

TURFGRASS ADVOCACY DAY 2022

New York State Turfgrass Association



THURSDAY, FEBRUARY 17, 2022

VIA GoToWebinar

- 8:30 **Welcome and Economic/Environmental Impact of Turfgrass**
Tom Kaplun - *New York State Turfgrass Association / North Hempstead Country Club*
- 8:35 **LANDSCAPE INDUSTRY IN NEW YORK STATE**
Larry Wilson – *New York Green Industry Council*
- 8:40 Economic/Environmental Impact of Landscape Industry
Patrick Parker – *Plant Health Care Program Director, SavATree*
New York Green Industry Council
- 8:45 Kevin Kline – *Metropolitan Golf Association*
- 8:50 **TURFGRASS ENVIRONMENTAL STEWARDSHIP FUND**
Steve Whipple - *New York State Turfgrass Association*
West Point Golf Course
Review of 2021 TEF Projects
Highlights of 2022 Requests
- 9:00 Report on NYS Golf Foundation work over the last few years and ongoing effort
Kenneth Benoit, Jr., CGCS – *New York Golf Course Foundation*
- 9:10 New York State Apprenticeship Program Development
Tyler G. Bloom – *Workforce Development Consultant*
- 9:20 **NEONICOTINOIDS & BEST MANAGEMENT PRACTICES**
Neonicotinoid Use and BMPs on the Golf Course
Tom Kaplun – *New York State Turfgrass Association / North Hempstead Country Club*
- 9:25 Best Management Practices for Neonicotinoid Use
Patrick Parker, *Plant Health Care Program Director, SavATree*
New York Green Industry Council
- 9:30 **LEGISLATOR PANEL AND COMMENTS**
Todd Vandervort – *New York Green Industry Council*
Senator Michelle Hinchey – *Chair, Senate Agriculture Committee*
Assemblywoman Donna Lupardo – *Chair, Assembly Agriculture Committee*
- 9:50 Wrap Up and Thank you/Conclude
Tom Kaplun – *New York State Turfgrass Association / North Hempstead Country Club*

Turfgrass Advocacy 2022

New York State Turfgrass Association



THE TURFGRASS ENVIRONMENTAL STEWARDSHIP FUND

REQUEST

We respectfully request that a line item of \$250,000 be appropriated for the New York Greengrass Association in the 2022-2023 budget for the Turfgrass Environmental Stewardship Fund.

BACKGROUND

The turfgrass industry is an important industry in New York State. According to the New York State Turfgrass Survey, close to 3.5 million acres in the state are covered with turfgrass, consisting of lawns, parks, golf courses, sports fields, sod farms, industrial and institutional grounds, rights of way, etc. Five billion dollars of turf maintenance expenses contributed to the State's economy.

Turfgrass has a major impact on the quality of life, as was evident as citizens enjoyed outdoor activities during Covid. Healthy turfgrass provides countless environmental benefits such as storing carbon, holding rainfall for groundwater recharge, reducing erosion, filtering pollutants, absorbing sound, cooling the air temperature and providing plentiful, clean oxygen. Dense, healthy turfgrass provides a safe playing surface for our children and athletes of all ages as well as beautifies and softens our urban landscapes.

A \$250,000 appropriation for the Turfgrass Environmental Stewardship Fund provides for education and outreach promoting environmentally sustainable and safe practices of turfgrass management.

The 2020-2022 State Budget's Turfgrass Environmental Stewardship Fund appropriation was to fund the following projects:

Best Management Practices for NYS Golf Courses:

Continued Implementation of Golf Course Environmental Stewardship Efforts

Workforce Development: Apprenticeship Program

Green Industry Educational Webinars – Development & Implementation *(see reverse)*

Promote Professionalism Through Research and Education - Covid-19 Hardship

A New Highly Weevil-Virulent Species of Entomopathogenic Nematode for the Management of the Annual Bluegrass Weevil

New York Greengrass Association Outreach

NYSTA PERSPECTIVE

It is the mission of NYSTA to promote professionalism through education and research while advocating environmentally responsible management. Supporting the Turfgrass Environmental Stewardship Fund assists in providing education to turfgrass professionals who are constantly challenged to meet expectations for quality, safety, and environmental sustainability.

