

**Preparation Phase
(30 minutes)**

Assume you are high school juniors or seniors and have enjoyed what you have learned in your horticulture program. You have a sincere interest in entering the “green industry” as a career, however, you find it is very difficult because of the lack of connection between your high school program and schools of further horticulture training (trade or four year horticulture programs). There is also a lack of connection between prospective employers and the professional trade associations - (retailers of the “green industry”, lawn care companies, local garden centers, landscapers, nurseries and greenhouse operations). You have learned from looking for possible employment that most of the “green industry” is not aware of the preparation and skills you are being taught in your high school horticulture and FFA programs.

- You are to develop a plan of action that will solve this problem for future students that come through your horticulture programs and FFA.
- Include in your plan a way to identify all of the local “green industry” employers and make each one of them fully aware of what skills you are learning in your horticulture program that would be of value to them in their business.
- Develop a list of all possibilities for summer internships. Plan a way to develop a relationship with the “green industry” based upon their knowledge of your program. Some of them might provide internships and scholarships for future education.
- Develop a plan to improve relationships with schools of higher learning that provide horticulture training and make this information known to the future horticulture students in your program.
- Develop a plan to get students in your horticulture program involved in the professional skills required to become Landscape Industry Certified Technicians such as Certified Plant Professionals, Certified Turfgrass Professionals or Certified Landscape Technicians.
- You are to develop a time line and activities that will accomplish your goals of having a closer relationship with the “green industry” within the next 12 months.

In the preparation stage, your judge is a local “green industry” representative. He or she may answer questions but will not participate in discussion.

(Over)

PRESENTATION PHASE (15 MINUTES)

In this phase, your team is presenting your plan for developing continued support for your program to the local horticulture instructor/FFA advisor.

1. The team will determine how the group discussion will proceed.
2. Each member of the team **MUST** participate **INDIVIDUALLY** in some part of the presentation.
3. Each aspect of the presentation should be presented in a positive manner.
4. The presentation judge will be different from the preparation judge. Assume the presentation judge is your local horticulture instructor/FFA advisor.