



LOUISIANA Nursery & Landscape

NEWS

April/May/June 2002

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. •



SNA 2002

Final Details Announced

The Southern Nursery Association (SNA) has announced final details of the upcoming annual SNA Convention and SNA 2002...The World's Showcase of Horticulture®. This premier industry event will be held on Friday, August 2 - Sunday, August 4, in Atlanta, Georgia. Convention activities will be held at the Atlanta Marriott Marquis, 265 Peachtree Center Avenue, Atlanta, GA 30303; trade show activities will be held at the Georgia World Congress Center, 285 Andrew Young International Boulevard, NW, Atlanta, GA 30313.

The annual SNA Convention and SNA 2002... The World's Showcase of Horticulture® will offer attendees insight on new plant varieties, innovative products and services, state-of-the art technologies, the latest production and management tips, and up-to-date information on issues and trends that will directly impact their business. Highlights will include the SNA New Products & Plant Varieties Showcase, the SNA New Ideas Store for Retailers, SNA Days at AMERICASMART, the 47th annual SNA Research Conference, the Tech Shop 2002 Educational Series, sixteen SNA Participating State Meetings, the SNA 2002 Kick Off Reception, the SNA Blast from the Past VI -Friday Night Fever, the SNA Past Presidents' Reception, The SNA Past Presidents' Awards Banquet, the annual SNA Business Meeting & Breakfast, the SNA/HRI Golf Classic, the SNA Sporting Clay Tournament, family programs, and much more!

The nation's retailers are invited to take advantage of the SNA New Ideas Store for Retailers. Designed with retailers in mind, this "idea store", is a collaborative effort of various industry talents and spotlights remarkable new concepts in retailing while offering a contemporary approach to merchandising with innovative products. Show attendees can preview cutting-edge solutions for point-of-purchase, end-caps and signage. The "idea" store will be located in the front center of the show hall and will be open during show hours on Friday, Saturday and Sunday. This unique experience is a "must" for anyone looking for a fresh approach to retailing.

In addition, AmericasMart will again host SNA Days at AmericasMart on Wednesday, July 31 and Thursday, August 1. SNA show attendees are invited to access this wholesale market prior to the SNA show. On Thursday, August 1, AmericasMart will host "Lunch in the Gardens" at 12:00pm. America's number one horticultural trade show and market for gift, silk and seasonal merchandise, and home accents have created an alliance designed specifically with lawn and garden retailers in mind. This alliance creates the most complete lawn and garden, gift, seasonal and home accent wholesale marketplace available today. *

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UPCOMING EVENTS

- June 4-6** Mid South Greenhouse Growers Conference
Ramada Inn-Southwest Conference Center, Jackson, MS
- June 17** Regional Specialty Cut Flower Growers Conference
Burden Center, Baton Rouge, LA
- June 18-19** Nursery Production Short Course
Burden Center, Baton Rouge, LA
- July 11-12** Certified Nursery & Landscape Professional Review and Exam
Barnwell Center, Shreveport, LA
- Aug 2-4** Southern Nursery Association Trade Show
Georgia World Congress Center, Atlanta, GA
- Aug 16-18** Nursery/Landscape Expo
Brown Convention Center, Houston, TX
- Sept 12-13** Certified Nursery & Landscape Professional Review and Exam
Botanical Garden Study Room
City Park Botanical Gardens, New Orleans, LA
- Oct 9** 8th Annual Louisiana Plant Materials Conference
Location TBA, Baton Rouge, LA

2002 LNLA Officers, Board & Committees

OFFICERS

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David Lowery, Bracy's Nursery, 985.748.4716

PAST PRESIDENT

Randy Bracy, Bracy's Nursery, 985.748.4716

VICE-PRESIDENT

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TREASURER

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Danny LaFleur, LaFleur's Nursery, 337.826.7118

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Mark Womack, Ganiers Southdown Gardens, 985.879.2115

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ADMINISTRATIVE ASSISTANTS

Laura Crnko, 225.667.4744

Robert Trawick, LSU AgCenter, 225.578.2222

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Cody Arceneaux, Pat Newman, Nathan Dondis

