

Louisiana's Nurserymen

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

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LOUISIANA CHAMPION
BALDCYPRESS



Louisiana Association of Nurserymen, Inc.

Organized September 17, 1954

TOP DRAWER By President Hoogland



Frederic Hoogland
LAN President
1978

Well! We've welcomed our newest to the Nurserymen's family - the magazine we've hoped for. And a healthy infant it is, too. It's basic and shows promise of immediate growth. Thanks to "Doc" Foret and Hilda Welch for the initial work.

After the board meeting, we look forward to the steady development of La. Nurserymen as an effective means of steady communication among us. It can be the best help for new members of our association to get acquainted and do that more quickly than has been possible.

This month we're host to the 103rd Annual Convention and Trade Show of the American Association of Nurserymen at the Fairmont Hotel in New Orleans, July 15-19. Let's go! We're host to the annual convention only once in a great while. Let's treat our guests to a high old time while they're here. Louisiana puts its best foot forward; a full agenda has been planned with activities for the ladies as well as something special for the children. Dr. Bernard J. Bienvu of the University of Southwestern Louisiana will deliver the address for the Keynote Luncheon on Monday, July 17 at the Fairmont. Let's

all be there!

The summer is a full one, what with the national convention and right behind it the much appreciated TAN/Miss Lark Convention and trade Show in Houston. This is close home for us and is already occupying much time and effort of LAN members and will gain momentum.

Something new for our new magazine - minutes are just minutes, but presented in brief they provide insight, for you, into what occupies your officers and board at their meetings. Doc has a way with this and says he will continue writing them. Look for "Doc Says" each quarter.

And why don't you do someone a favor and invite him or her to be a member of the Louisiana Association of Nurserymen?

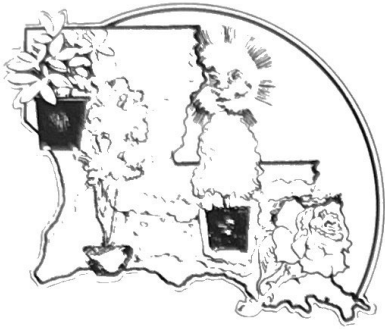
A hearty thank-you to those nurseries advertising in this issue. They're giving financial support to the magazine as well as gaining exposure for themselves. As the number of advertisers grows, the number of pages can be extended for more readability. We really need a multitude of the \$25 and \$35 ads for sound financial health. Couldn't your name appear in one of these?

Advertising Rates

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| 1/3 Page | 60 |
| 1/6 Page | 35 |
| 1/12 Page | 25 |

Call Hilda Welch at 1-318-233-2189 or write 111 Wedgewood Drive, Lafayette, LA 70503.



Louisiana's Nurserymen

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

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Cover: This giant bald cypress (Taxodium distichum) near Opelousas was discovered and marked "champion" of the Louisiana swamps for its great height and girth. It is one of the most valuable of American timber trees, its straight, and close grained soft brown wood highly esteemed where exposure to moisture is expected and where durability but not great strength is demanded. It was largely used in greenhouse construction. It is highly ornamental and often reaches 150 feet in height with a branch spread of 80 feet. in old specimens. In Southern swamps it develops "knees" from the roots supposed to act as aerators, but their function is not definitely known. (Photo by an LAN member).

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TAN-MISSLARK CONVENTION PROGRAM HOUSTON, TEXAS AUGUST 12-15, 1978

THURSDAY, AUGUST 10

8:00 A.M. - 5:30 P.M. — Set Up Exhibits — Astrohall
8:00 A.M. - 5:00 P.M. — Exhibit Area Snack Bars Open — Astrohall

FRIDAY, AUGUST 11

8:00 A.M. - 5:00 P.M. — Set Up Exhibits — Astrohall
8:00 A.M. - 5:00 P.M. — Exhibit Area Snack Bars Open — Astrohall
8:00 A.M. - 2:00 P.M. — Astrohall Restaurants Open — LOCATED IN BACK OF EACH EXHIBIT CONCOURSE
10:00 A.M. - 5:00 P.M. — Registration — Astrohall — EXHIBITORS ONLY

