



# LOUISIANA Nursery & Landscape

## NEWS

October/November/December 2000

Louisiana Nursery and Landscape News is a quarterly newsletter produced by the Louisiana Nursery and Landscape Association as a member service. The opinions and statements expressed herein do not necessarily represent the views of LNLA, its staff, Board of Directors, or its editors. Likewise, advertisements do not constitute an endorsement of the featured products or services. \*

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## LNLA News

Rick Webb, past-president of LNLA, had a vision to build a greater awareness of the association across the state. During his tenure the board learned of an opportunity to join the Louisiana Public Broadcasting system (L.P.B.) as a corporate member. The potential audience that could be reached would be significant, thus October 14<sup>th</sup> will be the beginning of 19 weeks of tv broadcasts (GSA rotators) in 6 locations across the state (city/channel): Alexandria(25), Baton Rouge(27), Lake Charles (8), Lafayette(24), Monroe(13), Shreveport(24) and on cable.

### TUNE IN & WATCH

- 11:30 am- Victory Garden
- 12:00 pm- At Garden's Gate
- 12:30 pm- Southern Gardener
- 1:00 pm- This Old House

A 15 second spot featuring LNLA five times daily for 19 consecutive Saturday's, beginning October 14.



## The Nursery/Landscape Expo Show Report

The inaugural Nursery/Landscape Expo (formerly TAN/MISSLARK) was held August 18-20 at the George Brown Convention Center in Houston. The 2000 expo attracted 10,300 attendees from 44 states and 10 foreign countries. The attendance profile indicated that 35% were growers, 36% - landscapers, 12% - retailers, 13% - suppliers, and 4% - others. This year, the TNLA pre-expo educational seminars featured over 540 attendees - a 39% increase over 1999. The outdoor equipment demonstrations featured 22 exhibitors presenting their products to serious landscape and power equipment buyers. Booth sales for the Nursery/Landscape Expo - 2001 are 99% sold out with over 85% of 2000 exhibitors already reserving their space for 2001. The 2001 dates are August 17-19 at the Dallas Convention Center in Dallas, TX. Contact Amy Prenger at 800.880.0343 for booth or other exhibitor information. \*

The 6th annual Louisiana Plant Materials Conference was held on Wednesday October 4th at the Holiday Inn - South in Baton Rouge. An excellent turnout of over 175 green industry professionals attending the afternoon concurrent sessions that providing information on bamboo, new plants from Live Oak Gardens, cool season bedding plant trial report, warm season bedding plant trial report, liriopse and ophiopogons, dwarf and miniature crape myrtle evaluations, Auburn University ornamental plant trials, new plants from PDSI, appraisal values for urban trees, tropical plants, and a report from the California pack trial. Plans are already underway for next year's conference. A Louisiana Green Industry Social followed the plant conference. Thanks to the sponsors for make this event a great success - LIPCA, Blumberg and Associates, Louisiana State Horticulture Society, the Dodson Group, and Louisiana Farm Bureau Federation. Thanks also to all the great speakers!!

Allen Owings  
LNLA Executive Secretary



## 2000 LNLA Officers, Board & Committees

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Wanda Chase, Randy Bracy

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Allen Owings

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#### WEBSITE MANAGER

Gary Marmillion



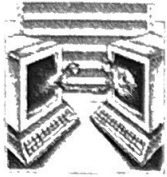
# SNA 2000 Show Report

SNA 2000...The World's Showcase of Horticulture® recorded an astounding total attendance of 9,845. The show floor was comprised of 1,358 booths, filled with 757 exhibiting firms. This three-day event, held August 4-6, 2000, in conjunction with the annual SNA Convention, was sponsored by the Southern Nursery Association and featured the most comprehensive schedule of events, including SNA Days at AMERICASMART-ATLANTA, the SNA New Ideas Store for Retailers, the SNA New Product and Plant Varieties Showcase, the TechShop 2000 Educational Series, the 45th annual SNA Research Conference, the 13th annual SNA/HRI Golf Classic, the SNA JobLine, 16 SNA participating state association meetings, and many other various industry-related meetings.

