Winter Education Series

• Landscape Business Boot Camp
• Best Management Practices
• Leadership Lessons for Landscape Professionals
• Plants, Soils & Turf Types
• ICPI Concrete Paver Installer Course
• ProFACT Fertilizer Training and Exam (English & Spanish)
• Relationship Selling in the Trust Economy
• There’s No Business Like Snow Business
During the one-day Landscape Business BootCamp you will evaluate your business in the 4 CORE’s of Landscape Success:

• Guiding the Business
• Getting the Business
• Running the Business
• Doing the Business

and using our Tool Kit, create or upgrade the core of your business. In one day you will receive more insight and how-to’s than 6 months of consulting on the latest mind trash that passes for coaching.

SO, WHY SHOULD I ATTEND?

If you own a landscape or irrigation business with an annual revenue between $350k and $2 million, this one-day comprehensive and interactive work session will help you plan and implement business strategies to take your business to the next level.

Each CORE has the 3 Segments: Self-Assessment, Best Practices, and Tool Kit. The Self-Assessment gauges where the business is today. The Best Practices gives you the latest on the best performing Landscape Companies. Our Tool Kit is used to reinforce the learning and give you a Guide to make change when you get home.

You’ll come away from the GreenMark Bootcamp with a renewed sense of energy, ready to stay the course and keep building your business. You’ll gain the essential foundation needed to improve the overall vitality of your business.

• Renewed Business Mindset
• Company Culture
• Systems and Processes
• Talent Management
• Business Branding and Marketing
• Service Delivery Processes

Steven Cohen, Principal of GreenMark Consulting Group is a business management and operations consultant with more than 25 years of landscape/snow industry experience. Steven has an extensive background in managing cross-functional business operations, business strategy and market growth projects. He prides himself as being both an analytical and conceptual thinker who effectively partners with business owners to assess opportunities, facilitate strategic decisions, and drive successful implementations. GreenMark Consulting Group specializes in helping growth-oriented companies see through challenges and map out operational and growth strategies.

Bill Eastman is a Business Management Consultant with GreenMark since 2016. Bill is also the Managing Partner of Intellectual Property at the GrowthWorx - a business research and product development company headquartered in Richmond, Virginia. Bill brings to GreenMark 36 years in the consulting and training industry. Bill over his career has assembled a library of best practices for growth oriented companies looking to build a model of organizational excellence. The gWORX team in collaboration with GreenMark Consulting Group and It's Landscape Business Success™ platform have developed a suite of business best management practices.

* Snow day will be made available as needed
* Become a member and pay member pricing
Best Management Practices

Wednesday, January 17, 2018 – 8:30 am – 1:00 pm
$99.00 members / $149.00 Non-Members

Are you and your employees doing things the right way in the field? Utilizing Best Management Practices ensures your clients receive the proper services and the landscape performs at the highest level. It also ensures the safety of you and your employees and the proper care of the environment. BMPs are essential to performing at your best. Whether you are installing trees and shrubs, pruning, caring for turf or applying fertilizers, there are BMPs to follow. Join us to review many of the Best Management Practices utilized by companies all over the U.S.

- Landscape Installation Procedures
- Pruning
- Turf Care
- Soils and Fertility
- Water Management
- Insect, Disease & Weed Management

Leadership Lessons for Landscape Professionals

Wednesday, January 17, 2018 – 1:15 pm – 5:45 pm
$99.00 members / $149.00 Non-Members

Landscape Professionals typically are good at horticulture stuff. They are not so good at building and leading their organization. Owners and leaders are often too deep in the weeds and not growing their company. Team building is lacking, communication is often ineffective. We don't know how to listen, which is the most critical communication skill. The company culture isn't well defined. Team member roles are not well defined. Spend some time and discover how you can build a more effective team, communicate more effectively, focus on customer service, manage your time and set the tone for your organization. We will spend time discussing:

- Communication Skills
- Team Building
- Time Management and Delegation
- Effective Leadership
- Mission and Vision
- Company Culture
- Manager vs. Leader
- Mission and Vision
- Effective Leadership

Rex Bishop is an award-winning horticulture educator and the National Association of Landscape Professionals' first ever, Director of Technical Education. Bishop is known to many in the industry for his volunteer work with the National Collegiate Landscape Competition and commitment to workforce and education issues through the association. Bishop has an MBA from Kennesaw State University. He worked in the nursery industry before teaching horticultural and landscaping at the college level for more than 25 years, most recently serving as the Vice President for Economic Development at Chattahoochee Technical College.
Plants, Soils & Turf Types

Wednesday, February 14, 2018 – 8:00 am – 1:00 pm
$99.00 members / $149.00 Non-Members

This workshop will be held at Aquarius Supply,
1120 Goffle Road, Hawthorne, NJ 07506

Plant, soil & turf types and the implications for irrigation contracting. Nurture client confidence show a knowledge of more than “just watering”.

