



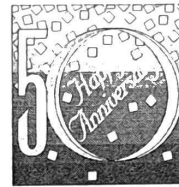
LOUISIANA Nursery & Landscape NEWS

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 Nursery & Landscape Association Celebrates 50 Years

The Louisiana Nursery and Landscape Association held a 50th anniversary celebration on Friday, September 17th, at Burden Center in Baton Rouge. LNLA was founded on September 17, 1954 and was originally formed by 15 charter members when the nursery and landscape divisions of the Louisiana State Horticulture Society left that group to form the Louisiana Association of Nurserymen.

50 year members of the association are Akin's Nursery in Shreveport, Chamberlain's Nursery in Forest Hill, Folsom Nursery in Folsom, George Johnson Nursery in Forest Hill, Louisiana Nursery in Opelousas, Poole Brothers Nursery in Forest Hill, Richard's Nursery in Forest Hill and William's Nursery in Forest Hill.

Living past presidents of LNLA recognized at the anniversary reception were George Johnson, Marshall Mugnier, Clyde Gorum, Bill Kraak, Kent Langlinais, Dennis McCloskey, Fred Hoogland, Walter Imahara, Frank Akin, Louis Parr, Richard Odom, Richard Maxwell, Steve Adams, J. C. Patrick, Gerald Foret, Rick Webb, Wanda Chase, Randall Bracy, David Lowery, Pat Newman and Cody Arceneaux.

The association also recognized thirteen 40-49 year members and eleven 30-39 year members.



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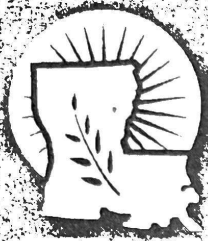
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For further information contact:

Anthony Witcher- Ph 225. 578.2222, Fax 225.578.0773, E-mail awitcher@agctr.lsu.edu



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Fighting Goliath

By Mark Mayberry

In a recent issue of Rolling Stone magazine, I read an article that was titled, "Wal-Mart Battles Labels Over CD Prices." Small retail stores that sell music CDs are up against many "Goliaths," including Best Buy, Circuit City, and - Wal-Mart! In fact, Wal-Mart has become THE Goliath in the music industry, selling "one out of every five major label albums (CDs)."

According to the Rolling Stone article, Wal-Mart has so much power that the titles that it decides to sell basically determine what becomes a hit. In other words, if Wal-Mart does not sell your CD, you have little chance of becoming a best-seller. I found it amusing that only one of the three people that do the buying for Wal-Mart ever had experience in music retailing. The article was a bit confusing about this, but it seems that the only buyer with experience was recently moved to a new division, and was replaced by someone who had previously bought Wal-Mart's "salty snacks." Thus, the music industry executives have their destiny largely controlled by people who have no history with their industry.

Here's the kicker. Wal-Mart uses its CDs to attract Customers to their stores as a loss leader. In the past, they have bought CDs for about \$12, and sold them for \$9.72 as a way to draw Customers to their stores. Now, Wal-Mart is tired of losing money on these CDs, and has asked record companies to reduce their prices on several titles. You don't have to be a genius to figure out that once the music industry concedes on a limited number of CDs, Wal-Mart will continue to expand that list.

What will happen if the music industry says, "No?" Although Wal-Mart denies this, music industry sources say that Wal-Mart has threatened to reduce their stock of CDs if they don't get their way. Since Wal-Mart controls 20% of the music sales, the music industry is faced with a major challenge. Wal-Mart has already been given reduced prices on certain titles. One record label executive said, "We're in such a competitive world, you can't reach consumers if you're not in Wal-Mart." However, if the record companies continue down this path, their profit margins will be even smaller than they are now.

Like many industries, the music industry has had a major revolution going on around them for many years. Albums were replaced by cassettes, which were replaced by CDs. A major threat to the industry has been the downloading of music for FREE - beginning with Napster. Although Napster was finally forced to quit this practice, millions of dollars worth of music continue to be downloaded from the internet every day - with no part of that revenue coming to the record labels. Wal-Mart has become a Goliath to many small communities across North America. When they first came to a community, they brought many new jobs. They also drove several small retailers out of business. Years later, as their leases have expired,

they simply moved to a new, better location, and left an eyesore for the communities with their old buildings, which now stand empty.

