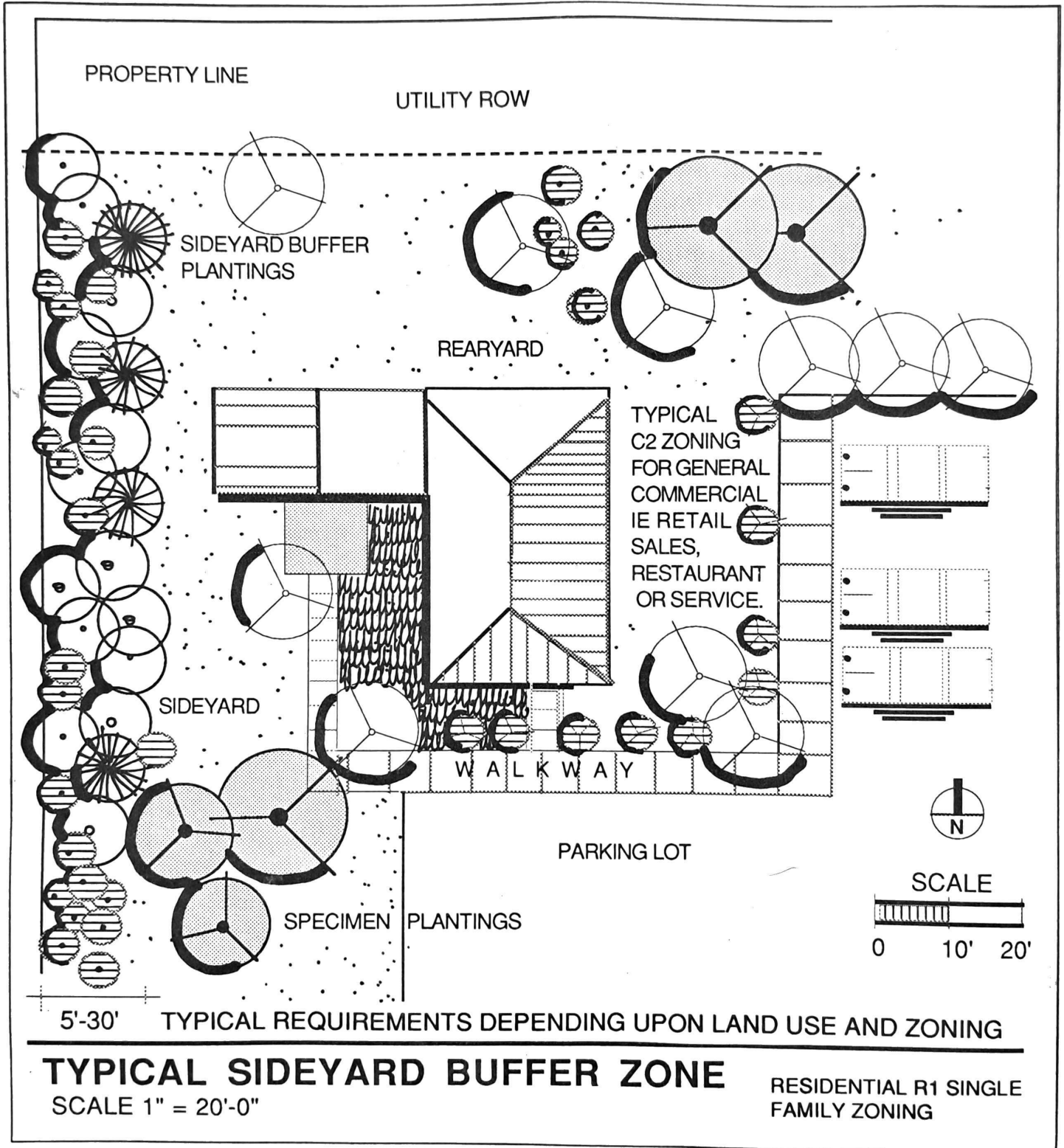


Louisiana's NURSERYMEN



Green Laws

LAN-Funded Studies Attract National Attention

Inside: Accounting for the Owner's Salary • LAN Honorees • Certification Exam

Certification training and exam June 18-19

LAN will administer the Certified Nurseryman's Training and Exam June 18-19 at the Alexander State Forest Headquarters near Woodworth, south of Alexandria in central Louisiana. Preregister by June 1 to participate.

Those who pass the five-part exam receive Certified Nurseryman status, a mark of nursery professionalism. Their certificates will be presented at the awards banquet of the LAN-MNA short course, which will meet in Baton Rouge January 10, 1993. Newly certified nurserymen will be announced in this magazine and other LAN publications.