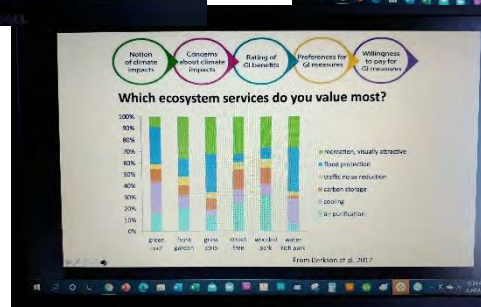
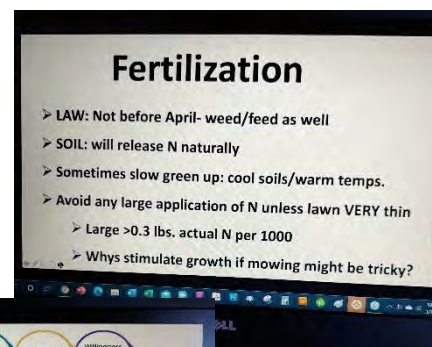
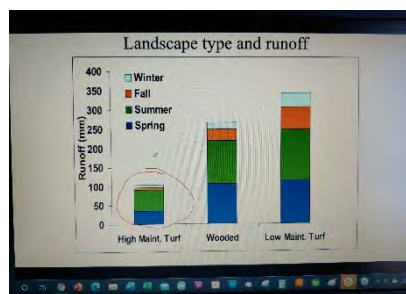
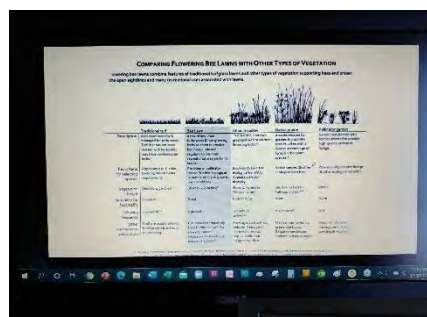
New York State Turfgrass Association, PO Box 612, Latham, NY 12110
(518) 783-1229 • www.nysta.org • nysta@nysta.org

PROJECT HIGHLIGHT

Green Industry Educational Webinars – Development & Implementation

The goal of this project was to provide quality educational programs for professionals in our industry and enhance turfgrass environmental stewardship in New York State. An online platform was developed and eleven educational webinars for pesticide applicators were facilitated. These webinars were focused on golf, sports turf, lawn/landscape, and health, safety and compliance topics for industry professionals.

- Education was provided to over 1,200 registrants
- 90% of registrants received NYS Department of Environmental Conservation pesticide recertification credits
- Webinar topics included:
 - Disease Control in 2020
 - Weed Control Management in Golf Course Native Areas
 - Minimizing Future Pesticide Applications by Implementing Best Establishment Practices (BEPs)
 - Soil Conditioners Used as Drainage, Helping Improve Disease Resistance and Cutting Down Need for Pesticides
 - Soil Hydrophobicity and the Use of Wetting Agents
 - Landscape IPM for 2021
 - The Things That Matter Most in Sports Field Management
 - What Is Integrated Pest Management
 - Pesticide Reporting Law Compliance & Data Capabilities
 - Talent Acquisition & Recruitment Strategies
 - IPM Strategies for Managing Insect Pests in Lawns
 - Leaf spot Diseases: A Case for Proper Seed Selection
 - Environmentally Responsible Golf, Sports and Lawn Turf
- Archived versions of each live webinar are available for NYSDEC credit on the NYSTA website





Turfgrass Environmental Stewardship Fund

New York Greengrass Association

PO Box 612, Latham, NY 12110
(518) 783-1229 | Fax (518) 783-1258 | sue@nysta.org

PROJECT HIGHLIGHT

WORKFORCE DEVELOPMENT - REGISTERED APPRENTICESHIP

NYSTA's newest workforce initiative will offer Registered Apprenticeship for golf courses, sports turf, and turf equipment technicians in New York. The program will help NYSTA employer partners find and secure talent for specialized skilled positions as there is a significant shortage of industry trained and educated professionals.

