

Summer and Fall Special Course Offerings

How to Succeed in the Landscape Industry

498.13 Biology

Are you planning on starting a business in Landscape Architecture or Horticulture?

This two day seminar focuses on understanding the business and professional side of the landscape industry, including the size and make-up of the market, trends, the role of sustainability and the various professional opportunities available to students and firms.

Learn how to set yourself apart from others in the field.

Find out how to land the perfect job or internship, and make yourself marketable for years to come.

Judith Guido on industry trends (podcast)
<http://www.treeviews.com/2015-industry-trends/>

Judith devotes much of her time mentoring and speaking. She was Vice President and chief marketing officer of Valley Crest, and now runs her own consulting firm, she is frequently called on to consult on industry mergers.

Reg # 354706 \$230
July 15 and July 22
Westwood: UCLA Gayley Center
Sat 9am-4pm July 15
Sat 9am-4pm July 22, 2 mtgs

Instructor:
Judith Guido

President of Guido & Associates, keynote speaker, Business columnist, researcher, trainer and industry mentor. She sits on several boards for landscape companies and associations. Took LandCare USA public on the NYSE in 1998. Helped re-brand several key landscape companies & associations. Judy has been involved in over 103 mergers and acquisitions in the industry. She was also instrumental in creating the Yellowstone Landscape Group.

Her experience and training give her an overview from many vantage points. She covers a wide range of subjects, from strategic planning, research, sales, marketing, acquisitions, communications and training.

Don't miss this rare landscape business session offering!

CUBA!

Sketching on Location in CUBA! 493.3 Architecture 3 units

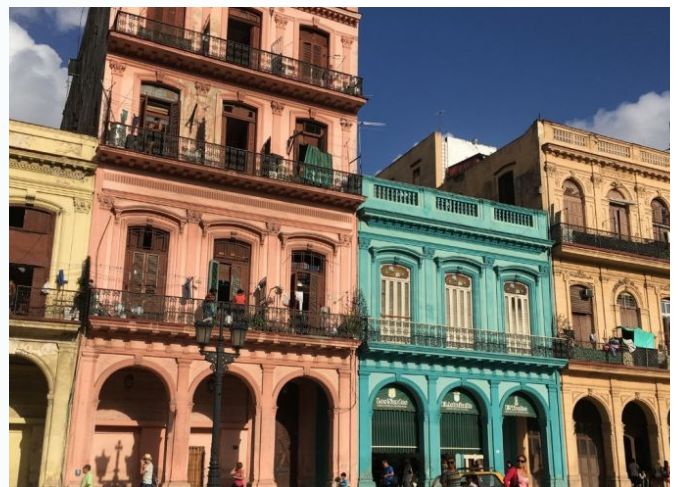
Join landscape architect and architectural illustrator Richard E. Scott in Havana, as he opens his sketchbook and shares his innovative approach to freehand sketching. Learn how to draw anything from observation with exceptional accuracy; how to draw ideas from imagination; and how to sketch to improve design skills. Subject matter covers architecture and landscapes in Havana and environs. Airfare from LAX to Havana included.

Reg# 353297 \$4225
Saturday Dec. 2 -Dec. 9
Deposit due date :\$100 August 4, 2017.
Full payment due :August 29, 2017.
Limited to 16 students.
No refund after August 29, 2017

Richard Scott, RLA

Richard E. Scott is a licensed landscape architect, author, and artist. He has worked in the field of landscape architecture for over 25 years .His work has appeared in Landscape Architecture Magazine, the Art of Watercolour, and has been featured in several books. Besides teaching in the UCLA Landscape Architecture Extension Program, he teaches at other universities Om2013 he published the book, "Sketching - from Square One to Trafalgar Square".

*Free Webinar Information Session at noon,
on June 27. Check the Website!*



Summer classes start soon - enroll now!!