LAN publishes a study manual to prepare candidates for the test. This booklet, *Louisiana Nurserymen's Manual for the Environmental Horticulture Industry*, is available from LAN Secretary Dr. Warren

Meadows at 4560 Essen Lane, Baton Rouge, LA 70809. It costs \$50.

The test itself costs \$75. Anyone failing one or more parts can retake the failed part(s) later for a \$15 fee per part.

Prior to the test Dr. Severn Doughty, LAN board member, will conduct a review of the study manual on the afternoon of June 18 and the morning of June 19. The test itself will begin at 1:30 p.m. June 19, and will end at 4:30.

The five parts of the test are:

I. Plant Classification, Growth and Development. Includes nomenclature, plant growth requirements, soils and propagation.

II. Understanding Pests and Their Control. Basic entomology, plant pathology, pest control, non-chemical pest control, weed science.

III. Culture of Nursery Stock. Covers retail, landscape and interior plants, groundcovers, annuals, perennials and roses.

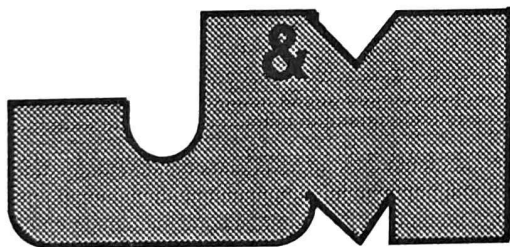
IV. Landscape Contracting, Turf and Tree Management. Includes a segment on arboriculture.

V. Plant Identification. Woody ornamentals, perennials, vines, groundcovers, foliage plants and weeds.

Overnight stay is available in the Conifer Lodge in the state forest for \$45, which includes lunch and dinner June 18, breakfast and lunch June 19.

Total registration (training manual, training, test fees, lodging, meals) costs \$170.

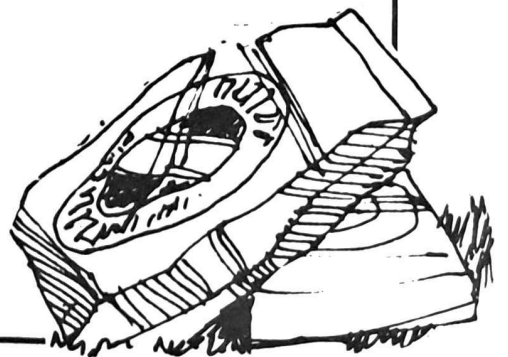
Results of the exam will be mailed to each participant. For further information contact Severn Doughty at (504) 486-4054.



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McCloskey to Head AAN

If all goes according to custom, Dennis McCloskey of Windmill Nurseries, Franklinton, will be formally elected president of the American Association of Nurserymen at the AAN convention in Columbus, Ohio, July 25-26.

He will serve a one-year term.

McCloskey is the second Louisiana nurseryman to achieve this honor in recent years. Kent Langlais, owner of Kent's Nursery, Youngsville, was president from 1982 to 1983. A third Louisiana nurseryman, Frank Akin of Shreveport, was in the "rotation" to become AAN President during the late 1980s, but chose a higher calling by entering the ministry.

As AAN President, McCloskey will preside over a board of directors, and will serve as the principal AAN representative to regional and national meetings of the Green Industry.

Accounting for the Owner's Salary

BY WARREN PURDY

In an earlier column we examined the standardized and simplified chart of accounts and the properly formatted statement of profit and loss. Now let's explore the most overlooked item on the financial statement of a Green Industry company: the owner's salary.

