

Louisiana's **NURSERYMEN**

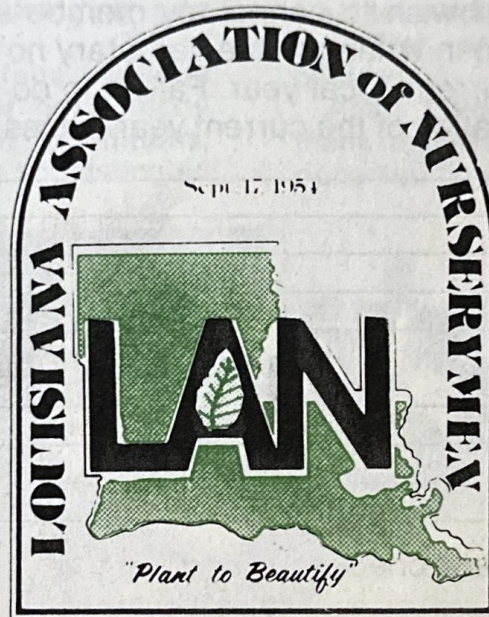
The official publication of the Louisiana Association of Nurserymen, Inc.

Volume 5

Number 1

Spring, 1982

Join LAN



For a better nursery industry

see article on page 3

Second Attempt

This magazine should read more easily than the previous version whose pagination was re-shuffled by the printer. In computerizing our mailing process, we eliminated the editorial check between printing and mailing — thus I discovered the error by getting my copy in the mail!

Thanks for your patience.
Mike Maher, Editor

Louisiana Association of Nurserymen, Inc. Application For Membership

Officers and Members, Louisiana Association of Nurserymen, Inc.
Gentlemen:

I hereby make application for membership in your association, subject to the approval of my application by your Membership Committee. I also agree that the decision of the Membership Committee shall be considered final by myself without any appeal.

Enclosed herewith is the sum of \$_____ covering my membership for the year ending January 1, 19_____.

DUES SCHEDULE—(REGULAR MEMBERS):

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I agree that should I wish to cancel my membership at any time in the future that I must do so in writing to the secretary no later than the last day of December of the current fiscal year. Failing to do this I acknowledge my liability to your organization of the current year's dues.

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Advertising rates

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Back cover	\$140
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1/3 Page	70
1/6 Page	40
1/12 Page	30

Let's get organized

For a better nursery industry

No professional group has advanced in these United States without organization. Physicians, attorneys, accountants, professors, even truck drivers, all have some collective means of setting and upholding professional standards, of improving the quality of their profession, of lobbying with political bodies, and of exchanging new ideas and knowledge.

Louisiana nurserymen face serious challenges these days: labor costs, competition, fluctuating market conditions, taxes, industry regulation, sophisticated new products and business practices, and many other facets of an increasingly complex world.

Divided, we fall. The business world thrives on survival of the fittest. Those who don't keep up-to-date don't survive.

How to unite? For 28 years, the Louisiana Association of Nurserymen has been the principal representative of nurserymen in this state.

LAN sets industry standards through a Certified Nurserymen's Program. LAN publishes a training manual and regularly gives certification examinations.

LAN awards scholarships to outstanding students who are studying for our profession. It is now seeking funds for a permanently endowed scholarship.

Through its legislative committee, LAN represents in Baton Rouge the best interests of the nursery industry and the consumer.

In times of crisis, LAN is the voice for the nursery industry. In response to the severe freeze this past January, for example, LAN met with Agriculture Commissioner Bob Odom and other officials to see what help was available to nurserymen. The

Association communicated this information to its members.

As a means of keeping its members current with regional and national trends, LAN sponsors an annual January conference. Nationally respected nurserymen and business experts present information on what to anticipate in the field, and how to run a better and more profitable nursery business.

Apart from formal professional development, membership in LAN affords you the opportunity for fellowship with people

across the state whose livelihood is similar to yours.

The main point of organization is communication, and you're now holding one facet of LAN communication. This triannual magazine brings information about people; services, products, meetings, technology, ideas and other topics of interest to nurserymen.

LAN is an active, vigorous organization with a long list of accomplishments. Yet the odds are good that you're not a member. This issue is the first to reach a mailing list expanded by about

400 Louisiana nurserymen.

With your membership, the Louisiana Association of Nurserymen could wield more political clout, could improve the image and professionalism of the nursery industry even more, could offer you an even better program of information, ...in short, LAN could do a good job even better.

But more importantly, with what you receive from LAN membership, **you could do your job even better!**

Let's get organized: Join LAN. Use the adjacent membership application and send in your dues.



LAN members discuss the aftermath of the January freeze with Bob Odom, Louisiana Commissioner of Agriculture, right. As the voice of the Louisiana nursery industry, LAN needs your membership to be even more effective.

Record low temperatures cause damage

The coldest day of the Twentieth Century welcomed Louisiana's nurserymen home from the LAN conference in Shreveport, January 10.

The record low temperatures caused considerable damage to cold-sensitive plants that were not protected by windbreaks.

Such plants as pitosporum, viburnum, some hollies, white azalea, palms, and other cold-sensitive materials were hardest hit.

Although there was considerable loss, some reports and rumors exaggerated the

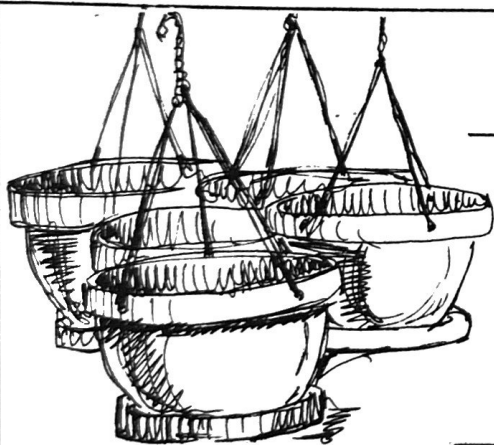
extent of the damage.