International exhibitors participation included the countries of Australia, Canada, England, Germany and Sri Lanka. IPM, SNA's European partner-show, again organized an exhibition, while the Southern United States Trade Association (SUSTA) was also represented. A total of 52 new products were showcased in the SNA New Product Showcase, which included the introduction of 15 new products to the market. Although the trade show consumed the majority of three halls, according to Shannon Henderson Sanders, SNA Director of Sales & Services, "Each year the demand for space increases and the comments from exhibitors continue to be positive. I encourage those interested to give me a call, ask questions and reserve early to guarantee space at SNA 2001."

SNA 2000 attracted attendees from all segments of the industry. Segments included retailers, wholesale growers, landscape professionals, manufacturers, distributors, business services providers, golf course & institutional professionals, educators, press and other industry-related interests. International attendance figures indicated attendees from fourteen countries including: Australia, Canada, Columbia, Denmark, Germany, Haiti, Honduras, Hong Kong, India, Japan, Puerto Rico, Sri Lanka, Switzerland, and Venezuela. "The international interest represents the results of the cooperative efforts between the SNA, the Southern United States Trade Association (SUSTA), and our international partner, the IPM in Essen, Germany," said Danny Summers, Executive Vice President of SNA.

SNA 2001, scheduled for August 3 - 5, will be held in Atlanta, GA in conjunction with the annual SNA Convention. Further details of this event will be released in the weeks ahead. The Southern Nursery Association, established in 1899, is a non-profit professional trade association representing the horticultural industry. SNA's primary purpose is to advance the horticultural industry in the southern U.S. through educational, commercial and research opportunities. \*



VISIT NEW...

LNLA

Websites

[www.lnla.org](http://www.lnla.org) &

[www.lnla.com](http://www.lnla.com)

Free listings on the LNLA/PlantWeb website for LNLA members!

✦ LNLA MEMBERS - Take advantage of the LNLA website to promote your products and services.

✦ Fall 2000 Special! LNLA/PlantWeb site for only \$50 with a picture or your business logo included!

✦ WHOLESALE NURSERIES can post availability lists on your existing page on a regular basis without the need to know HTML or learn esoteric computer programs. Costs are as little as \$30 per year!

✦ RETAIL NURSERIES AND LANDSCAPERS - You need a webpage to promote your business to a very affluent clientele. More of your customers and potential customers are getting online every day!

UPDATES POSTED

WEEKLY!

For more information contact LNLA:

● Website: now [www.lnla.com](http://www.lnla.com) about new html

● Webmaster: Gary Marmillion 225.294.5089

● Write: LNLA, PO Box 25100, Baton Rouge, LA 70894-5100

# Survival or...?

By Mark Mayberry

WELCOME! I'm Mark Mayberry, and I've worked with green industry associations across North America. I look forward to being part of The Louisiana Nursery & Landscape Association's publications.

The summer television season is usually a "yawner." It's filled with repeats of last season, or some lame attempts at testing shows for a future year. The summer of 2000 was different, as "Survivor" was a tremendous hit!

But get ready, here come the copycats! I can't remember which was the first "Millionaire" show. It did not take long for the other networks to follow. I'm sure that every television executive is calling their production Team to either to try and figure out how to take advantage of Survivor's success.

Who created the stuffed crust pizza? Was it Domino's or Pizza Hut? Or did it start with some independent pizza store in Podunk, Utah? How long did it take the other chains to copy the stuffed crust craze? About 15 seconds!

If you're a regular reader of my newsletters, you know that "revolutions" is the key word for today's business climate. Tom Peters, the author of such great books as "In Search of excellence" and "Thriving On Chaos" is the person that gets credit for drawing my attention to this phenomenon.

As Tom states, "change" has become a feeble word. It's just not radical enough for what's going on in the business world today. Too many businesses are in a "survival mode." Let's try to hang on, copy andy good ideas that our competitors may have, and hope things work out.

Isn't it time that your company gets past "surviving" - to "thriving?" I'll bet that when your company was founded, one thing that drove your success was the fact that you knew you were different - and your customers agreed! My question for you is this, "Are you STILL different?"

"Survivor" was a gamble. It took a lot of courage for someone to go to the program committee and say, "We should put a bunch of people on a desert

island, and eliminate one person each week." I can imagine what the response might have been. But the results speak volumes!

In order to stay ahead of the field, to thrive in your industry, here are some questions to ask yourself - and your TEAM:



Are we setting standard for our industry - or just copying what others are doing? Does our brochure say the same thing as our competitor's brochure?