SATURDAY, AUGUST 12

8:00 A.M. - 5:30 P.M. — Exhibit Area Snack Bars Open — Astrohall
8:00 A.M. - 2:30 P.M. — Astrohall Restaurants Open — LOCATED IN BACK OF EACH EXHIBIT CONCOURSE
9:00 A.M. - 5:00 P.M. — Registration — Astrohall
10:00 A.M. — 41st TAN-MISSLARK Regional Convention, Nursery and Garden Supply Show Open — Astrohall
2:00 P.M. — TAN Membership Committee Meeting — Astrohall
5:00 P.M. — Exhibit Hall Closed
8:00 P.M. - 12:00 P.M. — Exhibitors Welcome Party — Shamrock Hilton Hotel — Grand Ballroom
Buffet — 8:00 P.M. - 9:30 P.M.
Music, Dancing — Casual Dress
PURCHASE ANY EXTRA TICKETS NEEDED PRIOR TO 5:00 P.M. AT CONVENTION REGISTRATION DESK

SUNDAY, AUGUST 13

8:00 A.M. — TAN Scholarship Club Breakfast — Shamrock Hilton Hotel — Embassy Room, Lobby Level — BY INVITATION ONLY
8:00 A.M. - 5:30 P.M. — Exhibit Area Snack Bars Open — Astrohall
8:00 A.M. - 2:30 P.M. — Astrohall Restaurants Open — LOCATED IN BACK OF EACH EXHIBIT CONCOURSE
9:00 A.M. - 5:00 P.M. — Registration — Astrohall
9:00 A.M. — 41st TAN-MISSLARK Regional Convention, Nursery and Garden Supply Show Open — Astrohall
10:00 A.M. - 11:30 A.M. — Ladies Brunch — Shamrock Hilton Hotel — Cabaret Room, Lobby Level
Hostess — Mrs. R. C. Aldridge, Jr.
1:30 P.M. — TAN Nominating Committee Meeting — Astrohall
4:30 P.M. — Special Drawing From Bonus Tickets For \$100.00 Cash Award — Astrohall — MUST BE PRESENT TO WIN
5:00 P.M. — Exhibit Hall Closed — FREE NIGHT FOR EVERYONE
6:30 P.M. - 7:30 P.M. — Texas Certified Nurserymen Social Hour — Shamrock Hilton Hotel — Embassy Room, Lobby Level — BY INVITATION ONLY — ALL PERSONS WHO HAVE QUALIFIED AS TEXAS CERTIFIED NURSERYMEN

MONDAY, AUGUST 14

8:00 A.M. — Exhibitors Breakfast — Astrohall EXHIBITORS ONLY
8:00 A.M. - 5:30 P.M. — Exhibit Area Snack Bars Open — Astrohall
8:00 A.M. - 2:30 P.M. — Astrohall Restaurants Open LOCATED IN BACK OF EACH EXHIBIT CONCOURSE
9:00 A.M. - 5:00 P.M. — Registration — Astrohall
9:00 A.M. — 41st TAN-MISSLARK Regional Convention, Nursery and Garden Supply Show Open — Astrohall
10:00 A.M. - 4:00 P.M. — Exhibitors Bonus Ticket Booth Open — Astrohall
11:30 A.M. - 1:30 P.M. — TAN Board Luncheon
11:30 A.M. - 2:30 P.M. — Ladies Luncheon — La Hacienda D Los Morales — Ladies Meet In Shamrock Hilton Hotel Lobby — Buses Leave Promptly At 11:30 A.M.
4:30 P.M. — Special Drawing From Bonus Tickets For \$50.00 Cash Award — Astrohall — MUST BE PRESENT TO WIN
5:00 P.M. — Exhibit Hall Closed
8:00 P.M. - 12:00 P.M. — Hawaiian Luau — Shamrock Hilton Hotel — Grand Ballroom (Preview attraction to get you in the mood for our post convention tour)
Buffet — 8:00 P.M. - 9:30 P.M.
Music, Dancing — Casual Dress
PURCHASE ANY EXTRA TICKETS NEEDED PRIOR TO 5:00 P.M. AT CONVENTION REGISTRATION DESK

