



Landscaping Career Day: Grow Your Future Discover a Career as a Landscape Professional





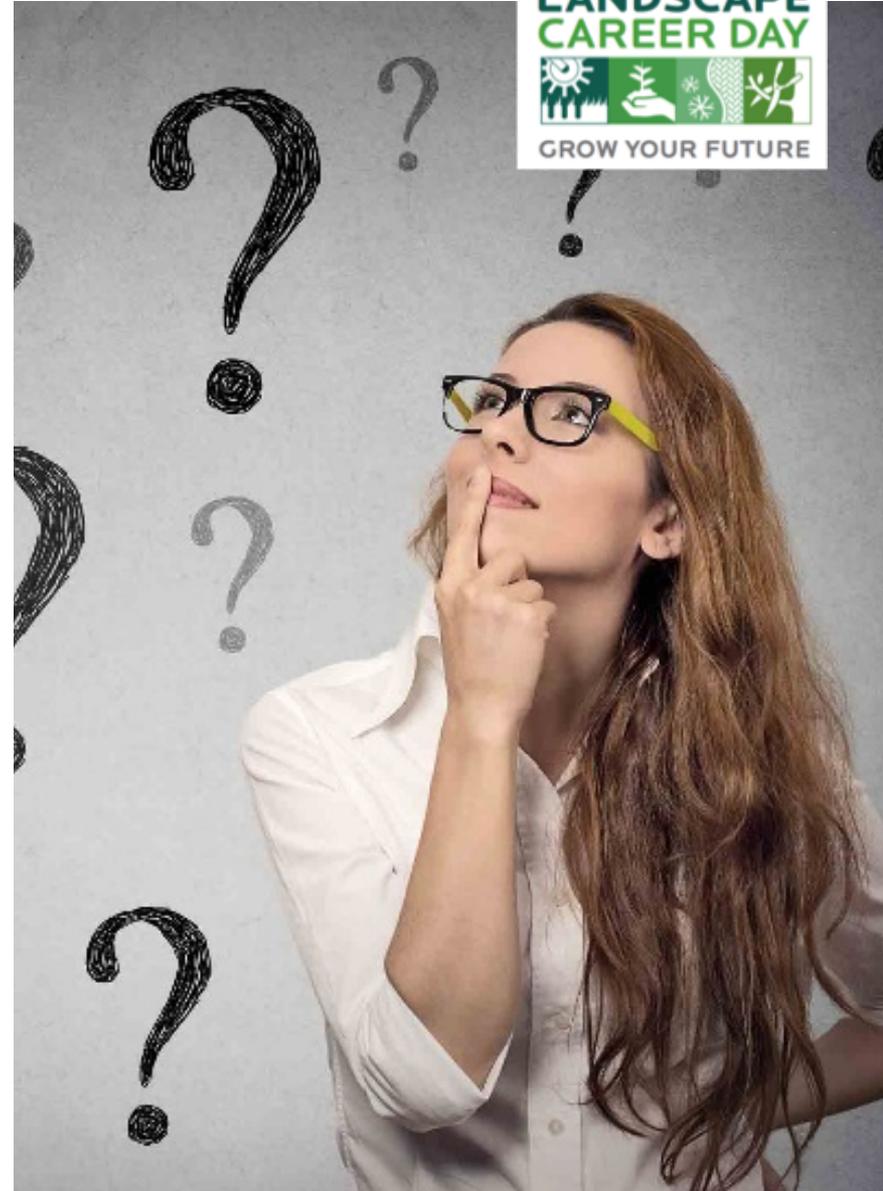
When You Were Little...

...you might have pictured yourself doing one of these things when you were older...



Decisions. Decisions.

- College path or on-the-job career track?
- Money motivated or work-life balance focused? (or both?)
- Do you always want to be an employee or do you want to be your own boss?
- How can you do what you love?
- Do you want meaningful work or is any job OK?





Finding Your Path

Are you dreaming of a career that will allow you to be hands-on, advance quickly and take your earning potential to new heights?

Discover a future as a landscape professional!





What is a Landscape Professional?

A landscape professional is a steward of the environment, a professional who creates and maintains the outdoor spaces where people live, work and play.



STILL NOT CONVINCED? HEAR FOR YOURSELF FROM REAL LIFE LANDSCAPE PROS.



I LOVE MY JOB. THE ADDED BONUS? I NEVER FIND MYSELF LOOKING AT THE CLOCK AND WISHING FOR THE DAY TO END.

