

### ALCA certifies landscape professionals

ALCA's certification program sets standards for the interior and exterior landscape profession. It improves the performance of landscape contractors through participation in a continuing program of professional development.

The six hour Certified Landscape Professional - Exterior (CLP) exam covers all aspects of management in the landscape industry, including business; risk, law and contracts; human resources and health/safety; exterior production/operation and horticulture; and sales, marketing, communications and public relations.

The benefits of certification can include: recognition of expertise for professionals in the landscape contracting industry; increased personal commitment to the profession; enhanced self-esteem and professional credibility; increased marketing advantages for individuals and firms; and increased respect and recognition of the landscape industry.

The following individuals recently passed the Certified Landscape Professional-Exterior exam: Richard Hase, Hase Landscape, Inc., Waukesha, WI; Heather Shuster, Terra-Firma Landscape, Inc., Muskego, WI; Mike Sutherland, Haversham Gardens, Atlanta, GA; and Robert Solomon, Redwood Landscaping, Santa Rosa, CA. □

### Educating future Green Industry leaders

The National Future Farmers of America (FFA) Organization, the National Council for Agricultural Education, the Professional Lawn Care association of America (PLCAA), the Golf Course Superintendents Association of America (GSCAA), the National FFA Foundation, horticultural teachers (secondary and post-secondary), and industry leaders from across the Green Industry met in July to discuss opportunities for an organized curriculum project in agricultural education. The project would focus on career development opportunities in areas of turf, mowing and edging; landscaping; tree and shrub maintenance; lawn care; odd-season activities; and other areas related to the industry.

The outcome of the meeting provided the framework for development of a proposal for educational materials by the National Council for Agricultural Education. The proposal will be developed and funding requests will be made to assist in development of the materials and provide train-

ing for teacher implementation. These materials will be made available to the 12,000 agriculture teachers across the country. They will include activities and resources to assist teachers in exposing students to the broad career opportunities in the Green Industry, and will provide the necessary skills and information for pursuing those careers.

A steering committee to assist in the development of the proposal consists of Tom Delaney (PLCAA), Barry Trautman (Environmental Care Industries), Dick Jones (The Davey Tree Expert Company, ISA, NAA), Enid-Mai Frost (GSCAA) and Rosco Vaughn (National Council for Agricultural Education).

### Midwest Regional Turf Field Day

The Midwest Regional Turf Field Day was held in West Lafayette, IN the end of July. The event, held at the 22 acre Wm. H. Daniel Turfgrass Research and Diagnostic Center, was attended by over 750 turf professionals. Attendees were able to view the latest in turfgrass research and to evaluate many types of turf equipment and products from over 40 exhibiting companies. In addition, attendees were able to interact with a number of Purdue specialists from many disciplines of the green industry. The field day for 1999 is planned for 27 July. □

### CLCA presents awards for projects

The 40th Annual Beautification Awards were held by the California Landscape Contractors Association (CLCA), where a panel of judges assessed over 80 sites in Orange County and Long Beach, for the very best in landscaping design, maintenance and lighting.

The highest honor, the 'Meridian Award', for lifetime contribution to beautification of the environment was presented to C. Wade Roberts of Sherman Gardens.

The 'Sweepstakes Award', for best overall entry, was awarded to Richard Taylor & Associates, Costa Mesa.

Chamley Landscape, Inc., Laguna Niguel received the 'Bill Vandergeest Excelsior Award' for the best entry by a new CLCA member.

The 'President's Award', for the best entry in any landscape installation, was given to Visionscape, Laguna Beach.

The 'Judge's Award' for maintenance was awarded to Earthscaping, Laguna Beach. □