TUESDAY, AUGUST 15

8:00 A.M. — AAN Region V Breakfast & Business Meeting — Shamrock Hilton Hotel — Embassy Room, Lobby Level
Kent Langlinais, Director AAN Region V, Presiding Guest Speaker — (To be announced)
Tickets Available At Convention Registration Desk
MUST PURCHASE BEFORE 5:00 P.M. MONDAY
8:00 A.M. - 5:30 P.M. — Exhibit Area Snack Bars Open — Astrohall
8:00 A.M. - 2:30 P.M. — Astrohall Restaurants Open — LOCATED IN BACK OF EACH EXHIBIT CONCOURSE
9:00 A.M. — Registration — Astrohall
9:00 A.M. — 41st TAN-MISSLARK Regional Convention, Nursery and Garden Supply Show Open — Astrohall
10:00 A.M. — General Session — Texas Association of Nurserymen — Astrohall — President R. C. Aldridge, Jr., Presiding
Annual Report — President Aldridge Reports:
Membership Committee — Bob Scarborough, Chairman
Education & Scholarship Committee — Grady Brown, Chairman
Research & Marketing Committee — Otis Hawkins, Chairman
Trade Show Policy Committee — Sterling Cornelius, Chairman
New Ideas Committee — Sid Smith, Chairman
Insurance Committee — R. C. Aldridge, Jr., Chairman

Legislative Committee — Bill Bradshaw, Chairman
State Fair Committee — Curtis Taber, Chairman
TAP Committee — L.J. Hilscher, Chairman
Regional Promotion Committee — Charles Black, Chairman
Scope Committee —
Historical Committee — Bob Baker, Jr., Chairman
Texas Certified Nurseryman Board — Richard Hayes, Chairman
Report of Nominating Committee
Election of Officers and Directors
10:00 A.M. — General Session — Louisiana Association of Nurserymen — Astrohall - President, Fred Hoogland — Presiding
10:00 A.M. — General Session — Arkansas Nurserymen's Association — Astrohall — President, Dick Enderlin, Presiding
10:00 A.M. — General Session — Mississippi Nurserymen's Association — Astrohall, Alfred Faulk, Presiding
10:00 A.M. - 4:00 P.M. — Exhibitors Bonus Ticket Booth Open — Astrohall — Bonus Vouchers Will Not Be Redeemed After 4:00 P.M. — TICKETS MAY NOT BE PUT IN HOPPER AFTER IT IS REMOVED FROM THE EXHIBIT HALL AT 4:00 P.M.
11:30 P.M. — Special Drawing From Bonus Tickets For \$25.00 Cash Award — Astrohall — MUST BE PRESENT TO WIN
3:00 P.M. — 41st TAN-MISSLARK Regional Convention, Nursery and Garden Supply Show Closes — EXHIBITORS MAY NOT BREAK DOWN THEIR EXHIBITS UNTIL AFTER 3:00 P.M.
6:30 P.M. - 7:30 P.M. — Head Table Reception — Shamrock Hilton Hotel — Embassy Room, Lobby Level
7:30 P.M. - 1:00 A.M. — Past President's Banquet — Shamrock Hilton Hotel — Grand Ballroom
Music for Dancing — Buddy Brock's Orchestra — Black Tie Optional
PURCHASE ANY EXTRA TICKETS NEEDED PRIOR TO 3:00 P.M. AT CONVENTION REGISTRATION DESK



In Memoriam
Oliver Danyow
May, 1978
Stutes Nursery, Youngsville

Woody Powell
April, 1978
Tranquility Plantation
Nursery, Slidell

Welcome

1978 Convention and Trade Show

American Association of Nurserymen



Editor's Note: Serendipity, progressive bustle and joie de vivre, all words often used to describe New Orleans for the visitor – or to TRY to do that. It has taken more than 250 years to make that city what it is this convention year. A fascinating blend of cultures, of the old and the new, of the conservative and the unbridled, New Orleans must display its way of life for the visitor to understand. Jackson Square, St. Louis Cathedral, the horse-drawn carriage in the "Quarter", St. Charles' streetcar, the Superdome, Dixieland jazz, and the cafe au lait of the French Market contradict and at the same time complement one another.

