

[LANDSCAPE/GROUNDS]

**J**ack Hollerich dug the end of the shovel into the hump of gravel like he meant business. With beads of sweat glistening on his reddening forehead, he sent sprays of crushed limestone in the direction of partner Tony Cantelmo. Tony was tamping it smooth for all he was worth, never mind that the tamper's hickory handle had snapped in his hands.

Is this what college students do on spring break these days?

Yes, almost 600 of these students anyway. They competed for honors and for jobs—but mostly for jobs—at the 1998 ALCA Student Career Days in Raleigh, NC. They gave it their all.

The young men and young women tested their skills in a variety of landscaping events. (Yes, some young women are pretty darn good at climbing trees or operating skid steers and trenchers.)

Judging from the enthusiasm that they brought to Raleigh, you would have thought they were competing for the NCAA Division I basketball championships. And,

in a sense, they were competing for something just as important to them—their careers. They worked like the dickens to impress potential employers. Representatives from more than 90 landscape companies were on hand to attract these youths to their “teams”.

The ALCA Student Career Days (See article on page 24L) is one of the landscape industry's most important, and fun, events each year. It showcases the young talent in our colleges, universities and vocational schools. It brings this talent, and lots of enthusiasm, to the companies that go out looking for it.

This year's event was the largest ever and the weather was just about perfect, thanks to blue Carolina skies. If you see Drew St. John, St. John & Associates, Hattiesburg, Miss., congratulate him

on another fine job. He's chaired the event the past several years. Also, congratulations to the students at North Carolina State University and all the other volunteers who made everybody feel at home in Raleigh. **LM**

[PEOPLE & PROJECTS]

**RBI tabs Jody Randall as vp**

Jody Randall became vice president of **Randall & Blake, Inc. (RBI)**, a 20-year-old company with offices in Colorado, Texas, Utah and California. RBI also appointed Dave Burnley as president of its subsidiary Contra Costa Landscaping, Inc., and Dave Wolkenhauer as assistant secretary/treasurer of CCL. John Bollwinkel now manages the Utah Division of RBI Maintenance.

**New digs for Emerald Green LC**

**Emerald Green Lawn Care**, which serves the Columbus, Ohio, market moved to a larger (6,000 sq. ft.) facility in Gahanna. Emerald Green expects a 30 percent sales jump in 1998. The company serves Franklin, Fairfield, and Licking counties.

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Success against Dutch elm disease

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ALCA Student Career Days a hit

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Make Yellow Pages work for you

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PLCAA's Delaney warns of FQPA

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Getty project a masterpiece

**A spring break that starts careers**



*Ron Hall*

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