

Louisiana's **NURSEYMEIN**

Official Publication of the Louisiana Association of Nurserymen, Inc. • Spring, 1984



The Way We Were: LAN Is 30 In September

Article on page 12

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_____.

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From the editor

As anyone who's experienced it knows, your 30th birthday is a time for reflection, if not out-and-out trauma. Are we on the right track? Where have we been and where are we headed? What do we need to continue, and what to discard? What have we accomplished and what do we need to accomplish next?

LAN is 30 this September, and these kinds of questions are as applicable to the organization as they are to any individual.

What has LAN accomplished in the past three decades? Let me count the ways.

Sets standards for the nursery industry. Every professional group, from truck drivers to attorneys, collectively sets standards of professional performance. LAN has established a Certified Nurseryman's Program which tests an individual's knowledge of the industry. The exam is based on a manual published by LAN.

Serves as the voice of the industry. LAN members represent the industry in Baton Rouge and sit on the Horticulture Commission. Through its public relations committee, LAN promotes nursery products to the consumer, in conjunction with such groups as the Nursery Marketing Council.

Provides channels of communication. The annual winter conference gives nurserymen a chance to exchange information, learn new concepts from national authorities, view new products and services, and share the fellowship and congeniality that nurserymen are justifiably proud of. Additionally, this magazine provides a forum for information about the people and events of the nursery world.

Encourages young nurserymen. LAN has awarded thousands of dollars in scholarships to young people studying horticulture. As articles in this issue and previous issues have shown, these students have entered the Louisiana nursery industry with their training. Also, LAN sponsors awards for FFA horticulture judging contests. Presently, LAN has more than \$12,000 in endowment funds for scholarship and research (the LANSAR fund).

Are we on the right track? In the past two years, LAN has increased its membership by more than 50%. The magazine has grown more than seven-fold in circulation since I've been editor. The joint conference with

MNA has proven popular the past two years.

Yet the nursery industry is in a state of considerable flux. Changes in housing industry—condos replacing single-family dwellings, for example—have considerably affected the demand for plants. Major corporations have entered the nursery industry, devoting big money and big acreage to nursery stock, creating very soft market conditions. Two severe winters have killed or damaged nursery plants, creating serious losses for some nurserymen.

We are not without challenges and problems. How will we respond, what trends will mark the nursery industry of the future?

One trend may be an increase interest in native plants. Natives by nature are adapted to the adverse weather we've been having. Generally they're low-maintenance plants, a plus to consumers. And few of them are mass-produced by the big nurseries on the West Coast.

Dr. Severn Doughty, Jefferson Parish horticulturist for the LSU Cooperative Extension Service (and a new LAN board member), has agreed to contribute a regular column in this magazine under-utilized Gulf Coast native plants. His initial article, on the pawpaw, begins the series in this issue.

Also featured is a young Covington grower, John Mayronne, who has devoted his nursery to native plant material.

Another change discussed in this issue is LAN leadership. Bill LaCroix of Covington began his two-year term as LAN President this past January. He is introduced in an article which includes his goals for the organization.

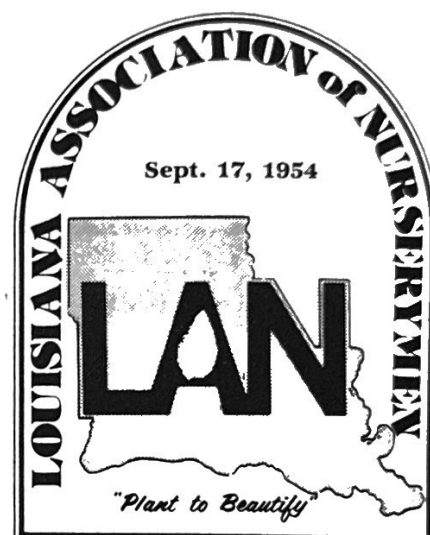
Bill and LAN need your help and input. As the vintage photos in this issue show, many of the nurserymen now active in LAN have been active for two or three decades: men like Earl Vallot, George Johnson, Dr. J. A. Foret, Julian Dondis, Kent Langlinais, Marshall Mugnier, Clyde Gorum and others.

LAN has been blessed with good leadership. But the LAN officers and board members need fresh blood and new ideas.

If you have ideas or suggestions for the winter short course and trade show, for this magazine, for LAN's legislative committee, or for any LAN endeavor, by all means speak up. LAN is your organization; it can be only as strong as the collective efforts of all

its members.

In the meantime, make plans to peel some shrimp in Lafayette September 17, as LAN reflects on its past 30 years, and sets out to make the next 30 even more productive and memorable.



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The Real LaCroix



Newly installed LAN President Bill LaCroix began his nursery business as a sideline, while teaching science and vocational agriculture in Covington.

"I had always wanted a business of my own, and preferably one in agriculture," he remembers. "I was in the Air Force, stationed in Florida, and one day I visited Sidney Meadows in Alabama. He convinced me to try the nursery business."