GSHE REPRESENTATIVES

David Lowery, Pat Newman

LDAF PROMOTION

Dan Gill, Tom Fennell, Beth Perkins, Rob Trawick, Rick Webb

LDAF RESEARCH

Randy Bracy, Murphy Johnson, David Lowery, Pat Newman

LOUISIANA FARM BUREAU NURSERYMEN'S COMMITTEE

Dan Devenport, Robby Barry

MAGAZINE

David Lowery, Beth Perkins, Rob Trawick

MEMBERSHIP COMMITTEE

Laura Crnko, Nathan Dondis, Mark Womack

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Dan Devenport, Danny LaFleur, Pat Newman

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Dan Gill, Laney Strange, Allen Owings

SOCIALS

Cody Arceneaux, Dan Devenport, Allen Owings

WEBSITE MANAGER

Gary Marmillion

Green Industry Economic Impact Study Grant

In 1996, the LSU AgCenter's Department of Agricultural Economics and Agribusiness, with the support of the Louisiana Nursery and Landscape Association and the Louisiana Ornamentals and Turf Association, conducted an economic impact study of the green industry. The study focused on impacts resulting from the following kinds of economic activity:

- production of woody ornamentals, greenhouse products, and turf/sod
- landscape installation and horticultural maintenance services
- horticultural purchases by the golf course industry.
- other expenditures such as lawn maintenance that was credited to the real estate industry
- expenditures maintenance of roadways.

That study suggested a total contribution of just over \$1.3 billion to the state's economy, and there are several other measures of output from the study. If you are interested in those results, contact Roger Hinson through this newsletter. These results have been useful to the industry's leaders in making the point that this is a very prominent and important component of agriculture in Louisiana.

The industry has grown substantially over the past 5 years. Residential and commercial construction remain strong. The national economy has cooled some, but we seem to have avoided a significant recession. Consumer preferences have changed, as more households allocate more disposable income to home and garden improvement and demand for landscaping and other services has expanded. A growing share of the retail market is captured by mass retailers.

For these reasons, LNLA leaders have asked that the impact study be updated. The process has started, and it's data intensive work. We will be using the latest available data set regarding economic activity in Louisiana. There also is updated information in the regional database that we use. And to make sure that we represent the industry fairly in our model, we will collect information through a survey on sales and expenditures by woody ornamental nurseries, greenhouses, sod producers, the landscape and maintenance industry, and other users of the industry's products.

In all, we will be sending out almost 2000 pieces of mail. If you receive one of these questionnaires, please fill it out as accurately as possible and return it. Accuracy and a high rate of response to the survey are important to the validity of the final impact values that are generated. With your help, we can take another step in demonstrating just how important this industry really is.*

LNLA Board Minutes

...cont'd from page 9

LDAF Promotion – Tom Fennell (chair), Beth Perkins, Robert Trawick, Dan Gill, Rick Webb

LDAF Research – Randy Bracy (chair), Murphy Johnson, David Lowery, Pat Newman

BR Garden Show – Dan Gill (chair), Nathan Dondis, Pete Newton, Janet Forbes

Being no further business the meeting adjourned at 2:45 pm..*



Louisiana
Nursery &
Landscape
ASSOCIATION

2002 MEMBERSHIP DRIVE CONTEST

PRIZES: Lodging - 2003 Gulf States Horticulture Expo, Mobile, AL

1st Prize - 2 nights/suite at Adam's Mark hotel

2nd Prize - 2 nights at Adam's Mark hotel

3rd Prize - 1 night at Adam's Mark hotel

DEADLINE: September 1, 2002

REQUIREMENTS:

1st Place: must recruit a minimum of 5 new regular paying members!

2nd Place: must recruit at least two new regular paying members!


3rd Place: must recruit at least one regular paying member!

