



# Louisiana Nursery News

May/June 1999

The Newsletter of the Louisiana Association of Nurserymen

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## UPCOMING EVENTS

- July 3** Nurserymen Commodity Meeting,  
Louisiana Farm Bureau Annual Conference,  
New Orleans, LA
- July 8-9** Certified Nursery Professional Review & Exam  
Barnwell Center,  
Shreveport, LA
- July 30-  
August 1** SNA '99 Trade Show,  
Georgia World Congress Center,  
Atlanta, GA
- July 30** LAN Membership Meeting,  
Marriott Marquis,  
Atlanta, GA
- Aug 6-8** TAN/MISSLARK Trade Show,  
Dallas Convention Center,  
Dallas, TX
- Sept 8** LAN Board of Directors Meeting,  
Baton Rouge, LA
- Sept 9-10** Certified Nursery Professional Review & Exam  
Botanical Garden,  
New Orleans, LA

## Americans Spend Record \$16.8 Billion on Professional Yard and Garden Help in 1998

With a backdrop of continued economic growth and a strong national housing market, more than 21 million U. S. households spent a record \$16.8 billion on professional landscape/lawn care/tree care services in 1998, according to a just-released Gallup survey. This represents a \$2.2 billion increase on total spending over the previous year and a 32 percent increase in the average amount spent by each household on these professional services.

Spending on landscape installation and construction activities accounted for the largest increase, both in total dollars spent nationwide (\$6.3 billion) and average amount spent per household (\$2,630, up 48 percent).

"This new data supports the growth our landscape members have experienced in their own markets," observed ANLA President Ed Porter, Porter Farms, McMinnville, TN, adding that "a strong economy, home sales, and increased appreciation of practical benefits of a professional landscaping" are the "fundamentals" behind these spending increases.

The Gallup survey was sponsored by the American Nursery & Landscape Association (ANLA), the Associated Landscape Contractors of America (ALCA), the International Society of Arboriculture (ISA), the National Arborist Association (NAA), and the Professional Lawn Care Association of America (PLCAA). It was conducted in cooperation with the National Gardening Association (NGA). \*



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## 1999 LAN Officers, Board & Committees

### OFFICERS

#### President

Rick Webb, Louisiana Growers, 504/ 748-5850

#### Past President

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

#### 1<sup>st</sup> Vice-President

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

#### Treasurer

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

#### Executive Secretary

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

### BOARD of DIRECTORS

#### Directors

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

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

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

Robbie Dupont, Dupont Nursery, 225/ 659-2822

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

David Lowery, Windmill Nurseries, 504/ 796-9655

Pat Newman, Folsom Nursery, 504/ 796-3088

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

#### Associate Director

Andy Zimlich, Lerio Corporation, 800/ 457-8113

#### Director/ Research & Education

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

#### Administrative Assistant

Laura Crnko, 225/ 667-4744

### COMMITTEES

#### Education Committee

Chris Bollich, Ed Bush, Dan Gill, Allen Owings, Wanda Chase

#### Executive Committee

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

#### Finance Committee

Randy Bracy, Wanda Chase, Allen Owings

#### GSHE Representatives

Wanda Chase, Rick Webb

#### Louisiana Farm Bureau Nurserymen's Committee

Dan Devenport, Tim Holloway

#### Membership Committee

Chris Bollich, Laura Crnko, David Lowery

#### Research Priority Committee

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

#### Website Manager

Gary Marmillion

# Congratulations

## New LAN Certified Nursery Professionals

Margot Addison ◇ Juliette's Gardens ◇ Baton Rouge

Connie Callais ◇ Home Depot ◇ Gretna

Melba Garza ◇ McClendon's Nursery ◇ Ponchatoula

Billy Grogan ◇ Clegg's Nursery ◇ Baton Rouge

Patti Johnson ◇ Country Home and Gardens ◇ Abita Springs

Kathleen Killingsworth ◇ Lowes Home Center ◇ Monroe

Robert Mahoney ◇ Lowes Home Center ◇ Hammond

Ben Rolfs ◇ Louisiana Nursery ◇ Baton Rouge

Ned Rolfs ◇ Louisiana Nursery ◇ Baton Rouge

Linda Terral ◇ Lowes Home Center ◇ Hammond

## TAN/MISSLARK EDUCATIONAL LOUNGE

Join LSU Agricultural Center Horticulturists Allen Owings and Ed Bush in the educational lounge at this year's TAN/MISSLARK Nursery Landscape & Garden Supply Show.