The goal of this project was to provide a career pathway for job seekers throughout New York for golf courses, sports facilities, athletic fields, lawn/landscape and other turf related businesses. The outcomes will help create better paying jobs, increase access to continued education, career readiness training, and support recruitment initiatives to underrepresented communities.

Continued funding through the TEF grant will enable us to translate the program for primarily Spanish speaking individuals, the development of a Pre-Apprenticeship program, and continued marketing efforts.

Three registered apprenticeship programs are being offered as a formal on-the-job training program with 4,000 hours of training, plus additional education and certificates from the following related instruction providers:

- OSHA-10 Certification
- GCSAA Assistant Certificate - Environmental Stewardship
- GCSAA Assistant Certificate - Leadership and Communication
- NY State Pesticide Applicator's License
- 15-college credits from SUNY Delhi in turfgrass management, soil science
- Penn Foster Automotive Service Technician Certificate -

Groundskeeper II Apprentices will receive 4,000 hours of on-the-job training including competencies in the following areas:

- Small engine and diesel engine equipment operation
- Pesticide usage, safety and record keeping
- Golf course and sports field preparations
- Project management skills in drainage, slope, sodding
- Tree management care
- Irrigation philosophy and best management practices
- Horticulture and landscape installation and management
- Soil management
- Pesticide management

Equipment Technician Apprentices will receive 4,000 hours of on-the-job training including competencies in the following areas:

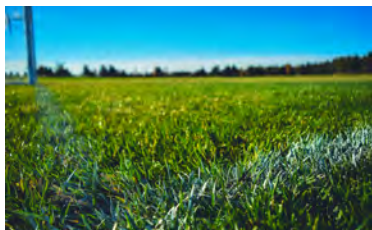
- Small engine and diesel service
- Computer literacy for record keeping and documentation
- HVAC preventative maintenance service
- Four stroke engine service and repair
- Welding and fabrication
- Mower set up and service



APPRENTICESHIP PROGRAM™

A Guide to Developing Skilled Workers and
Administering the Industry's Department of Labor
Approved Training Programs.

nysta.org



Apprenticeship Introduction

Purpose

The NYSTA Apprenticeship Programs were developed for golf courses, sports fields and lawn care through structured on-the-job training under the framework from the Department of Labor. The programs are registered as the following:

Greenkeeper II Golf
Greenkeeper II Sports Field
Equipment Technician

The NYSTA Apprenticeship Program connects community leaders and jobseekers with experts in the turf industry, providing comprehensive training to advance skills and qualifications on a national level, and builds a trusted workforce of turf professionals.

What is an Apprenticeship?

Apprenticeship is a nationally recognized training and education program, in which an individual completes a combination of on-the-job training, classroom instruction, and professional development to earn a Certificate of Completion in Apprenticeship, awarded by the U.S. Department of Labor.

The certificate is commonly referred to as a journeyworker credential.

The apprentice is extended the privilege of earning income as a full-time employee while he or she learns a skilled craft. The apprentice works with a mentor for 4,000 hours or more where knowledge is acquired by the apprentice.



Apprenticeship Introduction

Apprenticeship is an industry-driven, high-quality career pathway where employers can develop and prepare their future workforce.

Employers can choose to register their programs with the U.S. Department of Labor to show prospective job seekers that their apprenticeship program meets national quality standards.

Apprenticeships are a partnership between the employer who offers on-the-job training, the apprentice who works for the employer.