In the past, when you thought of "Goliath," you may have thought of a very large competitor. But, do you have a "Goliath" Customer? One that would devastate your business if they went away? One that forces you to do things that are not in the best interest of your own company? If so, what steps can you take to guarantee a more secure future?

On the other hand, if you have a "Goliath" as a competitor, what can you do to show your Customers the positive reasons why they should do business with your company instead of Goliath? The record companies wish that they had paid more attention to their other Customers in the past, and not let Wal-Mart become such a Goliath. Perhaps you can use this story to demonstrate another reason that your Customers should do business with you. I don't advise "bad mouthing" the Goliath - just subtle stories that get your point across.

One last thought about Goliath - and the shape that Goliath may appear in your life. After talking about Goliath in a speech, an audience member came up to me and told me something I'll never forget. He said, "Mark, my Goliath looks at me in the mirror every morning."

Shazam Challenge...

No matter what shape your "Goliath" appears in, what can you put in your slingshot to make this Giant more friendly?

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! 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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AN INTRODUCTION TO THE USDA ORNAMENTAL GROUP IN POPLARVILLE, MISSISSIPPI

Dr. Tim Rinehart

In 1969 the USDA research station in Poplarville, Mississippi changed its focus from tung oil production to small fruits research, mostly because of the widespread tung tree destruction by hurricane Camille. The small fruits group consists of six scientists from multiple disciplines. Under the direction of Research Leader, Dr. Jim Spiers, the small fruits program has produced numerous positive economic and environmental benefits to the industry over the last 25 years. Recently, the station embarked on a new mission. In the last three years the Agricultural Research Service (ARS) has hired six new scientists whose work specifically targets ornamental plants and the ornamental plant industry. Also under the direction of Dr. Spiers, this new mission encompasses both woody and herbaceous plants and brings together pathology, entomology, horticulture, genetics, and molecular genetics to produce innovative solutions to grower problems. Using the outstanding success of the small fruits research as a model, the Ornamental Group hopes to build strong, productive relationships with the diverse ornamental plant industry.

The growth of the Small Fruits Research Station is impressive and a brand new 10 million dollar facility is under construction in Poplarville to accommodate the small fruit, ornamental, and Mississippi State University (MSU) researchers. The laboratories in the new building include large open spaces to maximize interaction among scientists. This design encourages collaborative efforts that connect traditional disciplines and promote a problem-based approach to science. The six scientists making up the Ornamental Group fit right into this concept since they have already established a tight, working relationship among their members whose backgrounds include academic, commercial nursery, and high-tech experience.

The most recent hire, Dr. Glenn Fain, is a Research Horticulturalist. His work focuses on cultural methods that optimize plant growth and streamline production. He expects to have a direct impact on weed control, fertilizer and irrigation management, and new product testing such as non-organic and renewable substrates. Dr. Fain has also been working in the area of nursery mechanization. Another recent addition to the


ornamental group, Dr. Cecil Pounders, is a geneticist and master plant breeder. Dr. Pounders has exceptional knowledge of the history and breeding of landscape ornamentals. His current research involves crapemyrtle, hibiscus, holly, and azalea populations. Dr. Pounders expects to release new cultivars for production as his program grows. Both Drs. Fain and Pounders have direct experience in the ornamental industry and owned their own nurseries. Their unique perspective helps the ornamental group focus on effective, practical benefits for commercial growers.

Two established members of the ornamental group are Drs. David Boyd and Warren Copes. Dr. Copes is a plant pathologist who came to Poplarville over three years ago from Washington State University where he was an extension and research expert in ornamentals. His research concentrates on ornamental diseases such as *Rhizoctonia* web blight, camellia twig blight, daylily rust, and holly black root rot. He also specializes in sanitation and the use of disinfectants, producing chemical and cultural recommendations specifically for the ornamental plant industry. Likewise, Dr. Boyd has been in Poplarville for almost three years and is an entomologist studying insect pests and control. Dr. Boyd investigates cultural and biological control of insects on ornamentals in both landscape and production environments. His main objectives are lace bug and strawberry rootworm control on azaleas, flea beetle control during crapemyrtle production, and sawfly resistance among hibiscus cultivars. Drs. Boyd and Copes have established collections of fungi and insects that are valuable resources for other scientists studying damage to ornamental plants.