The objective of this course is to provide you with the knowledge and terminology relating to plant materials and soil strata. Learn to suggest (and implement where feasible) water saving ideas for your client’s landscape, as well.

Everyone seems to have a friend, mother, sibling, neighbor or other person who puts a thought in their heads regarding their lawn and plants, watering schedule, turf problems, rain sensors etc. The problem arises when they believe others and not you, the professional.

You can easily counter this with the facts. Detailed knowledge of the many aspects of turf, plant and soil, along with water dynamics, will cement your view in the client’s mind-not someone else’s view.

You are the expert! By the end of this course you will be confident in your recommendations based on soil textures and plants, as well as the ability to communicate that knowledge and other useful suggestions to your clients.

* Snow day will be made available as needed
* Become a member and pay member pricing

Approved for 4.5 Irrigation CEU’s

Join us at our Pre-Show Educational Workshops on February 27, 2018 and Landscape New Jersey 2018 Trade Show and Conference on February 28, 2018 at the Meadowlands Expo Center in Secaucus, NJ.

For more info and to register, visit www.NJLCA.org
The two-day classroom course is designed to enhance the knowledge of individuals with at least one year's experience in the construction of interlocking concrete pavements. The registration fee includes a student manual and an exam. Those who attend the course and pass the exam receive a Record of Completion for the course. Attendance at this course is one of the requirements for earning a Concrete Paver Installer Certification.

The following topics are covered:
- Material and labor estimating
- Job planning and layout
- Soil classification and compaction
- Soil compaction
- Bedding and joint sand
- Paver selection and installation
- Use of labor-saving specialty tools
- Edge restraints
- Base material selection and compaction
- Contract basics
- Safety
- Maintenance and Management
- Specialty Applications
- Estimating and job costing

The ICPI Concrete Paver Installer Course has been designed for all individuals involved in the residential and commercial installation of interlocking concrete pavements, including:
- Company owners and principals
- Job superintendents
- Forepersons and supervisors
- Crew leaders
- Crew members (with a minimum of one year installation experience)

Michael J. Tous, Vice President and co-owner of Grass Masters, Inc. a full service Hardscaping, landscaping and lawn maintenance company located in Lumberton, New Jersey. Michael received his ICPI certification designation in 2001 and specialized in the design and installation of creative Hardscaping projects. He has attended classes at Rutgers Cook College for landscaping design, plant material and installation, and irrigation. Michael’s early childhood was spent in Puerto Rico, so he is fluent in both Spanish and English. As a result of his expertise, Michael was recruited to teach the ICPI Certification course, the NCMA SRW Installer Certification course, and the MAHTS Hands-On Construction classes in paver and retaining wall installation. Michael has been invited to teach classes at destinations across the country.

Daniel G. Moreland, CCPR, LEED GA is a National Concrete Masonry Association SRW Instructor and a member of the Interlocking Concrete Paving Institute Technical Committee. A graduate of Kutztown University of Pennsylvania Dan has been with Oldcastle, Inc. as a Belgard Architectural Representative for over 14 years and resides in Allentown, PA.
ProFACT Fertilizer Training & Exam

Tuesday, February 27, 2018 – 9:00 am – 12:00 pm (English)
$99.00 members / $149.00 Non-Members

This workshop will be held at the Meadowlands Expo Center, 355 Plaza Drive, Secaucus, NJ 07094)
ProFACT Training for Professional Fertilizer Applicators (Qualifies you to take the certification exam. Certified Fertilizer Applicators will receive 3 credits of continuing education). Class, manual and exam in English.
Topics discussed include:

• Introduction to the NJ Fertilizer Law
• Nutrient Pollution Hazards to Waterbodies
• Best Management Practices for Nutrient Management of Turf
• How to Read a Fertilizer Label
• Equipment Use and Calibration
• Laws, Rules, and Regulations for Fertilizer Application to Turf

Dr. James Murphy conducts extension and research programs on best management practices for turfgrasses grown in and around New Jersey. His work focuses on a better understanding of turfgrass responses to soil-related stresses. Dr. Murphy holds a BS in Agriculture from Western Illinois State University and an MS and PhD in Crop and Soil Sciences from Michigan State University.

