



# LOUISIANA Nursery & Landscape

## NEWS

JANUARY/FEBRUARY/MARCH 2004

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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### Louisiana One Call "Call Before You Dig"

A recent visit with representatives of Louisiana One Call yielded some interesting facts. Only 114 calls received by Louisiana One Call in 2003 were landscape related. More importantly, only three calls in February 2004 were landscape related. Landscape contractors need to be more aware of this service. Here is some information previously sent to LNLA members on Louisiana One Call.

Do you ever think about the location of underground utilities prior to digging? Many landscape projects involve soil excavation. This brings about the possibility that utility lines could be unknowingly damaged. Prior to soil excavation, call Louisiana One Call at 1-800-272-3020 at least 48 hours in advance (excluding weekends and holidays). Please provide the following information:

- Name and telephone number of the excavator
- Name and telephone number of the company
- Date and time work is scheduled to begin
- Specific location address
- Specific description of the work site
- Nearest intersecting roadway to the work site
- Distance and direction of the work site from the nearest intersection
- Advise the one call operator if explosives will be used

Maintain the local request number provided by the one call operator. It is your proof of the call and may be requested by an enforcement agency.

If digging activity comes within 18" of a utility line or pipeline, exercise extreme caution. Hand digging is recommended to expose the buried line.

Markings for underground utilities are considered valid as long as they are visible up to 10 calendar days from the "Mark by" time. "Mark by" time is provided by the one call operator and excludes holidays and weekends. For larger projects, call in only the work that will be accomplished within a 10 day period. If damage occurs during excavation,

cont'd on pg. 2...



#### RICK WEBB

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## 2004 LNLA Officers, Board & Committees

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Anthony Witcher, LSU AgCenter, 225.578.2415

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Allen Owings

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Laney Strange and Nathan Dondis

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#### **LOUISIANA FARM BUREAU NURSERYMEN'S COMMITTEE**

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Dan Gill, Laney Strange, Allen Owings

#### **WEBSITE MANAGER**

Gary Marmillion

cont'd from pg. 1...

### **LA One Call**

notify the utility operator or pipeline company direct. If there is an emergency situation take steps to safeguard health and property. Wherever possible, use white paint, stakes or flags in order to designate the area of the proposed excavation. Please remember that not all utilities participate in the "Louisiana One Call" program. Call non-member utilities directly to request marking of their lines. (Information provided by David Frey, Louisiana One Call)

cont'd from pg. 11 ...

### **LNLA Board Minutes - Oct '03**

Booklet to the state legislature members.

Allen Owings reminded everyone that LNLA's anniversary is September 17, 2004. It was decided by general consensus that LNLA should plan a joint event with LSU for that date (field day with anniversary party/social). A committee will be appointed in December or February.

AgJobs legislation was discussed. This is being widely supported and promoted by LNLA. Pat Newman will write letters to Sen. Breaux and Landrieu on this issue - majority of LNLA board expressed concerns about some provisions of this legislation.

The next board meeting will be held December 10, 2003 at LSU. Being no further business the meeting adjourned at 2:30 pm.

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### **LNLA Board Minutes - Dec '03**

Allen Owings has sent out scholarship applications for 2004. Deadline to apply is January 2, 2004. Scholarship committee is Dan Gill, Allen Owings, and Laney Strange. Pat Newman asked for suggestions for Nurseryman of the Year, Young Nurseryperson of the year and Foret Award.

Allen Owings and Cody Arceneaux will attend the SNA State Officers Conference, in February, in Atlanta.

Cody Arceneaux says we need to work on some new projects. Many things have been done the past few years. Get with him on any ideas you may have for 2004 and 2005.

Craig Roussel from LDAF mentioned that a landscape irrigation licensing requirement will be introduced in the 2004 legislative session. Many details still need to be worked out. Louisiana Horticulture Commission will oversee if it becomes law. Tom Fennell and Pat Newman communicated information on new well requirements in Louisiana.

The next board meeting will be Wednesday, February 25, 2004 at Live Oak Gardens, in New Iberia, in conjunction with a Louisiana green industry social.

Being no further business the meeting adjourned at 12:30pm.

# Nursery and Landscape GOLF SHOOTOUT



## Friday April 30, 2004

Registration 7:00 - 8:15 am

Shotgun Start at 8:30 am

Entry Deadline: Monday April 26th



## LSU Golf Course

Nicholson Drive at Burbank Drive

Baton Rouge, LA

## Format

4-person scramble. Gift certificates awarded for first, second, and third place. Multiple flights will be formed if a sufficient number of teams enter. Individual entries and team entries accepted (maximum of one single digit handicap player per team). Red blaster holes, closest to pins, long drive contests, etc. are included.

## Entry Fee

\$50 / person or \$200 / team. Includes green fee, cart, range balls, refreshments, lunch, prizes, and 2 mulligans / person. Individual entries accepted - will assign teams if needed.

## Sponsorship Opportunities

\$150 / hole. Includes tee box sign, recognition in shootout program, and complimentary listing in Louisiana Nursery and Landscape Association quarterly newsletter and magazine. Sponsorship includes one player's entry.

## Registration

*Team Entry or Individual Entry (please circle to indicate)*

Player \_\_\_\_\_ Handicap or Average Score \_\_\_\_\_  
Address \_\_\_\_\_

Player \_\_\_\_\_ Handicap or Average Score \_\_\_\_\_  
Address \_\_\_\_\_

Player \_\_\_\_\_ Handicap or Average Score \_\_\_\_\_  
Address \_\_\_\_\_

Player \_\_\_\_\_ Handicap or Average Score \_\_\_\_\_  
Address \_\_\_\_\_

## Sponsorship

*Attach Business Card (if available / applicable)*

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Attach check or money order payable to "Nursery and Landscape Fund" and forward to: Allen Owings, LSU AgCenter, P. O. Box 25100, Baton Rouge, LA 70894-5100. For further information contact Allen Owings at 225.578.2417 ([aowings@agctr.lsu.edu](mailto:aowings@agctr.lsu.edu)) or Ed Bush at 225.578.1044 ([ebush@agctr.lsu.edu](mailto:ebush@agctr.lsu.edu)). Registration deadline is April 26, 2004. All proceeds benefit LSU AgCenter nursery and landscape research and extension



# Certified Nursery & Landscape Professional Manual Review and Exam - 2004

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Feb 19 - 20<br>Burden Research<br>Center,<br>Baton Rouge | <input type="checkbox"/> June 17- 18<br>ULL Horticulture<br>Center,<br>Lafayette | <input type="checkbox"/> Sept 30 - Oct 1<br>Botanical Garden,<br>City Park,<br>New Orleans |
|---|--|--|

Register for the Manual Review and Exam by selecting  the appropriate location  above:

**Business Name** \_\_\_\_\_  
**Address** \_\_\_\_\_  
**City, State, Zip** \_\_\_\_\_  
  
**Phone** \_\_\_\_\_  
**FAX** \_\_\_\_\_

Person(s) Registering:	Name / Section	Fee(s)
<b>\$75 per person</b> for review and full exam.	_____	_____
<b>\$15 per section(s)</b> re-taken by each person.	_____	_____
* Please specify re-take section(s) if known.	_____	_____
Sec #1- Plant Classification, Growth & Development	_____	_____
Sec #2- Understanding Pests and Their Control	_____	_____
Sec #3- Culture of Nursery Stock in Retail Yards	_____	_____
Sec #4- Landscape Contracting, Tree & Turf Mgt.	_____	_____
Sec #5- Plant Identification	_____	_____
<b>\$35 per person</b> for manual review only (no exam) in preparation for LDAF license test or professional training.	_____	_____
<b>\$60 per copy of, "Louisiana Nurserymen's Manual for the Environmental Horticultural Industry",</b> the suggested manual for this course.	_____	_____
	<b>Manuals</b> # _____ x \$60=	_____

Office Use:  
 Manual \_\_\_\_\_  
 Date Mailed: \_\_\_\_\_  
  
 BY: \_\_\_\_\_  
 Date Invoiced: \_\_\_\_\_

**Make check or money order payable to:**

Louisiana Nursery & Landscape Association

**Mail check to:** Anthony Witcher  
 c/o Louisiana Nursery and Landscape Association  
 PO Box 25100  
 Baton Rouge, LA 70894-5100

Total \$ \_\_\_\_\_  
 Check # \_\_\_\_\_  
 Date: \_\_\_\_\_

**For further information contact:** Anthony Witcher Ph 225/ 578-2222  
 Fax 225/ 578-0773  
 E-mail [awitcher@agctr.lsu.edu](mailto:awitcher@agctr.lsu.edu)





## **NEW Certified Nursery & Landscape Professionals**



Sandy Baham  
Chad Everage - Magnolia Nursery Inc.  
Julia Fernandez - Clegg's Nursery  
Milton Gordon - The Yard Doctor  
Amie Hardgrave - CNI Wholesale  
Anna Hayden - Nicholas and Banting  
Paula Hotard - Home Depot  
HolleyHughes - Greenway Nursery  
Greg LeBlanc - Greg's Greenworks  
Susie Melancon - Airport Garden Center  
Amanda Scott - Louisiana Nursery  
Bryan Seymour - Imahara's Landscape  
James Tims - Louisiana Nursery  
Peggy Tucker - Myrtle Grove  
Mark Womack - Ganier's Southdown Gardens



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We recognize team play. Our employees will have a quality work place, fair remuneration and benefits that reward them as we progress toward our company goals.

We recognize that a dedicated, committed, team of employees is essential to our goal of becoming the best nursery in our trade area for our customers, our employees, our suppliers, and our investors.

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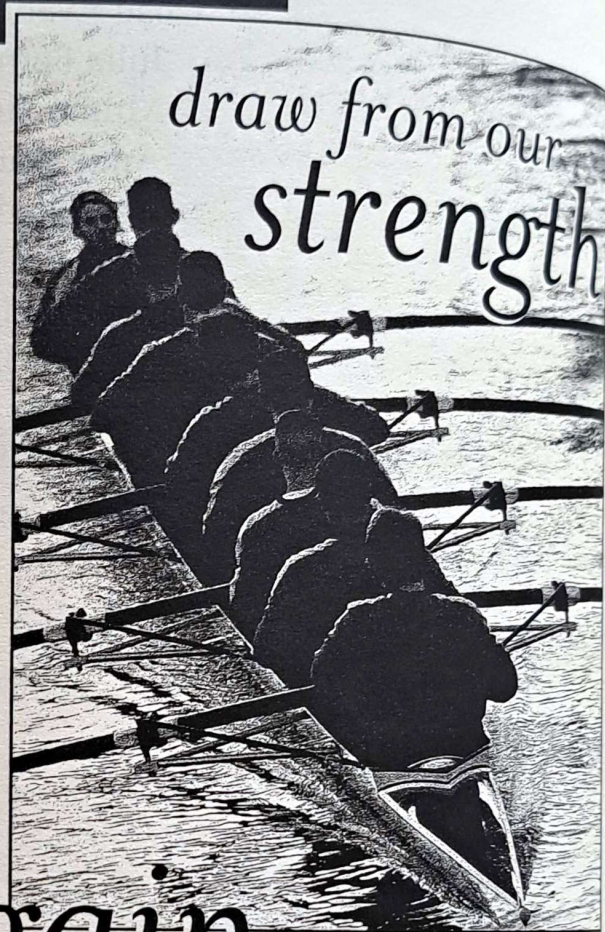
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# “A Buffet of Ideas”

By Mark Mayberry

I've received several stories from readers across North America, and each one has a unique message. I hope that you learn from these wonderful examples of “Shazam” in action!

The first story is from Bob Bertog, with Bertog Landscape Company in Northbrook, Illinois. Bob and his wife checked in to the Sheraton Chicago Hotel and Towers for a holiday getaway. They planned to spend the first night alone, then have their children join them for the second night. Bob's wife had requested a room with a king-sized bed for them, with an adjoining room for the second night.

As luck would have it, their room had two double beds, and the attached room was not the one they would have for the second night. The bellman was keen enough to “sense” their frustration, and they were moved into a room with a king-sized bed. The next morning, they were told they had to check out of their current room by noon, and could not check back in with the adjoining room until 3:00.

Once again frustrated, Bob asked to see the “Manager On Duty,” who was Conrad McKay, the Sheraton's Director of Reception. Conrad offered connecting rooms that did not fit Bob's expectations, and Conrad continued to search through his computer for a solution. Conrad realized that it might take him a few minutes to complete his task, and asked Bob and his wife to “get a cup of coffee and come back in about 10 minutes,” promising a “more desirable solution.”

I'll let Bob's e-mail tell “the rest of the story.” He wrote, “When we returned to the front desk, Conrad handed me three sets of keys. One set was for a bedroom with a king size bed. Another set was for a room with two double beds and the last set was for a parlor that connected the two rooms. Needless to say, when we opened the doors, we were very delighted and surprised. What started out as a potentially forgettable weekend, turned out to be an unforgettable experience for both my family and me.” Way to go Conrad!

Here's another story from Tom Walker, with Big Jump Media in Atlanta:

“Moe's Southwest Grill greets every customer with “Welcome to Moe's!” - and they don't SAY it, they *shout it with enthusiasm*. That's it - that's all it takes to set them apart. They now use that in their TV ads. On one visit, a woman who was obviously an owner or manager, came to our table and simply gave our four year old a kid-sized Moe's T-shirt. A year later and more, he's still wearing it, and happily advertising Moe's wherever he goes.

The icing on the cake? Remember Taco Bell's Chihuahua? We got our son a Taco Bell shirt with the dog on it because it was really cute - but we had to PAY for it. Needless to say, Tom and his family choose Moe's when they're hungry for

Mexican food!