Dr. Warren Meadows, nursery crops specialist for the Louisiana Cooperative Extension Service, surveyed eight parishes in the three major Louisiana nursery production areas. The summary of his report from this survey, printed verbatim, follows:

"Louisiana nurseries, in general, still have an ample, salable supply of nursery stock available for the spring of 1982. Availability of certain species will be seriously curtailed and certain other species with partial damage

are being withheld from the market by nurserymen as a precaution and to protect market integrity.

"Louisiana's wholesale nursery industry has been dealt a very severe blow by the January freeze and industry losses will run in the millions of dollars, but adversity is nothing new to those involved in agriculture. This was a very large dose of adversity to many nurserymen, in the face of a relatively soft market and increasing production costs, but the hardy individualism of the nurseryman will prevail and a stronger industry will evolve."



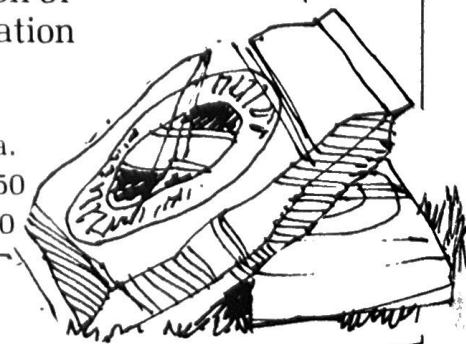
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LIST: A new computer catalog service for the nurserymen

You've heard of computer dating—a service that matches people with similar interests and personalities. A new computer service matches wholesale nursery products with plant buyers across the entire U.S.

The organization calls itself LIST, an acronym for Landscape Information Service Teleprompt. The Maryland-based computerized catalog service answers by phone or by mail questions about the availability and price of current landscape materials, anywhere in the country.

The service benefits both buyer and seller, according to LIST founder-president Robert Macdonald, Jr. "We are confident we have developed a way to help the two principal segments of our industry do business more efficiently and economically."

With one phone call, a buyer looking for, say, 10,000 ligustrums within economical shipping distance of Dry Prong, Louisiana, can get a computer printout of ligustrum inventories and prices from anyone within a range the buyer specifies.

By the same token, a seller having 10,000 ligustrums might find a totally unexpect-

ted customer, by virtue of his inventory listing with LIST.

To get LISTed, buyers supply the organization with a list of the materials they want. LIST sends them reports containing availability, quantity, price, discounts, location, and other data they need to complete the purchase.

Sellers are LISTed by furnishing inventory and price data. These data are updated by the nurseryman either weekly, biweekly or monthly, and confirmed in writing by LIST.

Buyers can request a search by region, state, county, or even according to a specific list of up to 15 suppliers, all by making one phone call.

LIST aspires to be nothing less than a computerized

catalog for the entire nursery industry.

To do that, LIST needs as broad a base of nursery wholesalers as possible. To do that, the company is offering wholesalers a 60-day free trial period.

LIST brochures are a bit vague about cost, but mention that costs to the wholesaler vary from 25 to 65 cents per line of items listed. If wholesaler's inventory is computerized (and, presumably, compatible with LIST computer equipment), costs are lower.

To get information, contact LIST, 218 Joseph Square, Columbia, Maryland, 21044; or call John Cote or Robert Macdonald at (301) 964-3838.

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Scions of the times

Nursery stock stolen

Plant rustlers are on the loose in several parts of the state. Both **Windmill Nurseries** in Franklinton and **Grandview Nursery** in Youngsville report losses of quantities of nursery material. The Horticulture Commission is aware of the problem and is investigating it, but your best defense is to become more security-conscious.

Certified Nurserymen

Congratulations to four new LAN certified nurserymen (or, in this case nurserywomen) **Karen Coats, Idelle Taylor, and Katie Miller**, all of Akin's Nursery; and **Mrs. Beverly Maxwell**, the Maxwell Nursery Company; all of Shreveport.

Tree people meet

The International Society of Arboriculture will hold its Texas chapter meeting June 17 to 19 at the Austin Marriott. For more information, contact Dr. Michael Walterscheidt, P.O. Box 9855, College Station, TX. 77840.

In Memoriam

Wiley Roach, West Monroe nurseryman who was a charter member of the LAN Board, died in January of this year. He was active in the nursery business until his death.

Roach began his nursery in 1938 with a few borrowed ligustrum and gardenia cuttings. He established Roach's Nursery in 1941 and ran it with the aid of his two sons, Wiley E. and Tom.

LAN dedicated its Seventh Annual Conference to him in 1961, and later awarded him an Honorary Life Membership, in recognition of his considerable service to the industry and to beautifying Louisiana.

Mrs. Cora McKee, Covington, an active LAN member who helped manage one of the oldest nurseries in the state, died in March, 1982. She was preceded in death by her husband Floyd, who was a charter member of LAN and a past Board member. McKee's Nursery was established in 1900.

Welcome to Mississippi, Arkansas Nurserymen

This issue commences the first mailing of **Louisiana's Nurserymen** to our colleagues in Mississippi and Arkansas. May it also commence an era of greater cooperation among nurserymen in the MISSLARK states. The group will hold a joint conference in Hammond, Louisiana, in January, 1983. Program chairman is Dennis McCloskey of Windmill Nurseries, Franklinton, Louisiana.



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For further information, contact the Advertising Department, Louisiana's Nurserymen, Box 44492, Lafayette, LA 70504.