Bush will present information on "Media and Irrigation Management for Large Containers."

Owings will review "LSU Agricultural Center Landscape Plant Evaluations."

See you in Dallas!

## MINUTES

### Louisiana Association of Nurserymen Board of Directors Wednesday, March 17, 1999 Baton Rouge, LA

Rick Webb called the meeting to order at 10:00 a.m. The meeting was held at Burden Research Plantation in Baton Rouge. Attendees were Gerald Foret, Robby Barry, Pat Newman, Rick Webb, Dan Gill, Wanda Chase, Randy Bracy, Chris Bollich, Laura Crnko and Allen Owings. Guests present were Mark LeBlanc (LDAF), Jimmy Dunkley (LDAF), Mary Gallant (LDAF), and Ed Bush (LSU). Board members absent were Andy Zimlich, Frances Thorne, Robbie Dupont, Mike Hoogland, David Lowery, and Dan Devenport.

Rick Webb welcomed everyone.

Pat Newman moved, Dan Gill seconded, that the minutes of the December 3, 1998 board meeting in Lafayette be approved as presented. Motion passed unanimously.

Wanda Chase gave a final financial report for 1998. Ending balance for 1998 was \$148,159 compared to an ending balance of \$139,394 for 1997. Income in 1998 was \$67,479 compared to expenses of \$49,818 for a net 1998 income of \$17,660 (profit margin of 26.2%). Randy Bracy moved, Chris Bollich seconded, that the financial report be approved as presented. Motion passed. In other financial notes, Wanda Chase reported a mutual fund balance of \$27,465 on 12/31/98 and a money market balance of \$113,522.54 on 2/28/99. As of 3/17/99, the current balance is \$154,573.

Rick Webb and Gerald Foret gave a GSHE report. Financial reports for the 1999 show are almost finalized. LAN has coming a projected income of \$22,000 from the trade show and \$6,000 from the educational program. Rick Webb reported that Gerald Foret's term on the GSHE board of directors is expiring. Randy Bracy moved, Gerald Foret seconded, that Wanda Chase be named to the GSHE board. Motion passed unanimously.

Rick Webb stated that "LAN owes appreciation to Gerald Foret for his efforts to form the GSHE with MNA and ANA." Thanks Gerald!

Rick Webb appointed a budget/finance committee for 1999. Randy Bracy will chair; other members are Allen Owings and Wanda Chase.

Rick Webb gave a handout (see attached) highlighting plans and ideas for 1999. Items included were (1) name change to "Louisiana Nursery and Landscape

Association", (2) public awareness projects, and (3) enhancement of current efforts.

Chris Bollich moved, Randy Bracy seconded, that LAN, in order to better represent the landscape segment of the green industry, pursue the possibility of a name change to the "Louisiana Nursery and Landscape Association ." Motion passed.

Randy Bracy gave a report on the 1999 Louisiana Ag Labor Conference (sponsored by LFBF) in Alexandria. Nurserymen attendance was down this year- excellent attendance in 1998.

Rick Webb and Allen Owings gave a report from the 1999 SNA State Officers Conference. Some information from the meeting was included in the board meeting packets. The one item that Rick and Allen reported on was the increasing trend of consumer horticulture programs and marketing efforts.

Allen Owings discussed several insurance company items. David Hines with Hines Insurance Agency requested information on possibly pursuing insurance endorsement for wholesale growers (per Robbie Dupont request). We currently have endorsed Wright and Percy as a recommended insurer for maintenance and contracting firms. Allen Fugler has also stated that he can provide the same items as Wright & Percy and will return 1% of the premiums to LAN.

Allen Owings and Dan Gill gave an update on LAN educational program activities for 1999. Ed Bush, Wanda Chase, and Chris Bollich were named to a committee to develop business service-type educational programs for LAN members.

Jimmy Dunkley and Mark LeBlanc gave an update from the LDAF. This mostly included quarantine issues and the upcoming Horticulture Commission hearing.