Finally, here are a couple of stories that I observed during the 2003 Holiday Season:

Delta Flight Attendants recently found that their health benefits were being cut, as of the first of the year. As an amazing coincidence, so many flight attendants took a “blue day” on Christmas Day, 2003 that Delta was forced to cancel several flights. Delta is faced with a crisis that most of my readers understand - health insurance costs are out of control. Delta's mistake was their lack of communication with the Flight Attendants about the situation.

My wife, Lisa, asked me to return a pair of shoes for her at a Cincinnati department store. She loved the shoe, except for the fact that it was “backless.” She wanted me to ask the sales clerk if that shoe came with a “back” or a strap. His response? “No. You're about the 10<sup>th</sup> person that has asked me that.” My point? The shoe manufacturer obviously had a flaw in the design. The problem is that they probably did not have a system in place to get the Customers' feedback back to their design Team.

Sheraton's incredible response to Bob Bertog's dilemma, Tom Walker's experience at Moe's Southwest Grill, Delta's lack of communication with their Team and a shoe manufacturer's lack of communication with “the front line” that is face-to-face with Customers. Which lesson(s) can you apply to your business?

## THIS IS THIS MONTH'S CHALLENGE!

What lessons have you learned from observing how companies in other industries treat their Customers? When will you implement positive changes as a result of these observations?

---

*Mark Mayberry is an international speaker, author, and consultant.*

**Mark wants your input about his newsletter!** Please write him at: The Mayberry Group, 6015 Twinpoint Way, Woodstock, Georgia 30189. You can call Mark at (800) 394-6138, or send Mark an E-Mail. ([Mark@Markmayberry.com](mailto:Mark@Markmayberry.com)) Visit Mark's website at [www.MarkMayberry.com](http://www.MarkMayberry.com)!

To order a copy of Mark's audio CD, “Building The Dream Workforce,” call Mark's toll-free number (800-394-6138). It's 27 minutes long, and gives you an overview of Mark's “Shazam” philosophy! (\$20 plus shipping) © 2003, Mark Mayberry

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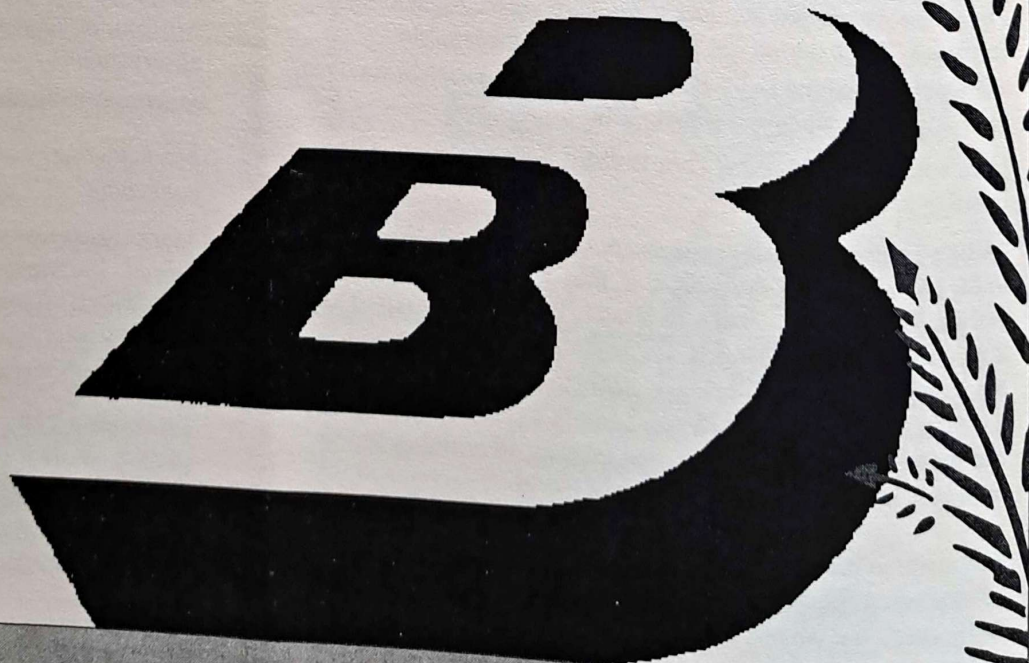
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# ALL RIGHT, NOW WHAT?

*Bob Dolibois, ANLA Executive Vice President – November 26, 2003*

Members of Congress are returning home from a marathon month of wrangling over several of the most significant pieces of legislation in recent history: Medicare reform and energy policy. These two mega-issues sucked a great deal of the collective attention and momentum out of other pending issues, including our industry's AgJOBS legislation.

As of today, Congress reconvenes briefly in early December to act on unfinished business and an omnibus appropriations bill to keep the government running. While ANLA and our coalition will continue to look for an opening for our immigration reform bill, realistically, there is little chance of any real action by Congress before January.

As such, I want to provide you with an assessment of where our initiative now stands.

## CURRENT STATUS

First, it's important to understand that all of the bills introduced during this year—including ours—continue to be "in play" when Congress reconvenes in mid-January. We are not starting over with a blank slate in January.

In the Senate we have had significant success in signing up co-sponsors of the AgJOBS bill. We now have 48 Senators who have gone public in support of this legislation. (There are additional Senators, including some key Republicans, who have indicated that they would support the bill in an actual vote, but because of their pending re-election next year and/or strong anti-immigrant activity in their home states, they are not comfortable "going public" as a co-sponsor at this time.)

As great as it is to have 48 Senators, we need more co-sponsors (especially Republicans) to sign on in order to minimize the chance of a Senate filibuster, if and when this legislation reaches a vote for Senate passage.

In the House of Representatives, we now have 77 Members as co-sponsors. As we have been saying all along, this bill faces a rougher ride in the House than in the Senate, principally due to the greater numbers of conservative Republicans in House leadership, including the chairmen of the House Judiciary (Sensenbrenner-WI) and Agriculture (Goodlatte-VA) Committees. The ride got a little bumpier last Friday, when Goodlatte introduced his own version of immigration reform, which attracted 33 co-sponsors. It has many interesting features that ag interests can get behind (some from our bill!). What the Goodlatte bill lacks is political viability. It has no provisions for addressing the current workforce that is here illegally in a way that would win Democratic support (particularly critical in the Senate—see above). Frankly, the concern with Goodlatte's bill is not that it may pass, but that it may woo away some elements of agriculture that are currently supporting the AgJOBS bill. Not good.

In summary, our heavy investment this year has laid a remarkably strong foundation for future action in the Senate. In the House, without a Congressional session recess to act as a catalyst, we still have a ways to go in recruiting additional co-sponsors, especially on the House Judiciary Committee, which has jurisdiction over changes in immigration law.