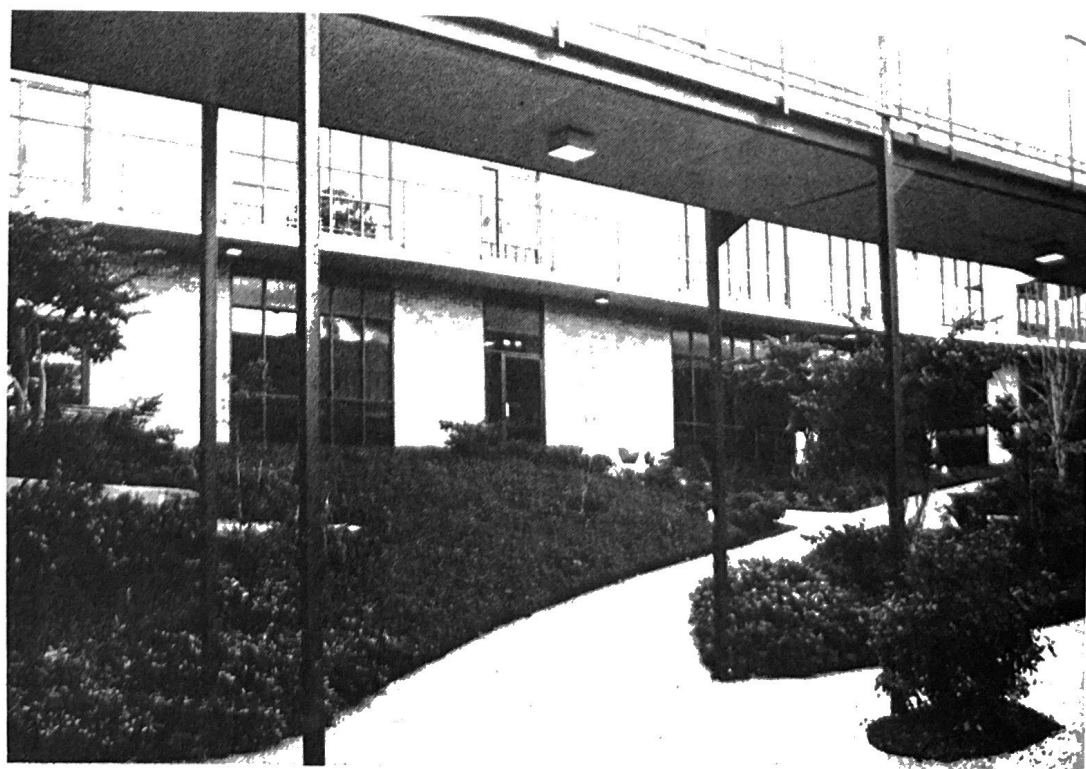
Green Survival Nominee

The Louisiana nomination for the American Association of Nurserymen Green Survival award is Frank Akin's landscape work for the Celt Center in Shreveport.

The award recognizes the state's most outstanding environmental improvement using live plants.

The Celt Center is an office complex set in a sloping location. Akin made considerable use of ground cover and mulch, for ease of maintenance. Flowering shrubs, bulbs and annuals provide year-round color. Benches in the courtyard encourage Celt Center people to use the area for outdoor lunches or informal meetings.

The Green Survival Award is made annually. Anyone wishing to nominate a particularly fine landscape job for an award should contact Akin at Box 5155, Shreveport, La 71105.





TAN-MISSLARK expands booth capacity and layout

TAN-MISSLARK Show officials announce additions to the varieties of exhibit space available at the Nursery and Garden Supply Show, August 14-17, in Houston's Astrohall.

In addition to the 1,100 booth spaces normally available, this year's show offers end cap, perimeter and island booths. "These arrangements of booth space allow the exhibitor more flexibility within the exhibit area," says Ed Edmondson, TAN Executive Assistant.

In addition to these premium spaces, TAN-MISSLARK will be 80 booths larger than last year. Although the additional spaces are being filled from the waiting list, there are currently spaces available for new exhibitors, or those who wish to return after a few years absence.

TAN-MISSLARK '82 is

being billed as a no frills show, with no conflicting events to take buyers and sellers away from the business at hand—planning their merchandise for the coming year. Last year at the show in Dallas over \$50 million in bookings was reported by exhibitors, a

figure which has come to be standard for this, the largest nursery trade show in the U.S.

For information about exhibiting in or attending TAN-MISSLARK '82, contact the Texas Association of Nurserymen, 512 East Riverside Drive, Suite 207, Austin, Texas 78704, (512) 444-7489.

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LAN Conference

Highlights

Yin and Yang

Like yin and yang, the principal speakers at the annual LAN short course complemented each other in topic. Former IBM executive Louis Mobley revealed an intricate, precise, rather formidable system for interpreting business health from accountants' figures.

Emphasizing that "the human side of business management is equally as important as the fiscal side," management consultant Harry Kiely discussed personal health in a world filled with stress, and offered tips on understanding an even more complex subject: other human beings.

The Mobley Matrix, which for 15 years guided all major IBM business decisions, had been proprietary information until 1981. Louis Mobley, who developed the matrix as well as the IBM Executive Training School, said that LAN was only the fourth group to hear his discussion of the matrix concepts.

Mobley opened his talk with an example of a hypothetical nurseryman who seemingly is managing a sound business on a month-to-month basis, yet who ends up with zero profits and zero inventory after five months.

The example illustrated Mobley's basic premise: Understanding balance sheet information is the key to successful business management. "You will never manage a business until you understand the difference between profit and loss (P & L) statements and cash statements," Mobley said. "Until you do, you're merely playing monopoly—'Let's try this and see what happens.'"

Mobley illustrated how to interpret a company's annual report to derive cash statement information from a P & L statement. He said that one-fourth of the companies he has advised showed an accounting error or discrepancy between these two statements; one

client's error amounted to \$45,000.

Mobley confessed his greatest difficulty in setting up the IBM Executive Training School was that his trainees didn't understand economic principles. After 32 years with IBM, he is now president of Mobley and Associates, a Washington, D.C. consulting firm.

Mobley said that he preferred to work with small companies and new institutions, since only they could hope to have a return on capital that would exceed the current high cost of borrowing capital. "The best companies are those that have reached the point that they know people want their product, but to sell it they must change their business practices."

He showed nurserymen how to turn money into "super money" by capitalizing such people services as research and development, organizational expenses, and marketing and amortizing it over a long period of time.

