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# LANDSCAPE CAREER PATHWAYS

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- Safely operate and move the machine from place to place

For more information, to enroll or to schedule a class please contact Boni Beckwith – Training Coordinator at **303-739-3253** toll free 1-800-515-8692 or email [bbeckwith@wagnerequipment.com](mailto:bbeckwith@wagnerequipment.com). Visit us at [www.wagnertraining.com](http://www.wagnertraining.com)



# We grow life!

**W**hen you look outside, everything you see that isn't a building, a sidewalk or a street is plants that are growing and animals that eat them — fields and pastures, nature areas, lawns, trees and gardens.

In the landscape industry, we create and maintain outdoor spaces that keep us healthy.

- We care for trees so they can keep us cool and give us oxygen.
- We maintain lawns so they can clean our air and water.
- We create outdoor spaces where we enjoy life — sports fields, native trails, big parks and little backyards.

**We grow life in beautiful outdoor spaces that are fun to be in and that make our environment — and us — healthy.**

**Our world is growing — and the people who put plants into the soil and care for them grow life.**

There's no better career than **growing life!**







# What's it like to work in the landscape industry?

Landscape jobs start from the ground up and the sky's the limit.

**E** ntry level jobs put your hands in the soil planting flowers and trees or fixing sprinklers. From there you can move up quickly in an industry with many different jobs. Run equipment, climb and prune trees, design beautiful yards, build rock walls, be in charge of a crew – or run a company.

In the landscape world, you can try many jobs to find your passion and move up quickly. We have more than 40,000 jobs in Colorado

**and we're growing.**



## Here are some of the jobs in the landscape industry:

Job	Training/education	Average Earnings per hour/per year
<b>Entry Level I</b>	Little to no experience	Appx \$13/hour
<b>Entry Level II</b>	Some experience/training in high school and on the job	Appx \$14/hour
<b>Irrigation Technician</b>	Skills learned on the job and in school; clean driving record	\$17+/hour
<b>Irrigation Technician Senior level</b>	More experience; industry certification; community college or other; clean driving record	\$18 - \$20+/hour
<b>Irrigation Manager</b>	Highly skilled. Community college/other training; industry certification	\$22/hour
<b>Foreman</b>	On-the-job and/or technical training; industry certification	\$18/hour
<b>Field Supervisor</b>	On-the-job plus technical training; industry certification; clean driving record	\$20+/hour
<b>Field Production Manager</b>	2- or 4-year degree, much experience, industry certifications, salary based on experience and responsibility.	\$35,000 – \$75,000/year
<b>Project Manager</b>	College degree, job experience, industry certifications	\$61,000/year
<b>Landscape Division Manager</b>	College degree, job experience, industry certifications. Salary based on experience and responsibility	\$67,000 – \$100,000+
<b>Fleet/ truck Mechanic</b>	Maintains equipment/vehicles. Technical training and job experience	\$16-\$21+/hour
<b>Fleet /truck Manager</b>	Manages vehicles and mechanics. Technical training and experience	\$67,467/year
<b>Landscape Designer/ estimator</b>	2- or 4-year degree. Salary based on experience and responsibility	\$36,000 – \$80,000/year
<b>Landscape Architect</b>	4-year or master's degree. Must pass licensure exam and have required years of experience to practice	\$56,210 – \$81,000+



With skills you learn in high school, you can graduate job-ready and companies will hire you.



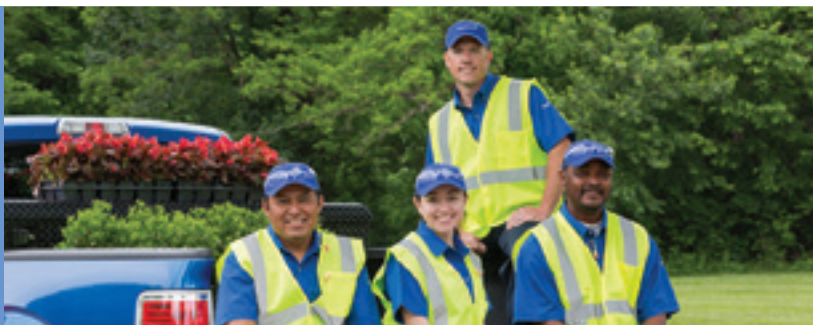
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### **Michelle Spreutels**