– Phil Gillio, R.M. Landscape, Inc.

I NEVER DREAMED THAT THREE YEARS AFTER GRADUATION I WOULD OWN MY OWN LANDSCAPING BUSINESS THAT EARNS OVER \$1 MILLION A YEAR.

– Peter Schultz, Pleasant View Landscaping



WHAT ATTRACTED ME TO THE INDUSTRY? MONEY AND HARD WORK, BOTH THINGS I LOVE.

– Adam Linnemann,
Linnenmann Lawn Care & Landscaping, Inc.

I LOVE KNOWING I'M MAKING SOMETHING A LITTLE MORE BEAUTIFUL, A LITTLE MORE ENJOYABLE, A LITTLE BIT BETTER EACH DAY FOR OTHERS.

– Emily Stangl, Hemlock Landscapes, Inc.





Benefits of Industry Careers

- Working outside!
- Working with people!
- Work that helps the environment!
- Strong compensation!
- Excellent growth potential!
- Job security!
- Professional development opportunities – that can lead to executive and ownership potential!



Industry Compensation

MEDIAN SALARIES FOR SELECT LANDSCAPE PROFESSIONALS

Arborist	\$36,000 – \$81,000
Interior Landscape Professional	\$32,000 – \$64,000
Irrigation Technician	\$29,000 – \$81,000
Landscape Designer or Architect	\$64,000 – \$81,000
Landscape Estimator	\$60,000 – \$81,000
Landscape Installer	\$25,000 – \$81,000
Landscape Management Technician	\$25,000 – \$81,000
Landscape Purchaser	\$38,000 – \$59,000
Lawn Care/Turf Management Technician	\$25,000 – \$81,000
Nursery/Greenhouse Professional	\$25,000 – \$81,000
Support – CSR, Marketing, Finance	\$27,000 – \$115,000
Account Manager	\$45,000 – \$90,000
Sales Professional	\$53,000 – \$114,000
Business Executive/Owner	\$60,000 – \$186,000

- Landscape skills pay off and there are tons of people who dig the profession.
- The average starting salary for a landscape executive is \$60K-\$186K

Sources: Bureau of Labor Statistics, NALP Foundation Landscape Industry Careers Survey
 Median salaries should be used as a guide. Actual compensation is influenced by location, type of business, employee's experience, etc.

Source: National Association of Landscape Professionals



Landscape Industry Specialties

From tree trimmers to landscape designers, there are many positions available in the landscape profession that offer GREAT opportunities to work outside, positively impact the environment and make a healthy living.

Just to Name a Few...

- Arborist
- Irrigation Professional
- Landscape Designer/Architect
- Landscape Installation Professional
- Landscape Maintenance Professional
- Lawn Care Professional
- Nursery/Greenhouse Professional



Account Manager
Keep clients coming back for more



**Administration and
Accounting
Specialists**
Provide essential office support



Arborist
Get a view from the top tending to trees



**Business
Development**
Cultivate the business



Business Executive
Run the business behind the beauty



Business Owner
Call the shots



Industry Supplier
Bring the goods that get the job done



Interiorscaper
Bring the great outdoors inside



Irrigation Specialist
Protect precious H2O



Landscape Designer
Create the master plan



Landscape Estimator
Crunch the numbers



**Landscape
Supervisor**
Keep the crew on point



Arborist

An arborist cares for trees. Common tasks include:

- Select and plant trees
- Evaluate the condition of trees
- Make recommendations for tree care
- Provide services such as pruning, fertilization, insect and disease control
- Removal of damaged or diseased trees.

This career requires physical fitness and comfort with heights. It is an excellent career opportunity for those who love to work independently outdoors, like to use their mind to prevent and solve problems and are comfortable with physical exertion in varying weather conditions.



If climbing trees and taking care of the largest plants on earth sounds like fun, then a career in arboriculture is perfect for you.