Are we holding on to past success - or taking risks that will help us grow? One of the challenges of success is to continue to "roll the dice." When things are going well, it's tough to try new things, to take chances. From personal experience, I know this is a mistake. When you start to pat yourself on the back, you may let many opportunities pass you by.

Cont'd on pg 10



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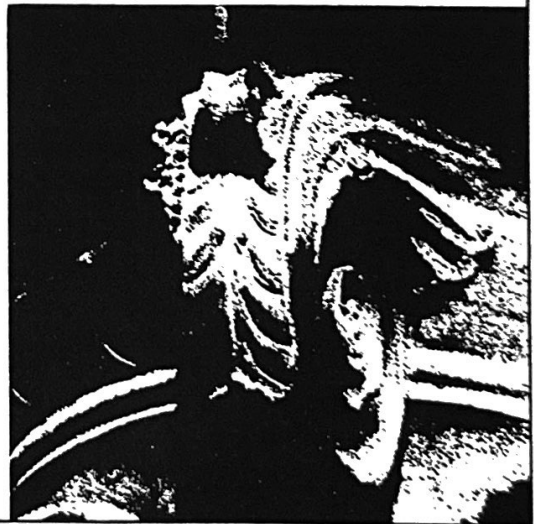
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## Congratulations

Congratulations to LNLA associate members **Lee and Jeff Howell**, Rocky Creek Nursery in Lucedale, MS on the feature article in the September 2000 issue of *Ornamental Outlook*.

Did you notice **Dr. Bob Barry** of Barry's Nursery on page 43 of the September 2000 issue of *NM-Pro* magazine. Looking good Bob!

Kudos to **Walter Imahara**, Imahara's Landscape in Baton Rouge, on his 20<sup>th</sup> national title in the National Master's Weightlifting Competition held this past April in Savannah, GA. Walter competed in the 60-64 age/69 kilo classification.

**Walter Imahara** and current LNLA president, **Wanda Chase**, Imahara's Landscape in Baton Rouge, are also congratulated on the feature article in the July 2000 issue of *Ornamental Outlook*.

Congratulations to **Stokes Tropicals** of New Iberia on being awarded the best print catalog for 1999 from the Garden Writers Association of America.

Congratulations to **Cheek Garden Products** of Shreveport on receiving the best medium hardline booth award at the Nursery/Landscape Expo- 2000 in Houston.

**Wright & Percy Insurance** ranked 22 in top 100 privately owned Baton Rouge companies by *Business Report* magazine, July issue.



## In Memoriam

Sympathy is extended to the family of **Effie "Honey" Clegg**. She was retired co-founder of Clegg's Nursery and a resident of Baton Rouge. She passed away August 11, 2000 at her home. Memorial donations can be made to Hospice of Baton Rouge, 9063 Siegen Lane, Suite A, Baton Rouge, LA 70810.

**Hiram Caves**, 73, long time resident of Pumpkin Center and founder of Caves Enterprises, passed away July 15, 2000 at his home. LNLA expresses our condolences to the Caves family. Memorial donations can be made to the Woodlawn Park Baptist Church Building Fund in Hammond.

Sympathy is extended to the family and friends of **Lloyd Cotton**. Cotton died of an apparent heart attack on April 7<sup>th</sup>. He was partner with John Thornton in Pushepetappan Garden and Nursery in Franklinton.

## Job Opportunities

**Stokes Tropicals** in New Iberia is seeking a nursery manager. Experience is desired. The individual will be responsible for management operations and production.

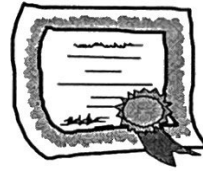
**Contact:**

Stokes Tropicals

Glenn Stokes

P.O. Box 9868, New Iberia, LA 70562

Phone 337.365.6998



## New LNLA Certified Nursery Professionals

### CLEGG'S NURSERY

Daniel Miller

### LOWES- WEST MONROE

Deborah Curry

Shonda McKnight

### LOWE'S- LAKE CHARLES

Elizabeth Monceaux

### MASTER GARDENERS - N.W. LOUISIANA

Kathy Bordelon

Vivian Davidson

Glenda Jacobs

Helen Jenny Kelly

Rosemary Lassiter

Ann LaVere

Patsy Lee

Sandra May

Gena Walker

Rebecca Welter

LNLA would like to print your "In The News" information. Contact: Laura Crnko at [lcrnko@bellsouth.net](mailto:lcrnko@bellsouth.net) or call 225.667.4744.