Market Recruiter for  
Landscape Services

**303.638.2946**

### **Dan Grange**

Recruiter for Landscape  
Development

**303.946.5418**

Apply online at [jobs.BrightView.com](http://jobs.BrightView.com)



# Two Colorado high schools connect students

One third of rural Platte Valley's students are in the Ag Ed program learning real-world skills that prepare them for jobs and everyday life.

Kersey students raise animals and grow plants. They build lawn chairs and even bigger projects like gazebos and 16 x 12 ft storage sheds. They have explored landscape design and learned about owning a landscape company from an owner who visited their class. They learned how to put together a sprinkler system from the Sprinkler System in a Box their teachers brought back from an industry training.

Soon these students will have their own 42 x 100 ft. greenhouse. They will learn horticulture not only by reading the science book – but by raising their own plants in the greenhouse and selling them out front at their garden center.

Doors will be open 3 days a week through all 4 seasons so **students can sell everything from pink petunias to evergreen holiday wreaths.** They'll sharpen math and customer service skills in the process.

**John Stahley and Desirae Weber**  
practice assembling a sprinkler system

**Ag Ed teachers John Stahley and Desirae Weber say they appreciate having landscape industry support to bring more hands-on skills to their students. "If we don't have direct contact with the industry, we won't be as successful. It's a good partnership," says Stahley.**



Photo courtesy Winger Photography



Photo courtesy Winger Photography



Photo (above) courtesy Lindgren Landscape & Irrigation, Inc.



Photo (left) courtesy CSU



## | Green Mountain High School, Lakewood

# with skills

There's something new going on at suburban Green Mountain High School located in the Denver metro area.

- **Eggs in Ag Ed class hatched into baby chicks** and students watched them grow into hens and roosters.
- Several **students used a power saw** for the first time to cut through large timbers and they built planting beds in their new outdoor learning lab. Others planted trees, shrubs and flowers around the lab.
- **Earth Day 2016** was dedicated to school pride. Students spent the day alongside experienced pros updating the landscape leading to the school's front door. At the end of the day, the school had a new look and students took pride in helping to make it happen.

That's just part of year one of connecting GMHS students with jobs in the green industry. Ag Ed teacher Courtney Mayo says, "Career focused learning introduces students to careers they may not have thought of as an opportunity before. Not every student will graduate from high school and start college. But they can leave high school with skills to enter the workforce and start a career. **At GMHS, we help students do just that.**"

We link students with internships in landscape companies that **could be in their futures.**



Photo courtesy Winger Photography



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# Landscape Career Pathways



**Rory Lamberton, CEO**  
Emerald Isle Landscaping

Lamberton grew up mowing lawns and pulling weeds in the family business started by his parents who were school teachers. He went to college and worked elsewhere. Then he came back to the family business and under his leadership, his company has become one of eight Colorado landscape companies listed in the 150 top landscape maintenance companies in the country.