Last year the Ornamental Group added two molecular geneticists, Drs. Hamidou Sakhanokho and Tim Rinehart. Dr. Sakhanokho comes from a cotton background with expertise in plant tissue culture and transformation. His holistic approach to science fuses classic plant breeding methods such as ploidy manipulation with molecular techniques such as embryo rescue. The basis for his work is the genetic improvement of herbaceous and bedding plants like *Alstroemeria*, ginger, hosta, begonia, and African violets. Dr. Sakhanokho is also working with pathologists and breeders to understand the molecular basis for rust resistance among daylily cultivars. Similarly, an interdisciplinary approach is critical to Dr. Rinehart's research program. Dr. Rinehart's background is in maize genetics and high-throughput DNA analysis. The foundation for his research is marker-assisted breeding of crapemyrtle, hibiscus, and hydrangea but he is also interested in gene discovery, specifically those responsible for re-blooming in hydrangea. Dr. Rinehart often collaborates to integrate molecular tools in other fields. These collaborations have led to the development of DNA-based tools to detect insect predation from the gut contents of predators, a molecular screen to identify parasitoid wasps inside the larvae of the gall midge host, and a diagnostic assay to monitor *Rhizoctonia* dispersal in nurseries.

The Ornamental Group collaborates with other ARS scientists, the National Arboretum, germplasm repository centers, industry groups, commercial growers, and researchers at universities from Texas to Florida to Tennessee. They welcome input into this effort and encourage people to view their website at www.usda.ars.gov (look for Poplarville, MS under People and Places). They look forward to sharing more of their research with the grower community in the future.

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- Melissa Marincic
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Lowe's of Sulphur - Lance Schumate
Palm Tree City, LLC - Terry Abram
Rosewood Nursery - Diana Copeland
Shades of Texas - Cody Arceneaux
Smooth Nursery - Smooth Linthong
University of LA, Lafayette - Kristy Thompson

October - November '04

Audubon Nature Institute - Scott Bivona
Clegg's Nursery - Kelli Lambert
George County Nursery Assoc. - Rudolph Hall
Live Oak Gardens, LTD - Albert Durio
Louisiana State University - Adam McGovern
- Dan Stephens
LA Tech College, Folkes Campus - Kimberly
Lizana
- Debra Sanchez
- Tiffany Schriber
- Kelly Barnard
- Kristin Blanchard
- Kathryn Chiasson
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IN THE NEWS


CALENDAR OF EVENTS


- Dec 9-10** LSU Poinsetta Open House
Nelson Memorial, LSU Campus, Baton Rouge
- Jan 19-22** Gulf States Horticulture Expo
Arthur Outlaw Convention Center, Mobile, AL
- Feb 16** Lawn & Landscape Workshop
Covington Convention Center, Covington, LA
- June 7-8** Mid-South Greenhouse Growers Conference
Eagle Ridge Conference Center, Raymond, MS

ASSOCIATION MERGE

More than 90% of the members of the Associated Landscape Contractors of America (ALCA) and the Professional Lawn Care Association of America (PLCAA) have approved the merger of the two organizations. The new association will be created effective January 1, 2005 and will have approximately 4000 professional interior and exterior maintenance, installation, design/build, and lawn care firms and suppliers.

IN MEMORIAM

 **Glenn Sidney Meadows, Sr.**, a native and resident of Irvington, AL, died Wednesday, October 6, 2004 at the age of 50. Mr. Meadows was manager with Meadows Branch-Flowerwood Nursery for over 25 years. Glenn was the nephew of Warren Meadows, LNLA secretary from 1986-1993. He earned his BS degree in Horticulture from Auburn University. Mr. Meadows was widely known in horticulture circles in the southeast & Texas and was actively involved with the Agriculture Dept. at Auburn University. Memorials may be made to Kingswood United Methodist Church or to Auburn United Methodist Church..

 **Tom Sawada**, retired president of the nationally recognized Overlook Nurseries, died Monday, September 27, 2004 in Mobile, AL. During his lengthy career, he also served as a president of both the South Alabama Nurserymen's Association and Alabama Nurseryman's Association. Sawada had been an active member of Spring Hill Avenue United Methodist Church for more than 50 years and had served as a lay leader. He was a U.S. Army veteran of World War II, having served in the South Pacific theater of operations.