The members of the American Association of Nurserymen members and those of nine other organizations have been looking forward to the 103rd annual Convention and Trade Show to be held this year in New Orleans at the Fairmont Hotel at the edge of famed French Quarter. Described as a "meeting of the minds" the convention is a time of idea exchange for fellow businessmen.

According to Dennis McCloskey, Convention Chairman, this year's theme, **AN INDUSTRY TOGETHER: MEETING THE CHALLENGE**, is an appropriate one. The program, divided into general sessions held each of the five convention days, will help arm nursery businessmen and women to meet the challenges of today. Topics include managing costs, trends in merchandising, new ideas for growers, how to develop a good landscape

foreman, conditioning plants for interior use, training employees for the retail nursery, the practical aspects of plant fingerprinting, attracting, training and keeping landscape personnel, effective advertising, the importance of research to the future of the industry, and much more.

A highlight is to be the first results of the intensive consumer research being conducted by Ketchum, MacLeod and Grove on behalf of the Nursery Marketing Council of the AAN. The research organization is a national marketing organization with over 50 years' experience in the field.

In addition to the business sessions a group of tours and other activities have been planned to include family members.

The nine organizations, other than AAN, meeting at the same time are: All American Rose Selections, American Nurserymen's Protective Association, Garden Centers of America, Horticultural Research Institute, Mailorder Association of Nurserymen, Nursery Association Executives, National Association of Plant Patent Owners, National Landscape Association, and Wholesale Nursery Growers of America. In addition, various committee meetings, regional caucuses, etc. are also held at the same time.

The 90-booth Trade Show offers an opportunity for sellers to be with their customers, present and future, to exhibit products and services and for buyers to browse among what's new in the industry. Trade Show hours are staggered to afford time for everyone to

KEYNOTE SPEAKER – Dr. Bernard J. Bienvenu, professor and head of department of Management and Administrative Studies at the University of Southwestern Louisiana will give the keynote address for the AAN Convention and Trade Show, July 15-19.



attend everything

One registration fee permits entrance to all meetings of groups, as well as AAN Committee and Board of Governors meetings and the Trade Show. Convention registration is open to members and non-members alike.

CONVENTION CALENDAR

- July 15 - 19, 1978 103rd Annual Convention & Trade Show, AAN, Fairmont Hotel, New Orleans
- July 15, 1978 Summer Meeting, Wholesale Nursery Growers of America, Fairmont Hotel, New Orleans, LA
- July 16, 1978 Membership Meeting, A N P A, Fairmont Hotel, New Orleans, LA
- July 17, 1978 Membership Meeting N A P P O, Fairmont Hotel, New Orleans, LA
- July 18, 1978 Trustees Meeting, Horticultural Research Institute, Fairmont Hotel, New Orleans, LA
- July 18-19, 1978 Mailorder Association of Nurserymen, Fairmont Hotel New Orleans, LA
- July 19, 1978 Nursery Marketing Council Progress Report, Fairmont, Hotel, New Orleans, LA
- August 13-18, 1978 Nursery Management Seminar, AAN, Colorado State University, Fort Collins, Colo.

Doc Says

By Dr. J. A. Foret

We're pretty busy, this late June, with the plans for the coming national AAN convention and trade show in New Orleans in mid-July and the TAN/MISSLARK convention and trade show in Houston right on the heels of it. Keeps life interesting.

The Board of LAN met in Alexandria, May 16, and favorably approved the new format for the quarterly newsletter. Hilda Welch has been employed as Editor. Ads will be sold for the newsletter and will appear in the coming issues.