## WHAT NOW?

Earlier this year, ANLA and its allies were pushing hard to have something happen this session, because next year is an election year. As recently as last month "Conventional Wisdom" suggested that election year politics would naturally preclude action on a controversial issue such as immigration reform.

But that was before Congress tackled Medicare and laid the foundation for further action on energy policy next year—both of which were issues that Conventional Wisdom claimed couldn't happen. One did and the other may still up for grabs early next year.

Also, early on, media response to AgJOBS was unformed or unknown. Right now the cable media, like Lou Dobbs on CNN, are hyping emotions with anti-immigrant reporting. However, a key aspect affirming our quest for co-sponsors has been the overwhelmingly positive response by the print media—all the right players to keep things moving.

All this is to say that Momentum can defy Conventional Wisdom. So is action on immigration reform in an election year so remote after all? No one can answer that question with certainty right now. Pessimists will say that the Democrats are so dismayed by the Republican's co-opting the Medicare issue from their platform that they will stop anything significant from happening in 2004. Optimists will make the case that immigration reform like AgJOBS would give Democrats something positive to talk about to a key traditional constituency. Pragmatists would say that it is at least worth a try until the pessimists or optimists prevail.

By now, I hope it is clear to you that ANLA has been a pragmatist about this issue all along the way. We will remain so in moving forward with this issue at this point.

## NEXT STEPS

While Members of Congress are home for the session recess, their staffs remain behind in Washington. It is ANLA's intention to aggressively continue to line up co-sponsors in both the House and the Senate by pounding doors on Capitol Hill in December.

The industry must help this co-sponsor effort by contacting their Senators and Representative when they are home in their districts over the holidays. Tell them AgJOBS is still important: food ripens and plants need harvesting regardless of what else has happened in Washington. Optimists and pessimists (and hopelessly partisan politicians) spend their energy being right. Pragmatists become right by spending energy doing what needs to be done!

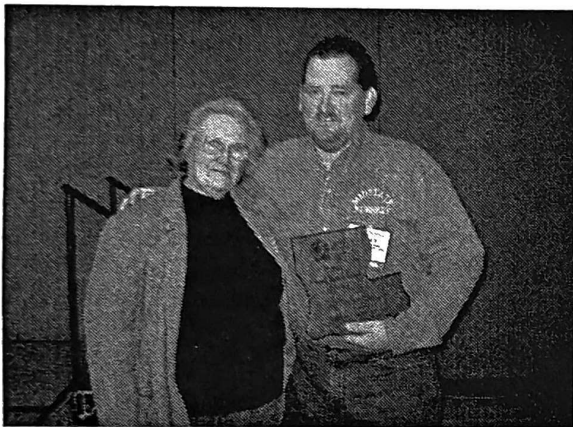
ANLA leadership and our coalition partners will continue to monitor progress—with the dry and cold-eyes of pragmatists. ANLA and the industry have spent sizable time and treasure to get us to this point. We have gotten this far because we're doing the right things in the right way for the right reasons. David beat Goliath because his aim was good and he had the stone he needed. This year proves our aim is steady and as long as we believe we still have the stone, we're staying in the battle.

# LNLA Industry Awards for 2004

Louisiana Nursery and Landscape Association presented industry awards for 2004 at the annual membership meeting and awards program held during the Gulf States Horticultural Expo in Mobile. The 2004 Young Nurseryperson of the Year is Laney Strange, Mid-State Nursery, Forest Hill. The 2004 Nurseryperson of the Year is Steve Adams, Adams Nursery, Forest Hill. The James A. Foret Award for 2004 in recognition of career contributions to Louisiana's green industry is Julian Dondis, Greengate Garden Center, Lake Charles.

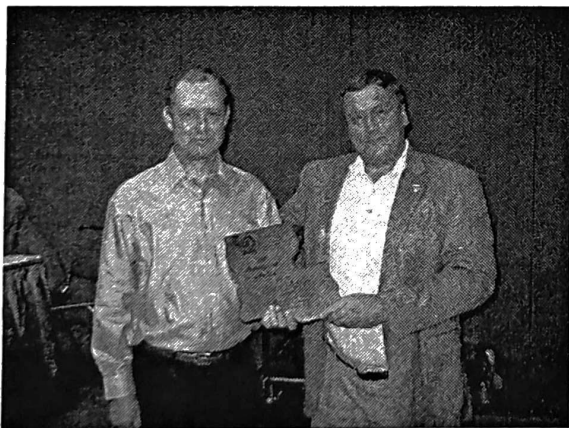
## 2004 YOUNGPERSON OF THE YEAR

LNLA past president Pat Newman (*left*) and Laney Strange (*right*).




## 2004 NURSERYPERSON OF THE YEAR

Steve Adams (*left*) and LNLA executive secretary Allen Owings (*right*).



*Where it all comes together*



**BRACY'S  
NURSERY**

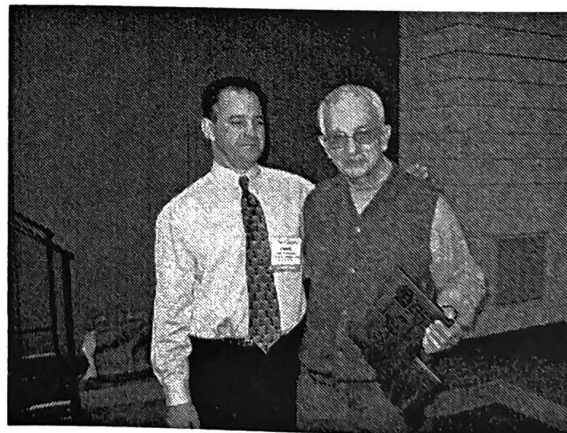
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## 2004 JAMES A FORET AWARD

LNLA president Cody Arceneaux (*left*) and Julian Dondis (*right*).







**Louisiana  
Nursery &  
Landscape**  
ASSOCIATION

**Louisiana Nursery and Landscape Association  
Board of Directors Meeting  
October 15, 2003  
Ralph and Kacoo's  
Baton Rouge, LA**

The meeting was called to order at 10am by Pat Newman. The meeting was held at Ralph and Kacoo's in Baton Rouge. Attendees were Pat Newman, Nathan Dondis, Cody Arceneaux, Robert Trawick, Allen Owings, Frances Thorne, Andy Zimlich, Mark Humphries, Danny LaFleur, Dan Gill, Tom Fennell, Laney Strange, Mark Womack, David Lowery, and Beth Perkins. Board member absent was Dan Devenport. Guests present were Ed Bush (LSU), Howard Thorne, Buck Abbey (LSU), David Himelrick (LSU), Regina Bracy (LSU), Pamela Netterville (LSU) and John Young (LSU).