NURSERY & LANDSCAPE GOLF SHOOTOUT

The LSU AgCenter's Department of Horticulture hosted the 4th annual Nursery and Landscape Golf Shootout on Friday at the LSU Golf Course in Baton Rouge. This event was previously postponed three times in 2004 due to weather conditions. The winning team consisted of **Boo LeBlanc, Ed Bush, Dave Picha, Paul Wilson and Pat Ardoin** with a 9 under par 63. Team picture page 14.



THANK YOU...to the following supporters of this year's Golf Shootout event:

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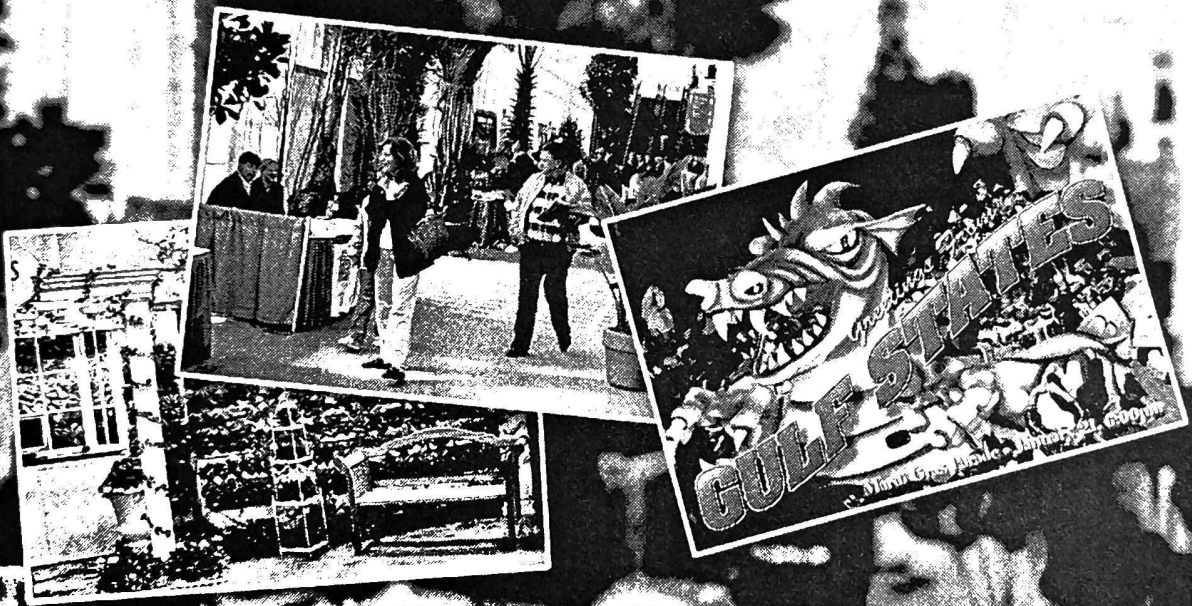
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Contact LNLA's staff if you have "green industry" news:
Laura Crnko - lcrnko@bellsouth.net, 225.667.4744
Allen Owings - aowings@agcenter.lsu.edu, 225.578.5417
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**Louisiana Nursery and Landscape Association
Board of Directors Meeting
September 8, 2004
Burden Research Center
Baton Rouge, LA**

The meeting was called to order at 10am by president Pat Newman. The meeting was held at the LSU AgCenter's Burden Research Center in Baton Rouge. Attendees were Pat Newman, Anthony Witcher, Allen Owings, Dan Devenport, Mark Womack, Nathan Dondis, Beth Perkins, Frances Thorne, Dan Gill, Laura Crnko, Tom Fennell, Laney Strange, and Rusty Ruckstuhl. Board members absent were, Brian Breaux, Danny LaFleur and Mark Humphries. Guests present were Mark LeBlanc (LDAF), Craig Roussel (LDAF), Regina Bracy (LSU), Yan Chen (LSU), and Howard Thorne.

Pat Newman reminded everyone of Cody Arceneaux's resignation as president in late May.