The 1979 Short Course has been booked for the Sheraton in Baton Rouge on January 14-15, 1979. The program and room reservation information are coming soon.

The next Certified Nurserymen's Exam will be scheduled for late September or early October. Watch the next newsletter for dates and the application form.

Following is the letter we sent to the Commissioner of Agriculture:

The Honorable Gil Dozier
Commissioner of Agriculture
P.O. Box 44302
Baton Rouge, LA 70804

Dear Gil:

On February 2, 1978, we had a very profitable meeting with Dick Carlton relative to proposed changes in the Horticulture Regulations.

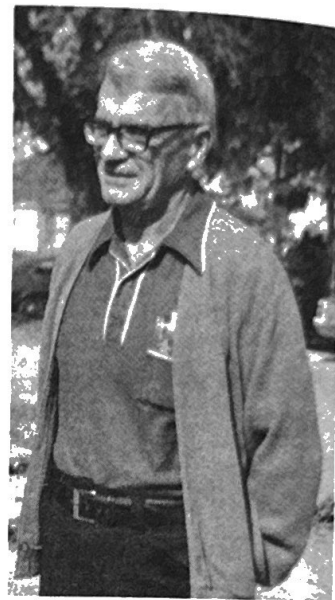
By unanimous vote, our Board of Directors passed the following resolution:

That the Department of Agriculture through the Commissioner of Agriculture and the State Entomologist be given authority to levy an annual fee for nursery inspection not to exceed \$25.00 per sales outlet for those nurseries not covered by the Horticulture Law.

We appreciate the efforts of your staff in assisting us to upgrade our industry.

Sincerely,

J. A. Foret, Secretary



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LAN Scholarships Melissa Garman enters her senior year.

Editors' Note: Following is the second of a series of three personality sketches of the recipients of the annual Louisiana Association of Nurserymen scholarship awards. First in the series was Rhonda Porche of Lafayette and the third will be Dewey Anthony Simms of Shongaloo.

By Hilda Welch

Talented in music, and acting, dark-haired Melissa Ann Garman has chosen agriculture over a career in anything at which she already excels. And she dreams of a home in a fruit orchard which she herself will tend.

And if that isn't enough, she has an almost perfect grade average in horticulture. Of her choice of a major she said, "I was disenchanted with business. It was just awful. I took this one class - animal science, and that cinched it; I knew I had to go into some form of agriculture."

Melissa wasn't 'persuaded' into horticulture. It has been a matter of following her nose, so to speak, except that she remembers her mother being able to name every plant. Melissa says, that's what she wanted to do, too, but otherwise the decision to go into horticulture was a decision made after she entered Louisiana Tech, which incidentally she did as a matter of loyalty. Her school was LA Tech because "it runs in the family; even my grandmother and aunt and various relatives came here." And she thinks that was the smartest thing she ever did.

"I appreciate plants for their food and fiber gift to humans. They're marvelous little factories," she says. "I want to own and manage an orchard for myself, sell the produce and have some for my home. And this I hope for sometime in the near future.

Melissa is a junior with four quarters remaining before graduation. She maintains a very high average and "I go to school all the time," she says of the pilot quarter system in effect at LA Tech University. She belongs to the Horticulture Club where she is influenced most by Peter W. Gallagher, advisor to the club. With "Tony" Simms, the other LAN scholarship recipient at Tech, she affectionately teases "Pete" for his continual waving of his hands as he teaches landscape design. It was Pete who suggested that the two apply for the LAN scholarship award.



TECHE STUDENT CHOSEN — Melissa Ann Garman, center, maintains a high scholastic standing as she studies "those marvelous little factories", as she calls all plants. With her, from left, are Dr. John Wright, assistant Dean of the College of Life Sciences at Louisiana Tech University at Ruston and Peter W. Gallagher, professor of horticulture, who has worked closely with Miss Garman.