LaCroix, who earned his degree from USL, moved to Covington in 1963 after he was discharged from the service. "I bought 40 acres and a house. Land then cost \$200 an acre, which I thought was out of sight costly. I had five kids then, and the oldest was just in school. I began teaching, and in my spare time began planting trees."

Through the years he acquired another 80 acres of land, and leased another 50 acres. He planted oak, willow, crabapple and dogwood, as well as big shrubs like crape myrtle, hollies and photinia.

His four sons began putting in long

days during their summers, sculpturing trees and keeping the weeds under control. When Bill retired from teaching in 1978, he had a good supply of large plant material, and he found a good demand for his products.

Bill has been a member of LAN for many years, and first became a board member in 1978.

Bill LaCroix's goals for LAN

1. Increase membership from 316 to 400.
2. Boost the LANSAR fund from \$11,000 to \$20,000 (LANSAR is the LAN Scholarship and Research fund, an endowment whose interest goes to deserving students and researchers).
3. Increase circulation of **Louisiana's Nurserymen** from 1,400 to 2,000.
4. Increase recognition of all member states in the TAN-MISSLARK SHOW.
5. Create regions or districts within the state of nurserymen's groups that meet annually to improve communication both regionally and on the state level.

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Cover Photo

This photo is thought to have been taken at the meeting in Baton Rouge October 24, 1954, at which the original LAN Board of Directors drafted a constitution and bylaws. It was the first official meeting following the decision a month earlier to secede from the Louisiana State Horticultural Association. Members, from left, are: seated—Wiley Roach, West Monroe, first vice president; Aubrey Henderson, Lafayette, president; W. Price Magee, Folsom, second vice president; and Manuel Zabala, New Orleans, secretary; standing—M. Eloi Girard, Lafayette, George Johnson, Forest Hill; Mancel Holmes, Bogalusa; Mr. Hunt of Hunt's Nursery, who hosted the meeting; and Eucharist Mouton, Lafayette. Board members not shown were E. P. Akin, Bill Furlong; Fritz Huber, Joe Vallot, Joe Roshto, Heinz Schackai and Floyd McKee.

Scions of the times

Plants freeze again

The second "once every hundred years" cold snap in three years hit the South shortly after Christmas, 1983. The weather was as cold as the January 10, 1982 freeze, and temperatures stayed below freezing longer. Many Louisiana nurseries lost plants, although no official tallies are available. As was the case in 1982, the springtime brought miraculous recovery to many plants given up for dead. Savvy nurserymen are withholding from the market any plants damaged or weakened by the freeze. Although some species are in limited supply, nurseries do have quality plant material for spring sale.

Memorial gifts to LANSAR

You can now honor the memory of a loved one or a respected colleague by making a contribution in his or her name to LANSAR — the LAN Scholarship and Research fund. Any money contributed in this manner will be permanently invested in an endowment. LAN will send a card indicating your gift to whomever you designate.

Eat more rice hulls

Another Louisiana agricultural byproduct has joined sugar cane bagasse in the commercial potting mix compost pile: rice hulls.

J. D. McMaster of Houston has formed a partnership with J. B. Broussard of Broussard Rice Mill, Inc., of Mermentau. As McMaster puts it, he has 16 years experience in composting and marketing compost, and the Broussards have the rice hulls and trucking.

They will sell composted rice hulls both in bulk for landscape construction, and in bags for garden centers.

McMaster has signed a licensing agreement with Dave Butler of Little Rock, Arkansas, for composting and marketing rice hulls through Rice Hull Compost, Inc., of Greenville, Mississippi. McMaster said further expansion of rice hull composting in Mississippi, Arkansas and California will be announced in the near future.

McMaster's Rice Hull Compost is a new member of LAN.

Floraboard defeated


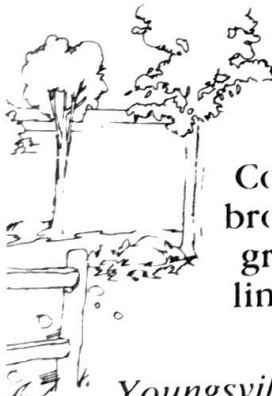
The Floraboard proposed by the U.S. Department of Agriculture (and discussed in the previous column of **Scions**) was voted down by a referendum of producers and importers. The board would have been funded by assessing flower and plant producers whose annual sales were greater than \$100,000. They voted against the Floraboard by a two-to-one margin. The board would have funded research, promotion and consumer education.

Cold damage in Texas

According to the March issue of the **Texas Greenhouse Bulletin**, cold damage in that state is estimated to be as high as \$20 million for the greenhouse industry and \$100 million for the nursery industry.

