

People, people, people...

If there is one problem every landscape manager has, it's people. Whether you are a golf course superintendent, a landscaper, a cemetery manager or lawn care operator, you've got to have competent people working on the grounds. And they're not always easy to find.



The Associated Landscape Contractors of America, to that end, has taken the problem back to its roots. Why aren't there enough people to service the green industry? Because they are being eaten up by other industries. The people at ALCA have had the foresight to see that, if the green industry is to continue to grow, it will have to compete not only within itself, but also with big business, the computer industry, science, and government for intelligent, hard-working people. So recently, ALCA published a small but impressive brochure called "The Landscape Industry: Growing Careers for You!"

For the interested high school student, it contains information on college courses needed for a career in the landscape industry, details about co-op courses, employment listings, and what some former students say about the industry.

It's a story that must be told, if the green industry is to survive and—more importantly—grow.

To receive copies of this brochure, write or call the ALCA headquarters at 405 North Washington St., Falls Church, Va., 22046; phone (703) 241-4004.

Next month, in deference to the upcoming annual convention of the Professional Lawn Care Association of America, we'll take a look at what some of the nation's top LCOs think about their people problems.

...and more people

Speaking of good people, some northern Ohioans were extremely patient in helping photograph the cover of last month's "Guide to Landscape Management." Ron Zaleski of Hilliard Lakes Country Club, Westlake, let us interrupt some of his members long enough to take some photos. Brian Zergott of Zergott Landscaping, North Olmsted, lined us up at the home of Carol and Bruce Meade, Westlake, who—in turn—were very cooperative. And John R. Kramer of Kramer Nursery let us have the run of the place. Thanks to all.

Jerry Roche, editor

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