Explore Apprenticeships

Learn about the benefits of apprenticeship across industries and geographies, view how others have leveraged apprenticeship as a talent solution, and discover more about successful apprenticeship programs.

www.apprenticeship.gov

Benefits for Employers

Apprenticeship programs help both employers and career seekers. For employers, apprenticeship programs offer the opportunity to:

- Recruit and develop a diverse and highly skilled workforce that helps you grow your business
- Improve productivity, profitability, and your bottom line
- Reduce turnover, improve loyalty, and retain top talent
- Create flexible training options that ensure workers develop the right skills for your business
- Vet workers and instill your company's culture
- Demonstrate investment in your community



Benefits for Employees

For employees, apprenticeships offer:

- Paid job to earn as you learn with a guaranteed wage increase as you develop new skills
- Receive an industry recognized and nationally-portable credential
- Jumpstart your career from school to career by working and learning at the same time
- Gain workplace-relevant skills in the field of your choice
- Get academic credit towards a college degree for the skills you learn while avoiding student debt
- Connect with mentors in your chosen industry to help you advance your career



A Proven Solution to Talent Management

As a business leader, you are driven to help move your company forward. To do that, you actively seek bold, new ideas and solutions to everyday challenges like talent recruitment and retention.

Apprenticeship programs are a proven solution to creating and retaining a pipeline of specialized talent that allows businesses like yours to succeed today.

There are five key components of an apprenticeship. These components differentiate apprenticeships from other types of workplace training programs in several ways:



Paid Job



**Work-
Based
Learning**



Mentorship



**Classroom
Learning**



**Nationally
recognized
credentials**

Components of an Apprenticeship Program

Paid Job

Apprentices are paid allowing them to earn and learn. They are paid a progressively increasing schedule of wages consistent with the skill acquired and as determined by the program sponsor.

On-the-Job Learning

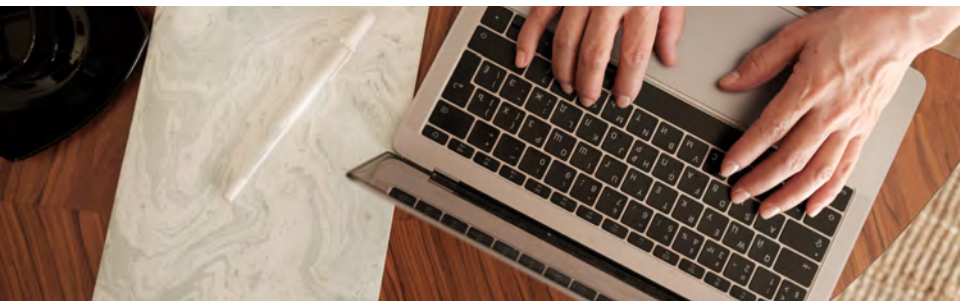
Create a structured on-the-job learning model that allows apprentices to apply what they've learned and to gain competency in their field.

Generally requires a minimum of 4,000 hours (or two years) of on the job learning for time-based and hybrid programs. They can also be competency-based, too.

Related Instruction

SUNY-Delhi, GCSAA/STMA, Penn Foster will be the primary training providers of the programs all offered virtually.

A minimum of 288 hours of related training and instructions for each year of the Registered Apprenticeship Program.



Mentorship & Supervision

Ensure structured mentorship and supervision to provide support to apprentices. A one-to-one ratio of experienced workers to apprentices is highly recommended to ensure quality instruction and supervision; however, RAP sponsors can request an expanded ratio based on their specific occupational needs.

National Occupational Credential

Identify an industry-recognized credential to be issued upon completion of the program.

Certificate of Completion from DOL or a DOL recognized State Apprenticeship Agency conveys occupational proficiency and is considered a nationally-recognized credential that counts positively towards the Workforce Innovation and Opportunity Act (WIOA) Credential Attainment Rate.



On-the-Job Training

The Golf Course/Sports Turf Greenkeeper II Apprenticeship Program along with Equipment Technician Program uses a hybrid model that combines competency-based training along with classroom/online course work. This guide was developed to help the employer record the apprentice's progress in meeting the on-the-job competency requirements. Its use and preservation are the responsibilities of the company sponsor and the apprentice.

The employer must train the apprentice in all competencies by training the apprentice in as many tasks and steps as are available to the employer. The employer may add tasks and steps not included in the book or substitute comparable tasks. The apprentice must satisfy all competency requirements.