New Godley's branch


Godley's Nursery has just opened a southside branch in Lafayette. Situated on Pinhook Road amidst Lafayette Oil Center office buildings, the new branch emphasizes large foliage plants and other interior plants. Godley's northside location on Moss Street complements this with landscape materials, including a good offering of roses. According to **Randall Godley**, the southside branch has proven very successful—its gross sales after three weeks of business are already 75% of the gross sales (during the same period) of the northside branch, which has been in business 12 years. Godley is partners with **Shane Barry** in the 1-acre southside branch. Southside manager is **Jeanette Olson**.



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The Pawpaw: A nutritional native fruit plant you should know about



A little known native plant has excellent potential both as a backyard fruit tree and as an ornamental. It only needs a public introduction, a few nurserymen to propagate it and garden centers to carry it before it could someday become a popularly demanded plant.

Pawpaw, *Asimina triloba* (L.) Dunal. (Custard-apple family; *Annonaceae*) produces three to five inch nearly cylindrical yellowish-green fruit that have a fragrant aroma, the custard-like texture of a banana, and the rich sweet taste of a pear. The fruit is produced either singly or in clusters and contains several bony brown seeds about one inch long and one half inch wide.

The fruit varies in size and flavor. Some may be large and yellow-fleshed, highly flavored and early-ripening. Others may be white-fleshed, mildly flavored and late ripening. In the wild the fruit falls to the ground in autumn and must be stored until ripe.

Pawpaw fruit may be eaten raw or covered with cream as a breakfast food. They may also be baked in pies or made into other desserts.

Little was known about the food value until Dr. John P. Cherry, chemist with the United States Department of Agriculture, began his analysis of its nutritive value at the Southern Regional Research Center in New Orleans. Dr. Cherry was contacted by Dr. R. Neal Peterson, an agricultural economist with the Economic Research Service who has been instrumental in developing the potential of the pawpaw as a tree crop.

Cherry found pawpaw fruit to have high nutritional quality, especially when compared to apples, peaches and grapes. Pawpaw is high in unsaturated fats, proteins and carbohydrates, and is an excellent source of vitamins A and C.

Interestingly, Cherry found that pawpaw fruit contains higher amounts of potassium, phosphorus, magnesium, sulfur and iron than the other three fruits. The protein content has an exceptionally good balance of the amino acids that are essential to human diet. In fact it has up to six times the amount of amino acids found in apples, peaches and grapes.

The ornamental qualities lie with the

flowers, foliage and bark. Pawpaw may be a spreading deciduous shrub or a broad-crowned deciduous tree attaining a height of 30-40 feet. The 1½ inch purplish-green flowers are solitary and appear with or before the leaves (March-May). The leaves are simple and alternately arranged, somewhat oblong, 4-11 inches long and 2-6 inches wide.

The leaf color is paris green, smooth above and usually rusty-pubescent beneath. The bark is thin and smooth, but as the tree grows older it develops small fissures.

Pawpaw prefers rich bottomland soils. The range extends from east Texas, through Arkansas and Louisiana, eastward to Florida and northward to New York, Michigan and Nebraska.

Pawpaw may be propagated by seeds sown in autumn, or they may be stratified. The plant may also be layered, grafted or started by root cuttings. The seeds are relatively slow to germinate until spring. However, stratification for 100 days at 50°F appears to hasten germination. Grafting may be achieved by using *Asimina*

parviflora, *A. obovata*, *A. incana*, *A. angustifolia*, *A. reticulata*, *A. pygmaea* or *A. ruglei* as understock. Grafting procedures commonly used for pecans would suffice.

Frequently, good fruit crops are not the rule with wild plants because the stigma often matures before the stamens shed their pollen (*protogynous* varieties). Pollination by hand can often correct the problem and nearly all species (listed above) can be cross-pollinated to produce heavier fruit crops.

Several varieties have been named, such as "Dr. Potter", "Duck", "Earlygold" (Zimmerman, 1924), "Fairchild" (Fairchild, 1917), and "Ketter" (Mrs. Frank Ketter, 1917) but since the varieties were named so many years ago, it is questionable whether any of these are available.

Pawpaw will be exhibited at the 1984 Louisiana World Exposition in an LSU-sponsored educational exhibit entitled "Louisiana Native Plants for the Landscape." The Exhibit is being coordinated by Luis Guevara of Design Consortium, (landscape architects for the World Expo) and by the author.

—Dr. Severn Doughty, LSU Cooperative Extension Service.