Mobley concluded his discussion by demonstrating a business chart based on the Mobley Matrix. The graph showed if a business was progressing along an optimum growth curve, or if its performance was sluggish—and why.

People Motivation

After imparting the Mobley Matrix, Mobley's discussion turned from money to people. "Money is nothing more than a way we measure the creativity and values of other people," he noted.

Mobley quoted IBM founder Thomas Watson's maxim about the five things managers must do well: hire, train, supervise, promote and discharge. "The greatest single inadequacy of American management is bad hiring," Mobley claimed.

"The American Management Association defines management as 'getting things done through people,'" Mobley said. "This implies other people



Louis Mobley

are a manipulated resource; I prefer to manage by getting things done **with** people."

The best employment situation entails as broad a mutuality as possible between employee values and company values, Mobley said. Among the ways a company can encourage an employee's growth are by understanding him, enriching and enlarging his job, training him in new skills and attitudes, and by encouraging his involvement in community work and other off-the-job experiences.

Kiely Sermon

An ordained minister and a management consultant for 25 years, Harry Kiely showed LAN short course participants how to manage for more productivity...by managing themselves as well as their employees.

"Are we really different from our ancestors? There's always been stress in the world," Kiely said. He allowed that he felt we are indeed different, that the level on everyone of stress has increased as a result of technological innovations.

In a series of handouts, Kiely invited LAN members to assess their own level of stress. He discussed the relative stress of dozens of situations, ranging

from "death of spouse" and "divorce" at the upper stress level to "Christmas" and "minor violations of the law" at the lower. Those with high stress scores need to seek ways of minimizing stress, Kiely said.

Kiely also showed how such personal habits as smoking, eating, drinking alcohol, and exercise affect longevity. Other handouts, meant to give LAN participants a means of evaluating their psychological state, included a job suitability questionnaire (which indicated problems if a person's ideal job situation was too remote from his actual job situation), and a questionnaire

More information on stress

Harry Kiely recommends the following books for those wanting to understand and control stress.

*Adams, J.D., Hayes, J., & Hopson, B. *Transition: Understanding and managing personal change*. London: Martin Robertson, 1976. (New York: Universe Books, 1977.)

*Blue Cross. *Stress*. Free booklet available through the public relations department of local Blue Cross offices.

*Selye, H. *Stress without distress*. New York: J.B. Lippincott, 1974

*Cooper, C.L., & Payne, R. (Eds.) *Stress at work*. New York: John Wiley & Sons, 1978.

Conference Highlights

measuring one's ability to relax.

Kiely concluded his "Managing Stress" discussion by presenting a sequence of steps to relaxation, based on transcendental meditation practices.

"The term **time management** is a misnomer; since time is constant we don't manage time, we manage ourselves," Kiely pointed out. He then passed out material that enabled the audience to review their own abilities at setting priorities and dealing with time.

Kiely's final discussion, "Working with Problem Employees," enumerated a list of supervisory headaches, ranging from absenteeism to



Walter Imahara's weightlifting training served him to practical advantage at the LAN conference, enabling him to carry away his many awards.

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poor work habits to high accident rates to poor employee relationships. He discussed various ways of handling these problems, and spent

considerable time with advising LAN participants on how to handle alcoholism among employees.

“I’m not a nurseryman anymore!”

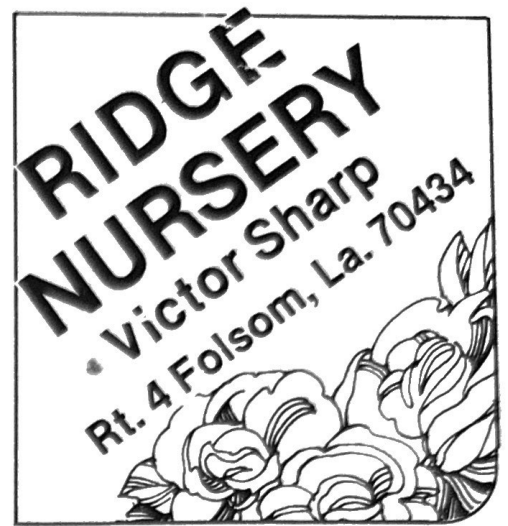
The LAN panel discussion on retail and landscape trends produced that surprising admission from one participant (who cited selling everything from lawn furniture to lawn-mowers to wood to barbeque pits...as opposed to plants).

Principal speakers Billy Martinson, Jackson, Mississippi; Clyde Gorum, Shreveport; and Marshall Mugnier, Lafayette, offered a number of predictions and opinions. Among them:

- Retail shrub sales will be good; homeowners will want to do their own work but will want **quality**.
- Bedding plant and vegetable plant sales will be so good that finding a wholesale source may be a problem.
- Seed sales are a pain in the neck, with not much money involved, but sales will be good. Fertilizer prices will go up, reducing profits.
- Indoor plant sales will slow down, as will roses.
- Caladiums and fall bulbs are coming back; the bulb producers are doing a good job of promoting their product.
- Christmas tree sales were excellent last season; artificial tree sales will continue a downward sales trend.
- The 1980s have shown a good in-

crease in gross sales but a downturn in net profits, owing to the high cost of energy and money, and the difficulty in keeping good employees.

