

2008 GREEN INDUSTRY CONFERENCE SCHEDULE

Day/Date	Time	Location/Track	Topic	Speaker/Company
Wednesday, 10/22	9:00 a.m.-12:00 p.m.	Louisville Marriott Downtown	Financial Planning for the Small Business Owner- How Do I Grow My Business While Planning for a Sustainable Future?	Brian Marino and Bernard Garrah, Skylight Financial Group
	9:00 a.m.-12:00 p.m.	Louisville Marriott Downtown	Strategies for Succession, Stewardship and Peace Within Your Family Business	Paul Sessions, University of New Haven
	9:00 a.m.- 12:00 p.m.	Louisville Marriott Downtown	Xtreme Service = XtremeProfits - Make Your Customers LOVE You!	Ed LaFlamme, CCLP, The Harvest Group
	9:00 a.m. - 12:00 p.m.	Louisville Marriott Downtown	Create a Breakthrough Marketing Plan	Jeffrey Scott, Jeffrey Scott!
	7:30 a.m. - 3:00 p.m.		PAC Golf Outing	
	1:00 p.m. - 4:00 p.m.	Louisville Marriott Downtown	Spanish Communication for the Green Industry	Hugh Avera, Spanglish Unlimited, Inc.
	1:00 p.m. - 4:00 p.m.	Louisville Marriott Downtown	Design software shootout!! D/B/I Workshop	DETAILS TO follow!
	2:00 p.m. - 5:00 p.m.		Churchill Downs Tour	
	5:00 p.m.- 6:00 p.m.	Louisville Marriott Downtown	1st Timers/Conference Orientation	
7:00 p.m.-10:00 p.m.	Louisville Marriott Downtown	Welcome Reception/Auction		
Day/Date	Time	Location/Track	Topic	Speaker/Company
Thursday, 10/23	7:00 a.m. - 8:30 a.m.	Louisville Marriott Downtown	Breakfast With Champions	
	9:00 a.m. - 5:00 p.m.	Kentucky Expo Center	GIE+Expo	
	9:30 a.m. - 11:00 a.m.	Kentucky Expo Center	Concurrent Sessions	
		Financial/Business	How to Create a Great Banking Relationship	Leland Manders, Fifth Third Bank
		Sales/Marketing	The Essential Online SolutionThe Five Step Formula for Small Business Success	Rick Segel, Rick Segel & Associates
		Human Resources	How to Have Fun as a Team, at Work	Chuck Zamora, Zamora Training
		Leadership	CLP Review - Strategic Planning	TBD
		Customer Service	Sales, Service and Stress	Steve Coscia, Coscia Communications
		Design/Build/Installation	How Creative Thinking and Design will Maximize Your Profits	P. Allen Smith
		Landscape Management	Developing "Best of Class" Account and Project Managers	Tom Oyler, Wilson-Oyler Group
		Lawn Care	Introduction to Plant Nutrition	Roger Funk, Davey Tree Expert
		Spanish Language	Keys to Success in the Green Industry	Panel Discussion
		Safety	New Employee Safety Orientation for General Industry	Gary Clevenger, CNA Business Insurance
	2:00 p.m. - 3:30 p.m.	Kentucky Expo Center	Concurrent Sessions	
		Financial/Business	Strategies for Managing in a Down Market	Kevin Kehoe, Kehoe & Company
		Sales/Marketing	The Sales, Marketing, and Advertising Matrix...Techniques to Make Your Business Thrive During Challenging Times	Rick Segel, Rick Segel & Associates
		Human Resources	CLP Review - Human Resource Training	
		Leadership	Goal Setting	Chuck Zamora, Zamora Training
		Customer Service	Sales, Service and Stress	Steve Coscia, Coscia Communications
		Design/Build/Installation	How Creative Thinking and Design will Maximize Your Profits	P. Allen Smith
		Landscape Management	A Comprehensive Approach that Insures "Absolute" Employee Accountability	Tom Olyer, Wilson-Oyler Group
		Lawn Care	The Amazing Truth About Leadership	Bill Hoopes, Grass Roots Training and Consulting
		Spanish Language	How to Survive and Thrive as a Hispanic in American Culture	Elias Godinez, CLT, Pacific Landscape Management
	Safety	Protecting Your Business through Contractual Risk Transfer	Tony James, CNA Business Insurance	
	5:00 p.m. - 6:30 p.m.	Louisville Downtown Marriott	Keynote	Brian Billick, Former Head Coach of Baltimore Ravens
	7:00 p.m. - 8:00 p.m.	Louisville Downtown Marriott	Specialty Group Receptions	
	8:00 p.m. - 10:00 p.m.		Concert on 4th Street	

New this year, eco-green topics.