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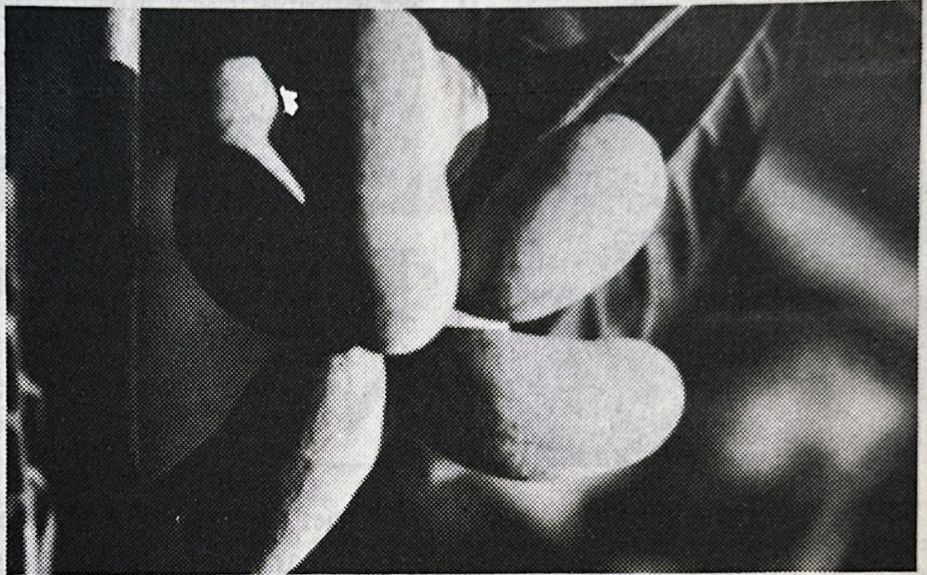
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Pawpaw fruit, above; Pawpaw tree, opposite page.

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Herbalist joins LAN



Where can you find fleabane, purslane, costmary, rosemary, catnip, horehound, and 150 other varieties of herbs? In Monroe, at the Herb Place. Mrs. Angie Hargiss, a new LAN member, ships herbs as far as Dallas and New Orleans.

"I always grew a few herbs, but really got 'bit by the bug' around 1969," she says. "Herbs are becoming much more popular with the resurgence of gourmet cooking. People think they're fragile and dainty, but they're not. Most are hardy perennials."

She says herbs have many uses—not only in cooking and folk remedies, but also as dried bunches for interior decorating, in spice balls, cachet and potpourris, and as flavoring in jellies, teas and cakes. "There are more than 300 varieties of mint, and some can be used to scent bath water."

She grows her stock both in a greenhouse and in the field, and plants display gardens with such themes as colonial kitchen herbs, medicinal herbs, tea gardens, a zoo garden (catnip, lamb's ear, etc.) and a Peter Rabbit garden (with herbs mentioned in the story).

Most of her plants come in three-inch pots. She specializes in geraniums, and plans to add about 100 new varieties of herbs to her repertoire this spring.

The Herb Place is located at 120 Anita Drive, Monroe, Louisiana, 71202.



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Native Intelligence

Local plants for local landscapes, says John Mayronne

Covington native John Mayronne graduated from LSU in 1978 convinced that native plants were underutilized in Louisiana landscapes. Finding few plants available from commercial sources, he began collecting and growing his own.

Six years later, he's one of the state's leading growers of native plants—in terms of varieties available, if not in quantities.

His has been the doubly steep path of not only finding and propagating plants that are sometimes hard to find, but also of creating a market for plants that many regard as “unconventional.”

“Many landscape architects and home owners aren't aware of what native plants are available, and what they can do,” Mayronne says.