Mary Gallant from LDAF and Rick Webb discussed marketing and promotion opportunities. A marketing committee was named- Wanda Chase, Dan Gill, Pat Newman, Mary Gallant, and Randy Bracy.

The periodical concept mentioned in the December 1998 board meeting was tabled until later for further discussion.

The next LAN board meeting will be May 5th at Burden Research Plantation in Baton Rouge. Other board dates, with locations to be announced, for 1999 are September 8<sup>th</sup> and December 8<sup>th</sup>.

Being no further business, the meeting adjourned at 2:45p.m. \*

# COME CELEBRATE WITH US...



The Southern Nursery Association is celebrating 100 years of service to the horticulture industry - and you're invited to join us for this historic event! The annual SNA Convention & SNA '99... *The World's Showcase of Horticulture*<sup>®</sup>, will feature a nostalgic look at the past, an enlightening look at the present, and an exciting glimpse into the future. Recognized as North America's premier lawn and garden exposition, with over 10,000 attendees, 1,300 booths and 800 exhibiting firms, this event offers you the most comprehensive buying, educational and networking opportunities - designed to give you the competitive edge and help make your business grow.

Come discover new plants and products, state-of-the-art technologies, the latest production and management tips, and up-to-date information on industry issues and trends that directly impact your business. Get a head start on purchasing for the year ahead and locate new profit sources. Take advantage of a unique buying opportunity during SNA Days @ AmericasMart-Atlanta.

Come experience the excitement of electrifying entertainment, fabulous food and fun. Make plans now to attend this spectacular centennial celebration!

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SNA Days @ AmericasMart  
TechShop '99 Educational Development Series  
SNA Research Conference  
SNA Participating State Association Meetings  
SNA General Session  
SNA/HRI Golf Classic  
SNA KickOff Reception  
SNA Blast from the Past III  
SNA Past President's Awards Banquet  
SNA Ecumenical Church Service  
SNA Annual Business Meeting & Breakfast  
SNA First Lady's Program  
SNA Youth & Teen Program

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## SNA Convention & SNA '99... *The World's Showcase of Horticulture*<sup>®</sup> July 30 - August 1 • Atlanta, GA

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## MINUTES

Louisiana Association of Nurserymen  
Board of Directors  
Wednesday, May 5, 1999  
Baton Rouge, LA

Rick Webb called the meeting to order at 10:10 a.m. The meeting was held at Burden Research Plantation in Baton Rouge. Attendees were Allen Owings, Rick Webb, David Lowery, Mike Hoogland, Wanda Chase, Randy Bracy, Chris Bollich, Andy Zimlich, and Laura Crnko. Guests present were Ed Bush (LSU), Kendall Thornton (Dobson Group Insurance), and Ed Herman (Dobson Group Insurance). Board members absent were Frances Thorne, Robbie Dupont, Robby Barry, Gerald Foret, Dan Devenport, Pat Newman, and Dan Gill.

Mike Hoogland moved, David Lowery seconded, that the minutes of the March 17, 1999 board meeting in Baton Rouge be approved as presented. Motion passed unanimously.

Randy Bracy presented a financial report for the first quarter of 1999. Ending balance for March 31, 1999 was \$165,523. This compared to a December 31, 1998 ending balance of \$148,159. Income in the first quarter of 1999 was \$24,774 with expenses of \$16,101 for a net first quarter income of \$8,673. Mike Hoogland moved and Andy Zimlich seconded that the financial report be approved as presented. Motion passed unanimously.

An insurance presentation was made by Kendall Thornton and Ed Herman of Dobson Group Insurance. They offer workers compensation insurance through association endorsements. Opinion of their presentation was very favorable and this would be a good member service. Kendall Thornton reported that he had written insurance for several nurseries that have resulted in considerable savings. The board of directors will finalize a vote on this endorsement at the September meeting. Mike Hoogland will check on the financial rating for the company and several board members requested quotes from Mr. Thornton.

Randy Bracy presented a proposed 1999 budget from the finance committee. Projected 1999 income is \$77,000 with projected expense of \$59,500 (copy on

file in LAN office). Proposed budget passed unanimously on a motion by Andy Zimlich and second by Mike Hoogland. Randy Bracy moved, Mike Hoogland seconded, that LAN add \$1,500 in undedicated funds monthly for the next 12 months to the mutual fund account. Motion passed.

