



Cornell University

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**Date:** Friday, April 1, 2021

**Media Advisory**

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**Event Date:** Friday, April 2, 2021

**Event Time:** 11:00AM

**Location:**

Norton Village Lodge  
350 Waring Road  
Rochester, NY 14609

**Event Name:** Landscape Technician Program Graduation

**Explanation of Event:**

The Landscape Technicians Training Program has been offered in Rochester for more than 20 years. During this time, hundreds of people have used the training as a launchpad to a career in the nursery and landscape industry. Many graduates can be found locally as business owners, managers, designers and foremen/women. We are excited to announce this program is now a part of Cornell Cooperative Extension of Monroe County.

The lack of employees in the field of horticulture is acute. This is echoed by many industries that utilize physical labor. The lack of potential employees was felt even more deeply under the 2020 COVID circumstances. In addition, despite the signs of recovery for the Greater Rochester Area, there are still many people who are out of work, particularly people who live in very low-income neighborhoods in the city. The main goal of the Landscape Technicians Training Program is to connect students with employers in the horticulture industry and help them secure employment. In the process, we introduce the students to the many different career paths available in the industry and share the instructors' passion for horticulture. We are working to diversify an industry that has traditionally overlooked people of color as potential employees.

Classes are taught by individuals who work in the horticulture industry, offering information that is scientifically-based, but in easy-to-understand language. Topics covered run from how plants function, soil basics and plant identification to basic design, proper planting techniques, how to build a patio, and integrated pest management. Daily student interaction with

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Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.

employers help build relationships that lead to job offers upon graduation.

**We are very excited to commemorate the first official Landscape Technician Training Program class of CCE-Monroe on Friday, April 2.**

*“Rochester Landscape Technicians Program is an amazing resource in our area for our industry. It is a way to gain a great awareness professionally to the field and business of commercial landscaping. As a manager in the landscaping industry the program really helps as it focuses on certifying the students with credentials that will allow them to transition right into the landscaping industry. The program brings in experts in the field from education and industry to participate in educating the students. Getting that type of exposure and education is an amazing asset to educating the students.” -Terry Schmitz, Landscape Maintenance Manager, R.M. Landscape*

*This class has opened my eyes to all of the possibilities within the landscape and horticulture business. I have learned so much about many subjects and had the pleasure to meet so many leaders in the industry. I have gained a new perspective on nature and how to care for and beautify our spaces.*  
-Laura, Participant

*While I'm not looking for full time employment, it's given me the opportunity to explore part time jobs, as well as know more about the leaders in the industry for my own personal references.*  
- Debbi, Participant

*The course has been invaluable. As a lawn care property maintenance business owner, although not long in the industry, the program has afforded me the ability to meet a host of people in the green industry and increase my knowledge of many facets of the landscape industry.*  
- Lori, Participant

*Having done landscaping for family and friends, it seemed natural to do this as a career path. I was so happy to find this program that prepared me to feel confident in working in the industry as a professional. It was a great opportunity and I learned a lot of new things from all the presenters that visited.*  
- Matt, Participant

**Media are invited for film, photographs or interviews with participants and staff.**

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