Pat Newman opened the meeting. Robert Trawick made an announcement that he accepted the county agent (horticulture) position for EBR parish with the LSU AgCenter effective October 1, 2003. The board extended appreciation to Robert for his LNLA efforts over the last three years. Allen Owings indicated that the LSU AgCenter administration has committed to re-filling Robert's position and a new extension associate (and LNLA administrative assistant) should be in place by December.

Motion was moved by Danny LaFleur and seconded by David Lowery to accept the minutes of the May 20, 2003 board of directors meeting as submitted. Motion passed.

Nathan Dondis provided a financial update. Income for the year through September was \$100,645 with expenses of \$81,769. Total assets as of September 30, 2002 are \$289,118.4. This includes \$35,633.38 in cash, \$95,000.00 in fixed income securities, \$41,336.30 in money markets, \$42,648.45 in mutual funds, and \$74,500.27 in commercial savings. David LaFleur moved and Cody Arceneaux seconded that the financial report be accepted as presented. Motion passed. Allen Owings gave a report on the LDAF research and promotion money with a balance of \$74,500.27 (commercial savings previously listed). Dan Gill moved and Frances Thorne seconded, that the report be approved as presented. Motion passed.

Pat Newman and Cody Arceneaux gave a GSHE report. Island booths will be included in the main entrance/registration area at the trade show in January. Allen Owings is coordinating the educational program for January. Louisiana is responsible for move-in and move-out. Pat Newman says we will need to finalize personnel commitment at the December board meeting.

Laura Crnko provided a membership report (file on copy in LNLA office). We have 128 new members in 2003. This compares to 104 new members recruited in 2002. Membership currently is 638. The solicitation of Louisiana licensed landscape contractors in 2003 yielded 48 new members. 23 firms have already renewed for 2004. Dues history: 2000 - \$19,800; 2001 - \$21,450; 2002 - \$27,685; 2003 - \$30,875.

Buck Abbey from LSU presented a presentation on Louisiana Green Laws / Landscape Ordinances, etc. LNLA approved \$2000 to support Buck's efforts.

Regina Bracy gave a report/update on future plans for the Hammond Research Station and invited the LNLA board to meet in Hammond in May 2004.

Pamela Netterville representing the Ag Student Council at LSU gave a report on the groups activities and plans to host the World Association of Agricultural Student Councils in 2004. LNLA approved \$1,500 in sponsorship of this event.

Regina Bracy provided a research proposal request from Dick Parish on container blow-over studies. LNLA approved \$5,000 for this work on a motion by Dan Gill and second by Beth Perkins.

John Young, research associate at Burden Center, gave an update on the new ornamental and turfgrass research facility.

David Himelrick gave an update from the LSU Department of Horticulture.

Dan Gill moved and Andy Zimlich seconded that we provide an appreciation plaque and \$250 to Robert Trawick at the LNLA membership meeting in Mobile, in January. Motion passed.

Dan Gill announced dates for certified nursery and landscape professional review sessions and exams for 2004. He will also attempt to use these events for membership recruitment.

The Southeast La Nursery Association presented a request for \$1,200 in sponsorship of their upcoming nursery tour scheduled for October 22nd. Beth Perkins moved and Nathan Dondis seconded that \$1,200 be provided from the LDAF promotional and research account. Motion passed.

David Lowery expressed a desire for Rick Webb to replace him as the nursery and landscape industries primary representative on the states Invasive Species Committee. The board approved this recommendation.

Allen Owings provided a final printed copy of the recently completed green industry economic study. Pat Newman said that she would write a thank you letter from LNLA to Roger Hinson. We should also send a copy with a synopsis and a copy of the Louisiana Garden



**Louisiana  
Nursery &  
Landscape  
ASSOCIATION**

**Louisiana Nursery and Landscape Association  
Board of Directors Meeting  
December 10, 2003  
Nelson Memorial Building – LSU Campus  
Baton Rouge, LA**

The meeting was called to order at 10am by Pat Newman. The meeting was held at the Nelson Memorial Building on the LSU Campus in Baton Rouge. Attendees were Pat Newman, Nathan Dondis, Cody Arceneaux, Dan Devenport, Frances Thorne, Andy Zimlich, Mark Humphries, Danny LaFleur, Dan Gill, Tom Fennell, Laney Strange, Mark Womack, David Lowery, and Beth Perkins, Anthony Witcher, and Laura Crnko. Board member absent was Allen Owings. Guests present were Ed Bush (LSU), Mark LeBlanc (LDAF) and Craig Roussel (LDAF). Minutes were taken by Dan Gill in Allen Owings' absence.

Pat Newman opened the meeting. Dan Gill introduced Anthony Witcher, LNLA's new administrative assistant (Rob Trawick's extension associate position). Anthony was formerly employed as a research associate at Burden Center.

Motion was moved by Dan Devenport and seconded by Danny LaFleur to accept the minutes of the October 15, 2003 board of directors meeting as submitted. Motion passed.

Nathan Dondis provided a financial update. Income for the year through November was \$115,866 with expenses of \$94,021. Total assets as of November 30, 2003 are \$286,570. This includes \$35,594.94 in cash, \$95,000.00 in fixed income securities, \$41,362.08 in money markets, \$43,732.58 in mutual funds, and \$73,580.09 in commercial savings. Dan Devenport moved, David Lowery seconded that the financial report be accepted as presented. Motion passed. Allen Owings provided a report on the LDAF research and promotion money with a balance of \$73,580.09 (commercial savings previously listed).

Additional financial discussion was held on CD renewals. Danny LaFleur moved and David Lowery seconded to renew CD for one year. Motion passed. Frances Thorne moved and Laney Strange seconded, that LNLA reinvest \$8,000 back into the mutual fund account. Motion passed.

Dan Gill provided an update on the "*Get It Growing*" calendar.

Plans for the 2004 Gulf States Horticulture Expo were discussed. Louisiana is responsible for education and move-in/move-out this year. Harvey Cotton from Alabama will oversee move-in and move-out with assistance from Louisiana people. The LNLA board agreed on a motion by Dan Devenport and second by Beth Perkins to provide room reimbursement (for up to two nights) for Louisiana people helping with move-in/move-out. Volunteers include Pat Newman, Murphy Johnson, Dan Devenport, Cody Arceneaux, Laney Strange, Danny LaFleur, Tom Fennell, Nathan Dondis, David Lowery, and Mark Womack. All booths at GSHE are filled. Windmill Nursery from Louisiana has a booth in the registration area.

Laura Crnko provided a membership report for 2003 (copy on file in LNLA office).

Newsletter for the 4<sup>th</sup> quarter has been sent. Membership renewals are prepared and will be sent prior to Christmas.

Discussion was held on the breakfast/awards program and green industry social for Louisiana at the Gulf States Horticultural Expo. We need larger accommodations for the social. Allen Owings will check at the Convention Center and at the Adams Mark. Cody Arceneaux moved and Dan Devenport seconded that we need to move the social out of the presidential suite. Motion passed.