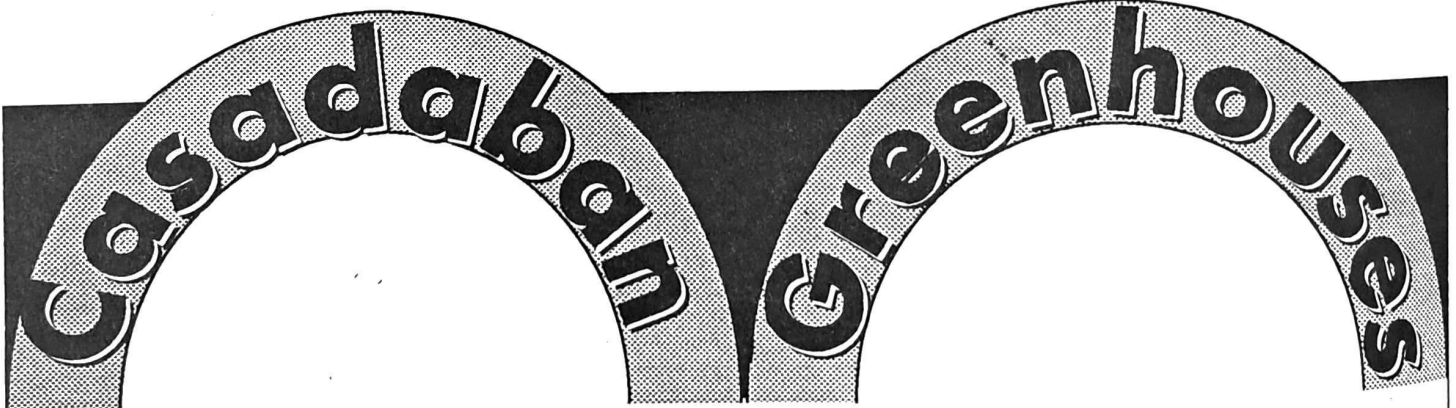
In the case of a corporation, the accountants show the salary on the statement of profit and loss as officer's salaries. The entire amount is indicated in the overhead or *other expense* section. This accounting entry only affects the net profit from operations and does not have any effect on the computation of the gross profit from operations.

On the other hand, in the partnership and individual proprietorship, the owners are not receiving salaries but are receiving "draws" which are *not* indicated anywhere on the statement of profit and loss. As a result, this draw does not affect either gross or net profit from operations. The draw is indicated in the capital section of the statement of financial position (also known as the balance sheet).

The question might be asked at this point, "What difference does it make during the year or at year end?" None at all where city, state and federal taxes are concerned, but it makes a **tremendous** difference in the pricing of your estimate, service, or product.

Further, it drastically affects your gross profit from operations in the case of the corporation and affects both the gross and net profit from operations for both the partnership and individual proprietorship during the course of the year for making sound management decisions.

Accountants are unaware of the peculiarities of the Green Industry business. They have been trained in manufacturing and retail accounting. The Green Industry is an industry all to itself and requires different formats for its statements of profit and loss. The format should reflect a management format that includes the owner's salary properly distributed to the areas in which the owner actually works, instead of being



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reflected in one overhead account or not showing a salary at all.

First I will discuss the owner/officer's salary as it applies to the corporation and then the owner or owners of the individual proprietorship and partnership, respectively. The corporation owner/officer, majority stockholder, should have his salary distributed to the various expense accounts where he performs his daily duties and responsibilities. Most owners or officers spend most of their time in sales, building the firm's clientele, and in supervision, assuring the quality of the product they are selling.

They spend very little time on administering corporate affairs. Therefore, the owner's salary in corporations should be divided in the following manner: 25% to field supervision and quality control, 50% to sales and public relations and 25% to administrative duties. All other officer salaries, whether they be minority stockholders or not, should be distributed to their respective expense accounts on the

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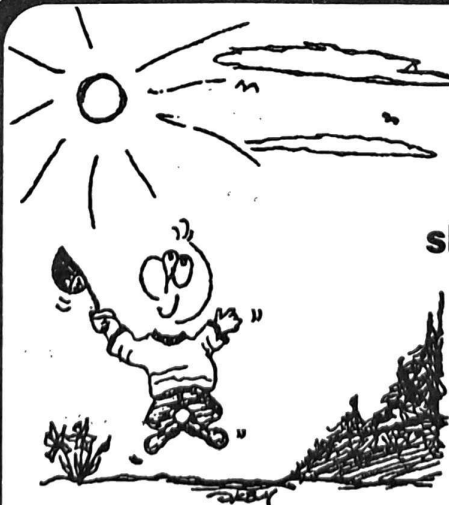
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statement of profit and loss (e.g., vice president in charge of production should be put into the Manager, Superintendent, Purchasing account). Future articles in this series will show how the distribution of owners'/officers' salaries is so critically important in the estimating and bidding process as well as the pricing of your products or services. It will also tell the true story of your gross profit margin, as well as keep your administrative expenses within the 10% range, the normal range in the contracting industry.

Individual Proprietorship/ Partnership

The individual proprietorship or partnership has no owner's salaries shown on the statement of profit and loss. Yet the owners perform the same duties as their counterparts in corporations. These two organizations, the individual proprietorship and partnership, are at a complete disadvantage when it comes to estimating or pricing their

product. Their *real* costs are not reflected in their pricing structure. This, in turn, indicates a falsely high gross and net profit. If the owner or partners are incapacitated, someone will have to be hired to fill that vacancy and their salary will then be shown in the proper expense account, thereby reducing gross and net profit from operations.