Rick Webb appointed a committee of David Lowery, Randy Bracy, and Mike Hoogland to explore items for possible budget expenditures for 2000 (in other words, where to spend our increasing net profits). All board members should provide input in time for this committee to present final recommendations by the September board meeting.

New business included a request from Grow Zone to copy LAN's Plant Web information from our website and post it on Grow Zone. After discussion, request was declined. Rick Webb also stated that we need to improve retail nursery listings and information on [www.lan.org](http://www.lan.org).

Some discussion was held on a possible expenditure of \$15,000 to provide 50% funding to hire an extension associate to assist Allen Owings with LAN activities, commercial nursery crop/landscape extension work, and similar materials. The board requested a better description of what this person would do.

Wanda Chase requested that we seriously make an effort to find the most accurate information available on sales or use tax for landscape contractors.

The next board meeting is September 8<sup>th</sup> with location to be announced. Meeting adjourned at 2:30 p.m. on a motion by David Lowery and second by Mike Hoogland. \*

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## LSU Receives ASLA Award

LSU President William Jenkins accepted the American Society of Landscape Architects Medallion Award at the 1999 annual Awards Banquet of the LSU School of Landscape Architecture hosted by the Student Chapter of the ASLA at the Faculty Club April 30. Barry Starke of Virginia, national president of the ASLA, presented the award to Jenkins, who received it for LSU's campus.

The ASLA is recognizing significant landscapes throughout the U.S. in celebration of its 100<sup>th</sup> anniversary year and to spotlight the accomplishments of landscape architects.

The 160-acre LSU campus was moved to its current location in the 1920's from downtown Baton Rouge. The Ohmstead Brothers provided the early master plan and design ideas for LSU. The late Steele Burden, a landscape architect, designed additional landscapes for the campus and shortly after World War II planted the hundreds of live oaks and magnolias that grace the university landscape today.

LSU's campus was nominated by the state society for the award. The nomination was reviewed by the national society and was selected as one of only seven university campuses to be recognized.\*

## Regional Associations' Updates

The *Southeast Louisiana Nurserymen's Association* held their spring crawfish boil at the home of President Robert LaCroix in Blond on Saturday, May 8<sup>th</sup>. The group has recently contributed \$500 to the LSU Agricultural Center in support of Allen Owings' commercial nursery crop extension projects. Locator maps for 1999-2000 are also available.

The *Southwest Louisiana Nurserymen's Association* held their May meeting at Clyde and Bobbye Gehron's home in DeRidder. Co-hosts were Frances and Howard Thorne. Fried catfish was enjoyed by everyone. The group has recently contributed \$500 to the LSU Agricultural Center in support of Allen Owings' commercial nursery crop extension projects. Their next meeting is July 20<sup>th</sup> at the Catfish Hut in DeRidder.

The *Baton Rouge Landscape Association* held their spring crawfish boil at Burden Research Plantation on May 18<sup>th</sup>. Drew Bates, associate professor of horticulture at Burden, gave an update on current activities and plans for the future.\*

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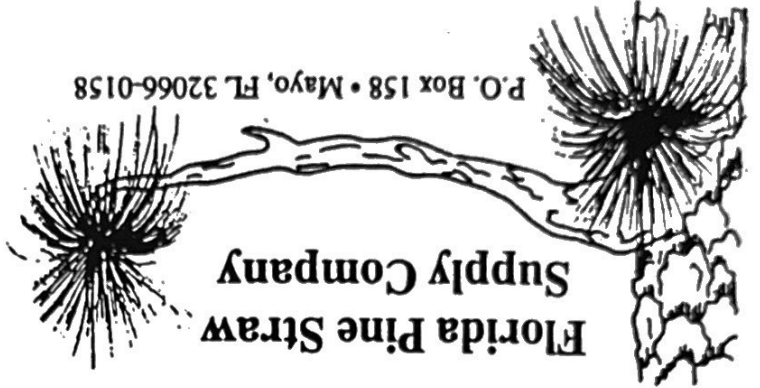
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**Louisiana Association of Nurserymen**  
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**August 6-8: TAN/MISSLARK Trade Show**  
**Dallas Convention Center, Dallas, TX**