**Louisiana Nursery and Landscape Association  
Endorsed Insurance Program  
through Blumberg and Associates & LIPCA Insurance Services**

**Statewide Agency - Blumberg and Associates**

- ✓ 10 year old, locally owned agency, based in Baton Rouge with offices statewide
- ✓ Specializing in insuring greens and pest control professionals and in marketing to their associations
- ✓ Special nursery and lawn care program with highly competitive rates
- ✓ Marketing insurance products to LNLA members and to non-members to help build association membership
- ✓ Representing A Rated companies for General Liability, Auto, Property and other professional and personal lines of insurance
- ✓ Marketing fee paid to LNLA for association financial strength



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**Program Administrator - LIPCA Insurance Services**

- ✓ Formed by structural Pest Control Operators in 1986, currently insuring 80% of all independent pest control companies in Louisiana
- ✓ Based in Baton Rouge, Louisiana, in company-owned home office
- ✓ In-house claims handling, loss control education, underwriting, billing and account service through one convenient, nationwide toll-free telephone number
- ✓ Comprehensive knowledge of lawn care industry, supplying support services for insured greens industry professionals; federal labor law compliance, contract writing, regulatory compliance, file documentation, auto safety
- ✓ Technical & financial support of lawn care-related associations; associate membership, advertising in and articles submitted to publications, speaker sponsorship, trade show attendance
- ✓ Highly involved with state regulatory agencies and very knowledgeable of regulators and regulations
- ✓ Premium discounts for General Liability available for trade association membership



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Landscape  
ASSOCIATION

Post Office Box 25100  
Baton Rouge, LA 70894  
tel 225 388 2222  
fax 225 388 1068

RE: LNLA Endorses LIPCA/Blumberg and Associates for Liability Insurance

Dear LNLA Members,

As the only association serving all Louisiana green industry professionals, LNLA is constantly searching for new member services and new ways to strengthen the organization. Toward that end, the LNLA announces the endorsement of Blumberg and Associates and LIPCA Insurance Services as providers of General Liability, Auto, Property and other personal and professional insurance products to association members.

Blumberg and Associates is a 10-year old statewide insurance agency that can service the needs of all LNLA members, regardless of their location. LIPCA Insurance Services provides access to A-rated insurance companies, expert in-house claims personnel and loss control education from its Baton Rouge office. They have insured the companies and actively supported the associations of green industry and pest control companies industry for years, and will bring that same high level of involvement to the Louisiana Nursery & Landscape Association.

The two companies will work hard to handle LNLA members' personal and professional insurance needs while supporting the association through sponsorship of workshops and other financial means. When a representative calls, please give them a few minutes of your time- they may be able to improve your insurance coverage, save you money on your premiums and help out your association.

Please welcome Blumberg and Associates/LIPCA Insurance Services as the new endorsed insurance provider and new Allied members. Thank you for your continued support of and involvement in the Louisiana Nursery & Landscape Association.

Sincerely,

LNLA Board of Directors and Officers

# It's your future. Protect your bottom line...

## ... for just a dime a day.



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

This year, ANLA expects to earmark more than 200 bills in 45 issue areas that will directly affect your business. Our success in safeguarding the future of the nursery and landscape industry depends on your grassroots support. While participation in the Lighthouse Program is no substitution for ANLA membership, it does provide industry professionals with a low-cost way to stay up-to-date on critical legislative issues. And every cent of your money goes toward funding grassroots activities.

But signing up for the ANLA Lighthouse Program is about more than contributing your financial support. Your participation gives you a real voice on Capitol Hill. We'll provide you with the tools—education on the issues, contact names and phone numbers, and even letters ready for your signature—to save you time, but get your message out.