Motion was moved by Laney Strange and seconded by Dan Gill to accept the minutes of the May 2004 board of directors meeting as submitted. Motion passed.

Anthony Witcher and Laney Strange provided a financial report showing 2004 income of \$84,315.86 with expenses of \$72,750.25 through August 31, 2004. Financial report was approved as presented on a motion by Frances Thorne and seconded by Nathan Dondis.

Pat Newman gave a brief GSHE update. The next GSHE board meeting is scheduled for September 15th. Allen Owings gave a brief report of the SNA show in Atlanta and the Nursery/Landscape Expo in Houston. The Texas show will be in Dallas in 2005 then in San Antonio in 2006.

Laura Crnko provided a membership report. 349 paid members in 2004 for dues of \$25,975. 81 new members in 2004. Renewals similar to last couple years, New memberships slightly up. Nathan Dondis moved, Frances Thorne seconded, that the marketing committee address membership recruitment and retention. Motion passed.

Craig Roussel and Mark LeBlanc gave a report from the LDAF. Sudden oak death communication has greatly improved in recent weeks. They will keep us updated on events, status with this issue and the irrigation licensing requirement that will be initiated in 2006.

Regina Bracy gave an update on the Hammond Research Station. The board approved a \$25,000 contribution for the station efforts in landscape horticulture on a motion by Dan Devenport and seconded by Tom Fennell. The executive committee will work to determine from what account these funds will be taken. Regina invited the board to meet at the Hammond Research Station for their February or March 2005 meeting.

The marketing committee was discussed and changes were made from the May discussion. Chair will be Dan Gill with Allen Owings, Regina Bracy, Mark LeBlanc, Anthony Witcher, Mary Gallent, Pat Newman and Nathan Dondis as members.

Anthony Witcher gave a progress report on the proposed buyer's guide.

Dan Gill gave a garden calendar update and gave out complimentary copies.

Allen Owings and Dan Gill requested \$3,000 be provided to Amy Blanchard as a "thank you" for her efforts with the major revision of the LNLA CNP manual. Dan Devenport moved and Frances Thorne seconded. Motion passed.

Funding request from the Horticultural Inspection Society, to assist with sponsorship of their upcoming meeting in Baton Rouge, was approved (\$500) on motion by Nathan Dondis and seconded by Dan Devenport.

\$1500 funding was approved for the SELNA field day/tour on October 9th on a motion by Nathan Dondis and seconded by Dan Devenport.

Allen Owings announced that plans are moving forward to have the 10th annual Louisiana Plant Materials Conference by the end of the year.

Major details of the 50th anniversary party were discussed.

The next board meeting will be held Thursday, December 9th, at the Nelson Memorial Building on the LSU campus. Being no further business the meeting adjourned at 3:30pm.

“A Guide for Louisiana Gardens”

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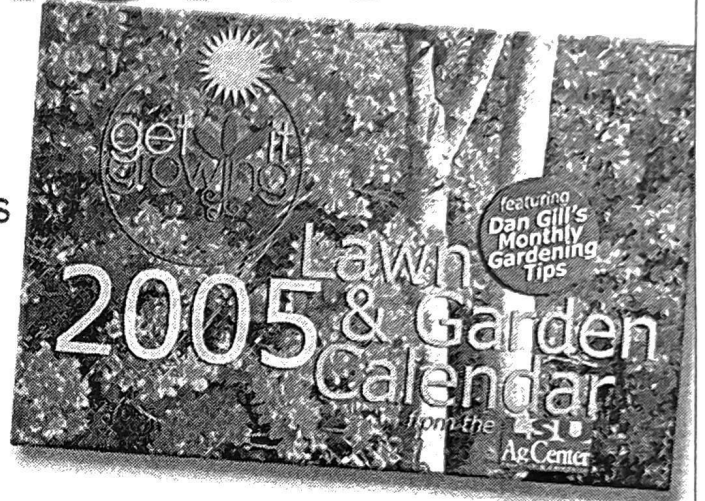
2005 Get It Growing