Related Instruction

Apprentices receive related instruction that complements on-the-job learning. This instruction delivers the technical, workforce, and academic competencies that apply to the job. It can be provided by a community college, a technical school, or an apprenticeship training school – or by the business itself. Education partners collaborate with business to develop the curriculum based on the skills and knowledge needed by apprentices. All partners work together to identify how to pay for the related instruction, including the cost to the employer and other funds that can be leveraged.

For Greenskeeper II Apprenticeship, SUNY Delhi, GCSAA/STMA will be the education providers.

For Equipment Technician Apprenticeship, Penn Foster, GCSAA/STMA will be the education providers.



FAQ's

WHAT IS APPRENTICESHIP?

Apprenticeship is an industry-driven, high-quality career pathway where employers can develop and prepare their future workforce, and individuals can obtain paid work experience, classroom instruction, mentorship, and a portable credential.

HOW LONG ARE APPRENTICESHIPS?

The length of an apprenticeship program can vary depending on the employer, complexity of the occupation, industry, and the type of program. We recommend 2-year programs to start.

WHAT ARE THE BENEFITS FOR JOB SEEKERS/EMPLOYEES?

Through an apprenticeship program, one can obtain paid, relevant workplace experience while acquiring the skills and credentials that employer's value. 94% of apprentices who complete an apprenticeship retain employment. Benefits of Apprenticeship include:

- **Paid Job:** Earn as you learn with a guaranteed wage increase as you develop new skills
- **Credentials:** Receive an industry-recognized and nationally-portable credential
- **Jumpstart your career:** Ease the transition from school to career
- **Education:** Gain workplace-relevant skills in the field of your choice through on-the-job learning
- **Mentorship:** Connect with mentor in your chosen industry

WHAT PENALTY IS THERE FOR EMPLOYEE WHO QUILTS DURING APPRENTICESHIP?

We provide an Education Expense Agreement to ensure Apprentices are responsible for any costs associated with the Related Instruction portion of the Apprenticeship.

FAQ's

WHAT ARE THE BENEFITS OF REGISTERED APPRENTICESHIP?

With a network of over 150,000 employers in more than 1,000 occupations, apprenticeship is developing a new generation of workers to help our nation succeed in the 21st-century economy.

Apprenticeship programs help employers:

- Recruit and develop a highly-skilled workforce that helps grow their business
- Improve productivity, profitability, and an employer's bottom line
- Create flexible training options that ensure workers develop the right skills
- Minimize liability costs through appropriate training of workers
- Receive tax credits and employee tuition benefits in participating states
- Increase retention of workers, during and following the apprenticeship.

WHAT IS THE DIFFERENCE BETWEEN APPRENTICESHIP AND INTERNSHIP?

The U.S. Department of Labor does not have an official definition of internship or externship. However, generally speaking, differences between internships and apprenticeships fall into the following areas: Length of Time, Structure, Mentorship, Pay, Credentials, and College Credit.

WHAT ARE THE COSTS ASSOCIATED?

We charge \$2,500 for registration of the program, and then \$900 for administration per apprentice throughout term of the program.

The Greenkeeper II Apprenticeship will cost \$7,500 for books/tuition/training. The Equipment Technician Apprenticeship will cost \$900

How to Start Program?

STEP 1. DISCUSS WITH HR AND FACILITY LEADERSHIP

Do you have challenges in finding skilled talent? What particular occupations? What are your long-term workforce needs? Self-audit operations to map out skill gaps and talent shortages.

STEP 2. EVALUATE YOUR CIRCUMSTANCES

How will you select individuals to participate in your program? Do you want your program to serve new entrants or incumbent workers? How long does it take for someone to be fully proficient in their job? What skills, competencies, and abilities must they possess? How will I know they are ready? How will I compensate individuals as their skills and competencies increase?

STEP 3. CONTACT NYSTA

NYSTA will provide and submit all documentation requirements from the DOL, and work with employer partner to educate and answer any questions as it relates to the program.

