

Trailblazers

**Spend a day, one-on-one,
with a respected industry
leader, and take your
business to the next level!**



Ever wished you could sit down for a full day of mentoring with a seasoned industry leader who has experienced the ups and downs of running a business just like yours?

SIGN UP TO EXPERIENCE WHAT HUNDREDS OF PLANET MEMBERS SAY IS THE BEST BENEFIT OF PLANET MEMBERSHIP!

"We spent time talking about all areas of my business and the direction we might take. I am in a position where I need help in all aspects of my business and just to be able to talk with someone like Scott that does \$30 million a year was an incredible opportunity and experience. I can't think of a better benefit to new members than to sign up for the Trailblazer program."

Jim Kapica | Soderborg Tree-n-Landscape, Inc.

"We have always wanted to talk to other landscape professionals and pick their brain about how they do things, but with the concern about competition, we have never been able to get that kind of relationship here in our area. Thank you to PLANET for arranging such a valuable mentoring experience!"

Jeannette and Rollin Haas | Master Landscapes, Inc.

APPLICATION DEADLINE: DECEMBER 31, 2011

PLANET Trailblazer Mentoring Registration Form

YES, my company is a PLANET Green Industry Service Provider member and we want to have a PLANET Trailblazer spend a networking and personalized mentoring day with us. My company will be responsible for travel fees for meeting this PLANET Trailblazer.

My three choices are*: (SEE A LIST OF TRAILBLAZERS ON PLANET'S WEB SITE, LANDCARENETWORK.ORG/TRAILBLAZERS)

(1) _____ (2) _____ (3) _____

Name _____

Company _____

Mailing Address _____

City _____ State _____ ZIP _____

Office Phone _____ Cell Phone _____ Fax _____

Email address _____

Preferred method of contact: _____

FAX or e-mail (membership@landcarenetwork.org) your application by December 31, 2011

Professional Landcare Network • 950 Herndon Parkway, Suite 450 • Herndon, VA 20170
(703) 736-9666 • (800) 395-2522 • Fax (703) 736-9668 • LandcareNetwork.org

**Trailblazer match not guaranteed.*

**GIC Attendees: Return to PLANET Registration or Booth #3134
SEE REVERSE SIDE TO LEARN MORE ABOUT THIS INCREDIBLE PROGRAM!**



What is the *Trailblazer* Program?

The ***Trailblazer* program** is one of the best member programs at PLANET where you have the luxury of spending a day, one-on-one, with an industry leader and receiving advice and techniques that will boost your business performance. This program is much more than a tour of someone else's shop. It goes much deeper than that. What you learn from your *Trailblazer* applies to your company's long-term success. It involves making sure the mentee understands their business, the business' strengths and weaknesses, where you are making money – or not, business planning, hiring, and based upon function, future plans, realized rates, market analysis, competitive analysis, etc. The mentee will learn years worth of material in just days.

After learning about the program, be sure to download and complete the ***Trailblazer Application*** and fax to the PLANET office (703) 736-9668 or email to membership@landcarenetwork.org by the deadline of December 31, 2011.

PLANET's *Trailblazers* are an elite group of dedicated professionals who were nominated by their peers for making significant and long-term contributions to the green industry in the areas of design/build/installation, interior plantscaping, landscape management, and lawn care. Direct influences in the green industry, these individuals are committed to helping their peers and the green industry. Each *Trailblazer* sets aside a full day each year to provide on-site mentoring to another PLANET Green Industry Service Provider member. This in-depth, personalized networking and mentoring program is a unique way for emerging and established companies to gain insight and advice on developing and growing their businesses.

How does the *Trailblazer* Program work?

Each year, starting in November with a deadline of December 31, members submit *Trailblazer* applications. A drawing is held in mid-January and notifications are sent out shortly thereafter. There is no guarantee that you will be awarded a *Trailblazer* as the demand exceeds the number of *Trailblazers* available.

Contact between the *Trailblazer* and member should be initiated immediately by phone and/or email to determine the date and place of the face-to-face visit. During these initial discussions, the *Trailblazer* assesses what the member's needs are and will likely request documents for preparation for the upcoming meeting. In these early discussions, you will determine if the meeting will take place at the member's facility or the *Trailblazer's* facility. If the *Trailblazer* travels to the member's facility, the member agrees to reimburse the *Trailblazer* for travel expenses.