Melissa plans to be married but expects to use the knowledge she seeks in horticulture either in working with a grower or possibly in doing extension service work. She doesn't like taxonomy as much as she might, but finds the whole science fascinating. "And I love the Louisiana climate! I'll never leave Louisiana," she declares. Her parents traveled with their two children, Melissa and her brother who is a freshman at Auburn University in Alabama. Her father was a career-military man and so it was that she entered (and won a \$50 award) in the All-Navy Contest when she was a 10th grader in Italy.

She has danced in musicals for Little Theater (she studied ballet 10 years) and she sings, accompanying herself on guitar. She is a member of the gospel choir of the Wesley Foundation on campus. She studied piano all through high school and also plays the cello, viola and recorder. To the natural question, "What about all this?" she answers that she would love to be a church pianist or organist and she is highly enthused with performing, which of course would find her working

with Little Theater again. But not to the exclusion of horticulture.

In a quite serious voice. Miss Garman says of the scholarship award; "I feel very honored to receive the scholarship from LAN. My deepest thanks to the members. I will use it for tuition during the remaining four quarters of my education at Tech. I may pursue graduate work, maybe in botany."



WELCOME NEW MEMBERS

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Nellie Wilson's Nursery, 1507 University
Drive, Hammond 70401

Green Earth Ltd., Reggie K. Conerly,
7115 Antioch Rd., Baton Rouge 70816

Barrios' Nursery, M.J. Barrios, Rt. 1,
Box 577 M, Belle Chasse 70037

Dot's Nursery, Norman and Dorothy
Bourgeois, 325 E. Hickory, Ponchatoula
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You Will See Me

By Hilda H. Welch

May 20 — It's a rare privilege to hear the heartbeat of a growing organization.

I have just returned from Ruston where I visited LA Tech to meet and interview Melissa Ann Garman and Dewey Anthony Simms, horticulture students who received Louisiana Association of Nurserymen scholarships.

And at breakfast was treated by Dr. John Wright, head of the Agronomy - Horticulture Department. He brought with him Fred Hoogland, your president, and made a valiant attempt to have Pete Gallagher, Melissa and Tony, too, but my timing was off. Maybe that was best; I really enjoyed talking to Fred about our magazine and had time to devote to getting acquainted with Dr. Wright, too, though not enough.

Because, you see, the interviews with those young people who are working so hard to graduate from horticulture was quite an experience. Having interviewed Rhonda Porche (the Ira S. Nelson award recipient) I was prepared for the privilege of talking to fine students. What I forgot was that there were two more distinct personalities to bring you.

Dr. Wright, plus Peter W. Gallagher, who is assistant professor of horticulture, plus Melissa, plus Tony adds up to a heart full of joy at the accomplishment of our horticulture students and professors. The future nurserymen and allied people will take what we are doing and go far if these three are representative.

Methinks the blessed one may be me for having been given the opportunity to edit this magazine.

It's exciting to edit this magazine. From the fast-paced daily newspaper to



Hilda H. Welch

the planned work of quarterly magazine that has so much potential has to be the most privileged transition of journalist can make. The opportunity to serve you in this capacity makes of my work "Play". Thank you for letting me be here; I cherish the privilege.

I almost panicked at the speed with which our pages filled with editorial copy, pictures and advertising, this issue. The need exists right now for more pages. More advertising can be accepted as quickly as you can let me know about it. I am trying to get around to everybody as quickly as possible. This quarter I visited LA Tech in Ruston and talked with President Hoogland and Dr. John Wright, Associate Dean of the College of Life Sciences, at Louisiana Tech University. In this issue we present Melissa Garman who has received a LAN scholarship and has a very high point average as she enters her senior year in horticulture. Next issue will include the third recipient, Tony Simms of Shongaloo. I expect to follow-up some past recipients and to keep tract of Melissa and Tony through this term at LA Tech.

The personality series on LAN members begins this issue with Kent Langlains. And we will alternate from grower to retailer to grower as each issue appears.

With you I look forward to the July 15-19 Trade Show and Convention in New Orleans. See you --- there!



