

CALIFORNIA STATE LANDSCAPE PLACEMENT PROJECT - news release

The California State Landscape Placement Project, headquartered at Butte College, has received funds to continue operating for a second year.

Established in November 1975 as a state-funded Vocational Education Act pilot program, the project's principal purpose is to provide job placement services on a statewide basis for persons interested in employment in the environmental horticulture and landscaping fields.

Additionally, the project helps determine the qualifications and job readiness of community college graduates and majors in those fields and conducts continuing research into the industry's employment needs. The placement services are provided free of charge to both employers and job seekers.

Howard F. Holman, project director, said state refunding through October 1977 was granted "because of a positive response from industry and community college applicants." Fifty-eight community colleges are affiliated with the project.

In the second year of operation, Holman said, services have been expanded to cover all persons interested in landscaping and environmental horticulture jobs, including high school students, persons with no formal training, four-year as well as two-year college students and those currently employed in the industry but wishing to change location or employment.

Noting that the project constitutes the state's first centralized clearing-house for job placement in the designated fields, Holman said, "It is hoped that there will be an increase in industry and applicant participation this year."

Basically, here's how employers and job seekers are brought together by the California State Landscape Placement Project:

An employer who lists an open position is forwarded copies of job applications submitted by individuals who, in general, meet the firm's job specifications and location requirements. Persons interested in applying for the position then are requested to contact the employer.

A list of all open positions is distributed each month to the participating colleges. This, too, helps employers locate the most qualified person for a particular job opening.

Areas of employment within the environmental horticulture and landscaping fields have been divided into general categories. They include the following: Irrigation, greenhouse production, nursery production, retail nursery, wholesale nursery, landscape installation, landscape maintenance landscape gardening, landscape design, construction, equipment operation and maintenance, landscape sales, nursery sales, golf course maintenance park and institution maintenance, estimating, arboriculture and floral production. Continued next page

WANTED Greens Aerator - used - pay cash or trade
Foley Model 388 Grinder - Grinder for sale otherwise

FOR SALE 3 gang Roseman Mower - roller type \$350.00
York rake and scraper \$350.00

FOR SALE 9 hole executive golf course - automatic sprinklers \$155,000
with additional 322 acres and 1 mile Klamath River frontage
\$195,000 - Owner retiring

Contact Orville C. Reiersgaard on any of the above
Eagle Nest 31 Lockhaven Drive, Klamath River, CA 96050
916 465-2330

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NATIONAL GOLF FOUNDATION Agronomist Holman Griffin is holding a
workshop type program "Getting the Most from the Water We Have"
Monday, March 28, 1977 at Rancho Canada Golf Club, Carmel.

More information in next newsletter or from
Larry Lloyd phone 408 624-0111

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Allan Mooser, Hidden Valley Golf Club, Middletown writes "What can a
man do for an encore after he wins a fur jacket a week before his wife's
birthday. That is what happened to me at Portland last month during the
annual GCSAA Conference and Show. Mine was the lucky name drawn from the
box of thousands at the display exhibit of the Cleary Corporation.

My wife Alice accepted the gift in her usual quiet, calm manner. The only
sound in the room was the rattle of her knees. Since returning home she's
hardly said a word, but there is a constant smile on her face.

The jacket wasn't really necessary since she was quite satisfied with her
Chipco tee shirt.

What a way to end a perfect week of seminars, exhibits, and celebrations.
I'm home free-----until next year.

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Continuation - The statewide project is monitored by Dr. William Morris
and Mr. Ted Sypolt of the California Community Colleges Chancillor's office
in Sacramento. Assisting them, through the Education Coordinating Commit-
tee of the California Landscape Contractors' Ass'n, is a consortium of
industry representatives and horticulture instructors.

Inquiries about the project can be made by writing to Howard F. Holman,
Director, or Martha Walburn, Coordinator, Landscape Placement Project,
Butte College Agriculture Department, Route 1, Box 183A, Oroville, CA
95965, or by calling (916) 895-2442