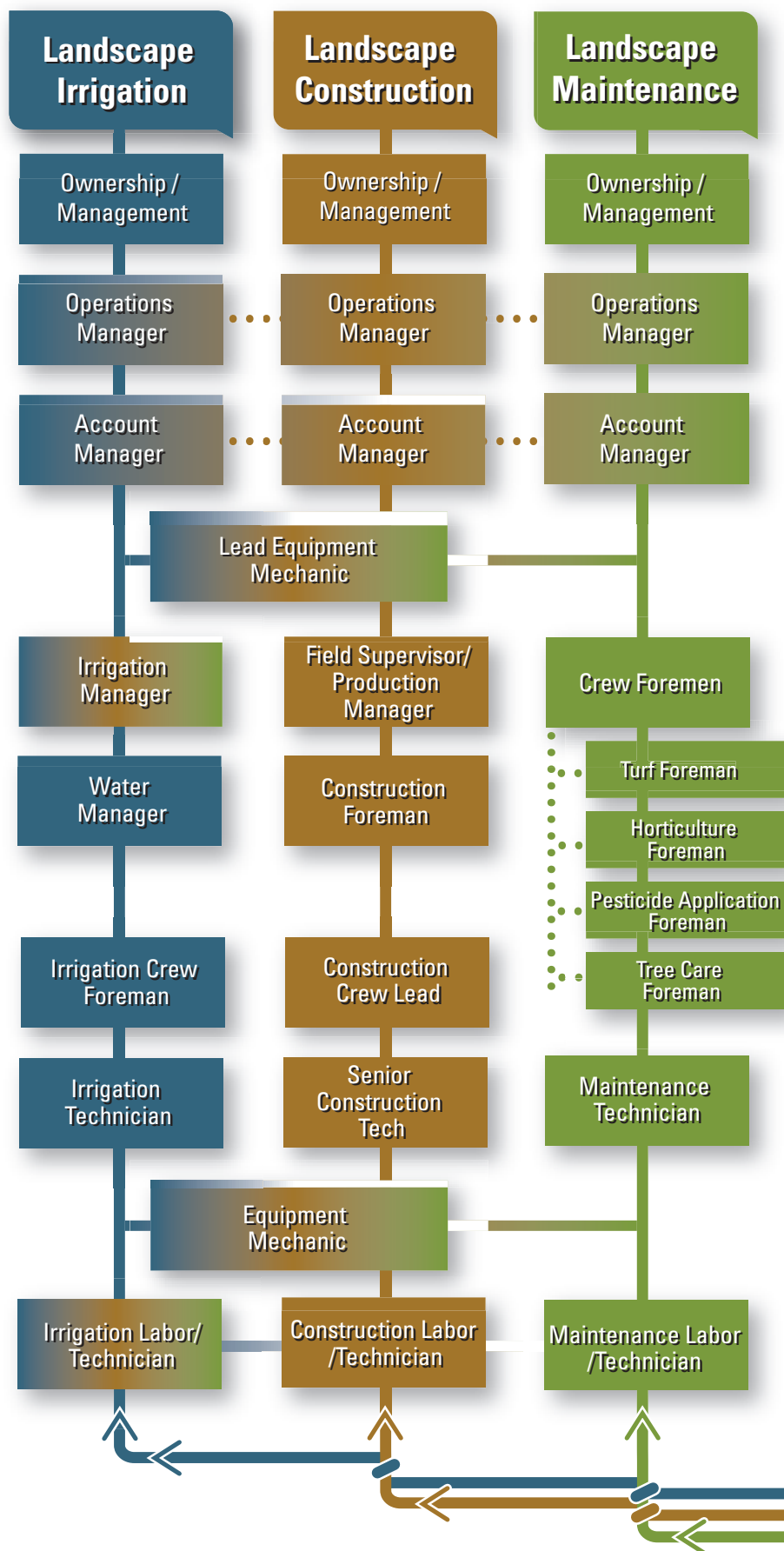
**Chris Holthouser**  
Lead Designer &  
Project Manager  
Outdoor Craftsmen

"My passion for construction and art drew me in to landscape design. In my leadership role, I manage our design team, provide training, do sales, project management and design high-end residential landscapes, many with budgets of more than \$300,000. My education at Colorado State University set me up for success by giving me the skills I use on a daily basis."