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Nurserymen—Personalities

Grower Kent Langlinais builds for permanence

Deep contentment with his place in life . . . happy is the man whose face tells this story for him.

Kent Langlinais has a measure of success and is unabashedly happy about it. It didn't happen accidentally or because he fell heir to it. He says it has always been his theory that "when you build, build permanently" and also "It's alright to make a mistake, long as you're doing something."

Kent's Nursery at Youngsville is a Green Survival Industry (the signs say so, several times!) Long, neat clean rows of nursery stock are everywhere. The greenhouses are large and clean, neat as a pin. There is no sign of neglect; nor is there a sign of extravagance. And with him, Kent's wife, the former Jeanette Mequet, smiles contentedly. The accepting attitude is evident even among their children.

Success has been built --- permanently.

Kent tells the story of a childhood in a family with a father who worked to provide for his children and who wanted them to have an easier life. He says he went to college knowing he wanted to do something definite. At eighth grade level he had begun to plan for what he wanted to do.

At the University of Southwestern Louisiana he studied animal husbandry and was required to take Horticulture 101 under Dr. Harland K. Riley and a lab class with Dr. Ira S. Nelson. He learned to make a cold frame and he grew some plants.

His decision to enter the nursery business was confirmed when, at his return from the service, he found an investment of about \$1,500 had grown to sale value of about \$15,000 in three years.

"We planted cuttings, planted seeds and went everywhere asking for more cuttings," Jeanette remembers of their earliest years together.

Nothing happened automatically or accidentally at any point. Solid planning, consistent hard work and a constant "build permanently" attitude resulted in a good business. And in 1962 freezing weather ruined it all --- except that his field plants were needed by others in the same predicament for the same reason and Kent's Nursery survived. "Again we went asking for cuttings everywhere," the couple remembers.

As his business prospered, Kent accepted first one office then another in the Louisiana Association of Nurserymen and regularly attended meetings. He became the Nurserymen's Governor of Louisiana and as such attended national conventions of the American Association of Nurserymen.

Louisiana is a Region V with New Mexico, Oklahoma, Texas and Arkansas. When a national president was chosen from Region V, a vacancy occurred on the board of directors. Kent was asked to serve as a director from Region V. "That's an honor," he said.

But work becomes him. Immediately he seems to direct his thoughts to "building permanently."

"We always knew we needed a national program of advertising," he says of the new Nursery Marketing Council of the American Association of Nurserymen, a council to promote nursery products.

The NMC was formed early in 1977 and has undergone careful researching for efficiency in its ability to serve the advertising needs of the nation's nurserymen. Early in 1978, with research into advertising a continuing program, approximately 50 top growers across the nation volunteered to ask for voluntary financial support for the Council from nursery retailers.

Carefully a foundation is being

laid for full cooperation between growers and retailers of nursery products. Their common interest is the promotion of nursery products. Volunteer growers ask their retailers to volunteer 25¢ per \$100. If the answer is no, there is no consequence of any kind. If yes, the grower matches the amount and sends it to the AAN office. The activity is in its infancy, and it is purely, volunteer, Kent emphasizes.

A report on the Nursery Marketing Council is to be given at the Convention in New Orleans.

With mention of the Convention, all the Langlinais' become enthusiastic. Jeanette talks about ecumenical church services attended by 85-90% of those attending convention. She tells of the awe of her eldest son, Benedict, at the sound of men's voices in song. And Veronica, twin to 13-year-old Brummell, listens as her parents speak. Eleven-year-old Benjamin is in and out of the nursery office. They all look forward to activities planned to include members and families.

Yes, they all do work in the nursery; but they're too young, yet, for decisions; it's just work, now; Except for convention!

"I've not had to go fishing to get away from work like others; it wasn't work! I always could live with my business. It has given me everything I have," Kent sums up.



AT WORK ... Kent Langlinais pauses briefly beside the building which houses the office for Kent's Nursery. His Green Survival Industry is the outgrowth of years of building for permanence, (his pet theory, he says).