Danny LaFleur moved and Tom Fennell seconded that LNLA contribute \$5,000 to SNA to endow the James and Fay Foret Scholarship Fund. This was anonymously established earlier with a \$25,000 contribution. Allen Owings will get these funds to Danny Summers at SNA.

A discussion was held on labor reform currently being pursued legislatively in Washington, D.C. This has been discussed at the last two LNLA board meetings. Pat Newman wanted to know how board members felt on the issue. David Lowery says that California and Texas are pursuing but, it is not a good deal for most states. Questions were raised concerning the nursery growers that are hiring labor under the current laws. ANLA is behind it. AFBF is considering support of alternative legislation because of wage inequities. Pat Newman and Cody Arceneaux will write a new letter from LNLA on this issue and forward to legislative delegation.

Officers and board members for 2004 were discussed. All board members with expiring terms agreed to be re-nominated with exception of associate board member Andy Zimlich. Laney Strange agreed to accept the treasurer position. Several board members suggested Brian Breaux, Louisiana Farm Bureau Federation for the associate board member position. Pat Newman, Cody Arceneaux, Nathan Dondis, and

cont'd on pg. 2 ...

## Baton Rouge Landscape Companies Merge

Corporate Green and Hart's Landscape Company, both of Baton Rouge, have merged businesses. This was effective January 1st. The company will operate as Corporate Green but, will continue to do business under both names. Landscape personnel and operations will be at Hart's Nursery on N. Harrell's Ferry Road, while maintenance personnel and operations will be located at Lakeland Park Drive in the Industriplex. Officers for the business are Richard Edwards - President, Mark Mese - Vice President of Marketing, Joel Mese - Vice President of Public Relations, Chris Casselberry, Sr. - Secretary/Treasurer, Chris Casselberry, Jr. - Vice President of Residential Sales, Ric LeGrange - Vice President of Landscape Designs, Shelia Casselberry - Vice President of Special Sales, and Maria Edwards - Vice President of Human Resources.

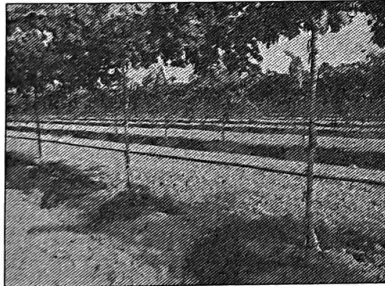
## Louisiana Irrigation Association Formed

A new group that should help green industry businesses in Louisiana has been formed. The Louisiana Irrigation Association (LIA) has been developed to "promote efficient irrigation practices through the proper design, installation and management of irrigation systems through educational and informational programs". LIA is a member of the Irrigation Association. You can visit the association website at [www.l-i-a.org](http://www.l-i-a.org). Mike Gray is the association president. He can be reached at 318.387.8663. Dues are \$100 annually for regular members, \$300 annually for associate members, \$25 annually for non-voting affiliate members, and \$25 annually for university and educational professionals.

One of the first major goals of the Louisiana Irrigation Association is to initiate licensing for landscape irrigation in Louisiana. A bill has been developed that will be introduced in the spring legislative session. The Louisiana Nursery and Landscape Association is supportive of this legislation. If passed, the licensing process will be regulated by the Louisiana Horticulture Commission at LDAF.

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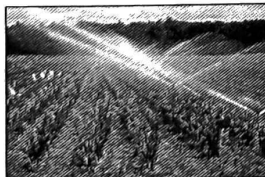


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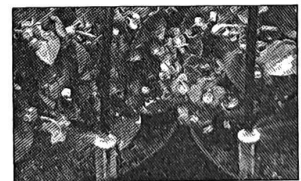


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## Scholarship Recipients Say "Thank You"

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You can see elsewhere in LNLA's "Green News" that five scholarships were awarded at the recent LNLA annual membership meeting and awards breakfast held during the Gulf States Horticultural Expo in Mobile. Thank you comments from some of the recipients are below.....

"Thank you very much for selecting me as a recipient of your annual scholarship. I am honored that you chose me, and very grateful for your generous nature. Your scholarship has helped to give me time to focus on school, instead of work, and I feel that it will also reflect positively in my grades. Thank you again for the scholarship, and thanks for having the meeting in conjunction with the expo. I really enjoyed the lectures." - **Mickey Kleinhenz, LSU.**

"Thank you so much for the generous scholarship you awarded me at the Gulf States Expo. The breakfast and ceremony were exceptional! My parents also send their thanks, as the scholarship paid the rest of my semester fees." - **Kathryn Karsh, LSU**

"Thank you for suggesting I apply for the LNLA scholarship. I am quite grateful for the honor of actually being one of the recipients. It will definitely help this semester - in spite of biochemistry..... I really appreciate you all." - **Catherine Broussard, LSU.**

"I wanted to take time out from my busy school schedule to express my appreciation to the organization and the board for their financial support that I received to go towards furthering my education in horticulture. As one of this year's scholarship recipients, your generosity will help me to attain my career goals as a supporter and a colleague in the trade. I think that it is wonderful that you offer this scholarship opportunity to students in this ever expanding field. Your support of the future of the horticulture industry is greatly valued. I also enjoyed the LNLA breakfast and the opportunity to meet many people who currently work in the field. Thank you for everything you do." - **Robin White, Louisiana Tech University**



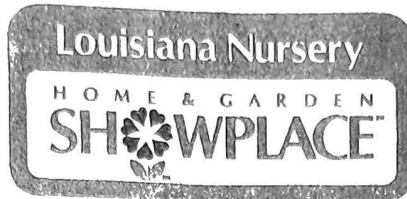
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### LNLA Scholarships for 2004

The Louisiana Nursery and Landscape Association presented scholarships for 2004 at the recent Gulf States Horticultural Expo in Mobile. This year's recipients of \$1000 scholarships are (left to right) Robin White (Louisiana Tech University), Kathryn Karsh (LSU), Catherine Broussard (LSU), Mickey Kleinhenz (LSU), and Susan Clark (Southeastern Louisiana University).

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Les Rivet, Manager  
Mitch Mayes, Owner  
Roger Mayes, Owner

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# Mouse Ear on River Birch - A Deficiency of Nickel

John M. Ruter, University of Georgia, Department of Horticulture, 4604 Research Way, Tifton, GA 31794, 229-386-3355

Mouse ear (leaf curl, little leaf, squirrel ear) has been a problem in container-grown river birch (*Betula nigra*) since the early to mid 1990's. I have been working on the problem since 1996 when it first showed up at a south Georgia nursery. To date mouse ear has been noticed in several southeastern states as well as Minnesota, Ohio, Oregon, and Wisconsin. The problem has caused considerable economic impact in the southeast with some growers saying that they will never grow river birch again. In this article I am happy to report that the problem has been solved!

The disorder is easy to detect in nurseries as the plants appear stunted and may appear to have been "sheared" into their stunted form. The leaves are small, wrinkled, often darker green in color, commonly cupped, and have necrotic margins. Interveinal chlorosis is generally lacking in symptomatic leaves. New growth also has severely shortened internodes which gives a witches-broom appearance.

