



Student Career Days contestants competed in 20 events, including a wood construction competition on an outdoor stage.

of their attire and politeness, and they seemed pretty well-prepared with the numbers," said Seneff.

"Those that seemed to do better were the ones who identified with the customer's needs and really gave the feeling that they were a partner with the customer."



Landscape/horticulture students met with prospective employers during ALCA Student Career Days.

Alexander Warren, horticulture instructor at Northwest College, Houston, said Career Days helps teachers learn what employers want from employees.

"What do we, as instructors, need to know to put people into the industry? That's what we have to be concerned about," said Warren.

Cal Poly San Luis Obispo took first place in the overall standings; Virginia Tech came in second; Colorado State University was third.

Interviews with companies

Prior to the competition, students looking for work in the green industry met with company representatives in a trade show setting.

Seventy-six landscape companies and industry suppliers donated time, money and materials to the four-day event.

During welcoming remarks, Chris Kujawa, KEI Enterprises, Inc., Kudahy, Wisc., announced the formation of the ALCA Educational Foundation, Inc.

"It's a 100 percent scholarship granting organization," explained Kujawa. "We've got more than \$100,000 in the bank, we've got some major donors, and some 5000-plus anonymous donors lining up left and right. The Toro Corporation has sponsored our first \$1000 scholarship, with a donation of \$10,000."

Kujawa said the increased amount in scholarship funding will enable ALCA to award larger grants to individual students.

—Terry McIver

'Ambassadors' tell turf story

The GCSAA/PLCAA/RISE "Ambassador" speakers program is in full swing, and as of April, 23 presentations on the benefits of turfgrass had been made to students and civic groups.

Jon Cundiff, president of Turfs Up Lawn Service, Lee's Summit, Mo., made a presentation recently to 2nd graders at Pleasant Lea Elementary School.

"We covered insects that were problems in our industry; the benefits of turf; why it's important to maintain turf; and why it's important to keep trees and shrubs healthy," said Cundiff.

Relate to audience

Tom Gray, CGCS, Franklin Hills Country Club, Bloomfield Hills, Mich., has used slide presentations during his talks to Lions and Rotary Clubs.

"I start with a slide of Augusta National. That grades the industry, because everybody tries to compete with Augusta," said Gray.

Gray gets questions on spikeless golf shoes, to moles, to fertilizer timing.

None of the audience members have expressed any hostility to chemicals. In fact, Gray said, he's had to emphasize to some overzealous diazinon users the need to use chemicals properly.

Steve Neuliep, superintendent at The Dunes Club, New Buffalo, Mich., has made presentations to club management and the Merrillville, Ind., Rotary Club.

"Things work out much better when you 'bring it home,' and use analogies your audience is familiar with," said Neuliep.

"You can sit up there and spout out scientific facts, but if you don't use analogies, and things people are familiar with, you leave them flabbergasted with data."

The "Ambassador" program is led by Deb Rudin of the D.A. Rudin Co., Peoria, Ill. and program manager Elizabeth Lawder of RISE, Washington, D.C.

—Terry McIver