Therefore, it is only prudent to indicate the owner's or partners' salaries on the statement of profit and loss and not show them as draws on the statement of financial position. Set a salary commensurate with the work involved, even though you may not take that amount on a regular basis. *Do not* record just what you may take on a draw basis, as this is usually far below what the job is worth and will reflect in the underpricing of your product or service. For tax purposes at year's end, the C.P.A. can reverse out the salaries and place them in the draw account, minus the amounts not taken.

By recording and properly allocating the owner's and officers' salaries, you will have a more accurate statement of profit and loss by which to manage as well as to produce accurate pricing of your products and services. By not recording a proper salary or segregating that salary into its proper activity account, you are certainly underpricing your product or service—to your own detriment and to the detriment of the competition as well.

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LAN Award Winners

HONOREES FROM THE 1992 AWARDS BANQUET

Nurseryman of the Year



Rick Webb, left, is the 1991 Nurseryman of the Year. Presenting the award is Dennis McCloskey, Franklinton, who later this year will become president of the American Association of Nurserymen. Webb worked for McCloskey's Windmill Nurseries until 1988, when he formed Louisiana Growers nursery near Amite. He grows native Louisiana trees and shrubs in containers from 1 to 10 gallons, and does some re-wholesaling of others' plants. He is an LAN board member. Webb was the subject of a cover story in the Summer 1991 issue of *Louisiana's Nurserymen*.

Young Nurseryman of the Year



Steve Bellanger, right, won the newly created Young Nurseryman of the Year Award. Bellanger is a first-year LAN board member from New Orleans. Presenting the award is Vaughn Banting, New Orleans, last year's Nurseryman of the Year. Candidates for the award must be younger than 35 years of age. The winner is automatically nominated for a similar award given by the Southern Nurserymen's Association.

Bellanger is President of the New Orleans Horticulture Society, a group that has recently doubled in membership. He has brought in many new members to LAN during the past year. He also serves as vice president for the Metro Area Horticulture Committee Foundation, and assists in the annual Spring Garden Show and the New Orleans Horticultural Symposium.

He presents about 20 seminars a year for garden clubs and other organizations.

Bellanger earned a degree from UNO in secondary education and entered the teaching profession; but in 1977 the owners of Banting's Nursery, who were family friends, offered to match his teacher's salary if he would join their nursery.

He did, and is now the production manager and horticulturist for the nursery. Excluding landscaping, Banting's Nursery is the largest seller of plants in the New Orleans area, according to Bellanger. The nursery employs about 50 in a primarily retail sales operation, but its staff grows 40% of the plants sold at the nursery.

Located in Bridge City on the west bank, Banting's Nursery includes a 14-acre production area and a three-acre retail sales yard. Bellanger oversees the production of some 800 varieties of plants, including a volume of 300,000 annuals.

He continues to teach part-time, as a roving presenter of science (with a horticultural slant) to grades K-8. Bellanger is also the Boy Scout merit badge counselor in botany for the greater New Orleans area.

His wife Margaret works in the bedding plants area and retail sales

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James A. Foret Award



Wanda Metz of Imahara's Nursery, Baton Rouge, presents the James A. Foret Award to Patrick Moore, Alexandria. Moore is president of Patrick C. Moore Landscape Architects. He chairs the Professional Practice Institute for the American Society of Landscape Architects, and is trustee for the Louisiana chapter of ASLA. He is also a charter member of the New Alliance, a cooperative group of Green Industry associations that includes AAN, ALCO, PGMS and ASLA. In accepting the award, Moore credited his wife and business partner Randalle for much of their firm's success. LAN board member Fred Hoogland, Bossier City, said of the award winner, "Patrick Moore and his firm have gone beyond the call of duty to improve the environment of Louisiana from both an ecological and economical standpoint. Because of his close working relationship with our industry and contributions to the public's education concerning the unique Louisiana landscape, the nursery industry and our state will benefit."

Green Goods Award



Dupont's Nursery, Plaquemine, won the trade show exhibitors' Green Goods Award. The company was represented, from left, by Danny and Robbie Dupont and Jimmy Potter.



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A large crowd heard Wisconsin nursery expert Tom Lied in the closing session of the LAN-MNA short course



Nurseries must manage for quality to survive

Nurserymen must adopt quality-oriented management procedures if they want their companies to prosper in the coming years, according to Wisconsin nursery leader Tom Lied.

In the closing session of the LAN-MNA short course, Lied asked for half of his audience to stand. He told them that they represented the half of all nurseries that will likely go out of business by the year 2,000. He asked the second half of the room to stand up, minus one row. These, he said, represented those nurseries that will survive but stagnate.