CONTEST RULES:

- 1) A new member is defined as a member that did not pay dues in 2001
- 2) Only new members who pay dues of at least \$50 count toward the contest.
- 3) Contestants eligible to win prizes may be a new LNLA member in 2002 and count his/her membership toward the contest winning total.
- 4) Contestants eligible to win prizes may be a new LNLA member in 2002 and count his/her membership toward the contest winning total.
- 5) Ties will be determined by the LNLA board of directors.
- 6) New members must be signed up between April 1, 2002 and September 1, 2002.
- 7) Winners will be selected at the LNLA board meeting in October 2002 and notified as soon as possible thereafter.
- 8) To get the credit for recruiting a new member the recruiting member (contestant) needs to sign or have his/her name appear on the new members membership form.

CONTACT: Chariman, Nathan Dondis, Greengate Garden Center, 337.477.6080
LNLA Membership Committee, PO Box 25100, Baton Rouge, LA 70894-5100

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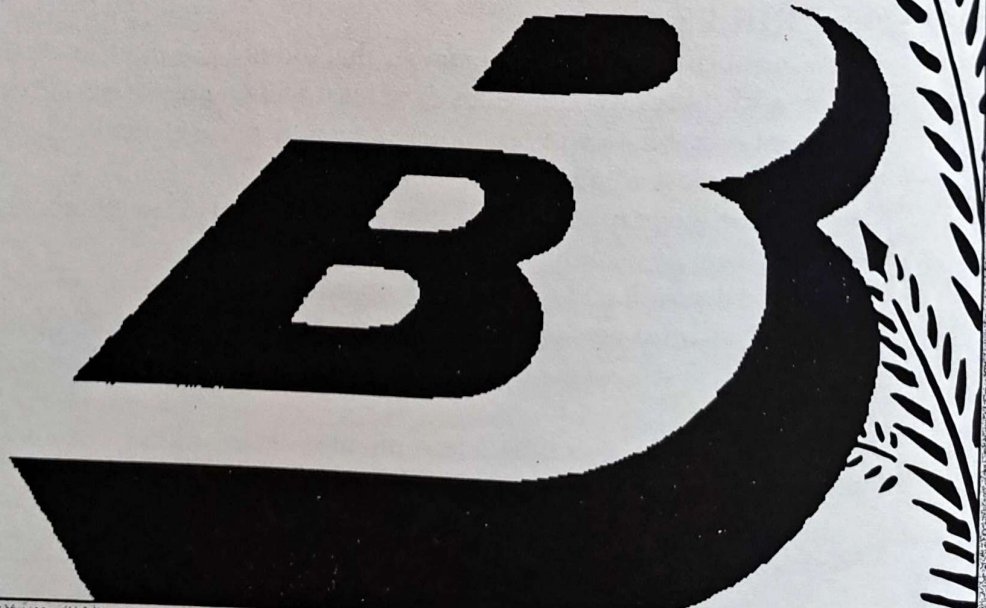


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IN THE NEWS

IN MEMORIAM

Gregory Little Smith, III -- Age 85 - a native and life long resident of Mobile, AL died Friday, April 5, 2002 at his residence. Mr. Smith was owner of Flowerwood Nursery. Memorial donations may be made to the Juvenile Diabetes Research Foundation 3280 Dauphin St. Mobile, AL 36606, (251) 478-5220. Our sympathy is extended to the Smith family.

Howard Elmore Talen, retired president of Talen's Nursery

Inc., died Tuesday April 2nd at his home. He was 83. Mr. Talen was a lifelong resident of New Orleans. He was a lifetime member of the New Orleans Horticultural Society. Our sympathy is extended to the Talen family.

Oliver, Jr. Dr. Abe D., a resident of Baton Rouge, died at 9 a.m. Sunday, March 24, 2002, at his home. He was 76 and a native of Castleberry, AL. Dr. Oliver was a longtime employee of the LSU AgCenter where he served as ornamental entomologist. Memorial contributions may be made to the American Heart Association, 3968 North Blvd., Baton Rouge, 70806.

Our sympathy is extended to his family. LNLA expresses sympathy to **Victor Alvarez**, owner of Alvarez Nursery, at the recent passing of his father Alberto Alvarez, 81, of New Jersey.