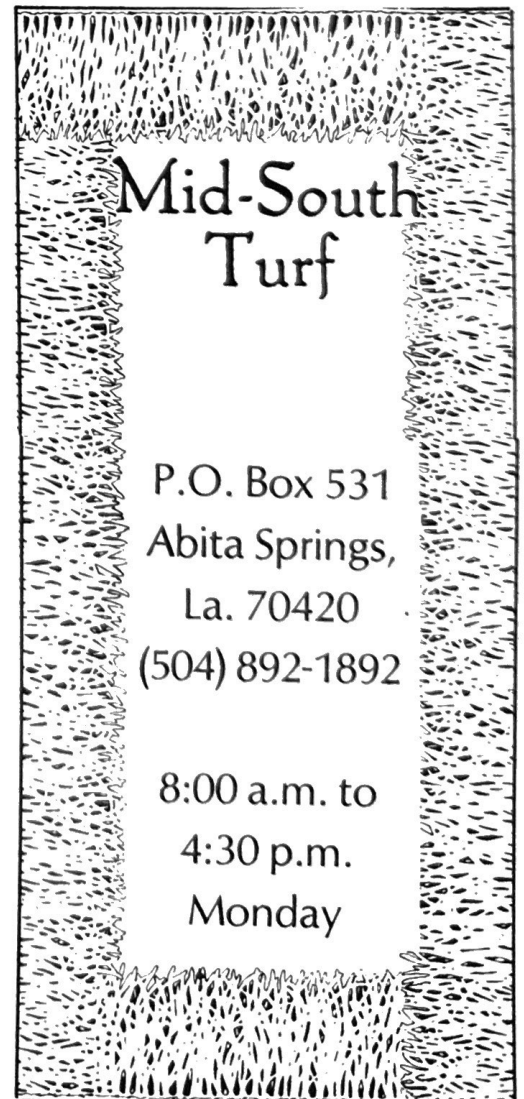
- The Nursery Marketing Council is one of the greatest things that ever happened to nurserymen. Sales effort will take up an increasing proportion of retail owners' time, in sales meetings and in working with customers.
- With home construction down, retail nursery ads should aim at the existing homeowner to emphasize the new look that plants can give a home.
- In the landscape field, it's increasingly difficult to work part-time. Either get in it whole-hog or get out.
- Put a maintenance offer in a bid for landscaping. Offer a three-times-a-year service that includes pruning, fertilizing, mulching and overall sprucing up.
- The nurseryman's cost of landscape labor is at least \$11 an hour, even if the worker himself is only making \$4 an hour.
- The nursery industry should pool money to buy an ad to promote public awareness of the problems caused by shoddy operators.



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How To Deal With Soft Market Conditions

By Sidney Meadows

Our first chore will be to define the nature of the market for ornamental nursery stock. There is no clear-cut division, but generally speaking there are two markets. The first is basic ornamentals used for new homes and industrial buildings. The second market is ornamentals used for maintenance and upgrading of established grounds. This market calls for many of the same basic ornamentals, but leans more in the directions of plants with blooms, berries, distinctive foliage in color, shape and size. There is also considerable interest in topiary material.

Generally, contractors and business people are the principals in the new construc-

tion market. The home owner who frequents the local garden center is the big customer for the materials to keep the gardens up and to improve them.

The next question we need to answer is, how did the nursery stock market get soft? A plant shortage developed in 1978 as a result of severe freezes in 1977, and over two million homes were built that year. This attracted many new entrants into the nursery business, and inspired some pretty ambitious expansion plans among many of the veterans.

While all of this new nursery stock production was getting underway, a steady decline was taking place in new construction. Home building has skidded from

over two million units in 1978 to a current annual rate of less than one million units.

A third factor is that general economic conditions have continued to decline.

As a result, the wholesale nursery business is currently undergoing a normal correction cycle. All three of these forces have converged upon us at one time. There is nothing new about this occurrence, because we have had it before. On the other hand, this time the adjustment will be more painful because we have never experienced such a dramatic increase in nursery stock production all over the country.

All of this adds up to a whole lot more plant material and fewer places for them to

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go. It took several years for this to happen, so we must prepare to give it the long range treatment because that is what it will take.

The first answer to this situation is threefold: sell, sell, sell...both at the wholesale and retail level. In the past, we have all spent more time producing nursery stock than we have selling it. Now we must accept the fact that we must spend more time selling plant material.

While we are making these advances toward the customer there are some things we can do at home to support this sales effort.

Evaluate the market and make every effort to grow plant material for which there is a market. Growing a bunch of plant material and hoping a market will show up can be a most unrewarding experience. You will never be capable of growing only fast sellers, but you surely don't want to get caught on the other end of the scale and have only slow sellers in stock.

We must grow the right varieties in the right numbers. This is an individual matter and each nursery's success will be directly related to how well this question is answered.

If there was such a thing as a star performer this fall, it would have to be landscape material. There are still opportunities in this area, but there will be a whole lot more of that material around next year than there was this past season.

For the next year, new construction will be on the back burner, and plants for the established gardens and grounds will be the biggest area of opportunity. Production should be aimed in the direction of plants having some distinction other than green color and traditional shape. This distinction can be with plants with blooms,



LAN honored charter board member E.P. Akin with the J.A. Foret Award for outstanding service to the industry. The elder Akin not only founded Akin's Nursery, but kept Frank (right) in line for many years.

berries, fancy foliage or sculptured shapes. Where possible, fruit and nut plants should be considered. There are pitfalls in new varieties, but if you see one with potential, give it a weighted try.

This game plan can continue until there are revival signs in new construction. There will be time to increase your production in that direction when the signals appear.

This game plan can con-

tinue until there are revival signs in new construction. There will be time to increase your production in that direction when the signals appear.

The next step will be to concentrate your efforts on first quality stock. The whole nation is on a quality kick, now more than ever before. We simply must accept this as a mandate.

The fourth and last consideration will be: You must

Imahara's

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Conference Highlights

be realistic in your pricing structure. There is such a thing as fair market value for every product, and nursery stock is no exception. Basically we must strive to arrive at a price at which our plants will sell and at the same time give us enough money to be around when the customer needs more plants.

As an industry we have a

solid obligation to our workers, customers, and capital investment to parade against price cutting. It is something we have all done and will continue to do. At the same time, we must be sure it is the last resort rather than the first. I hope our industry will continue to establish prices on a factual basis rather than out competitor

down the road.