Only one row of the audience represented those currently operating nurseries that will prosper and grow in future years, Lied said. These are nurseries that employ a new quality-oriented management philosophy. "If we don't get behind total quality, we'll go under."

Those who manage traditionally, by one-way directives, get only 10 percent of employees' talent working for their company. "You need to become leaders and not managers," Lied said. "Be businesslike and project what you stand for. Tap 50 or 60 percent of employee skill. Never say *do it*, and if somebody says *but*, ignore them. Open your ears at that point. Better yet, ask them first. Everyone wants to use their power to do something positive. Empower employees to continually use their talent to improve all aspects of the business."

Lied told nursery owners they should have a clear, concise, written statement of company goals, a statement every employee should understand.

Lied also suggested that nursery managers become more sensitive to clients' wishes. "You need to crawl inside your clients' mind, give 'em

what they want, and deliver it in a fun way, so they'll spend the kind of money you need to be profitable."

Lied predicted broad societal changes that will occur in the coming years, which will affect nurseries. "People will have less time. Both husband and wife will each have two jobs. Clients will understand and demand quality, on their terms."

"For retailers, customers will expect you to do things quickly. More people will want things installed for them. More flowers, fewer plants, more market-consciousness."

Lied predicted that landscape contractors will see opportunities double, but will have 20 percent fewer employees to do the job. "The landscape contracting industry is maturing. We're becoming better business people, attracting dynamic young people into business. They want to know: *Where am I going?*"

Lied predicted that wholesalers will have to extend their shipping season beyond spring and fall. Landscape maintenance service requests will triple, but this segment of the Green Industry will also be bitten by the employee crunch.

In addition to motivating and listening to employees and customers, quality-oriented managers view the nursery business from the perspective of process management. "You don't focus on the beginning and end, you focus on everything in between, and break the process into bite-size segments," Lied said.

"You put the process together graphically so that, when an employee hits a roadblock, you put a red flag there and put together a team to solve the problem. Then later you find a way to do it even better. Test it, train it, then find a way to do it even better.

"With a total quality approach, every employee is working on customer-focused incremental improvement. It's a long journey. We at Lied's figure it'll take us 12 years to get there. But the journey never ends."

If anyone in the audience heard Lied's presentation with active interest, it was Julian Dondis, Lake Charles. Quality has become a second religion at his Greengate Garden Center. Its quality management program was the cover story ("A Quality Christmas,") in the Winter issue of *Louisiana's Nurserymen*.

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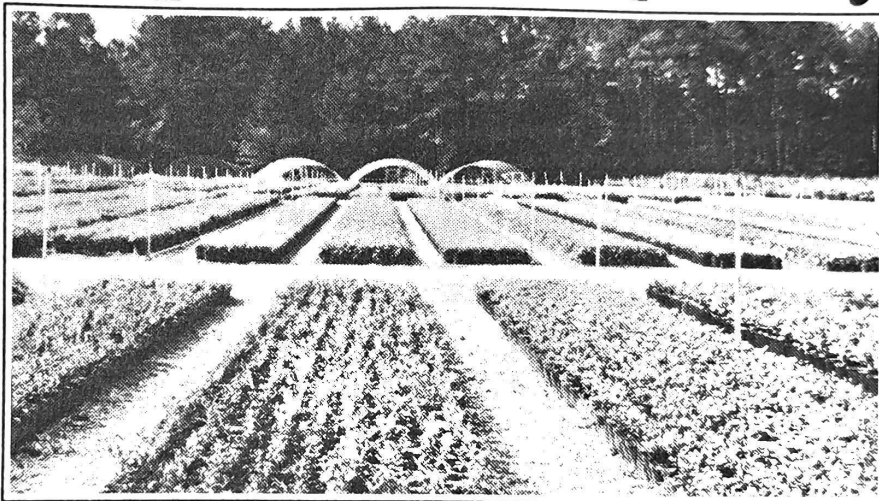
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Warren Purdy

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Nationwide Study of Landscape Ordinances

BY BUCK ABBEY, ASLA

Were you taught about landscape ordinances in school or on the job? Most people in the green industry were not. It is quite common for growers, horticulturists, and maintenance people not to have heard of landscape ordinances and not to know their effect on society, or even upon the future in the green industry!

Landscape ordinances are among the most recent planning tools and public policy affecting the landscape. But almost all landscape ordinances in effect today in this country have either been written, administered or complied with by members of the green industry.

People in the green industry are primarily responsible for these ordinances that do so much for nature, yet on an industry-wide basis we know very little of these ordinances. We do know that these ordinances are becoming common in areas where people are concerned about community appearance, water conservation, urban climate or erosion control.