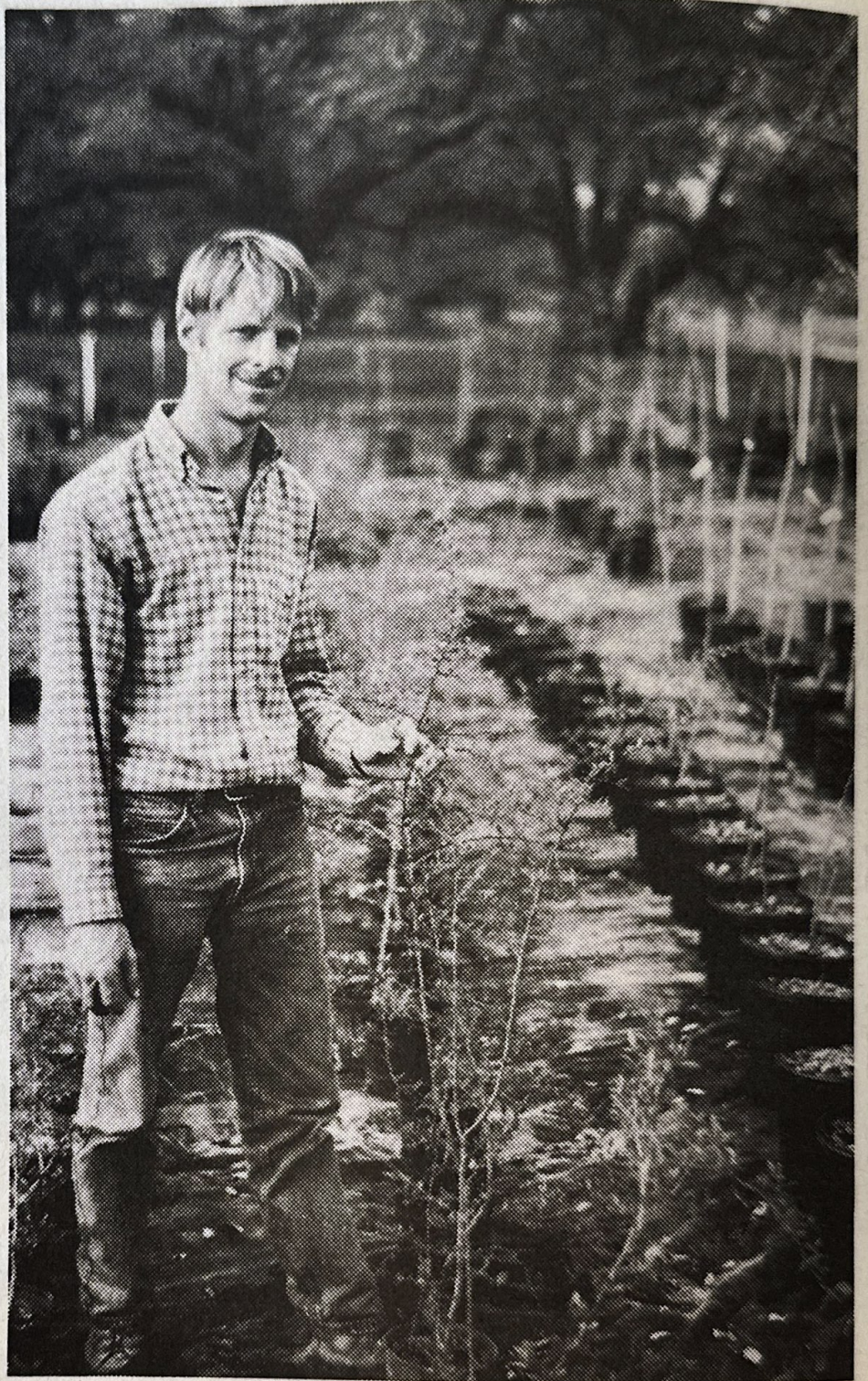
“We've been giving presentations to groups, getting publicity, and trying to do quality work. We're trying to integrate native plants into sites that say, ‘Yes, this is Louisiana.’”

Mayronne is a partner with Keith Villere and Steven Rubar in a landscape business. He also has begun Natives Nurseries on family land near the Tchefuncte River.

“It's hard to do both nursery and landscape architecture work,” Mayronne admits. “Many of my varieties are not yet of the size needed for landscape plantings, since I just expanded and will be in a production phase for the next several years. By the end of the year, though, the material will be better than it ever has been.”

Mayronne currently grows about 200 varieties on three acres, and has plenty of room to expand.

“I've seen more and more interest in natives the past few years. People need to see examples of native plants and how they can be used. I think the benefits of natives outweigh those of other plants, and we need to make these plants available as an alternative.



John Mayronne with container-grown native crabapples (*Malus augustifolia*) at Natives Nurseries.

But you must have a good product.”

Mayronne and his partners have done landscape work in the Covington-Mandeville-New Orleans area, as well as in Mississippi. Their clients include Audubon Zoo and Longue Vue Gardens. Natives Nurseries is also a major contributor of plants to the upcoming New Orleans World Expo, which will feature native plants in two display areas (discussed in the Winter,

1983 issue of this magazine).

Mayronne says he learned a lot about native plants from Neil Odenwald at LSU. “I learned a lot in school, and also by walking the family property, keying out plants I didn't recognize. Margie Jenkins (of Jenkins Nursery) has been a real inspiration. She knows a lot, and her enthusiasm has kept me going. Tom Dodd in Alabama has also helped a lot. He's



This log cabin is naturalized into its site with both added and previously existing native plants, among them velvet serviceberry, arrowwood, iris and native azaleas.

one of the main growers of native plants in the South, and he's helped develop a market for them."

In addition to seeking to get native plants into Louisiana landscapes, Mayronne and others in Covington are trying to make sure that natives aren't bulldozed out of the landscape.

"As part of the Covington Tree Alliance, we're seeking regulations

that would prohibit destruction of unusual or endangered native plants. For example, I've seen the bulldozer take out plants like the silky camellia, mexican plum and fetterbush.

"Through the Tree Alliance, we're trying to make a statement about our area—that Covington isn't Anyplace, U.S.A."

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LAN-MNA Conference recap

In a three-part series of talks at the LAN-MNA joint conference in Jackson, Dr. Karl Kepner outlined an intricate and fine-tuned system for success in the nursery industry.

Kepner, a professor at the University of Florida, has made hundreds of presentations on management, marketing and merchandising, and is president of his own management consulting group.

"Along with the bald eagle and whooping crane, the amateur manager is one of our endangered species," he told his audience. He pointed out the most businesses have not earned the minimum cost of staying in business during the past five years.

He strongly urged his listeners to formulate a written management strategy. "It must be written to be communicated," he noted.

Kepner said that such a plan would marshal the five fundamental resources available to all business managers: human, capital and physical resources, time and knowledge.

