

Landscape Horticulture

Providing you opportunities to:

Be financially independent

Take your pick
at lots of great jobs

Work in a healthy environment

Have a career with
advancement opportunities

Do something creative and
meaningful, that people
will enjoy for years to come...



Here's introducing you to the many **career** **opportunities** in the horticulture industry

Picture yourself in a career where you work with nature, creating beauty and enhancing the environment. Imagine working independently in an industry that offers huge opportunities — where *you* hold the cards, because several job openings exist for each interested applicant!

That career is horticulture, and the opportunity is now.

Just keep reading for the story on how you can tap into horticulture or landscaping as a career. It's a move that could transform your life — for the better.

Money really does grow on trees

These days, the potential to earn money is an extremely important factor in choosing a career. The horticulture industry scores very high on this point. It is not unusual to find contracts valued beyond hundreds of thousands of dollars. Landscaping and horticulture professionals, even those relatively new to the field, have a bright financial future.

You can be sure that for the training and skill levels required for each job, landscaping pays as much or better than just about any career area going. We can't give you starting salary figures here because they're going up so fast that the figures would be out of date. Why are they going up so quickly? Because of one thing: not enough people entering a growing industry. Without exception,

employers in horticulture face the same big problem: a critical shortage of good employees. Their biggest headache means opportunity for you.

And it's even better than that: this industry is growing so fast, the chances are great you'll find yourself on the fast track for advancement. The profiles on the back are about real young workers who have become leaders early in their careers. Their stories could be yours.

Plenty of career opportunities

When not enough skilled people are around to fill job vacancies, potential employees hold all the cards. Right now there are three or four jobs available for every new college-trained horticulture graduate, and that trend is going to continue. Wouldn't it be nice

to know that when you're ready to enter the work force, employers will be almost fighting over you? Hold on one minute, you might say: "I don't want anyone fighting over me because I'm going into business for myself." Once again, the horticulture industry can help turn your ambition into reality. The current situation in the marketplace is such that public demand for landscaping services is very high, and is increasing steadily. This means that the prospects for starting your own business are extremely good.

In all areas of the horticulture industry, skilled individuals can call their own shots and write their own tickets to success.





Variety is the spice of life

To work in the horticulture industry, you don't just become a "landscaper." Landscaping and horticulture today is a broad and diverse field, where professionals can combine various horticultural, construction and business skills to develop careers in a range of areas. Choose from specialties detailed on the back of this brochure. As you can see, the list of possibilities is long. You may not know what many of these careers involve — and we don't have enough space to tell you now — but a common thread runs through each area: the opportunity to work with plants, people and the environment and have positive effects on each.



Working conditions that can't be beat

Speaking of the environment, we would certainly like to remind you that working in the green industry means working in a terrific environment. It involves a variety of activities — many outdoors

— in settings that are healthy, beautiful and generally non-stressful. This is an attractive alternative to spending your life in a cubicle, while you slowly wither away from 'closed building syndrome.' (Okay, sorry for the melodrama — but we had to make our point.) What about the seasonal

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aspect of horticulture? Many of our workers look forward to an annual break, with the assurance they will have a place next spring. Some employers offer pay options to assure level pay cheques throughout the year. The trend is toward a longer work season, and many people working in horticulture find themselves in jobs with no seasonal break at all.

The satisfaction of leaving a legacy of beauty

So far we've given you many reasons why a career in landscaping or horticulture can benefit you personally. But maybe you're the type that needs to make other people happy, too. Maybe you need to know that you'll be contributing to society in a positive way. If you are that kind of person, don't underestimate the impact that this industry has on humanity. Landscaping, in its broadest sense, makes an important and lasting contribution to the quality of the urban environment. It is inherently rewarding to be able to transform bleak sites into creative and functional landscapes. Members of the landscaping community are people who care about the environment and the quality of life in general. For many, and maybe for you, a career in this industry would start a whole new way of thinking — and a whole new way of living.

Your next step

On the next page are profiles of real people who have chosen landscaping or horticulture for their careers — and love every minute. The same opportunities are open to you. Just take your first step in one of these directions:

- Apply for a job with a local company. Chances are, that employer needs your help, and you start enjoying a great career path on your first day.
- Look into apprenticeship. Provincial governments are interested in helping solve our critical labour shortage, and it's

a great way for you to get paid and build contacts while you learn. For more information, visit www.hortcareers.com

- Enroll in a horticulture program at a college or university. Educators in this field can tell you about employers competing for their graduates. Find out about what's available at www.hortcareers.com



Young worker profiles

Robyn Law

Robyn started her career as many have, beginning as a Grade 11 student with a summer job at Woodnorth Gardening and Lawn Care in Tsawwassen, BC. In the few short months tilling the soil she made two unexpected discoveries. The first was a high school program geared to combine school work with practical on-the-job learning, allowing her to earn a wage and credits. Second, was the inspiration Robyn needed to choose a career, she so excelled that she decided to pursue an apprenticeship in landscape horticulture.