**Registration for this class includes free entry to the Trade Show on 2/28/18.

Tuesday, February 27, 2018 – 1:00 pm – 4:00 pm (Spanish)
$99.00 members / $149.00 Non-Members

This workshop will be held at the Meadowlands Expo Center, 355 Plaza Drive, Secaucus, NJ 07094)
Entrenamiento de ProFACT para Aplicadores Profesionales de Fertilizantes (Qualifica que usted tome el examen de certificación. Aplicadores Certificados recibirán 3 créditos de educación contínua) Clase y manuales serán en español.
El tema incluye:

• Introducción a la Ley de Fertilizante de NJ
• Riesgos de Contaminación de Nutrientes para Cuerpos de agua
• Mejores Prácticas de Manejo para el Manejo de Nutrientes del Césped
• Como leer la etiqueta de Fertilizante
• Uso y calibración del equipo
• Leyes, Reglas, y Reglamentos para la Aplicación de Fertilizantes para Césped

Raul Cabrera es profesor asociado y especialista en extensión de cultivos en la Universidad de Rutgers. Raúl tiene una maestría en fisiología y un doctorado en Biología de planta de la Universidad de California en Davis. Sus proyectos actuales incluyen el uso de aguas alternativas (agua, reclamada) para la irrigación, optimización de la fertilización y cultivos de invernadero y la productividad y evaluación del uso y conservación del agua del paisaje urbano.

**Registration for this class includes free entry to the Trade Show on 2/28/18.
Relationship Selling in a Trust Economy

Tuesday, February 27, 2018 – 8:30 am – 12:30 pm
$99.00 members / $149.00 Non-Members

This workshop will be held at the Meadowlands Expo Center, 355 Plaza Drive, Secaucus, NJ 07094

Savvy selling today takes a problem-centered approach designed to create a foundation of trust. It respects the fact that buyers now have access to abundant information and are seeking a personal relationship with people in a business, before they will embark on a journey with it.

What you will learn:

- Discover how to increase sales to current and future customers by removing obstacles, both real and imagined, that stand between them and a silky-smooth relationship with your business.
- Learn how engaging buyers as collaborative partners to co-create their own solutions magically leads to outcomes that are better than they had imagined.
- Explore how to create, market, and brand a distinctive customer experience that gives buyers a reason to trust your business in a world of product and service sameness.
- Learn how to use social media and digital marketing technology to complement traditional practices for getting buyers to know, like and trust your business.

Jeff Korhan is the author of Built-In Social, founder of Landscape Digital Institute, and the host of Landscape Digital Show, a weekly podcast for the green industry.

During his two decades as an award-winning landscape company owner, Jeff held a number of local and national leadership roles, including Board Member for NALP, The National Association of Landscape Professionals.

On a personal level, Jeff’s life experiences include marathons, triathlons, cliff diving, and meditating in the deserts of India. And despite that history … he still considers himself to be completely normal!

**Registration for this class includes free entry to the Trade Show on 2/28/18.**
There’s No Business Like Snow Business

Tuesday, February 27, 2018 – 8:00 am – 4:00 pm
$199.00 members / $249.00 Non-Members

The business of snow and ice management can be highly lucrative, if you know how to manage the risk. If not, you could be just one “slip and fall” away from possible bankruptcy. Join us as Tom Canete, NJLCA past President and CEO of Canete Snow and Ice Management presents a one-day seminar about how to properly manage snow and ice events, before, during and after they occur.

From contracts to liability, to snow equipment, technology and training, Tom will cover every aspect of the industry. When it comes to managing snow and ice, you have a very limited window to handle each event, adding even more stress to what Tom refers to as, “organized chaos”.

Tom will discuss:
• Basic risk management practices that every snow contractor must perform.
• Avoiding lawsuits - what attorneys are looking at when they are suing you.
• Salt Brine - the learning curve and Canete's first season using it.
• How to get organized in the “off-season” to prepare for winter.
• Contracts - ignorance is no excuse.
• Technology - drones, remote control equipment and more!
• His trip to Alaska and what he learned there.
• Pre-season preparations for the entire company.
• The future of the snow industry as projected, 5-10 or 20 years from now.
• Equipment that can help make up for the lack of available labor.
• Pre-season and mid-season training.

Plus:
• Rob Guarino, The Weather Pros will give us an update on forecasts and what the future looks like for snow in NJ.
• Tom Nastasi, Arctic Specialist will talk about required insurances and how to manage your financial risk.