31 Add Names to Certification List

Since the first list of Certified Nurserymen was published in April, 1977, thirty-one more names have been added to the original twenty-three. The Program is planned in the interest of improving the training of Retail Nursery and Garden Center operators and their employees.

"As nurserymen, our single greatest asset in the Garden Center is SERVICE. No other facet of our industry reaches the interested plant lover to the scope and extent that we in the Garden Center to. In order to maintain the favorable image of SERVICE we have attempted to assemble some information with which you can build a foundation and continually build upon to increase your knowledge." These lines from the Louisiana Nurserymen's Training Manual express the purpose of certification.

The next Certified Nurserymen's exam date will be given in the next issue of Louisiana's Nurserymen.

Following are the names of those who have received the clip-on badges which signify certification:

Gary Chapman, Sr., Plant World; Richard C. Neveu, Neveu's Nursery, Inc.; Cyril K. Banting, Banting Family Nursery Farms, Inc.; Julian Dondis, Greengate Garden Center, Inc.; Stephen R. Pizzitota, Garden Spot Nursery, Inc.; Paul Soniat, Spanish Trail Nursery, Susan Jones, Rapp's Nursery;

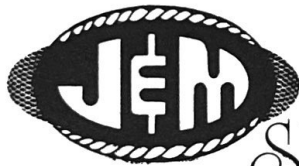
M.E. Hollis, Nickie's Nursery; Brenda Dykes, Inahara's Nursery and Landscape Co., Inc.; Cathy Johnson, Hodges Gardens; David Parr, Garden Spot Nursery, Inc.; Earl Vallot, Grandview Nursery; Timothy L. Easley, Garden Spot Nursery, Inc.; Billie Bozeman, Imahara's Nursery and Landscape Co., Inc.; Ed Lawrence, 14129 Jefferson Highway, Baton Rouge, LA 70816; Lon Smith, Hoogland's Nursery;

Anitha Oxford, Hoogland's Nursery; Mary Katherine Simms, Hoogland's Nursery; Fred Hoogland, Hoogland's Nursery; Richard C. Maxwell, Griffith's Nursery; Gay Simmons, 200 Albert, Shreveport, 71115; Jack Pitt, 9308 Melissa Way, Shreveport 71115;

Deborah Perry, 4855 Dixie Garden Loop, Shreveport 71105; Barbara Kennedy, 506 Thornton, Ruston; Sallie Foster, 506 Thornton, Ruston 71270; Robert Bassett, Evans Garden

Center; Randy Taylor, Imahara's Nursery and Landscape Co., Inc.; Irene Banting, Banting Family Nursery Farms, Inc.; Chris Dykes, Inahara's Nursery and Landscape Co., Inc.; Jim Foret, Jr., Foret's; Margaret Barton, Watrous; Mark Rose, Watrous; Mark Elkins, Kelleher's; Cynthia Moran, Kelleher's; Eric Resweber, Imahara's; Sumi Imahara, Imahara's;

Carolyn Patterson, Imahara's; Robert Stroup, Imahara's; Don Tranchina, Imahara's; Walter Imahara, Imahara's; Louis Paar, Garden Spot; Edward J. Mullet, Jr., Hort.; Darrell Robinson, Rt. 6, Box 740, Mandeville 70448; William Pylant, Akin's; Donald Cole, Akin's; Barbara James, Akin's; Fredda Huckabee, Akin's; Joan Pitcher, Haphazard; and James M. Allen, Allen's.



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Scenes from "Manage To Survive"



ABOUT MID-DAY - Members of the Louisiana Association of Nurserymen attentively listened and took notes during this year's January Short Course. At top left, Kent Langlinais fielded questions after his discussion of the new

Nursery Marketing Council of the American Association of Nurserymen; top right, Ganier makes a sale! In the lower left photo, the photographer registered "Concentration" of the notes and attentive audience; and at lower

right is (extreme left) Mel Brady, moderator, with the Wholesale-Retail-Landscape panel, from left, Chris LeBoeuf, Sid Meadows and Ross Ayres. (Photos by LAN member)

Story next issue.

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