Calendar

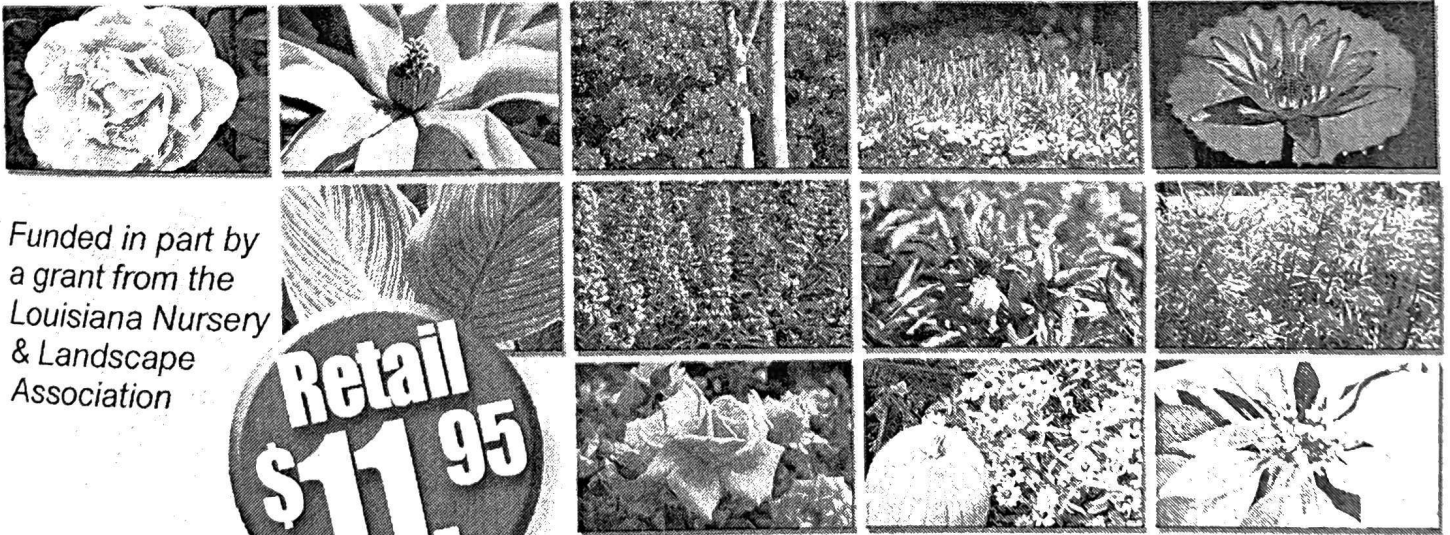


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Funded in part by a grant from the Louisiana Nursery & Landscape Association

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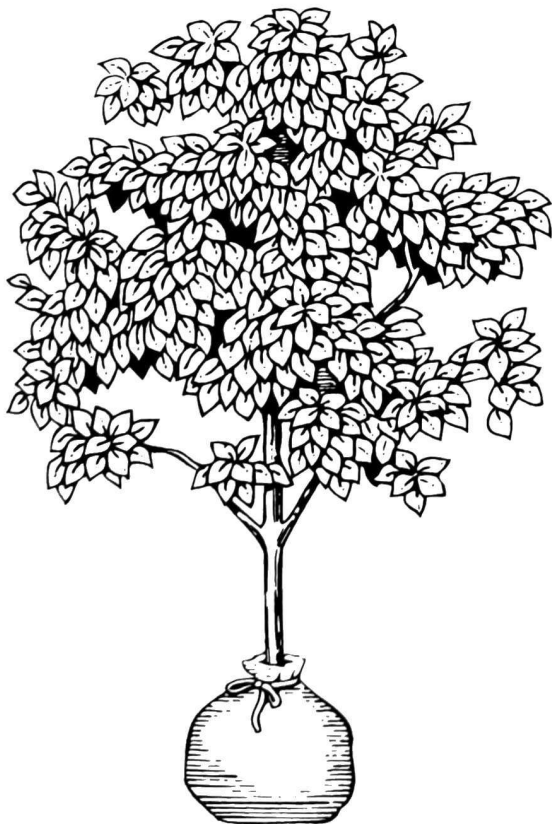
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EXPERTS GIVE TOP GARDENING ADVICE IN NEW PAPERBACK