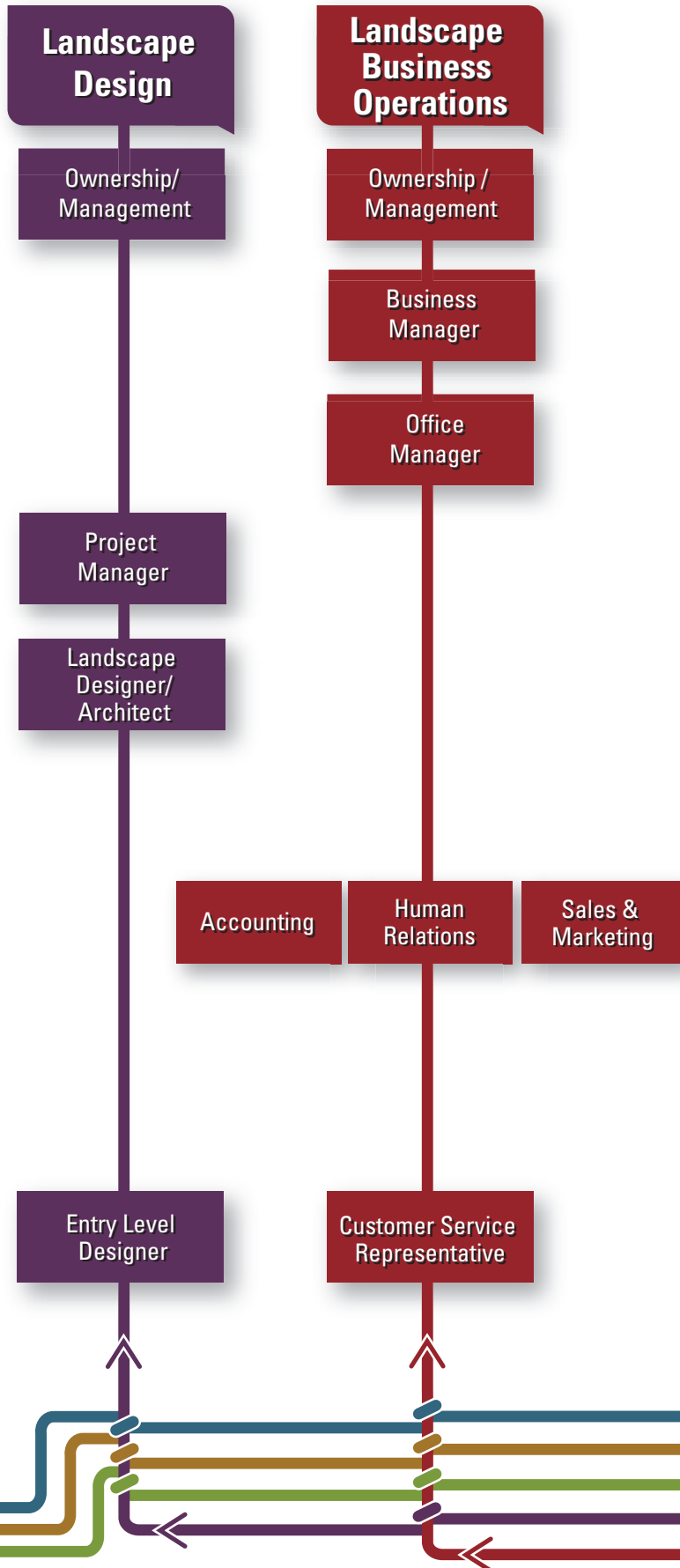
**Veronika Tucker**  
Pickens Technical  
College Student  
Works part-time with  
Horizon Landscape &  
Irrigation

"There are 4 things I love about the landscape industry: doing something different every day, being outside instead of being indoors all day, making overgrown gardens look amazing (people love seeing their gardens transformed!) and LEARNING. I learn something new every day!"





86% of people in the landscape industry say if they had it to do over again, they would still choose to work in the landscape industry



"Overall, you could say that I am in landscaping because I discovered something that I love to do. It was the first job that had me excited to wake up in the morning. But I never would have found this industry if not for two retired teachers offering me a job in their company. Working with them for two summers during high school set me on the path to where I am today."



**Dan Grange**  
Assistant Site  
Superintendent  
BrightView Landscape  
Development

Gibson dropped out of a college engineering program not knowing what his occupation should be. He mowed lawns for a landscape company and soon found a career. He earned certification and became a supervisor. After joining Swingle in 1991, he added to his technical knowledge and certifications, earned a college degree and moved up the career path to become not only Swingle's president, but president of the national landscape industry association, NALP.



