

# EDUCATIONAL EXTRAVAGANZA

WEDNESDAY, NOVEMBER 1, 2006

**9:00 a.m. – 12:00 p.m.**

Workshop A (ticketed)  
Looking Through the Eyes of the Customer

Workshop B (ticketed)  
Achieving Business Excellence

**9:00 a.m. – 5:00 p.m.**

CLP Review Session (ticketed)

**12:30 p.m. – 5:00 p.m.**

PGMS Pre-Conference Field Trip — Ohio State

**1:00 p.m. – 6:00 p.m.**

Lawn Care Facility Tour (ticketed)  
LIMITED SEATING!  
*TruGreen ChemLawn/Ohio State University Stadium*

Design/Build/Installation Facility Tour (ticketed)  
BRICKMAN and Peabody Landscape Construction

Landscape Management Facility Tour (ticketed)  
EMI, Environmental Management, Inc., and BRICKMAN

THURSDAY, NOVEMBER 2, 2006

**8:30 a.m. – 10:00 a.m.**

Being a Boss Versus Being a Friend  
Best Practices for Landscape Management Service Providers

Cost-Effective Safety Programs  
Courageous Customer Service

The Execution Culture  
The Friday Afternoon Spill — Are You Ready?

How Branding Can Actually Increase Your Bottom Line

Oportunidades en la Industria Verde para Los Hispanos

Opportunities in the Green Industry for Hispanics

Outstanding Business Leaders  
Pricing and Profitability

Soil Management for Native Soil Athletic Fields

Traversing the Culture Continuum #1

**10:15 a.m. – 11:45 a.m.**

10 Reasons I Won't Work for You!  
Alternative Marketing Strategies for Landscape Contractors

Como Sobrevivir y Prosperar Como Hispano en la Cultura Americana

Courageous Customer Service

Creating Lifetime Customers Right from the Start

How Branding Can Actually Increase Your Bottom Line

How to Survive and Thrive as a Landscape Supervisor

Industry Recruiting and Awareness: Spread Your Enthusiasm

Leadership — More Than Leading The Way

Perennials and Ornamental Grasses  
Pricing and Profitability  
Removing Barriers to Communication  
Snow Preparation & Ice Control Products

**10:30 a.m. – 4:00 p.m.**

GIE Product Field Day

**12:00 p.m. – 2:30 p.m.**

Lunch at the GIE Product Field Day

**5:00 p.m. – 6:00 p.m.**

GIE Keynote  
Getting Back the Freedom to Win:  
Unleashing Team Passion, Creativity, and Intensity

FRIDAY, NOVEMBER 3, 2006

**8:30 a.m. – 10:00 a.m.**

2006 Immigration Update: Will the Green Industry Get the Workers It Needs in 2007 and Beyond?

Art in Landscape  
Breaking the \$2 Million Sales Barrier

Confronting Conflict Head-On

Enfrentarse Conflictos

Customer Service "In The Trenches" —

A Panel Discussion of Industry Experts

How Building a Service Culture Builds Profits

Passing the Baton: Strategies for Stewardship and Succession

Peak Performance

Selling Design/Build/Installation in a Commodity-Driven Market

Selling Like a Natural

Successful Spanish-English Safety Training

Utilizing the *Operating Cost Study* to Evaluate Your Financial Performance

**9:00 a.m. – 4:00 p.m.**

Green Industry Expo

**3:00 p.m. – 4:30 p.m.**

Automating Your Operations: The Road to Growth and Profit

Compensation and Compliance: Who's Exempt from Minimum Wage and

Overtime, Docking Pay, and Creative Pay Systems

Creating the Landscape Company You Want

Cutting-Edge Software for Lawn Care Service

Fearlessly Creating a Company Training Program

Herramientas in Invisibles

How to Wow Your Customers

Improving The Bottom Line

Invisible Tools: Advanced Communication Skills for Managers

Some Solid Simple Samples for Sure-fired Sales Success

Traversing the Culture Continuum #2

Turf Wars — Trees vs. Turf

Certification 101: Looking for a Good Investment?

**4:45 p.m. – 6:00 p.m.**

Employers' Rights to Hire Whom They Want to Hire and Terminate Those Who Should Be Terminated

Entendiendo las Decisiones de Negocio  
Expanding the Range of Light  
How Do You Manage Your Fleet?  
How to Add Perimeter Pest Control and Boost Profits  
How to Succeed at Business ... and Still Have a Life  
It's More Than Just Price  
Make Your Customers Love You  
The Process Driven Business  
Tree Inventories and Asset Management  
Understanding Business Decisions  
Winners and Losers: Evaluating Individual Customers for Profitability

SATURDAY, NOVEMBER 4, 2006

**8:30 a.m. – 12:00 p.m.**

Green Industry Expo

**9:00 a.m. – 2:00 p.m.**

OSHA 10-Hour Course — Part 1\*  
\*Pre-registration required.

**12:30 p.m. – 2:00 p.m.**

7 Steps to Developing Greater Customer Loyalty

Developing an Irrigation Service Department  
"Ear to the Ground" Leadership

Everything You Always Wanted to Know about Planning and Building a Swimming

Pool But Never Asked

Generation X-Ceptional: How to Manage and Motivate the Under-30 Work Force

How Do I Get More Leads and Sales?

How to Get Maximum Return from Your Marketing Dollars

PLANET Reports to Leadership

P.L.A.Y. to Win — Four Factors for Success

Tightening Landscape Management

Operations for a Tighter Economy

**2:15 p.m. – 3:45 p.m.**

7 Steps to Developing Greater Customer Loyalty

Building An "Ear to the Ground" Team Mentality

CGM — The Mark of a Professional

Everything You Always Wanted to Know About Renovating and Building a Special

Swimming Pool But Never Asked

Generation X-Ceptional: How to Manage and Motivate the Under-30 Work Force

How to Get Maximum Return from Your Marketing Dollars

Tightening Landscape Management

Operations for a Tighter Economy

SUNDAY, NOVEMBER 5, 2006

**8:00 a.m. – 1:00 p.m.**

OSHA 10-Hour Course — Part 2\*  
\*Pre-registration required.