**Become a grassroots participant for just \$36.50—it's a small price to pay to protect your future. Here's what you'll get:**

- a Grassroots Action Kit—\$50 value—FREE for signing up!
- Legislative alerts that keep you abreast of pending legislation—and what the outcome means for you.
- Action reports that summarize our efforts and help you plan for the future.
- Tools you can really use in your grassroots efforts...a list of U.S. Senate and House representatives...sample letters...data you can't get anywhere else on where Congress stands on issues that are critical to the nursery and landscape industry.



ANLA Lighthouse Program  
1250 I Street, N.W., Ste. 500  
Washington, DC 20005  
Phone: (202) 789-2900  
Fax: (202) 789-1893



# Worker's Compensation Insurance

## Available from Dodson Group for LNLA Members

As many of you are aware, the Louisiana Nursery and Landscape Association has made increased efforts over the last several years to enhance member services. In late 1999, LNLA announced the endorsement of Dodson Group for worker's compensation insurance. This has been well-received by our membership and has resulted in significant premium savings for many green industry firms in the state.

Dodson Group is a recognized industry leader in worker's compensation packages delivered via association endorsements. Check your current worker's compensation policy anniversary date and contact one of the following Dodson Group representatives for quote information:

Bobby Scott  
17516 Shenandoah Trails Avenue  
Baton Rouge, LA 70817  
Ph 225.756.5026  
Fax 225.756.5027

Benny Russo, Sr.  
PO Box 13202  
Alexandria, LA 71315  
Ph 318.445.4303  
Fax 318.445.4959

With the recent endorsement of Blumberg and Associates/LIPCA Insurance Services for general liability, commercial auto, and commercial property insurance and the continued endorsement of Dodson Group for worker's compensation, LNLA has provided the opportunity for members to improve insurance coverage.



### LNLA is a Proud Member & Supporter of...

American Nursery & Landscape Assoc.  
Assoc. Landscape Contractors of North America  
Horticulture Research Institute  
Southern Nursery Assoc.  
Gulf States Horticultural Expo  
Louisiana Association of Business & Industry  
LSU Agricultural Center  
Nursery & Landscape Assoc. Executives  
Louisiana Urban Forestry Council  
Louisiana Agricultural Leadership Dev. Program  
Louisiana 4-H Foundation

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## Nursery/Landscape Expo 2000 - Louisiana Exhibitors

Adam's Nursery  
B & T Greenhouse Manufacturing  
Gordon Barney & Associates  
Barry's Nursery  
Caves International, Inc.  
Cheek Garden Products, Inc.  
Coates Manufacturing, Inc.  
Country Pines Nursery, Inc.  
Doug Young Nursery  
Eagle River Nursery  
East of Eden  
Florikan Southeast  
Gerald Foret Wholesale Nursery, Inc.  
Foxx Enterprises  
Holloway's Nursery  
Hurricane Creek Nursery  
J & M Industries  
Jay Mac Tropicals  
Jenkins Farm & Nursery, LLC  
John's Wholesale Nursery  
George Johnson Nursery  
LaCroix Nursery, Inc.  
LaFleur's Nursery, Inc.  
Lakeview Nursery  
John Langston Nursery  
Live Oak Gardens Ltd.  
LSU AgCenter  
LDAF- Marketing  
LNLA  
Miller's Ground Cover  
Murrell Trading Company  
Pace Greenhouse Manufacturing  
George Peter's Plant Farm, Inc.  
Sam Poole's Plant Farm, Inc.  
Prairie Wholesale Nursery  
Robbins Tree Ranch  
SQM North America  
Robert Strange Nursery  
Sugarkettles  
Teche Nursery  
Thaico Nursery  
Unicorn Nursery  
Windmill Nurseries, Inc.

*'Mayberry' ...cont'd from pg 3*

Instead of copying ideas from my competitors, what can I learn from another industry? One of my high school classmates worked for a company that made window shades. One of the challenges for this company was the tedious and difficult manner in which window shades were cut to fit a window. My friend saw another company's process of being able to tear precut plastic by hand, instead of a knife. He brought the idea back to his company, and revolutionized the window shade industry.

Am I rewarding my Team Members for taking risks? Or do I tell them that I want them to be "empowered," then read them the riot act when they try something new and fail? It takes courage to inspire your Team to take risks, but it's the best tactic for continued success.

Oh, by the way, if you are going to really encourage our Team to step out on a limb (or several limbs!), make sure that you have provided them with the proper training.