“The work was fun, I learned a lot and found out that I could retain a lot of information,” Robyn explained. “As I became better at what I was doing, I realized I could make a successful career out of

what I love to do.”

Robyn continued on with Woodnorth after graduation, and is now responsible for an all-woman crew and entered the level one technician apprenticeship training through Kwantlen College with the support of her employer. “My long-term plans are to work with a lot of different people to expand my knowledge”, Robyn said, “then I want to build my reputation and start my own business.”

“I’m outside all the time and I love it”, Robyn explains. “I love the teamwork. But above all I learn something new everyday - and that excites me the most!”

Taylor Lawton

The landscape industry is in Taylor Lawton’s blood. As the offspring of Philip and Barb Lawton, owners of Taylor Nursery/Lawton Landscaping, it was natural for Taylor to make the landscape industry his top career choice.



A visual learner, Taylor liked the way the provincial apprenticeship program approached education — by learning in the field through on-the-job training, supplemented with in-class instruction in the winter months. “They were great hands-on courses at Humber College,” says Lawton, referring to the eight- and twelve week in-school apprenticeship components. “I learned everything from plant identification to the construction of retaining walls. It certainly helped me in my work as head of our maintenance crew.” Taylor was particularly impressed by the continued emphasis on safety.

His future plans include business courses at Sheridan College.



Careers to consider

Nursery Production

- Plant Propagator
- Inventory Controller
- Field Foreperson
- Field Superintendent
- Soil or IPM Specialist
- Manager
- Salesperson
- Sales Manager
- Shipping Foreperson
- Broker

Landscape Contracting

- Estimator
- Landscape Architect
- Landscape Designer
- Manager
- Construction Foreperson
- Construction Superintendent
- Salesperson
- Stone Mason
- Carpenter
- Landscape Technician

Interior Plantscaping

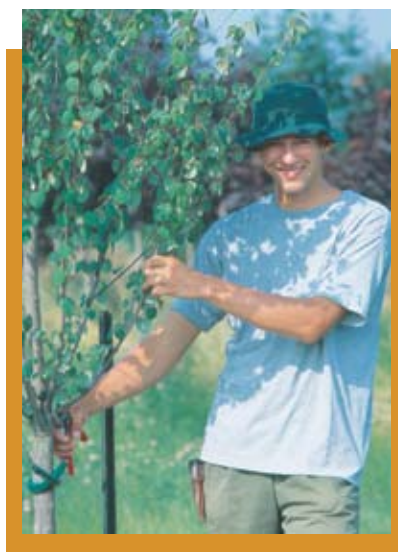
- Designer
- Grower
- Salesperson
- Construction Foreperson
- Maintenance Foreperson
- Crew Member, Construction or Maintenance

Irrigation Contracting

- Technician
- Irrigation Auditor
- Designer
- Sales Representative

Golf Courses

- Golf Course Superintendent
- Assistant Superintendent
- Golf Course Technician
- Equipment Operator
- Turf Specialist



- Gardener
- Horticultural Foreperson
- Landscape Architect



Landscape Designer/Architect

- Landscape Designer
- Senior Landscape Architect
- Landscape Architect
- Draftsperson
- Biologist
- Estimator

Botanical Gardens and Arboreta

- Writer
- Plant Propagator
- Educational Director
- Librarian
- Horticulturist
- Director
- Superintendent of Operations
- Gardener
- Curator
- Plant Pathologist
- Plant Entomologist
- IPM Specialist
- Conservation Manager
- Arborist
- Greenhouse Manager
- Grower

Grounds Management and Lawn Care

- Foreperson
- Crew Leader
- IPM Supervisor
- IPM Technician
- Sales Representative
- Licensed Pesticide Applicator
- Estimator
- Equipment Operator
- Turf Specialist

Garden Centre

- Buyer
- Merchandiser
- Manager
- Specialist: Perennials, Giftware, Water Garden, Nursery Stock, etc.
- Salesperson
- Promotion and Marketing Specialist
- Greenhouse Manager

Floriculture

- Grower
- Production Superintendent
- Marketing Manager
- Inventory Controller
- Buyer
- Floral Designer
- IPM Specialist
- Wholesale Florist
- Salesperson

Parks & Recreation Systems

- Executive Director of Parks
- Operations Manager
- Superintendent of Parks
- Horticultural Technician
- Park Planner/Landscape Architect
- Greenhouse Manager
- Horticultural Supervisor

Education, Research & Government

- Horticulture Teacher: High School, College or University
- Extension Agent
- Researcher
- Horticultural Technician
- Consultant
- Plant Pathologist
- Plant Entomologist
- Garden Media
- Plant Inspector
- Horticultural Therapist

Note: Apprenticeship Training is available in Horticulture in many provinces.

*An initiative of
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