It is well to remember the characteristics of the average wholesale nursery customer. This person must be convinced of the merits of you, your plants, your service and your price. This takes time, and there are few or no shortcuts. Just to make a fast call with a sharp price will not cut it, so don't depend on it.

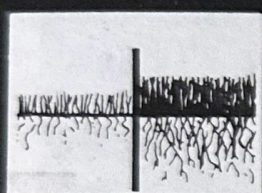
If you try to short circuit the system, usually the price for doing so will be too high. It just takes more price adjustment than you can afford to give to compensate for the other factors you have eliminated. It takes time to develop a wholesale nursery stock customer, but there are some compensations in the system because customers are just as slow to go as they are to show.

There couldn't possibly be any given recommended expansion which would always be applicable. On the other hand, one could say ten to fifteen percent expansion per year is a healthy figure. This allows for the customer development process to be an orderly one, without undue emphasis on price cutting. If you have to buy a bunch of business, the prices just might be too high.

It will be well to remember as we go through the Eighties, that we will have to be better business managers than we had to be during the Seventies.

When the dust settles in the mid-Eighties, there will still be a nursery business around. It will not be a matter of whether, but will be a matter of who. Our individual fates will be determined by our individual desires and performances.

One of the nation's most respected nurserymen, Sidney Meadows is manager of Flowerwood Nursery, Mobile, Alabama.



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Electric Vehicle Corporation. A full line of Taylor-Dunn vehicles, ideal for moving plants and people. With these products you'll cheat OPEC, and spark plug changes are easy, too. Electric Vehicle Corporation also handles an all-electric Comuta-Car. Paul Brown, President, P.O. Box 37024, Shreveport, LA 71103; (318) 222-5312.

Adkar, Inc. This firm is sole

distributor for a totally new anti-transpirant that is not resin-based. Adkar Cloud Cover protects both indoor and outdoor plants from severe temperatures and moisture loss. Bette Schwarz, president; Stephen Schultz, director of sales, 1006 South Tenth, McAllen, TX 78501; (512) 687-9551 or (800) 531-7469.

Windmill Nurseries, Inc. A complete line of landscape

quality plant materials. Windmill has both field and container stock available, and places strong emphasis on quality control prior to shipment. Dennis McCloskey, president, Rt. 4, Box 180, Franklinton, LA 70438; (504) 796-9655, or (800) 535-1887.

Louisiana Wholesale Nurserymen, Inc. Distributor for Green Light, Organic Compost, Warp's, Sierra Chemical, Lockwood Plastics, and many other lines of nursery dry goods. Mike DeLatte, manager, 4747 River Road, Jefferson, LA; (504) 733-8453.

Greenleaf Nursery Co. A large northeast Oklahoma nursery with marketing regions everywhere east of the Rockies. Specializing in broadleaved evergreens and shrubs, and ornamental, shade and fruit trees, all in containers. Sales Representatives Herman Brown (north of I-20), D.S.R. Box 73, El Campo, TX, 77437, (713) 543-6891; and Bill Whitney (south of I-20), Rt. 3 Box 315, College Station, TX 77840, (713) 693-7689.

Simpson Sod. If you need Tifgreen Bermuda "328", Tifway Bermuda "419", centipede or St. Augustine grass, plant your feet in Simpson Sod. Unloading service available. Jim Simpson, president, 130 Bertel Drive, Covington, LA 70433; (504) 892-4065.

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Mid-Western Nurseries, Inc. With 6,000 acres in nursery stock, Mid-Western claims the title of the largest nursery in the U.S. Headquartered in Tahlequah, Oklahoma, Mid-Western has growing areas in Tennessee and Alabama as well. It offers a full selection of trees, shrubs, bulbs and liners. Mike Dunn, sales representative, P.O. Box 768, Tahlequah, OK, 74464; (918) 456-6185 or (800) 331-4145.

Hammond's Nursery Supply. Central Louisiana distributor for virtually all nursery supplies, including chemicals, peat, plant bags and pots, and greenhouse materials. John Hammond, sales representative, Rt. 1, Box 164, Forest Hill, LA 71430; (318) 748-4452.

Hines Wholesale Nurseries. A large California-based system of nurseries, with a nationwide growing and marketing effort. Hines offers a full range of landscape plant material in all sizes. Bill Nunnally, sales representative, Baton Rouge, LA, (504) 769-4305. Home office P.O. Box 11208, Santa Ana, CA 92711; (800) 854-0244.

Cassco An Alabama-based nursery and greenhouse supply company, Cassco offers greenhouses, potting soil, fertilizer, chemicals, heaters, fans and other general hard goods. Allen Oswald, sales representative, P.O. Box 3508, Montgomery, AL 36193; (800) 633-5888 or (800) 633-8776.

Bunch Wholesale, Inc. Over 4,500 different products for

the nursery industry, ranging from seed to entire greenhouses. Gary Richardson and George A. Armstrong, P.O. Box 5968, Texarkana, TX.

Fisons-Western Corporation. The largest distributor of Canadian sphagnum moss in the U.S. The company also sells Sunshine Mix, a potting medium based on the Cornell mix, consisting of peat moss, vermiculite, perlite, a wetting agent, fertilizer and trace elements. International headquarters in Vancouver, Canada; Louisiana office is headed by Ronnie Hurt, 2025 Pitch Pine Avenue, Shreveport, LA 71118. Distributors located in Baton Rouge, Alexandria, Shreveport and Monroe.