Education & Compensation:

Arborist

Education:

- High school education preferred
- Two-year technical college certificate a bonus
- Bachelor's degree in urban forestry or related field (for some management positions)
- Training and certification provided by employer, but experience is helpful

Pay:

- Seasonal positions: \$14 to \$18 per hour
- Full-time, year-round positions: \$29,000 to \$90,000 per year (plus benefits)

Additional Career Possibilities:

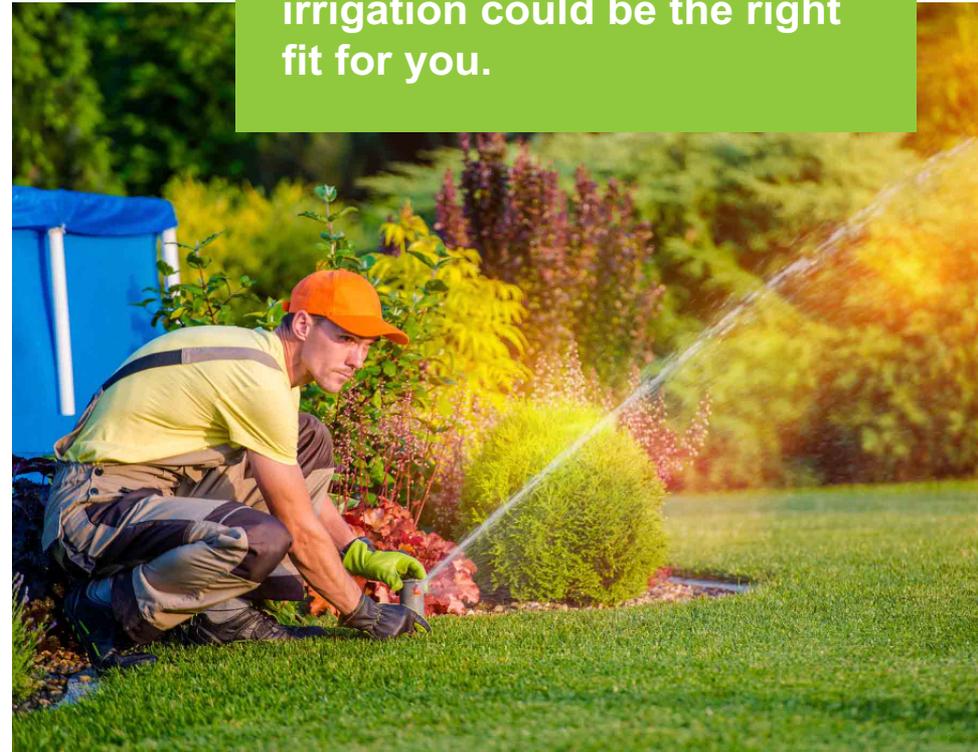
- Salesperson or Marketing Specialist
- Production Scheduler
- Quality Control Specialist
- Customer Service
- Business Owner



Irrigation Professional

- Irrigation technicians design and install irrigation systems. They also inspect, audit, adjust and repair the systems to ensure they perform at maximum efficiency and conserve water.
- In fact, with the important responsibilities these professionals have in safeguarding the nation's water supply, many locations now require irrigation tasks to be performed by licensed technicians.

If you like water and putting things together, then a job in irrigation could be the right fit for you.





Education & Compensation:

Irrigation Professional

Education:

- High school education preferred
- Two-year technical college certificate a bonus
- Training and certification provided by employer
- Bachelor's degree (for management positions)

Pay:

- Seasonal positions: \$12 to \$20 per hour
- Full-time, year-round positions: \$21,000 to \$130,000 per year (plus benefits)

Additional Career Possibilities:

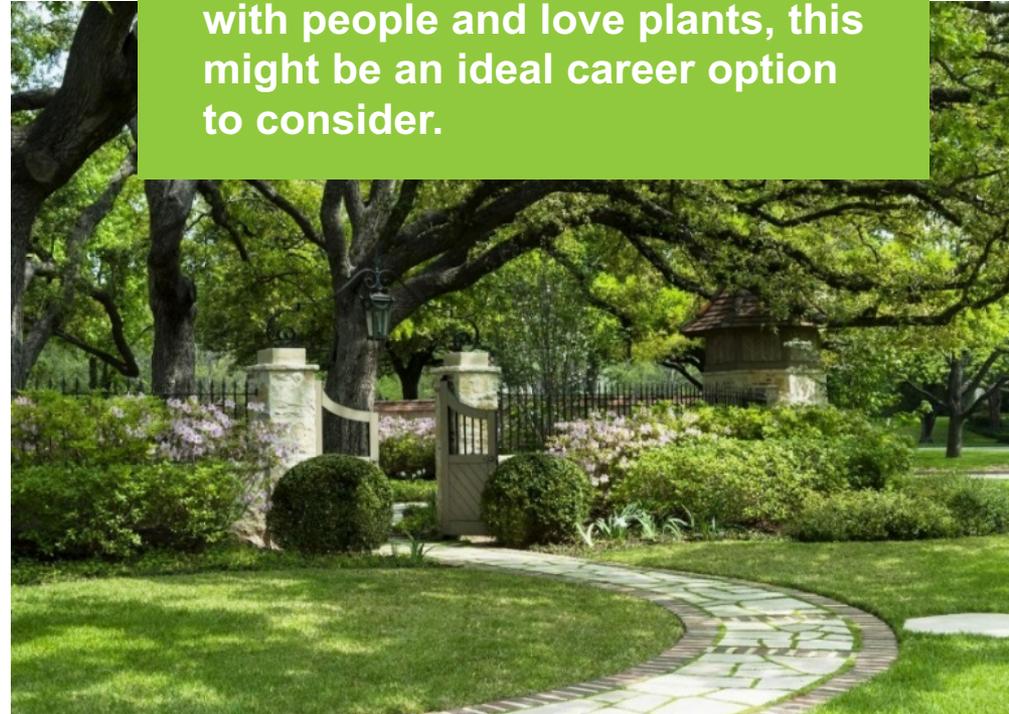
- Salesperson or Marketing Specialist
- Quality Control Specialist
- Production Scheduler
- Customer Service
- Business Owner



