

Needed — youth's energy

BY RON HALL / Editor in Chief

This month's cover article focuses on innovative programs to bring talented young people into our fold. Our coverage is long overdue. We hope it inspires you to take a similar interest in bringing fresh young talent into our industry.

There seems to be a feeling by many within the Green Industry that high school students aren't aware of its many career opportunities. Or not enough of them are aware anyway which prompts the question — how many are enough?

The only answer that we consistently hear is "more." Owners tell us that the lack of sufficient numbers of sharp, responsible managers, including entry-level managers, is limiting their growth.

From there discussions revolve around the need to work with our local schools and vocational training programs, perhaps through guidance counselors or FFA advisors, to enlighten young people to our role in beautifying properties, adding enjoyment to people's lifestyles and improving the environment.

Opportunity aplenty

We know that the Green Industry offers energetic young people fine career opportunities, including the chance for steady and long-term employment, not to mention the very real likelihood of many of them becoming owners and entrepreneurs. But how many of them know this?

Indications point to continued growth for the Green Industry, not only in terms of the numbers of customers and revenues, but in a growing diversification of services, too. Who knows what additional

services we will be offering property owners or society, in general? No question that we will be expected to deliver and take a more visible role in improving the environment. More erosion control. Property remediation. Water and, perhaps even, energy conservation. We and the next generation of industry owners and managers will have to be ready.

Imagine the possibilities

Let's use our imaginations to keep discovering and delivering new services for clients and our society. The possibilities are endless. We only have to look at the incredible range of services that we now deliver to see how far we've come and as a promise of how much more we can do.

Indeed, how many of us 25 years ago imagined companies growing to five, 10 or 15 million dollars in annual revenues by offering property management services — primarily mowing and trimming?

How many of us envisioned the huge and more recent consumer move to "outdoor living" and all that implies?

The fact is we're going to grow in both importance to society and in terms of size and services.

We will need the imagination and energy of talented young people to continue to make it happen.

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We know the Green Industry offers young people fine career opportunities.