(Baton Rouge, Louisiana, October 2004) *PLANTS FOR AMERICAN LANDSCAPES*, to be published by Louisiana State University Press in paperback this month, is a superb practical guide to the identification, selection, and cultivation of over a thousand of the most popular and dependable ornamental plants found in the United States. With more than a century of collective experience in landscape architecture and horticulture, Neil G. Oldenwald, Charles F. Fryling, Jr., and Thomas E. Pope share their intimate knowledge of flowers, foliage, fruit, and barks, as well as their insights concerning each plant's unique attributes. Their succinct, fact-filled, vivid descriptions present both essential material and fascinating tidbits about which plants are suited to particular environments. Eight hundred full-color photographs display the plants in their natural settings. Homeowners, gardeners, landscape architects and designers, horticulturalists, and anyone who loves plants will find it a resource they turn to again and again. *Plants for American Landscapes*, 266 pgs., 800 color photos.

Neil G. Oldenwald, FASLA, is a professor emeritus of landscape architecture at Louisiana State University and the author of, among other works, *Live Oak Splendor: Gardens Along the Mississippi River from Natchez to New Orleans* and, with Charles F. Fryling, Jr., and Thomas E. Pope, *Attracting Birds to Southern Gardens*. **Charles R. Fryling, Jr., ASLA**, is an associate professor of landscape architecture at Louisiana State University. **Thomas E. Pope** is the former Louisiana Cooperative Extension landscape horticulture specialist.

SELNA TRADE SHOW

The Southeast Louisiana Nursery Association held their third annual trade show and open house on Saturday October 9th at Magnolia Park in Folsom. Exhibiting companies included:

Blackwell's Nursery

Bracy's Nursery

Covington Nursery

C.J.'s Nursery

Dogwood Hill Nursery

Folsom Nursery

Fronderosa

Green Thumb Nursery

Jenkins Farm and Nursery

LaCroix Nursery

Louisiana Growers

La Nursery and Landscape Assoc.

Mark Jenkins Nursery

Norris Nursery

Southeast La Nursery Association

Southern Pride Nursery

Westfarms Nursery

For additional information on SELNA events, contact secretary Annie Coco at the Tangipahoa parish office of the LSU AgCenter (985/748-9381) or email her at acoco@agctr.lsu.edu

Gulf States Horticultural Expo

The Premier Winter Trade Show

The 2005 Gulf States Horticultural Expo scheduled for January 19-22 in Mobile will prove to be a learning venture for all those who attend. The learning will be from one another. As growers, retailers and landscapers, we will have the opportunity to commiserate with one another over a nasty hurricane season that had consequences even for those not directly hit by the storms.

It will also be a learning experience. The educational program will focus on workshops to help the green industry businesses increase their profit margins with topics such as: *A Close Look at Your Marketing Materials, New Ideas for Growers with Retail Centers, Landscape Bidding, and Greenhouse Record Keeping/ Cost Accounting*. There are also more traditional seminars as well; covering *pest management, grower topics and items of interest to landscape contractors*.

1999 marked the culmination of 5 years of efforts to consolidate the trade shows of the Alabama Nurserymen's Association, the Louisiana Nursery and Landscape Association, and the Mississippi Nursery and Landscape Association into the Gulf States Horticultural Expo and the joint venture has been nothing less than incredible. Attendance has swelled to close to 5,000 and the number of exhibits has climbed to a point where every inch of the Author R. Outlaw Convention Center is utilized. Other regions are looking to duplicate this partnership.

To find out more about attending or exhibiting at this year's convention; go to www.gshe.org or call (334)502-7777.



FERTILIZER COST CONTINUES TO INCREASE

Landscape and lawn service companies may be in for another year of high fertilizer costs. The U.S. Department of Energy recently released its first estimate of natural gas prices, another projected historical high, which translates into higher fertilizer costs for the fall compared to this past spring. The Department of Energy expects natural gas prices to climb to about \$6.20 to \$6.50 per million BTU's (British Thermal Units) this fall, said Matt Roberts, an Ohio State University agriculture economist. That works out to fertilizer prices of \$450 per ton. In the spring, prices were averaging around \$400 per ton.



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:

- Independent Retail Garden Center
- 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"/>	\$100,000 - \$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 PRINT CLEARLY!!! The information provided will be used to print LNLA's annual 'green industry' directory.

Company Name _____ Representative's Name _____

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