Landscape ordinances seem to have been developed by landscape architects and others in the Green Industry as a means of protecting nature in the city. But what are they; how do they affect us? Why might they affect our practice in the coming years?

Environmental laws that pertain to the use of natural materials such as plants and other landscape elements in urban and suburban areas are considered "landscape ordinances." They are landscape ordinances if they require the installation of nursery stock following construction.

Sometimes these are called *green laws* or *green codes*. These laws, in

the form of regulations, site development standards, or building requirements, deal with nature and are used to preserve existing vegetation and the natural landscape character. Theoretically, green laws attempt to restore or reintroduce nature to the city and to replace plant materials that are destroyed or removed during the course of urban expansion.

In practice, building sites, vehicular use areas, property edges, native habitats and buffer zones are often the beneficiaries of these ordinances. Landscape ordinances call for the planting of trees, shrubs and ground covers in parking lots, along property edges and in other areas that are coming under development. *See cover illustration.*

In select communities across America, primarily in the East, South and West, these laws help maintain a sense of place, enhance visual character and preserve air quality and water quantity. In other communities these ordinances control erosion, preserve natural drainage patterns and restrict development in sensitive environmental areas such as wildlife habitat.

LAN recently published a document, *Guide To Writing A Landscape Ordinance*, that has helped launch a nationwide survey of green laws.


This publication, prepared with the assistance of the LSU School of Landscape Architecture, was developed to assist Louisianians in writing landscape ordinances. However, to everyone's surprise, people from across the U.S. have sought copies of the document for reference and for assistance with developing legislation in their community.

Many requested information on existing ordinances that have been enacted into law and the effect of these ordinances upon the Green Industry or upon society. To satisfy this demand, it was decided that a state-by-state survey should seek out additional knowledge concerning landscape legislation.

This LSU survey will gauge the impact of landscape ordinances on certain segments of the green industry. Researchers are trying to determine the effect of green laws on the profession. Are landscape ordinances of benefit to practicing landscape architects, horticulturists, growers and contractors? So goes the thesis of this study. Although primarily directed at landscape architects, the survey will uncover facts that could be of interest to all members of the green industry.

Faculty and graduate students are asking questions! They are interested in such questions as: Do landscape architects feel that their

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profession is in more demand by society as a result of having landscape ordinances enacted? Do practitioners feel that there are more landscape contractors and professional horticulturists in their community because there are landscape ordinances in effect? Do growers and retail outlets sell more living materials in communities with ordinances in effect? Do landscape ordinances mean more work, more dollars for landscape architects, growers, maintenance companies and horticulturists?

Faculty feel from preliminary work that landscape ordinances are indeed affecting the future of the profession. Faculty hope to determine if there is a direct relationship between the existence of landscape ordinances in a community and the vigor and importance of the landscape business. They hope to determine if ordinances are a benefit to the green industry, and why.

The School of Landscape Architecture at LSU has been conducting research into landscape ordinance legislation for several years.* They have put together a database of some 200 ordinances from around the country and are presently writing an annotated bibliography of landscape ordinances that might be useful to anyone wishing to write an ordinance in their community. Ongoing work has involved collecting, sorting and analyzing data from many communities. LSU has provided information to groups in other cities and states that are also looking into landscape ordinance development. Several student thesis and research reports have been written. The following publications prepared at Louisiana State University might be of interest.

* Abbey, D.G., *Guide To Writing A Landscape Ordinance*, Louisiana Association of Nurserymen, Baton Rouge, LA, 1989.

Description: This document describes the essentials of writing a landscape ordinance, includes a model ordinance and a sample ordinance. Free copies can be ordered by writing to LAN, 4560 Essen Lane, Baton Rouge, LA.

continues on page 14



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- Abbey, D.G., *United States Landscape Ordinances, An Annotated Bibliography*, LSU School of Landscape Architecture, 1992.*

Description: The LSU School of Landscape Architecture (telephone 504-388-1434) is writing an annotated bibliography to United States Landscape Ordinances. This book, containing information on hundreds of landscape ordinances in the United States, will be available

in the summer of 1992. The book will describe a large variety of landscape ordinances, their technical language, administrative and legal requirements and building code structure.

- Abbey, D.G., *Landscape Ordinances In Louisiana*, LSU School of Landscape Architecture, 1988.*

Description: Survey of cities and towns in Louisiana to determine the extent of landscape requirements in a southern state. Contains description of research methodology and description of all ordinances in

effect or under study in Louisiana. Describes ordinances in Louisiana and in several nearby states.