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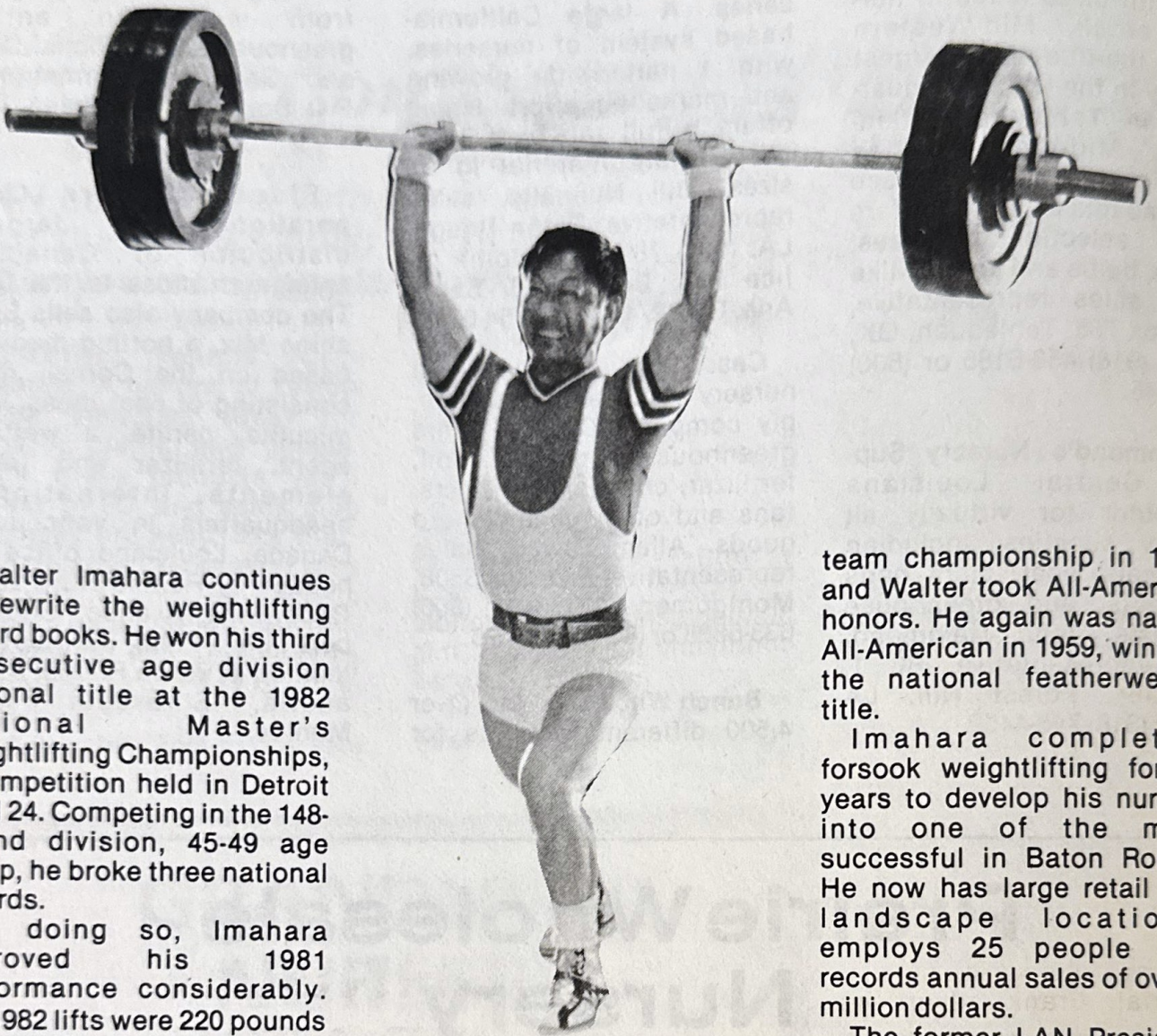


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People



Walter Imahara continues to rewrite the weightlifting record books. He won his third consecutive age division national title at the 1982 National Master's Weightlifting Championships, a competition held in Detroit April 24. Competing in the 148-pound division, 45-49 age group, he broke three national records.

In doing so, Imahara improved his 1981 performance considerably. His 1982 lifts were 220 pounds in the snatch lift and 281 pounds in the clean and jerk lift, for a total of 501 pounds. All are now national records. The total is a 39 pound improvements over Walter's 1981 total.

As a USL horticulture student, Imahara took nine Southern AAU championships, six state titles, and numerous other awards. USL won the NCAA

team championship in 1957, and Walter took All-American honors. He again was named All-American in 1959, winning the national featherweight title.

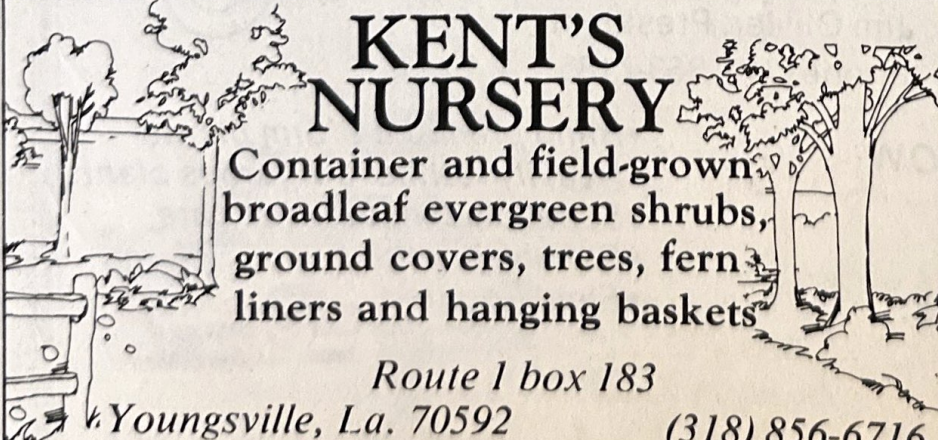
Imahara completely forsook weightlifting for 12 years to develop his nursery into one of the most successful in Baton Rouge. He now has large retail and landscape locations, employs 25 people and records annual sales of over a million dollars.

The former LAN President came to Louisiana under pretty adverse circumstances. Although second-generation U.S. citizens, his parents were taken from their California home and put in "detention centers" in Arkansas during World War II. Walter and his eight brothers and sisters were imprisoned as well.

The family, unable to work or to leave the camps, lost their home and had absolutely nothing when the war ended.