Plant pathogens and eriophyid mites have been suggested as possible causes of mouse ear. Myself and other researchers have never detected any pathogens or eriophyid mites which could be causing the problem. Non-detectable concentrations of sulfanyl-urea herbicides have even been suggested as the cause. I have seen problems on plants from #1 containers to #25's. Health of the root system appears to be important. One grower has reduced the problem by wrapping aluminum foil around above-ground containers. This reduces heat stress on the plants and keeps roots alive and growing. The problem appears to be correlated with plants that have been in containers for too long and are rootbound. The problem occurs in plants grown using the pot-in-pot system. We first saw the problem when we tried controlling rooting-out of river birch with Lerio's moat pots. Every plant growing in the moat pots had mouse ear; the plants in the control pots did not have it. Roots in the bottom of the planted container were not as healthy in the moat pots compared to the controls. Higher salt concentrations would have been trapped in the moat and available for uptake by the root system. Foliar analysis indicated that plants grown in the moat pots indeed had higher concentrations of most nutrients. Higher nutrient concentrations are common in birch plants with mouse ear.

Water stress also appears to be related to the problem. One very good grower I work with generally only has the problem on his border rows near the road where the sprinklers do not provide enough overlap to adequately water the plants. This generally occurs later in the summer when the roots have filled the container. Containers on border rows are also exposed to increased solar radiation.

I have seen the problem on Dura-Heat, Heritage, and seedlings

from several sources. The problem occurs on plants fertilized with controlled release fertilizers and plants receiving fertigation. Symptoms have been seen on plants with high and low soluble salt readings, high and low substrate pH, with or without healthy root systems, and early, mid, and late season. Plants may appear fine in the fall and have the problem when growth resumes in the spring. Strangely, some plants may only show the problem on one branch, or only certain plants in a block may show the problem. Symptoms may be uniform thru an entire block or quite often appear randomly.

I have only encountered one case of plants growing in the field where the problem occurred, and this was after plants were exposed to runoff from a pile of limestone that had been dumped in an area which subsequently drained thru a field of river birch. Several growers have noted systems on field grown plants in Oregon. River birch is intolerant of high pH soils and in native areas of Ohio is only found on soils with a pH of 5.5 or less. Plants with the problem that are transplanted into the field generally grow out of the problem within one season. Plants growing in containers which root into the native soil also do not express the problem or grow out of the disorder. This leads me to believe there is something in the native soil that we are not supplying via the pine bark based substrates and highly refined fertilizers commonly in use today.

Boron, manganese, and zinc have been evaluated to see if they were causing mouse ear on river birch. I tried several rates of boron on mouse eared river birch and got some nice toxicity, but no relief of symptoms. Manganese is required for gibberellin biosynthesis which controls shoot elongation. Sprays and topdress applications of manganese did no good. Zinc deficiency has been shown to cause classic little leaf disorder on *Betula pendula*. However, rosetting from zinc deficiency, though similar, looks different from mouse ear. Again, foliar and topdress applications of zinc yield no improvements. Even combinations of manganese, zinc, and gibberellic acid provided no improvements.

Recent research in Georgia has indicated that the cause of mouse ear on pecans appears to be a nickel (Ni) deficiency induced by high levels of zinc and/or other metal micronutrients in the soil. Applications of Ni to pecan trees in the fall eliminated mouse ear and trees have resumed normal growth. I applied Ni to river birch trees (Dura-Heat) with severe mouse ear at a commercial nursery in early June and one week later certain treatments could be picked out of the block of trees because they were producing normal leaves. At 16 days after treatment, up to two inches of new growth had occurred on certain treatments (Figure 1). At 30 days after treatment, shoot length increased 60%, leaf area increased 83%, and leaf dry mass increased 81% compared to non-

cont'd on pg. 18 ...



# IN THE NEWS

## EDUCATION

### CONGRATULATIONS!



Zachary William Arceneaux was born on November 10, 2003 to **Cody Arceneaux, Live Oak Gardens** and LNLA President. He weighed 7 lbs. 6 ozs. and was 20.5 inches. Zach and Yvonne are doing very well.

#### BRACY'S NURSERY IN ORNAMENTAL OUTLOOK

The March issue of Ornamental Outlook has a nice article featuring **Bracy's Nursery**, owners **Randy and Regina Bracy**, in Amite, LA. Also in the same issue is a story on the recently completed Louisiana green industry economic study. If you are not subscribing to Ornamental Outlook, you can do so at [www.ornamentaloutlook.com](http://www.ornamentaloutlook.com)

#### LOUISIANA NURSERY ONE OF THE NATIONS TOP LAWN & GARDEN RETAILERS

Nursery Retailer magazine just released their 2004 listing of the top 100 lawn and garden retailers. Louisiana Nursery, with three locations in Baton Rouge, is once again on the list with a #79 national ranking. This is an improvement from the #83 listing in 2003. Congratulations to Louisiana Nursery!

### ASSOCIATIONS

#### ALABAMA NURSERYMEN'S ASSOCIATION IS NOW ALABAMA NURSERY & LANDSCAPE ASSOCIATION

The Alabama Nurserymen's Association, LNLA's partner in the Gulf States Horticultural Expo, is now the Alabama Nursery and Landscape Association. For additional information on ANLA events contact executive director Linda Van Dyke, P. O. Box 9, Auburn, AL 26831 Phone 334.821.5148 - Fax 334.821.9111. GSHE info for 2004 is now available at [www.gshe.org](http://www.gshe.org)

#### MNLA HAS NEW EXECUTIVE DIRECTOR

Norman Winter, horticulturist with Mississippi State University, is the new executive director of the Mississippi Nursery and Landscape Association. Norman replaces longtime executive director David Tatum. New contact information for MNLA is:

Mississippi Nursery and Landscape Association  
P. O. Box 4190, Brandon, MS 39042  
Office 601/919-8111  
Watts 866/919-8111  
Fax 601/919-3388  
[msnlaexec@aol.com](mailto:msnlaexec@aol.com)  
[www.msnla.org](http://www.msnla.org)

#### CERTIFIED NURSERY AND LANDSCAPE PROFESSIONAL REVIEW AND EXAM - FEBRUARY

The LNLA Certified Nursery Professional Review and Exam was held on February 19-20th at Burden Center in Baton Rouge. About 30 green industry professionals participated. The next review session will be held June 17-18 in Lafayette. Contact Anthony Witcher ([awitcher@agctr.lsu.edu](mailto:awitcher@agctr.lsu.edu)) at 225.578.2415 for more information. Application on page 4.