Establishing goals for profits, labor productivity, sales and growth are part of effective planning, Kepner noted. He distinguished between profits and profitability (the latter divides profits by the net worth of the company), and encouraged nurserymen to establish written profitability goals.

Kepner provided a fourteen-point outline for preparing a business plan. These items include defining the business from the customer's viewpoint, evaluating business image, establishing goals, identifying obstacles to sales increases, and specifying target markets.

After demonstrating a total profitability model for financial management, Kepner discussed ways of evaluating management and company performance.

Marketing

"Marketing is one of the three major elements of the business firm," Kepner said, "along with finance and operations."

He told his audience that the source of any firm's marketing strategies should arise from the customer's question, "Why should I buy from you?"



LAN honored Kent Langlains and Frank Akin at the conference banquet. Langlains, who received the J. A. Foret Award, is immediate past president of the American Association of Nurserymen. He has held virtually every office in LAN, and was recently appointed AAN Director-at-Large. Akin, the immediate past president of LAN and Garden Centers of America, has similarly served in many leadership capacities within the nursery industry. During his two-year term of office, LAN grew in members by 50%, this magazine increased circulation seven-fold, and the annual winter meeting grew in size through its affiliation with Mississippi nurserymen. Also during the Akin years, LAN established the LANSAR fund for scholarship and research, and built it into a \$12,000 endowment.

He stressed that each nurseryman should differentiate his business from the competition, and ensure that customers recognize that differentiation.

"There are two ways to increase sales—increase the number of customers, or increase the average sale per customer," Kepner noted.

He showed that marketing strategies take into account the geographic and demographic characteristics of the target market, and concentrate on a specific market image. "Don't try to be all things to all people," Kepner said, illustrating with examples of toothpaste marketing based on such characteristics as fluoride content, tooth whitener, and breath freshener.

Kepner identified six merchandising components that figure in marketing: the physical business atmosphere (location, attractiveness, readable business sign), products (both quality

and availability), personnel and customer relations, pricing, store layout and displays, and advertising and promotion.

Management

Kepner's third discussion, on improving management skills, was the most animated and produced considerable audience response.

Saying that "the most valuable asset of the modern business organization is the human resource," Kepner proceeded to show a number of common management misconceptions about employee attitudes.

Kepner cited studies which show that security and good pay are not the primary factors employees want from their jobs. "Employees rank these factors fourth or fifth, behind having in-

teresting work, being appreciated and feeling 'in on things.'"

He said that when employees do not behave properly, it is generally management's fault. He added that employees do not naturally resist change, but should be brought into the planning process for implementing change.

One of Kepner's principal points in employee motivation was that money and money related benefits usually were weaker motivators than effective communication from management, recognition for good work, inclusion of employees in planning and decisions that affect them, and fair evaluation of work.

"Catch your employees doing something right, and tell them about it," Kepner said. "Be specific in your praise and express your personal appreciation."

Exhibitors and Sponsors

The 1984 LAN-MNA winter seminar had a tremendous turnout of exhibitors. These companies and individuals help pay the bills for nursery meetings. Let them know you appreciate their support. Those indicated by an asterisk contributed additional money for coffee, hospitality and student workers.

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Forest, Louisiana
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McManville, Tennessee
ICI Americas
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J & M Industries
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Amite, Louisiana
Kelso Manufacturing
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Scott Benge
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Kent's Nursery
Kent Langlinais
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Klumb Company
Billy Bell
Hattiesburg, Mississippi
The Lerio Corporation
Jimmy Booth
Mobile, Alabama
Miller Chemical and Fer-
tilizer Corp.
Joe Poppell, Jr.; James
Chiles
Plant City, Florida

(Continued on page 22)

Green Survival: It's something you don't do any more

The American Association of Nurserymen and the Nursery Marketing Council have replaced their "Green Survival" theme (subtitled "It's Something You Do") With a new concept: Discover the Pleasure of Plants.

As the AAN press release puts it, the new theme says to consumers, "Discover the pleasure of plants as energy savers — as air purifiers — sound barriers — sight screens — property investments. Discover the pleasure of plants for the beauty they bring into your life."

AAN will utilize the theme in its garden articles provided to the nation's newspapers, in radio PSAs, in articles prepared for consumer magazines, and in interviews and speeches.

The AAN package has been tailored to serve individual nurseries and garden centers, as well.

Now available to nurserymen are several different packets of promo-

tional aids. The first, the NMC Banner Package, includes a five foot indoor/outdoor banner, five posters, a sheet of decals, a page of advertising clip art, and suggestions for putting the package to best use.

The Banner Package is underwritten by NMC and is available for \$7.50 — half its cost of production, according to AAN.