Landscape Designer

- Landscape designers and architects help bring outdoor spaces to life for families, businesses, and municipalities.
- They are creative visionaries who have the right expertise – and eye – to know where to place flowers, shrubs, trees, pools, patios, sidewalks, and more to create the best form and function for an outdoor space.

If you are creative and have an eye for detail, are committed to sustainability practices and the environment, enjoy working with people and love plants, this might be an ideal career option to consider.





Education & Compensation:

Landscape Designer

Education:

- Associate degree in landscape design
- Bachelor's degree in landscape design preferred
- Experience helpful; knowledge of horticultural science and construction techniques
- Industry certifications encouraged

Pay:

- Seasonal positions: \$17 to \$30 per hour
- Full-time, year-round positions: \$35,000 to \$135,000 per year (plus benefits)

Additional Career Possibilities:

- Landscape Architect
- Salesperson or Marketing Specialist
- Business Owner



Landscape Installation Professional

- Landscape installation professionals implement the design plans created by landscape designers by installing plant and hardscape materials.
- Their work is done around homes, offices, parks, malls and more. These professionals enjoy working with people and welcome the opportunity to be outside most every day.

Landscape installers are responsible for breathing life into ideas put on paper!





Education & Compensation:

Landscape Installer

Education:

- High school education preferred
- Two-year technical college certificate a bonus
- Bachelor's degree a plus for management positions
- Training and certification provided by employer, but experience is helpful

Pay:

- Seasonal positions: \$10 to \$23 per hour
- Full-time, year-round positions: \$21,000 to \$88,000 per year (plus benefits)

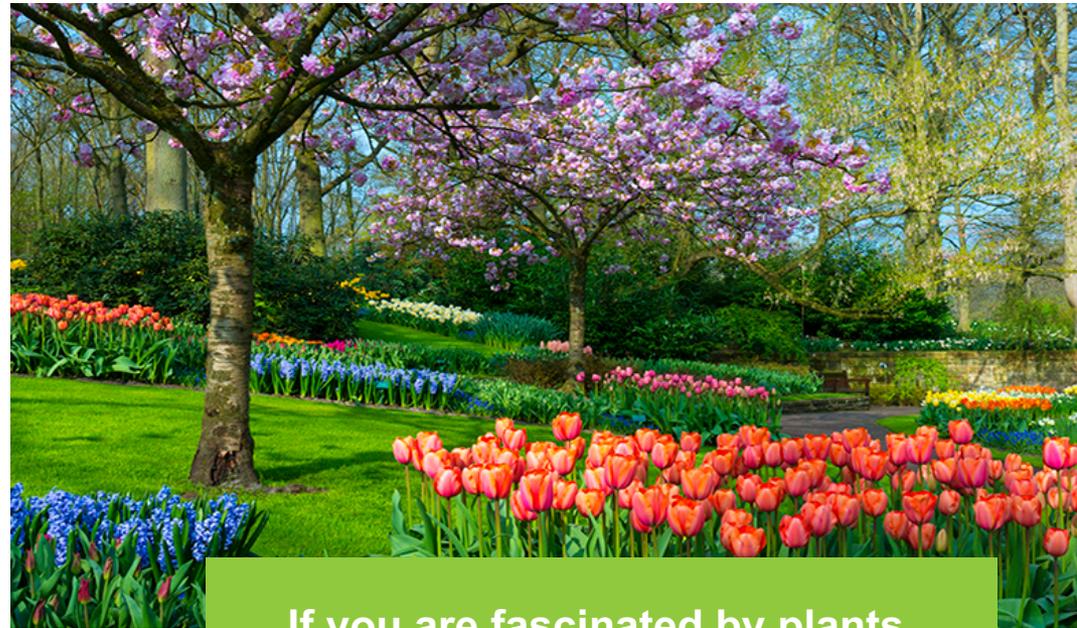
Additional Career Possibilities:

- Salesperson or Marketing Specialist
- Quality Control Specialist
- Production Scheduler
- Customer Service
- Business Owner



Landscape Maintenance Professional

- Landscape management companies work to preserve and enhance a client's landscape environment. These professionals bring out the beauty of a property by mowing, pruning, planting, and mulching.
- Since maintaining the “attractiveness” of landscapes is so popular, there is rarely a shortage of work for landscape management professionals.



If you are fascinated by plants, shrubs, and trees, a career in landscape maintenance could be your ideal career match.



Education & Compensation:

Landscape Maintenance

Education:

- High school education preferred
- Two-year technical college certificate a bonus
- Training provided by employer, but experience is helpful

Pay:

- Seasonal positions: \$10 to \$32 per hour
- Full-time, year-round positions: \$23,000 to \$135,000 per year (plus benefits)

Additional Career Possibilities:

- Salesperson or Marketing Specialist
- Production Scheduler
- Quality Control Specialist
- Customer Service
- Business Owner



Lawn Care Professional

- To help lawns flourish in residential and corporate settings, these knowledgeable stewards of the environment:
 - Mow
 - Plant
 - Water
 - Fertilize
 - Aerate
 - Weed
- This is an excellent career for those who enjoy working independently outdoors in varying weather conditions, like establishing the pace of their work, seeing the results of their efforts, and embrace the opportunity to interface with customers.

If you want to help enrich the health of our environment and enjoy working outdoors, then a career as a lawn care professional may be perfect for you!





Education & Compensation:

Lawn Care Management

Education:

- High school education preferred
- Two-year technical college certificate a bonus
- Certification a plus
- Training provided by employer, but experience is helpful

Pay:

- Seasonal positions: \$10 to \$32 per hour
- Full-time, year-round positions: \$23,000 to \$125,000 per year (plus benefits)

Additional Career Possibilities:

- Salesperson or Marketing Specialist
- Production Scheduler
- Quality Control Specialist
- Business Owner



Nursery/Greenhouse Professional

- Professionals who work in nurseries and greenhouses grow the millions of flowers, shrubs, and trees used by landscape companies, garden centers, home owners and others each year.
- In addition to a love of plants, this profession also requires a passion for working with people as nursery and greenhouse professionals are regularly asked for advice, guidance and problem-solving help.



If you love biology and find plants fascinating - a career in nursery, garden and greenhouse production could be the profession for you.



Education & Compensation:

Nursery/Gardens/Greenhouse

Education:

- High school education preferred
- Two-year technical college certificate a bonus
- Bachelor's degree in horticulture (for some position)

Pay:

- Seasonal positions: \$8 to \$18 per hour
- Full-time, year-round positions: \$25,000 to \$90,000 per year (plus benefits)

Additional Career Possibilities:

- Plant Propagation and Breeding
- Salesperson or Marketing Specialist
- Quality Control Specialist
- Customer Service
- Business Owner



Industry Factoids

- ✓ \$78 billion - Annual revenue
- ✓ 5% - Annual growth
- ✓ 969,257 – People employed
- ✓ 474,237 – Businesses represented

Source: July 2016 IBIS World market report



Become a Landscape Professional!

Make a **DIFFERENCE**

As a landscape professional, your work will make a huge impact on the environment. What's more-- working in this field offers the perfect opportunity to see something that you've created everyday, delivering tangible results and immediate satisfaction.



Become a Landscape Professional!

Thousands of **JOBS AVAILABLE**

If you are interested in a skilled trade, employers in the landscape industry want you now! Many opportunities exist throughout the country, with positions available at most every company and in every state. See what opportunities exist for you!



Become a Landscape Professional!

Show me the **MONEY**

A skilled nursery and landscape industry professional can make a good living - and the salary gets even better with experience!