CONGRATULATIONS


Zelenka Nursery is pleased to introduce **Mark Bickerstaff** as the new Territory Sales Representative for accounts in Georgia and South Carolina and **James Jenkins** is the new Territory Sales Representative for accounts in Oklahoma, northern Texas and northwestern Louisiana.

WELCOME! NEW LNLA MEMBERS

G & C Nursery - Greg Martin
Gardens By Rhonda - Rhonda DeFelice
LA Tech University - students
Angie Alexander
Christina Walsworth
Marcia Matthews
Matt Nipper
Shane Moore
Jason Thurman
LA Dept. Agriculture & Forestry - Martin Pousson
Naturescapes - Bobby Hatfield
Superior Horticulture, Inc. - Troy Babin
Williams Nursery, Inc. - Martha Vallery
Zuelke's Nursery & Landscape - Dale Zuelke

WEB SITES!

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National Garden Bureau - www.ngb.org a.org



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Participating Organizations: Texas, Louisiana, Oklahoma, and
Mississippi Nursery & Landscape Associations; Arkansas Green
Industry Association; Texas Recreation & Parks Society;
Associated Landscape Contractors of America; and
Lawn & Garden Dealers Association.

Building Your “Change Implementation Team!”

BY MARK MAYBERRY

Since I was in high school, music has been one of my passions. For the last few years, Tuesdays have been very special for me, as this is the day that Best Buy comes out with new music.

Last fall, I was in my local Best Buy and approached someone with a Best Buy badge on his shirt, to ask a question. Barry Fischer was this Best Buy Team Member, and his badge showed me that his job was out of the ordinary. The badge said something like, “Barry Fischer; Change Implementation Team.”

This was an opportunity that I could not pass by. I’m always looking for new material for my speech, “The Change Revolution,” and I asked Barry for a business card.

Recently, Barry was kind enough to grant me an interview, so that I could find out how an organization as large as Best Buy could actually implement change throughout their organization.

Barry shared so many stories with me that it would take 4 or 5 articles to cover our conversation that day. In this article, I have picked some of the highlights. You can implement these nuggets in your business, regardless of your size.

Barry’s initial comment was, “Best Buy was built on change!” Technology plays a big part in Best Buy’s product assortment, and many of these products change at an incredible pace!

Barry reminded me that Best Buy is now in the digital age, and they had to prepare their non-commission sales team for this latest trend. To make this happen, Barry said, “You must have had the foresight to see what digital would look like!” A “future vision,” if you will.

After deciding what this vision looked like, the next step was to drive the changes throughout the entire Best Buy organization. Barry says that they used to give their leadership Team a plan and tell them how to implement it. That does not work anymore.

Today, the Best Buy leadership Team may not be part of “what” to change, but they are definitely involved in “how” to change! Time is of the essence. As Barry says, “You must shorten the time from ‘strategy’ to ‘execution.’ Indeed, the pace of change makes it imperative that execution happens fast!

Best Buy’s Change Implementation Team helps Best Buy maintain their tremendous growth. Barry says that only two things could stop that growth – “Not landing the processes” and “Not developing our people.”

Barry spent a lot of time talking about “process,” which Barry

says is “a defined way that we do things.” He spent even more time talking about people, the most important ingredient in any organization.

When it comes to change, the biggest challenge is always overcoming the natural resistance to that change. I asked Barry how his Team was able to overcome this resistance. Once again, Barry gave me a positive view of a difficult challenge.

“You can’t have change without resistance,” Barry said. “There is always perceived risk in change. Leadership is the key to overcoming resistance. You don’t want to suppress the resistance – you must get it on the table!” What a positive attitude!

One last gem from my interview with Barry. I explained that this article goes out to people around the world, in all kinds of industries, to companies large and small.

Barry’s response was, “You can do this in any company. It’s not just Best Buy. It’s not just retail.”

No matter what size your company is, change is happening. In fact, as I have written before, “change” has really turned into “revolution.”

Barry Fischer is a prime example of positive revolution. When I asked what his title was, he proudly said, “I am a member of Best Buy’s Change Implementation Team.” I suggest that you get everyone on your own CIT. Understand the process, and reap the rewards. Reach for the top of the sky!