Tom Canete is ASCA Certified and a Past President of the NJLCA. He is the owner of Canete Landscape and Garden Center, as well as Canete Snow Management in Wayne, NJ. Canete Landscape was awarded contractor of the year for 2013 and 2014 by the NJLCA (New Jersey Landscape Contractors Association). Canete Snow Management ranked 22nd for Snow Contractors nationwide by GIE Media Snow Magazine for 2014 and Tom received the Snow Leadership award from Snow Magazine in 2014.

Approved for 6 Certified Snow Professional continuing education credits

CEC Approved

**Registration for this class includes free entry to the Trade Show on 2/28/18 and lunch is included.
NJLCA Membership Application

Firm Name_________________________________________________

Contact Person & Title________________________________________

Address____________________________________________________

City____________________________ State ____ Zip_______________

Phone _____________________________________

Email_______________________________________

☐ Regular Member: An individual or firm actively engaged in and whose primary business is landscape contracting and/or landscape services. The gross volume of sales determines dues.

Choose one:

<table>
<thead>
<tr>
<th>Gross Sales</th>
<th>Annual Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $350,000</td>
<td>$235</td>
</tr>
<tr>
<td>$350,000 - $750,000</td>
<td>$325</td>
</tr>
<tr>
<td>Above $750,000</td>
<td>$435</td>
</tr>
</tbody>
</table>

1. Home Improvement Contractor # ______________
2. *Pesticide License # _________________________
3. Sales Tax ID # ______________________________
4. *NJ Fertilizer Applicator # ___________________
5. *Plant Dealer License # _____________________

☐ Associate Member: $375. An individual or firm actively engaged in allied industries, e.g. manufacture or sale of horticulture products, including plant material, pesticides and landscape equipment as well as services to the landscape industry such as tree care and irrigation services.

☐ Student Member: $25. An individual enrolled as a full-time student at an accredited institution in a Green Industry program. Must provide a current schedule and cannot be employed/self-employed in the green industry. Must volunteer 5 hours per year to the association to receive rate.

Payment by:

Check No. __________ or ☐ VISA ☐ Mastercard ☐ Amex ☐ Discover

Card Number_______________________________________________

Exp. Date_______ Zip Code _________ CCV#_____

Signature_______________________________________________

* If Applicable
Name: __________________________________________  Company: _________________________________
Address: __________________________________________________________________________________
City: ____________________________________________  State: __________  Zip: ______________________
Phone: __________________________________________  Email: ___________________________________

Please register me for the following:  PLEASE NOTE THAT SOME CLASSES ARE IN DIFFERENT LOCATIONS.

<table>
<thead>
<tr>
<th>Class</th>
<th>Attendee Name</th>
<th>Date</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Check  Visa  Mastercard  American Express  Discover

CC #: ___________________________________________  Exp. Date: ___________  CCV: _______________

Billing Address (if different): __________________________________________________________________

Signature: ____________________________________________________________________________________

Mail, fax or email to:
NJLCA
465 Mola Boulevard, Suite 4
Elmwood Park, NJ 07407
<table>
<thead>
<tr>
<th>Class</th>
<th>Attendee Name</th>
<th>Date</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- [ ] Check
- [ ] Visa
- [ ] Mastercard
- [ ] American Express
- [ ] Discover

CC #: ___________________________  Exp. Date: ___________  CCV: _______________

Billing Address (if different): ___________________________________________________________________

Signature: _______________________________________________________________________________________

Mail, fax or email to:
NJLCA
465 Mola Boulevard, Suite 4
Elmwood Park, NJ 07407
201-703-3776  info@njlca.org

or visit www.NJLCA.org
Wednesday, February 28, 2018
8:00 am - 3:30 pm
Meadowlands Exposition Center
355 Plaza Drive, Secaucus, NJ 07094

Register Early!
Save $10 per person if you register before February 1, 2018.

www.NJLandscapeShow.com
201-703-3600

• DEP & Fertilizer Credit Classes
• Many DEP & Business Classes INCLUDED in Cost of Attendance*
• Over 150 Exhibitors
• Discounts - Discounts - Discounts!
• Trade Show Floor Seminars
• Many Fantastic Giveaways
• Pre-Show Educational Workshops on February 27th

• DEP y Clases de Crédito de Fertilizantes
• Muchas DEP y Clases de Negocios INCLUIDAS en el Costo de Asistencia*
• Más de 150 expositores
• Descuentos - Descuentos - Descuentos!
• Seminarios de ferias comerciales en el piso
• Muchos regalos fantásticos
• Talleres Educativo sera previo el 27 de Febrero

* All DEP recertification credit classes and business classes on February 28th are included with registration for the trade show. Those classes tied to Pre-Show Educational Workshops may not be included. See website or registration form for full details.