STEP 4: IDENTIFY PARTNERSHIPS

Contact your local Apprenticeship Rep (Contact info can be found at <http://doleta.gov/oa/contactus.cfm>) Do you want to partner with local workforce agencies or training providers? Do you want/need to partner with local educational agencies or providers? Are there CBOs, economic development or other critical partners that you need to be successful?



STEP 5. REGISTER YOUR COMPANY AND PROGRAM CANDIDATES WITH DEPARTMENT OF LABOR

Complete the company application and pay the one-time company enrollment fee. Once your company is enrolled in the program, all candidates will complete an Employer enrollment form, work process and related instruction form provide necessary documentation to be considered for participation, and pay the candidate enrollment fee.

STEP 6: RECRUIT CANDIDATES

Each participating company will recruit candidates to participate. Candidates may be new hires or current employees. Candidates must be at least 18 years of age and have a high school diploma or equivalent. Applicants will be physically capable of performing the essential functions of the apprenticeship program, with or without a reasonable accommodation, and without posing a direct threat to the health and safety of the individual or others.

Applicants must be able to learn and speak in English. Applicants will be required to follow Company HR policies.

STEP 7. ACCEPT CANDIDATES

Companies will screen applicants to make sure they meet the program and business requirements. The process for acceptance may vary from company to company but your company must have a written process in place and you must follow guidelines not to discriminate in the process.



STEP 8. BEGIN YOUR ON-THE-JOB TRAINING

Use the task hours as your guide, keeping in mind that the apprentice must complete the required hours as a minimum and also must show competence in each area. If an employee has received industry training prior to employment with you, you may submit an affidavit validating they have demonstrated specific knowledge and skills required of the program to request an exemption from certain training requirements. It is expected that those new to the industry should complete the on-the-job training requirements in 24 months, or for some, 30-36.

STEP 9. TRACK PROGRESS

Your company must track the individual progress of each participant in order to document that he or she has met the program requirements for each job task.

STEP 10. CONTINUE TO MARKET THE PROGRAM

Local marketing may be through online job boards, social media platforms, state and local associations, and more.

NYSTA will market the Apprenticeship ProgramS to the public, including students, veterans, career-changers, and others.



STEP 11. ENSURE APPRENTICES COMPLETE REQUIRED CLASSROOM OR ONLINE TRAINING

Part of the apprenticeship program involves completion of classroom or online training.

Apprentices may also petition to have outside coursework considered to meet this requirement. Apprentices do not have to wait to begin the coursework until after their 4,000 hours of on-the-job training has been completed; this study can begin at any time.

STEP 12. ASSESS AND IMPROVE

Your company should have evaluation points for the apprentice at 30, 60, and 90 days, as well as at six months, nine months, and at the one-year mark. Hopefully at this point he or she will have fully completed or be close to completing the requirements of the apprenticeship program. If not, a plan should be created that will ensure the successful completion of the program by the apprentice within 24 months of the date it was started.

Apprentices must earn compensation increases as their competencies increase. It is required they receive at least one such increase within six months of beginning the program.



Best Practices for Employers

Explore the Department of Labor's resources for companies that offer apprenticeship programs.

www.apprenticeship.gov

The Department of Labor's Office of Apprenticeship has tremendous resources, both for companies considering and ready to launch apprenticeship programs. You can find general information [here](#) and a helpful toolkit [here](#).

Make sure you and your key staff understand the apprenticeship program and the benefits it provides for the profession to sell a product effectively, you need to know the product. Make sure you and your key staff members understand how the program works, how long it may take to complete, and how completing the program affects an employee's ability to move up in your organization. Having job descriptions, organizational charts, or career pathway information can be helpful.

Involve your HR department

Your HR department is a great place to start: they are recruiting for your organization anyway, and they should be leading the pack on recruiting apprentices. Develop handouts to provide to potential apprentices so they can learn more and review again later.



Be prepared to talk compensation

Interested parties may want to know how their compensation will grow as their mastery of tasks and responsibilities increases through the apprenticeship program. Have a scale to show them.