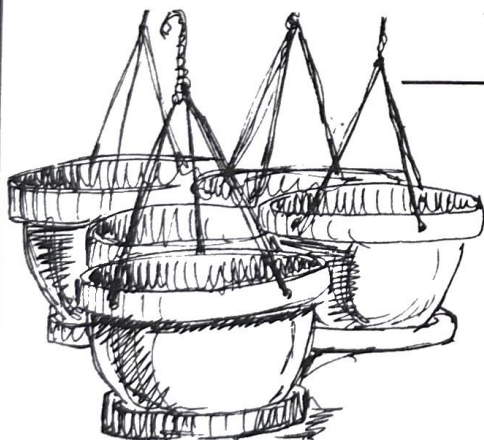
AAN also offers a 12-page consumer information booklet on the "Discover" theme, for \$19/100 copies (minimum order). This price is for AAN members only; non-members should add 50%

Other AAN member service materials include decal sheets (\$1.25), rubber stamp (\$4), postage meter slug (\$30) and logo sheets (\$1 for the first sheet, 50¢ for additional sheets), all contributing to the theme Discover the Pleasure of Plants.

For more information to order, contact AAN at 1250 I Street, N.W., Suite 500, Washington, D.C. 20005.



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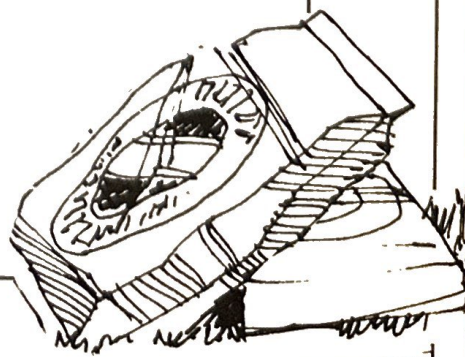
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New greenhouse guides available from Texas A & M

The Texas Agricultural Extension Service has released two new booklets on insect control in greenhouses.

"Recent Advances in Greenhouse Insect Pest Management" includes a general description of standard practices and tools, as well as a discussion of such unusual products as insect growth regulators and insecticidal soaps.

Booklet writer Bastiaan Drees also offers a listing of available insect

pheromones and of sources of beneficial arthropods.

"Controlling Insects and Mites in the Greenhouse," discusses different insect pests and offers charts matching the pests with appropriate insecticides.

For more information about these booklets, write TAEX, Texas A & M University, College Station, TX 77843.



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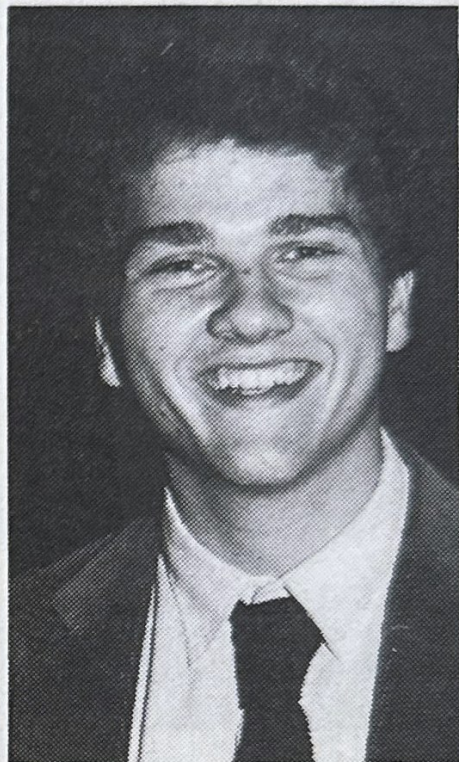
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MNA Scholarship Winner

Robert McCain, II, a student at Mississippi State University, was awarded the Walter Davis Scholarship by MNA at the joint conference in Jackson.

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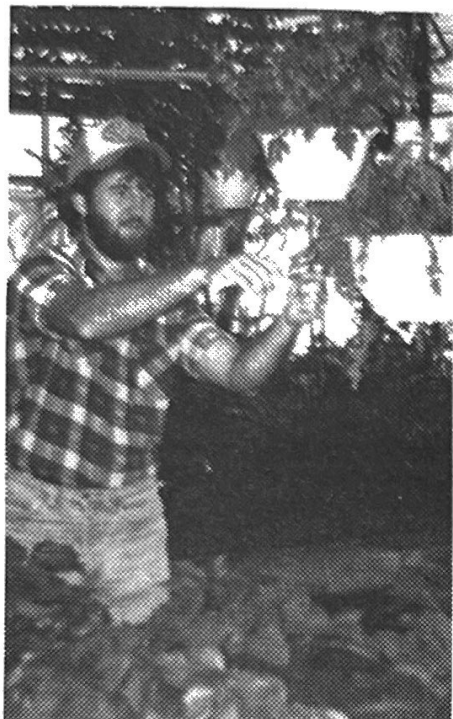
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LAN Scholarship winner on the job at Clegg's

After graduating from Southeastern Louisiana University with assistance from LAN, Ira Nelson Scholarship winner Thomas Fennell embarked on a career, a marriage and paternity all in the matter of a few months.

Fennell is now a supervisor at Clegg's Nursery in Baton Rouge. As a student he maintained a 2.9 overall academic average and a 3.8 average in his horticulture courses.