- Foster, Sissi P.B., *An Analysis And Evaluation Of Nine Landscape Ordinances Emphasizing Information That Will Aid In The Development Of A More Comprehensive And Unique Landscape Ordinance*, Master's Thesis, LSU, 1988*

Description: This thesis reviews nine current landscape ordinances for general requirements. A good review of the scope of site planning and design problems addressed by landscape ordinances. Included are ordinances for Aurora, Colorado; Austin, Texas; Dallas, Texas; Jacksonville, Florida; Lexington, Kentucky; New Orleans, Louisiana (proposed); Raleigh, North Carolina; San Diego, California; and Thornton, Texas. Typical situation such as a gas station, drive-in restaurant and large discount store are studied and diagrams comparing solutions as required by code are given.

- Laguaite, Timothy, *A Documentation Of And Recommended Solutions For Site Planning And Design Problems In Baton Rouge, Louisiana*, Master's Thesis, LSU, 1991*

Description: This thesis identifies site planning problems that may be corrected with a well-written landscape ordinance. Legislation from cities that have ordinances in effect were reviewed in order to determine common requirements that solve the problems examined. Recommendations for Baton Rouge are given.


- Izadjoo, Parvis, *Effect of Land Use Change on Runoff*, Master's Thesis, LSU, 1987

Description: A good discussion of runoff and storm water control, one of the significant factors that may be used to shape landscape ordinance requirements in areas of heavy rainfall.

- Leavitt, Todd, *Green Laws For The City of Baton Rouge*, Baccalaureate Thesis, LSU, 1989*

Description: This is a discussion concerning the need for a landscape ordinances for the City of Baton Rouge. The author raises awareness of the importance of trees and beauty in Baton Rouge and how properly written landscape ordinances might make a better city. Photographs show examples of poor community design.

*Funded in part by an LAN grant.

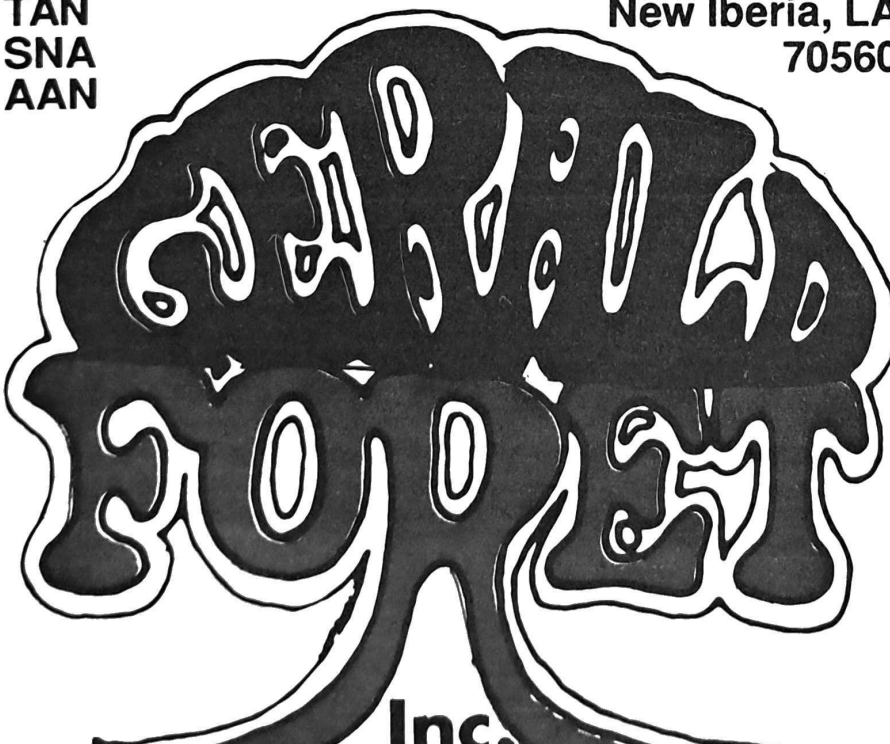


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Editor's note: Hank Janssen, who worked for many years in the Ira Nelson Horticulture Center at USL, spent a year in South Africa visiting his son Tony. Tony had moved there 10 years ago, after earning horticulture degrees at USL (B.S.) and Texas A & M (M.S.). The elder Janssen sent this report of the Green Industry in South Africa.