Connect with your local workforce development board

Workforce development boards are a network of federal, state, and local offices that support economic expansion and develop the talent of the nation's workforce. State and local WDBs serve as connectors between the U.S. Department of Labor and more than 2,500 local American Job Centers that deliver services to workers and employers. Your local WDB is your link to the public workforce system, sometimes even supporting tax credits for businesses.

Encourage area colleagues and your state or local industry associations to be involved

By involving regional peers and your local or state landscape organizations, you can make a concerted effort in improving the profession and attracting apprentices. The more members involved, the more we attract new faces to our profession by "competing" against other industries that have an established presence with apprenticeships.



Attend local community job fairs sponsored by

Chambers of Commerce or other groups There are always job fairs or career fairs going on in the community. Many are sponsored by Chambers of Commerce or other business organizations.

Additionally, many non-profits, provide career fairs and career centers. Make sure you work with them to promote the program, as some non-profits that are career focused may help you recruit apprentices.

Be in constant contact with your local high school agriculture and horticulture programs

Local school programs are a great place to start. Not everyone goes to college and the apprenticeship program is basically an educational program with on the job training that is developing a career path for the participants.

Your local high school agriculture, horticulture, FFA or STEM programs should be your best friend. Let student advisors know about the NYSTA Apprenticeship Program. Work with other area contractors to encourage schools to provide exposure about the industry to students, using apprenticeship opportunities as a hook.





Be in constant contact with local FFA, 4-H, or Scouting programs

Youth organizations are a great place to recruit. FFA chapters, 4-H groups, Scouting programs, and others always need guest speakers for their meetings. You or your staff should be attending such meetings every month. Starting as young as Middle School is okay, or even younger with Scouting groups.

Participate in career day events at local middle schools and high schools

All schools and school systems have career day events. Get yourself in front of all the students at once. Have exciting things so they can get involved at your booth and become interested – Have an active display, not a passive display.

Take part in college fairs

High schools often host college fairs, where colleges have booths recruiting students to their campuses. You will often see the military at these fairs as well offering an alternative to college. Consider a booth there as well as an additional alternative to college, one that also provides a paid job and educational training.



Educate local middle school and high school counselors about the apprenticeship model

School counselors often have a great influence over the choices and career paths chosen by our youth. Educating them on the profession and the apprenticeship program is essential as a method to get the word out. Have an event at your office/shop and invite them out or arrange to speak to them at a teacher work day event.

Educate school system vocational-technical directors about the apprenticeship model

Every organization has leaders, and leaders set the tone for the organization. School systems have directors of Career and Technical Education. They need to be aware of the apprenticeship program and the benefits that it can afford their graduates.

Recruit from athletic programs

Students participating in athletic programs are already used to being outdoors and are accustomed to sweating and hard work. Attend and be involved with sports booster clubs, place signage at athletic fields, and speak to athletic associations.



Make sure your local technical or community college is aware of the apprenticeship model

You should be recruiting at the local college for their graduates, so don't forget to inform them of the apprenticeship program. There is a large pool of students who leave college, often for financial reasons, who have already shown an interest in the field. They are definite candidates for the apprenticeship program and may have already met many of the study module requirements.

Host a community service event

Host a community landscape project and invite everyone to help. Suppliers, vendors, community groups etc. Have signs or banners at the event advertising the apprenticeship program and make sure you invite the local media.

Use social media

Use social media to get the word out about opportunities in your apprenticeship program. Young people are glued to their social media apps, so don't miss out on the opportunity that exists on Facebook, Twitter, Instagram, and more. Make sure you use photos in your posts, as they attract more attention. Include links to your company website.

Have a Career Day event and market the apprenticeship model

Host an event and include information on your apprenticeship program as part of the activities. A Host Tool Kit to assist you in planning the event is offered by NYSTA.

It's an investment

Remember that growing your staff and the turf profession is an investment. It will take both time and money. Use some of your recruiting budget or your marketing budget to help. Your employees are your biggest investment.

Keep in mind, participating and developing as many of these recruiting activities is essential to your success. Information on the apprenticeship program should be a constant in your recruiting. The continued success of our profession depends on all of us promoting the benefits of the landscape and golf course industry.