#### GULF STATES HORTICULTURE EXPO PROGRAM INFORMATION

<http://www.gshe.org/TradeShows/2004/edprogram.shtml>

#### SPEAKER PROFILES info

<http://www.gshe.org/TradeShows/2004/profiles.shtml>

#### TRAVEL AND HOTEL info

<http://www.gshe.org/TradeShows/2004/hotels.shtml>

#### CURRENT EXHIBITORS info

<http://www.gshe.org/TradeShows/2004/exhibitors.shtml>

#### LOUISIANA GREEN INDUSTRY SOCIAL IN NEW IBERIA

A "Louisiana Green Industry Social" was held Wednesday, February 25th, in New Iberia. The Louisiana Nursery and Landscape Association teamed with Live Oak Gardens to host the event at the Bayless Center/Rip Van Winkle Gardens. About 120 green industry professionals attended the Ash Wednesday event despite the cloudy weather and occasional showers. A complimentary seafood buffet was provided. Guest speakers were Dan Gill and Roger Hinson, of the LSU AgCenter, and Grant Stephenson of Horticultural Consultants in Houston.

**If you have a penny and I have a penny and we exchange pennies, you still have one cent and I still have one cent. But if you have an idea and I have an idea and we exchange ideas, you now have two ideas and I now have two ideas.**

#### LOUISIANA NURSERY & LANDSCAPE NEWS

Contact LNLA's staff if you have "green industry" news:  
Laura Crnko - [lcrnko@bellsouth.net](mailto:lcrnko@bellsouth.net), 225.667.4744  
Allen Owings - [aowings@agcenter.lsu.edu](mailto:aowings@agcenter.lsu.edu), 225.578.4117  
Anthony Witcher - [awitcher@agcenter.lsu.edu](mailto:awitcher@agcenter.lsu.edu), 225.578.4115

cont'd from pg. # 16....

## Mouse Ear

treated river birch growing in #15 containers. River birch trees showing improved growth also had a 76% increase in foliar nickel concentrations compared with the mouse-eared controls. One of the growers, skeptical at first, has pleaded for me just to treat the entire block.

Not much is known about the physiological requirements of nickel. It is required by certain monocots to complete their life cycle and is required by the urease enzyme to convert urea to ammonia. Nickel is common in low concentrations in mineral soils, but nickel toxicity is a problem when too much sludge containing high concentrations of Ni is applied to land, areas where Ni is mined, or land around smelters where fossil fuels are burnt. A majority of the literature deals with Ni toxicity in the environment, with fewer papers discussing the positive effects of Ni as a beneficial plant nutrient.

The story begins to make sense. In the early 90's we saw the introduction of new controlled release fertilizers which contained micronutrients. We started using them in conjunction with same old rate of micronutrients incorporated into the substrate. By adding too much copper, manganese and zinc we may have induced a problem, similar to what has been seen in pecans. Also, back in the late 80's and early 90's we started recommending that superphosphate be dropped from container substrates due to its solubility and problems with eutrophication of waters. Nickel is a known contaminant in phosphate fertilizers. In my trials so far topdressing mouse eared trees with superphosphate has not resulted in normal growth. Doubling the micro's and dropping an inadvertent source of Ni may have contributed to the problem.

This is first research to document that applications of nickel to container-grown river birch can reverse the effects of the mouse ear disorder. Research is currently under way to refine methods of application, rates of application, cultural practices to assure the bioavailability of Ni, and sources of Ni suitable for use. Nickel is a known carcinogen if inhaled, a percentage of the population is allergic to Ni, and sources of Ni may be contaminated with lead and other heavy metals. Being a heavy metal, research is needed to determine the safest methods of application and the lowest use rates possible. Keeping root systems healthy and the pH down (5.0-5.5) may be beneficial. Nickel is taken up by fine feeder roots and decreasing the pH increases the availability of nickel. Reducing water stress should also help minimize mouse ear. Development of commercial products are being considered. Keep in touch as I make continued attempts at refining the application of nickel to keep river birch from expressing symptoms of mouse ear.

# WELCOME! New LNLA Members



*November '03 - February '04*

**Allen & Nan's Lawn & Garden** - Allen Broyles

**Betty's Nursery** - Rosemary Everett

**Bossier Parish Comm. College** - Cammie Emory

**Cenla Curb Appeal** - Jamie Burnaman

**Clement's Lawn & Landscape** - Jarred Clement

**Horticultural Consultants** - Grant Stephenson

**Just Plant It Landscape, Inc.** - Suzanne Bourgeois

**Kirby's Lawn & Landscape Service** - Kirby Craddock

**Lafayette Consolidated Dept. PW** - Steve Strump

**Landscape Services, LLC** - Mark Hammons

**Lawns Etc. LLC** - Toby Vicknair

**Lots-A-Host** - Jesse Slocum

**LSU AgCenter - Renew Natural Res.** - Hallie Dozier

**LSU LSU AgCenter** - Paul Wilson

**MSU Coastal Res & Ext Center** - Randy Coker

**MSU Coastal Res & Ext Center** - Ben Posadas

**Morning Glory Iron & Clay** - David England

**New Beginnings Landscaping** - Tina Bickham

**Oak Leaf Landscape** - Franklin Kemp

**S & B Nurseries** - Brain LeBlanc

**S C Landscape & Lawn** - Sofia Cruz

**SLU student** - Kedric Beachem

**SLU student** - Holly Chiquelin

**SLU student** - Brandon Deramus

**SLU student** - Lauren Folks

**SLU student** - Joshua Harris

**SLU student** - Patricia Miller

**SLU student** - Kristen McCoy

**SLU student** - Sandra Nicholas

**SLU student** - David Plauche

**SLU student** - Anita Winegard

**Southern University AgCenter** - Mila Berhane

**USDA Risk Mgt. Agency** - Butch Roberts

**University of LA, Lafayette** - Timothy Tyler



# Louisiana Nursery and Landscape Association

"Serving Louisiana's Green Industry Since 1954"

Phone 225/ 578-2222, FAX 225/ 578-0773

## Membership Application

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

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- Mass Merchandiser
- Wholesale Greenhouse Grower
- Allied Supplies
- Horticultural Services
- Wholesale Woody Grower
- Lawn Maintenance
- Extension/Education/Research
- Student
- Arborist/Urban Forester
- Landscape Design/Architect
- Landscape Contractor
- Sod Grower
- 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 definite 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 or outside 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.

**OPTIONAL:** Members wishing to support these funds should add the \$\$\$ to their dues check. LNLA will forward the funds on to ANLA.

**ANLA Beacon Fund - \$10.00**      An industry fund supporting federal immigration and labor law reform.

**ANLA Lighthouse Fund - \$36.50**      An industry fund supporting grassroot legislative lobbying efforts.

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

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

Mailing Address \_\_\_\_\_

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Street or PO Box      City      State      Zip

**Renewal**      Date: \_\_\_\_\_ Check # \_\_\_\_\_ Amount Remitted \$ \_\_\_\_\_

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Referred by: \_\_\_\_\_

**Office Use Only:**

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