How a south Louisianian made his way into South Africa

BY HANK JANSSEN

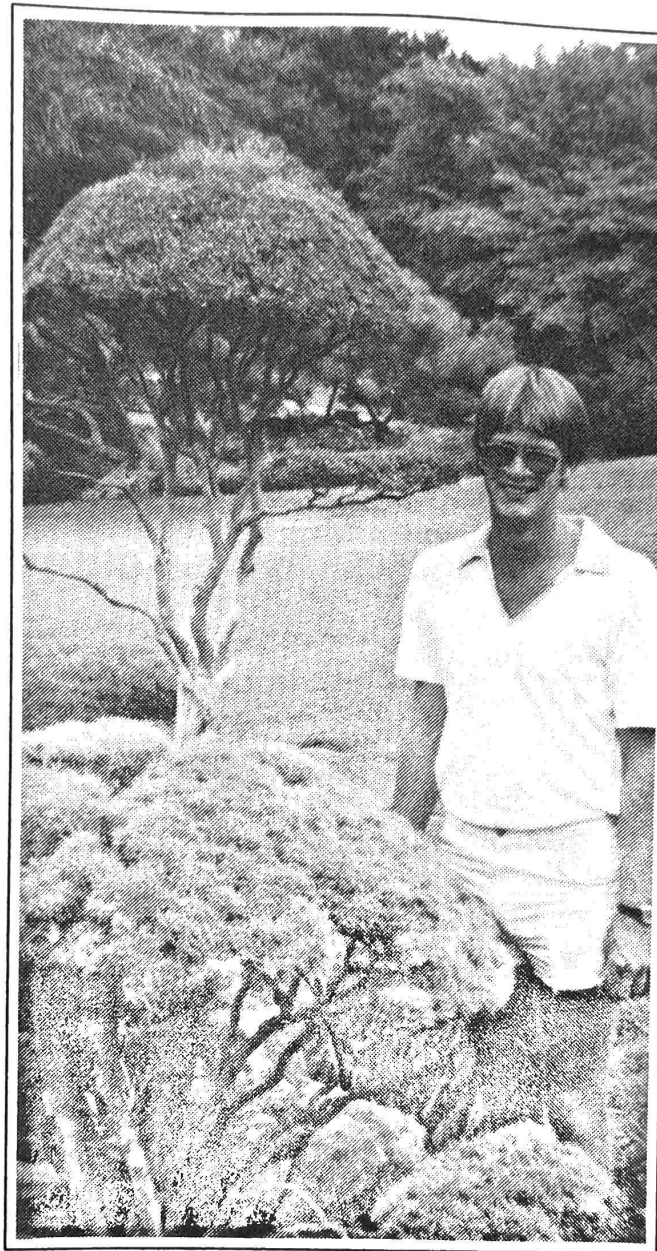
When I arrived in South Africa in February 1991, Tony had many projects to accomplish. All year we worked sun up to sun down, seven days a week. You have to love horticulture to do this.

He and I built a greenhouse of plastic shade cloth for his foliage plants, an area for his foliage plants, an area for seed production of annuals and for propagation of foliage plants. We also built a separate shade house for foliage plants in hanging baskets, which were used mainly for interior decoration.

We also prepared a quarter-acre garden with drip and overhead irrigation for a wide variety of vegetables. We also put together a building for potting and storage supplies, a shade house for outdoor plants, and even a stable for Tony's two horses. We fenced a 1,500-meter pasture on the 10 acres where he lives.

Tony had arrived 10 years earlier and initially bought a small interior landscaping business, which he named Masters of Horticulture. He since has added a garden maintenance and landscaping service. He now employs 25. He does most of the repairs on machinery himself, as mechanic work is very expensive. Gasoline is also.

Two years ago he added one of the largest TV stations in South Africa to his clientele, along with three of its substations. This customer required interiorscaping and outdoor maintenance. Tony and I planted 10,000 assorted tulips, 10,000 assorted pansies and 2,000



Transplanted horticulturist Tony Janssen in South Africa.

narcissus for this client. When these plants finished their spring show in September, we planted 10,000 assorted annuals for the summer season. Tony maintains about 1,000 foliage plants for the different TV studios and buildings.

During 1991 we received only 5 mm of rain in 10 months. Lafayette gets more than this in a day. The climate is very pleasant, like California's. We were on an 8,000-foot elevation.

Tony is married to Jennifer, a South African of English descent, and they have two children. While we worked hard, I did have a chance to spend time with my sister from Grand Rapids, Michigan. We rode the famous Blue Train from Johannesburg to Cape Town. We spent several days on safari in Kruger National Park. We also made several garden tours through the country, visiting the famous Kirechenbosh botanical gardens and the Johannesburg botanical gardens. We also saw the wine lands, ostrich farms and some very large nurseries, two of

which employed 1,000 people.

If you love horticulture, South Africa is rich in plants, trees and wildlife. As I left they were having a problem with car thefts in our area, where about 6,800 cars were stolen, Tony's among them.

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