“CHALLENGE”

How do you implement “change” in your company?

Who is on your CIT?

Make sure your leadership Team has Barry’s positive attitude towards change!

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) Visit Mark’s website at www.MarkMayberry.com!



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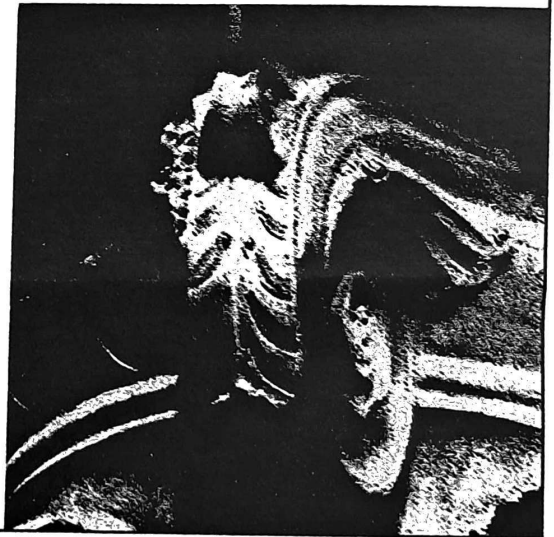
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**Louisiana
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**Louisiana Nursery and Landscape Association
Board of Directors Meeting
February 27, 2002
Ralph and Kacoo's
Baton Rouge, LA**

The meeting was called to order at 10:30 am by David Lowery. The meeting was held at Ralph and Kacoo's in Baton Rouge. Attendees were Nathan Dondis, Dan Gill, Danny Lefleur, Laura Crnko, Robert Trawick, Mark Womack, Beth Perkins, Murphy Johnson, Dan Devenport, Cody Arceneaux, David Lowery, Pat Newman, and Allen Owings. Guests present were Pat Hegwood (LSU), Roger Hinson (LSU), David Himelrick (LSU), and Ed Bush (LSU). Board members absent were Randy Bracy, Andy Zimlich, Laney Strange, and Tom Fennell.

David Lowery welcomed new board members and thanked Frances Thorne, Mike Hoogland, Chris Bollich and Wanda Chase for their service as directors and/or officers.

Minutes of the board of directors meeting from December 12, 2001 were approved as presented on a motion by Danny Lafleur and second by Dan Devenport.

Laura Crnko provided a detailed membership report.

Nathan Dondis provide an update on the membership drive contest. Approved changes were made on a motion by Murphy Johnson and second by Cody Arceneaux. Information will be published in the LNLA quarterly newsletter.

David Lowery presented a report from the GSHE held in Mobile in January. Pat Newman will be replacing Randy Bracy as one of the Louisiana representatives on that board at their spring meeting.

Allen Owings and Dan Gill reported on education activities.

Dan Devenport and Nathan Dondis discussed how horticulture could be better incorporated into technical colleges in Louisiana. Refer to Florida programs. This topic was tabled for a future meeting.

David Lowery and Allen Owings presented a report from the SNA State Officers Conference. This included information on crop insurance, educational money possibilities from USDA – Risk Management Agency, and ANLA update on labor/immigration, etc.

David Himelrick and Pat Hegwood gave a report on the new ornamental and turfgrass research and extension facility at Burden Center in Baton Rouge. Should have utilities, land development completed for plot work to start by June.

Pat Newman presented the financial report for the last quarter of 2001 (approved). A budget for 2002 was also discussed and approved on a motion by Dan Gill and second by Nathan Dondis (see attachments). Financial reports need to run from Jan 1- March 31, April 1 – June 30, July 1 – September 30, and October 1 – December 31 in the future.

Dan Devenport moved and Cody Arceneaux seconded that LNLA charge \$60 for the newly revised manual. Motion passed.

Roger Hinson provided an update on the green industry economic study and requested if we thought the Louisiana Turfgrass Association and Louisiana chapter of ASLS could provide some additional support monies.