**John Gibson**  
President, Swingle  
Lawn, Tree &  
Landscape Care

*Creating beautiful outdoor spaces and making people's lives more enjoyable – what a great way to love what I do for a living! —John Gibson*

Which path would you take for a career in this industry?

# Get hands-on, professional training at Pickens Technical College

**M**et the newest generation entering the landscape industry ready to work for local companies. They aren't your typical learn-from-a-book students. They are doers – hands-on pros focused on working for something they believe in.

They don't watch how-to videos in class – they're outside operating equipment while they're at school. They also work in the greenhouse learning about plants by helping them grow. **Pickens students gain skills and knowledge they will take to real-world jobs.**

## Meet some of our graduates.

*—I love my career – and I owe it to the training I received at Pickens.*



**Lauren Bloom**  
Co-owner, Bloom Concrete & Landscape  
Lakewood, CO

When I was in high school, I knew I couldn't afford a four-year college program. I began a dual-enrollment high school program at Pickens. After 2 years, I enrolled at Pickens to complete the certifications.

After graduating, I did landscape design for three companies before my husband and I formed our own business. I love designing and installing landscapes for my clients and encouraging young people to consider our industry.

I love my career – and I owe it to the training I received at Pickens.

*—Such an enjoyable and rewarding learning experience.*



**Dave Evans**  
Sales Manager  
Sand Creek Wholesale Nursery, Aurora, CO

I was very fortunate to find Pickens after an extensive search for a hands-on program. I have never had such an enjoyable and rewarding learning experience in my life. At school, I worked hard and also became a Landscape Industry Certified Technician. Immediately, I received many job offers.

I accepted a position as a crew leader. Most recently, I have passed the Greenhouse Grower certification thanks to the information I studied in class. Now I am the plant guru and nursery sales manager and love my job and the people I get to meet because of it. I am indeed grateful for the wonderful program at Pickens Technical College.

*—It changed my life in ways I never expected.*



**Shelley Kowalenko**  
Landscape Account Manager  
All Phase Landscape, Aurora, CO

When I started the Pickens Horticulture and Landscape Program, I had no background in the landscape industry. I had a simple interest in plants and gardening. Through Pickens, I learned many skills that have made me a valued employee.

As an account manager, I am responsible for 90 properties to make sure lawns, flower beds and trees are maintained to our customers' expectations. I never would have held such a position without the knowledge I gained through the Pickens program. It changed my life in ways I never expected and I recommend Pickens to anyone considering the landscape industry.



Photo courtesy Winger Photography





## WHY PTC?

- Learn hands-on skills
- Work in the industry while still in school
- Earn industry certifications
- Climb the industry ladder faster
- Care for the environment

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your creativity,  
intelligence  
and your  
hands.

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# Grow your career at Front Range Community College

**D**ig into the horticulture industry in Colorado and you will find Front Range Community College graduates. **Arborists. Turfgrass managers. Urban farmers. Floral designers. Landscape installers, designers and more.**

Two campuses along the Front Range - in Westminster and Fort Collins – house Horticulture and Landscape Technologies programs. Students come to FRCC to earn one of two degrees.

- Associate of Applied Science meets certification standards of National Association of Landscape Professionals (NALP). Students graduate prepared for a career with job-ready skills in an area of specialization that includes: irrigation management, landscape contracting, landscape design, maintenance, nursery/greenhouse/garden center management, turf grass management and urban agriculture.
- Associate of Science in Horticulture Business Management enables students to transfer FRCC credits to Colorado State University to earn a Bachelor of Science through the on-line program. Their degree is in horticulture with a concentration in horticulture business management.

Front Range also offers 10 certificates which are shorter, skills-based courses where **students gain hands-on skills** that prepare them for a variety jobs ranging from design to irrigation to urban agriculture – and more.