Become a Landscape Professional!

Choose your **SCHOOLING**

You can enter the field with a high school diploma, a college degree or get on-the-job training by your employer. There are many colleges and universities throughout the country that offer degrees for the nursery and landscape industry.



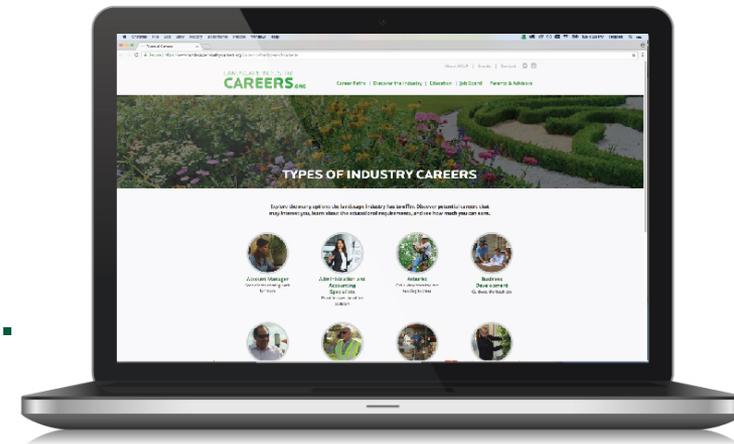
Get Started!

START YOUR CAREER TODAY.

- A college degree isn't necessary to succeed in the industry! Start your search at www.jobs.LandscapeIndustryCareers.org.

STUDY TO BECOME A LANDSCAPE PRO.

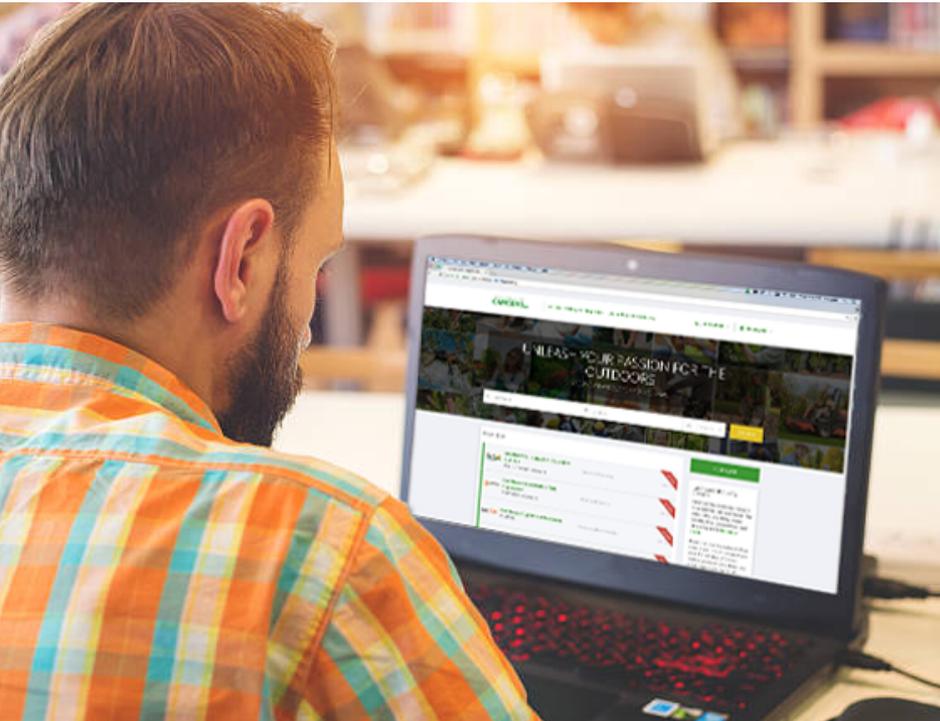
- College classes provide valuable education for a future career in the landscape industry. Even better? There are many majors that are applicable to careers in the landscape industry. Check it out: www.LandscapeIndustryCareers.org/education





Dig it? Want to Learn More?

Visit www.LandscapeIndustryCareers.org



- Apply to job or internship openings in the industry
- Find a college to continue your studies
- Learn about what landscape professionals do each day
- Discover more about the profession's compensation and benefits
- Take a quiz to learn what kind of landscape professional you should be
- Discover what professionals love about their careers
- Apply for scholarships

Your future could be right outside your window!



QUESTIONS ?