"The scholarship really helped out, as I have a substantial bank loan to repay," Fennell says. "Although I worked part-time on the SLU grounds maintenance crew, I still had to borrow money to make ends meet."

Fennell was president of the SLU Plant Science Club and vice president of Delta Tau Alpha agriculture honor society.

A native of Baton Rouge, he graduated from Woodlawn High, where his interest in horticulture developed.

"I have always had an interest in plants, but my ninth grade ornamental horticulture teacher, Mr. Elkins, really focused it. I am also greatly indebted to Southeastern faculty members Dr. E. C. Bateman and Dr. A. D. Owings."

His work at Clegg's is very diverse, Fennell says, and ranges from customer service to plant maintenance to plumbing and carpentry.



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USL will host greenhouse short course

The annual Louisiana Greenhouse Growers Short Course will be held on the USL campus Friday and Saturday, June 22 and 23.

The course features ornamental greenhouse crops on Friday, and vegetables on Saturday. Registration costs \$15 and housing is available at the USL Conference Center.

A Cajun crawfish supper will be

held Friday evening.

Program coordinator is Dr. Robert Barry of USL, who has guided the LGGA meeting for many years. For further information, contact him at P.O. Box 40847, Lafayette, LA 70504, or by telephone at (318) 231-5465.

For information about housing, contact the USL Conference Center at 233-9350.

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Winning exhibitors

Ball Seed Company, represented by **Jack Triplett** of Jackson, Mississippi, and **Windmill Nurseries**, headed by **Dennis McCloskey** of Franklinton, Louisiana, won awards for the best hard goods and best green exhibits (respectively) at the joint LAN-MNA conference.



Out of Africa

Dr. Roger Hinson has returned from agricultural economics consulting work in the African countries of Sierra Leone and Liberia. The LSU extension service economist will resume his economic survey of the Louisiana nursery industry, a study covered in the Winter, 1982 issue of this magazine.

Service Award

MNA recognized **Willus Horne** with its Service Award for the year 1983, at the LAN-MNA joint conference. The Mississippi Department of Agriculture also made a special presentation to **Billy Martinson** of Jackson for his contributions to the Mississippi Agriculture and Forestry Museum.



Fletcher wins teaching award

Dr. W. Ellis Fletcher, USL professor of horticulture, recently was named a winner of the Amoco Foundation Outstanding Teaching Award. Fletcher, who edited the LAN Certified Nurserymen's Manual and who administers the certification exam, is a highly regarded member of the USL faculty. The award carries a \$1,500 monetary stipend. Fletcher had previously won a USL Foundation Distinguished Professor award for excellence in teaching research and service.

LAN-MNA Conference Exhibitors

(Continued from page 17)

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Billy Arrighi
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Oda Nursery, Inc.

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San Juan Cadistrand,
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Patio & Garden Shop

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Southaven, Mississippi

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Gene or Ray Penick
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Phillips Bark Processing Company

David Phillips
Brookhaven, Mississippi

Pronto

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Wisner, Louisiana

Pretty Petal Perennial Gardens

Neal Rogers
Greenville, Mississippi

Reid Sales

Tom Reid
Richardson, Texas

Rhone-Poulenc, Inc.

Bill Wigley
Cleveland, Mississippi

Rocky Creek Nurseries, Inc.

Owen Howell
Lucedale, Mississippi

Roddy's Miniature Roses, Inc.

Charles Roddy
Monroe, Louisiana
Rod's Nursery
Mr. & Mrs. Sonny Rodriguez
Denham Springs, Louisiana

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Skipper Jones
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Orlando, Florida

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Marshall, Texas

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Raymond, Mississippi

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North Kansas City, Missouri

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Semmes, Alabama

Thornhill Nursery

Jerry Hill; Jeffery Taylor
Edwards, Mississippi

Vaughan-Jacklin Corp.

Robert Eastburn
Memphis, Tennessee

W & W Nursery

M. B. Welford
Lucedale, Mississippi

Windmill Nurseries, Inc.

Dennis V. McCloskey
Franklinton, Louisiana

Woodruff Specialties, Inc.

Boykin Woodruff
Mobile, Alabama

Zarn, Inc.

Marty A. Thomas
Reidsville, North Carolina

Rochester elected Azalea president

John Rochester, Jr., of Dogwood hills Azalea Nursery was elected vice president of the Azalea Society of America, at that group's national meeting in Washington, D.C. last year. Rochester, who grows some 1,500 azalea varieties himself, is also president of the Louisiana chapter of the Azalea Society. His nursery near Franklinton includes broadleaf evergreens and ground covers, as well. He grows strictly in containers and currently devotes about four acres to nursery stock. Like his neighbor Bryant Jenkins—who's about John's size—John runs a dairy farm when he's not tending the plants. For information about the Azalea Society, contact John at Rt. 3, Box 181, Franklinton, LA 70438.



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