The Imaharas moved to Baton Rouge after the war, and Walter enrolled at USL in the late 1950s. He discovered his aptitude for horticulture and his ability to lift prodigious quantities of metal at the university.

The rest, as they say, is in the record books.



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Newly-elected LAN president **Frank Akin** is a second-generation nurseryman who grew up watering and pruning plants. His father began Akin's nursery in Shreveport in 1943, with a wheelbarrow and a few fruit trees. Frank attended USL and graduated from LSU in 1963, in landscaping, and eventually took over Akin's Nursery in 1972. The Akins have been at their present location since 1958. The nursery is primarily retail, although 15 percent of its revenues come from landscape work. The 2.4 acre nursery employs 22, and sells the whole gamut of nursery material. Frank advertises

New LAN member **George Brandt** of Baker is expanding a horticulture hobby into a small business. A native of Ohio, Brandt learned about plants at an early age from the county agent who lived next door. He's worked for the Louisiana Department of Highways since 1955, and is due for retirement in about a year. Brandt has both field and container stock, and is particularly interested in growing some of the older azalea varieties like Moss Point Red and Gulf Pride. He propagates in sand boxes under pine trees, and grows mostly camellias and azaleas. His son helps maintain the nursery, which they've named Azaleawood Nursery.

selling plants with color 365 days a year, and guarantees all plants except house plants.

Akin has set 1982 goals of improving LAN membership, establishing an endowed scholarship program and limiting scholarship duration, continuing the growth of this magazine, and upgrading the image of LAN to promote professionalism in the nursery industry.



What makes **Clyde Gorum** one of the most successful retail nurserymen in the state? You're looking at his secret weapon. Clyde insists that **cats** are a valued part of his staff. Indeed, the critter he's holding not only shares Clyde's office, it in fact sleeps in a box squarely situated atop his desk. Clyde's cats not only keep the rodents at bay, they encourage families to bring the kids to "the nursery with the cats." The Shreveport nurseryman operates a major retail business that has never been better.

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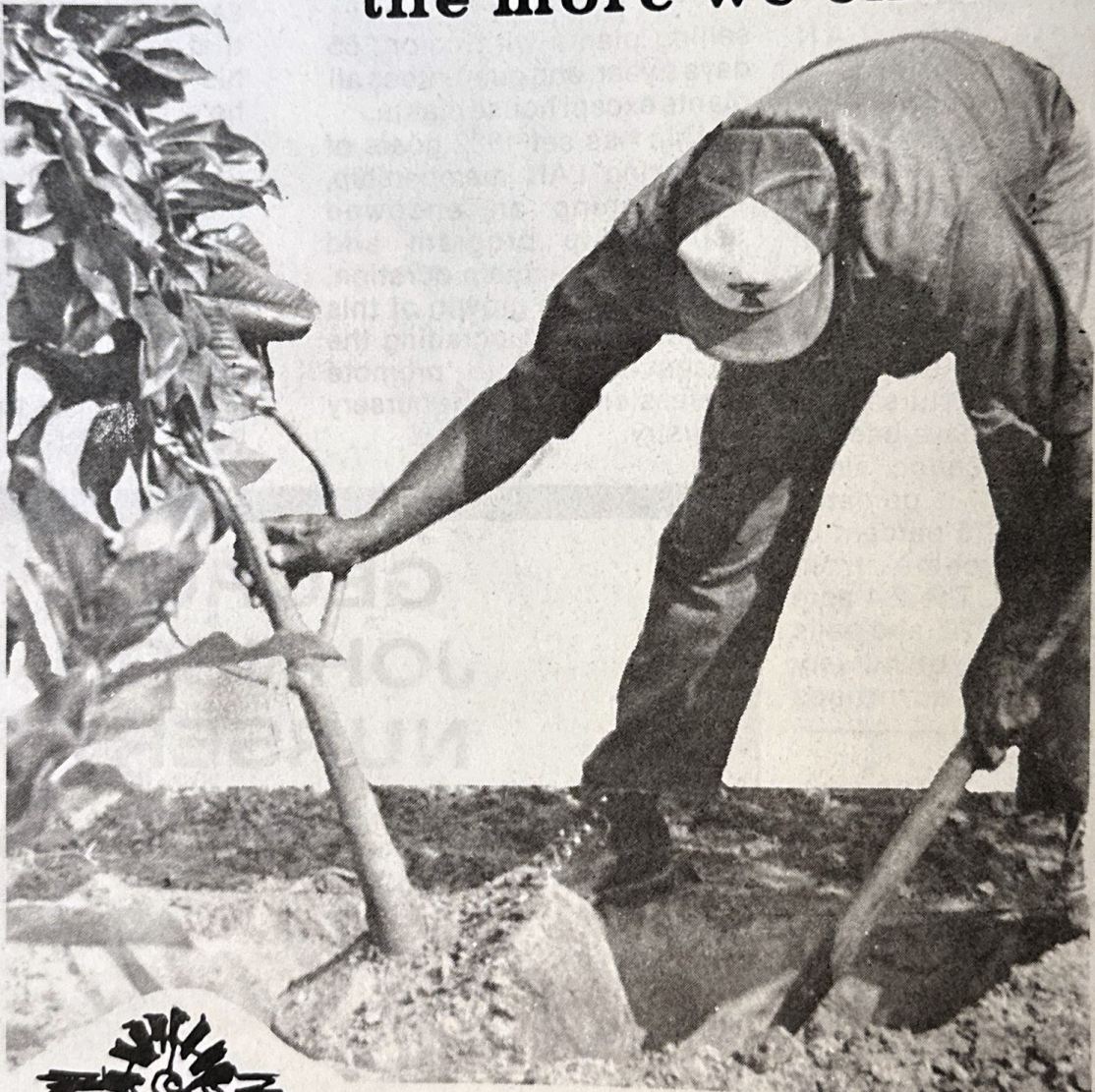
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