Following requests were approved: \$250 sponsor of Southern Plant Board meeting, \$300 for sponsor of La County Agricultural Agents Association annual meeting, and \$500 for nursery/landscape golf shootout.

David Lowery appointed the following committees for 2002 (replaces all previously in place):

Education – Dan Gill (chair), Allen Owings, Robert Trawick

Finance – Cody Arceneaux (chair), Pat Newman, Nathan Dondis

Membership – Nathan Dondis (chair), Laura Crnko, Mark Womack

Scholarship – Allen Owings (chair), Laney Strange, and Dan Gill

Research Projects – Pat Newman (chair), Danny Lefleur, Dan Devenport

Magazine – Robert Trawick (chair), David Lowery, Beth Perkins

Social Events – Cody Arceneaux (chair), Dan Devenport, Allen Owings

cont'd on page 2



Certified Nursery & Landscape Professional Manual Review and Exam - 2002

Feb 28 - March 1
Burden Research
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Baton Rouge

July 11- 12
Barnwell
Center,
Shreveport

September 12 - 13
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Garden,
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Sec #2- Understanding Pests and Their Control	_____	_____
Sec #3- Culture of Nursery Stock in Retail Yards	_____	_____
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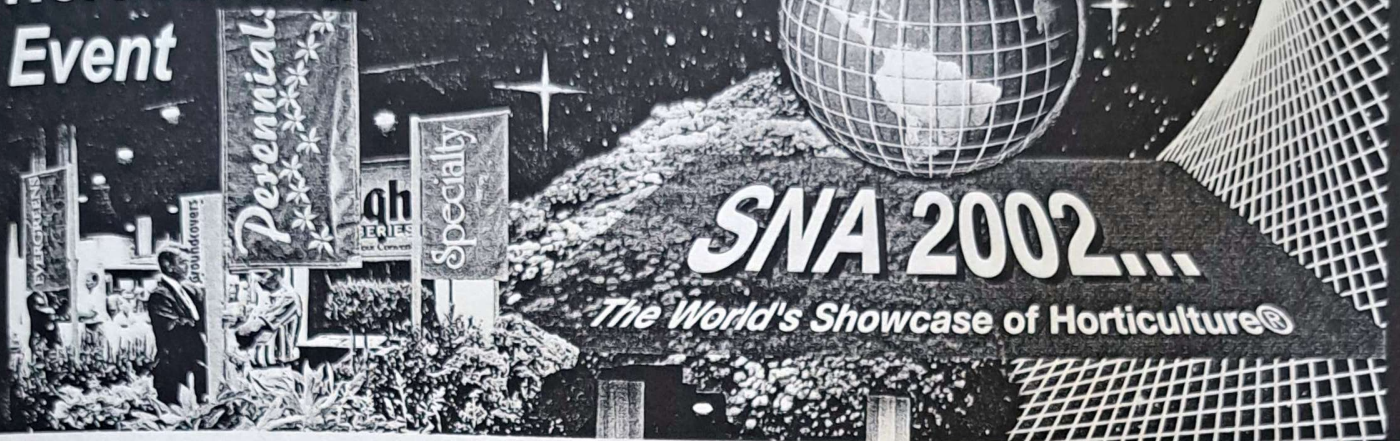
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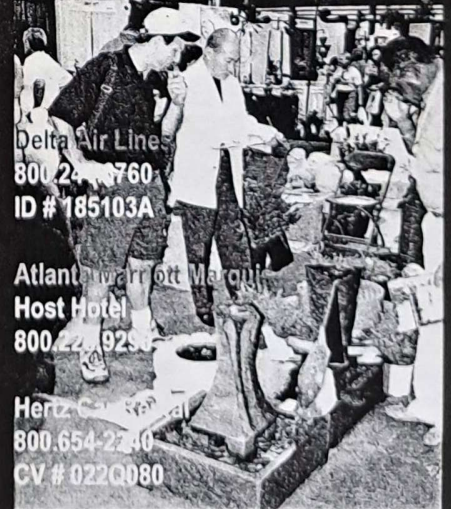


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