**Kelsie Cady** | Transfer student to CSU

Cady liked horticulture at an early age. “I got a corner of the back yard,” she says. She re-connected with her roots when she enrolled in the horticulture program at FRCC. Taking credits for transfer from the Westminster Campus, she next became a landscape design major at Colorado State University.

“I’m super outdoorsy,” Cady says. “I wanted to combine my interest in art with my interest in nature. That led to becoming a floral designer, working on a flower farm, and now my interest in landscape design.” Her education at FRCC “was absolutely incredible,” she says. Cady has worked at the CSU Arboretum and as an intern with Designsapcs Colorado. She says, “The internship has been great for me to see what it’s like to be a landscape designer.”

*Photo courtesy CSU*

## To learn more about Horticulture and Landscape Technologies at FRCC, contact:

- **Dan Bacheler**  
Westminster Campus  
303.404.5514 or  
dan.bacheler@frontrange.edu
- **Ray Daugherty**  
Westminster Campus  
303.404.5039 or  
ray.daugherty@frontrange.edu
- **Diane Waltman**  
Larimer Campus in Fort Collins  
970.204.8306 or  
diane.waltman@frontrange.edu







### Hunter Higdon

Tree Care Division General Manager  
Lawn Doctor, Fort Collins, CO

Higdon joined Lawn Doctor of Fort Collins 10 years ago as an entry-level lawn technician. He learned tree care and from that point, he was hooked. "I was a sponge soaking up as much as I could. I found my passion," he says.

He earned an Associate of Applied Science degree. Today, Hunter is the Tree Care Division general manager.

*I try to be a good example for my crew. It just takes drive, patience and passion. —Hunter Higdon*

**"I WANT A CAREER WITH A LOT OF GROWTH POTENTIAL"**

### Horticulture and Landscape Technologies Program

You can complete most certificate programs in as little as two semesters, or an associate degree in as little as two years. Our Associate of Science degree in Horticulture Business Management transfers to Colorado State University for a Bachelor of Science degree with a concentration in the same area. Front Range Community College has a supportive learning environment where you can find what you need to succeed.

[frontrange.edu/horticulture](http://frontrange.edu/horticulture)

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# NOT a career behind a shovel

## Some of my grads earn 6 figure incomes

**A**s a Professor at Colorado State University in the Landscaped Design and Contracting and Landscape Business programs, I often talk with potential students and parents about landscape industry jobs. As their kids are growing up, most parents aren't telling them to enter our profession, but perhaps they should.

Most professions don't offer the opportunity to shape our lives in so many tangible ways. We design and build parks, conserve and oversee water resources and create and manage wetlands to mitigate storm water runoff and pollution. We also create spaces as common as backyards where we form our best memories of raising families and being kids.

**Research around the world tells us how powerful our profession is for our wellbeing and health. We touch lives in profound ways which make us feel better and lead better lives.**

For many parents, the questions come down to a career — is this really a profession and ultimately, money. I get it that parents aren't aware of the opportunities within this industry. Haven't we all seen the beaten up trucks, with no company name driving down the road with shovels hanging out?

Listen up: These are not the opportunities we are preparing our students for.

Instead, we prepare them for upwardly mobile jobs within professional, ethical and well managed businesses. One of my recent grads took a position with a landscape design and installation firm in Washington D.C. His first assignment was installing a residential landscape valued at \$800,000. That price tag was not for the home — it was the landscape surrounding the home.

Complex projects like that one require well-educated professionals. This graduate has already been promoted and is now in charge of an entire division.

For many years, our students have enjoyed 100% placement upon graduation. It is not unusual for them to have multiple offers from companies across the nation. Their starting salaries exceed averages of students from other programs across the entire university. They often receive starting bonuses and company vehicles along with health and retirement benefits. Many of my students have progressed into leadership roles earning six figure incomes. Few career offer so much. Doing good things for humanity, improving health and wellness for society and earning a great living?

**Sign me up.**



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Photo courtesy CSU

**Zachary Johnson**  
Professor, CSU  
Fort Collins, CO



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