rouge, and past president of LAN, was named 1999 Nurserymen of the Year by LAN.

The 1999 James A. Foret recipient is *Walter Imahara* of Imahara's Landscape in Baton Rouge. Walter served for a number of years on LAN's board of directors and was also treasurer for a number of years during his tenure.

Watch the March/April
"Louisiana Nurserymen News"
for highlights of
LAN's Award Recipients for 1999

Wight NURSERIES

SALES REPRESENTATIVES

Wight Nurseries is expanding its sales team in the Southeastern United States (Arkansas, Western Tennessee, Northern Mississippi and Northern Louisiana). Seeking self-motivated, qualified and experienced individuals to join our progressive team of sales professionals. Must have knowledge of plant material, computer skills and excellent interpersonal skills. Must enjoy participating in a teamwork/quality oriented environment. Prior sales or customer service experience required. Competitive compensation offered. Please submit resume with references.

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Attention: Bob Oxford
P.O. Box 390
Calro, GA 31728
Fax (912) 377-2713

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convey as well as gather information within our industry. In addition, SNA contributes thousands of dollars annually to each SNA Participating State Association to sponsor educational seminars on a state basis. The SNA collectively contributes over \$250,000 to our industry's educational, research and promotional programs annually.

The 1999 SNA Convention and Trade Show is scheduled for Friday, July 30 - Sunday, August 1, 1999. SNA '99... The World's Showcase of Horticulture® will be held at the Georgia World Congress Center, 285 International Boulevard, NW, Atlanta, GA, USA. The annual convention events will be held at the Atlanta Marriott Marquis, 265 Peachtree Center Avenue, Atlanta, GA USA, 30303.

This year's convention and trade show will be highlighted with the 100th anniversary celebration of the Southern Nursery Association. "The 1999 convention and trade show will be an historical event as we celebrate the founding of the Southern Nursery Association. Plans have been underway for over two years to spotlight the history of the association both in print and display at the 1999 convention," said SNA Executive Vice President Danny Summers. Members that would like to share any historical data or memorabilia should contact the SNA office at 770.973.9026.

More than 10,000 attendees are expected to attend this celebration. The trade show is expected to feature over 1,300 booths comprised of more than 800 exhibiting firms. "Eight out of ten SNA exhibitors rank this show the

number one trade show in which they exhibit and continue to demonstrate their satisfaction, with over 85 percent returning year after year. Although booth renewals are very strong for 1999, additional space will be available for new exhibitors," said Summers. "We are very fortunate to have a facility, such as the Georgia World Congress Center, with expansion capabilities to accommodate the demand for exhibit space," he added.

The first convention of the SNA was held in August of 1899 in Chattanooga, TN with approximately 50 people in attendance. The first commercial exhibit, by the Rudolph Hach Tobacco Company of Clarksville, TN, is recorded at the 1937 convention. The modest beginning set a new trend; however, it was 1955 when the first official 'winter trade meet' was held in Jacksonville, FL, with 24 commercial exhibits listed. "SNA has led an important role in the development of the horticultural industry in the south throughout these past 100 years. And I foresee the SNA playing an even more important role as we approach the new millennium," said SNA President Bill Reese.*

Those interested in attending or exhibiting at SNA '99 should contact the SNA office at 770.973.9026.

For further information contact Karen Summers, Southern Nursery Association, 1000 Johnson Ferry Road, Suite E-130, Marietta, GA 30068, Voice: 770.973.9026, FAX: 770.973.9097, SNA Info Line: 770.973.INFO, SNA E-Mail: mail@mail.sna.org, or visit the SNA Web Site at www.sna.org.*

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Sometimes it seems like decision-making in Washington is just a crap shoot. But the truth is, it's about grassroots organization to achieve common goals. The ANLA Lighthouse Program is a partnership between your state association and the American Nursery & Landscape Association to make certain our future isn't decided willy-nilly up on Capitol Hill.

This year, ANLA expects to earmark more than 200 bills in 45 issue areas that will directly affect your business. Become a grassroots participant for just \$36.50—it's a small price to pay to protect your future. Here's what you'll get:

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ANLA Lighthouse Program

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June 9 - LPMC, New Orleans
Details coming soon !!!

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