Do you want to "survive" - or prosper? Just getting by is not much fun. Learn from the lesson that "Survivor" taught us - the best way to be a runaway success is to create new ideas, then have the courage to implement them. Your team will have a great time doing this- and your customers will delight in buying your new products and services\*

*Mark Mayberry is an international speaker, author, and consultant. Mark wants your input! Please write him at: The Mayberry Group, 6015 Twinpoint Way, Woodstock, GA 30189 or call 800 394 6138 or E-mail Mark@MarkMayberry.com*

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## Meadows Retires After 43 Years at L. S. U.

Warren A. Meadows retired this summer as resident director of the Burden Research Station after 43 years with the LSU AgCenter.

"Not many people have served the organization that long and certainly not in as many capacities," said Dr. Larry Rogers, AgCenter vice chancellor for research.

Meadows, who earned bachelor's, master's and doctoral degrees at LSU, began his career as a research assistant in 1958. Other positions he held through the years included extension specialist and project leader, head of the Horticulture Department and resident director of Burden - a post he had held since 1979.

Among his accomplishments was the active role he played in developing and strengthening industry associations such as the Louisiana Pecan Growers Association, Federated Pecan Growers Association and the Louisiana Turfgrass Association.

Warren Meadows served as the second executive secretary of LNLA from 1986-1993. He and Walter Imahara were instrumental in serving as co-chairs for Louisiana's successful merger with the Mississippi Nurserymen's Association (now MNLA) in production of the annual LAN/MNA Educational Short Course and Trade Show.

We wish Warren well in his retirement.\*



# Louisiana Nursery and Landscape Association

"Serving Louisiana's Green Industry Since 1954"

Phone 225/ 388-2222, FAX 225/ 388-1068

## Membership Application - 2001

Please select **X** all categories that apply:

- |                                                           |                                                       |
|-----------------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Independent Retail Garden Center | <input type="checkbox"/> Extension/Education/Research |
| <input type="checkbox"/> Mass Merchandiser                | <input type="checkbox"/> Student                      |
| <input type="checkbox"/> Wholesale Greenhouse Grower      | <input type="checkbox"/> Arborist                     |
| <input type="checkbox"/> Allied Supplies                  | <input type="checkbox"/> Landscape Design/Architect   |
| <input type="checkbox"/> Horticultural Services           | <input type="checkbox"/> Landscape Contractor         |
| <input type="checkbox"/> Wholesale Woody Grower           | <input type="checkbox"/> Sod Grower                   |
| <input type="checkbox"/> Lawn Maintenance                 | <input type="checkbox"/> Other _____                  |

Please select **X** your LNLA membership type:

**Regular Members - \$ Based on gross sales**

Any corporation, partnership, firm, or person engaged in any facet of the green industry or other related business with a definent address and appropriate facilities having further been actively engaged in the nursery business in a reputable, trustworthy and ethical manner for one year in Louisiana.

	Annual Gross Sales	Dues
<input type="checkbox"/>	\$0 - \$100,000	\$50.00
<input type="checkbox"/>	\$100,00 - \$250,000	\$75.00
<input type="checkbox"/>	\$250,000	\$150.00

**Associate Members - \$100.00**

Associate members shall be reputable persons, firms, or corporations outside the state of Louisiana actively engaged in the growing and selling of nursery stock, and reputable persons, firms, or corporations inside the state of Louisiana engaged in the supplying of accessories incidental to the nursery business.

**Affiliate Members - \$25.00**

**Business Employed By :** \_\_\_\_\_

A person or persons employed in any capacity in any nursery industry or establishment, or allied industry which is a member in good standing of the association.

**Student Members - \$ No Charge**

**Name of university and location:** \_\_\_\_\_

Any student actively enrolled on a full-time basis in a Louisiana university and majoring in horticulture or a closely allied field.

**Governmental Agency/Educational - \$ No Charge**

Any person actively employed by a governmental agency or educational institution and having a job responsibility in horticulture or a closely allied field.

**Please type or print clearly. The information provided will be used to print LNLA's annual 'green industry' directory.**

Company Name \_\_\_\_\_ Representative's Name \_\_\_\_\_

ailing Address \_\_\_\_\_

Street or PO Box \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_, x \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ E-mail \_\_\_\_\_

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References and prices for your area  
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