2008 GREEN INDUSTRY CONFERENCE SCHEDULE

Day/Date	Time	Location/Track	Topic	Speaker/Company	
Friday, 10/24	7:00 a.m. - 8:30 a.m.	Louisville Downtown Marriott	Breakfast With Champions		
	9:00 a.m. - 5:00 p.m.	Kentucky Expo Center	GIE+Expo		
	9:30 a.m. - 11:00 a.m.	Kentucky Expo Center	Concurrent Sessions		
		Financial/Business	CLP - Corporate Financial Management		TBD
		Sales/Marketing	Creating a Marketing Plan that Works and Doesn't Break the Bank		Marty Grunder, Marty Grunder! Inc
		Human Resources	Manage by Design - Never Hire Someone You Cannot Fire!		Wayne Volz, Profits Unlimited
		Leadership	Getting Ahead in Today's World: Is it Possible and How do We Achieve It?		David Bohl, Slow Down FAST
		Customer Service	Save Time and Energy with Customer Service		Panel Discussion
		Design/Build/Installation	Make Money Going "Green" and Running Lean		Richard Heller, CLP, CLT, Greener by Design
		Landscape Management	Maintenance is the Answer		Jack Mattingly, Mattingly Consulting
		Lawn Care	How to Build an E-Service Business		Bill Hoopes, Grass Roots Training and Consulting
		Spanish Language	Developing Required Leadership Skills		George Ortiz, CLT, Signature Landscape Services
	Industry Recruiting	Industry Recruiting		To Be Determined	
	1:00 p.m. - 2:30 p.m.	Kentucky Expo Center	Concurrent Sessions		
		Financial/Business	Strategies for Managing in a Down Market		Kevin Kehoe, Kehoe & Company
		Sales/Marketing	CLP - Marketing and Sales Management		To Be Determined
		Human Resources	Training + Profit = SUCCESS		Wayne Volz, Profits Unlimited
		Leadership	Personal Development in a Professional World		David Bohl, Slow Down FAST
		Customer Service	Landscapes for Life: Retaining Your Customer Relationships After the Job is Done		Scott Price, SnowKnows Inc.
		Design/Build/Installation	How to Design and Sell "Outdoor Rooms" to Increase Your Profits		Panel Discussion
		Landscape Management	Managing Your Maintenance Operations		Jack Mattingly, Mattingly Consulting
		Lawn Care	The Management Circle		Roger Mongeon, Weed Man
		Spanish Language	The Pyramid of Accidents		Richard Ferreira, Vila & Son Landscaping Corp.
		Safety	Effectively Selling Safety to a Growing Spanish-Speaking Work Force		Barb Mulhern, Green Industry Safety Consultant
		Public Relations	Getting the Most Out of the Media		Vicke Bendure and Lisa Schaumann,
		2:45 p.m. - 4:15 p.m.	Kentucky Expo Center	Concurrent Sessions	
	Financial/Business		The State of the Economy: Where We Were, Where We Are, and Where We May Be Headed		Joseph G. Eisenhauer, Ph.D., Wright State University
	Sales/Marketing		Opportunity Knocks, Are You Listening? How to Find, Create, and Exploit Opportunities in Your Business and Life		Marty Grunder, Marty Grunder! Inc
	Human Resources		H-2B's - Compliance and Strategy For a Key Component of the Green		Michael Thompson, Lehr, Middlebrooks &
	Leadership		Lean Principles - Make Them Work for You		Mark Zylstra, Vermeer Corporation
	Customer Service		How to Talk About Money with your Clients		Scott Price, SnowKnows Inc.
	Design/Build/Installation		Hardscaping and Water Features in the Landscape		Bill Goddard, GCS Construction
	Landscape Management		Breaking the \$1 Million Barrier		Panel Discussion
	Lawn Care		CLP Review - Exterior Production Operations and Horticulture		To Be Determined
	Spanish Language		Human Resources and the Impact on the Bottom Line		Yordy Rivero, Vila & Son Landscaping
	6:00 p.m. - 7:00 p.m.		Louisville Marriott Downtown	Faculty Forum	
	6:00 p.m. - 8:30 p.m.	Louisville Marriott Downtown	Student Industry Roundtable		
	8:00 p.m.-10:00 p.m.		Concert on 4th Street		

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2008 GREEN INDUSTRY CONFERENCE SCHEDULE

Day/Date	Time	Location/Track	Topic	Speaker/Company	
Saturday, 10/25	7:00 a.m. - 8:30 a.m.	Louisville Marriott Downtown	Breakfast with Champions		
	9:00 a.m.-3:00 p.m.	Kentucky Expo Center	GIE - Expo		
	9:30 a.m. - 10:30 a.m.	Kentucky Expo Center	Concurrent Sessions		
		Financial/Business	CLP Review - Risk, Law and Contracts		
		Sales/Marketing	Get Real - Launch Your Blog Now!		Jeff Korhan, CLP, True Nature®
		Human Resources	People Retention Strategies: How to Keep Them on Board without Being Bored		Bill Arman, The Harvest Group
		Customer Service	Retaining Your Customers in a Down Market		Kevin Dougherty, Proof Management Consultants, Inc.
		Design/Build/Installation	EZ Profits with Water Features		JR Zibrun, Aquascape Designs, Inc.
		Landscape Management	The Balanced Scorecard: Managing Your Business with Performance Metrics		Phil Harwood, CLP, Pro-Motion Marketing, LLC
		Lawn Care	Top 10 Landscape Pests and How to Manage Them		Dan Potter, University of Kentucky
		Spanish Language	Total Consequences of Time-Lost Accidents		George Ortiz, CLT, Signature Landscape Services, Inc.
		Green	Water Conservation and Rainwater Harvesting		Cloud Conrad, Garden the Planet
	10:45 a.m. - 11:45 p.m.	Kentucky Expo Center	Concurrent Sessions		
		Financial/Business	Liability Protection and Income Enhancement		Jack McClary, ABC Landscape, LLC
		Sales/Marketing	Xeriscaping: Principles and Techniques		Cloud Conrad, Garden the Planet
		Human Resources	Quality Counts: How to Get Consistent Quality by Linking Training and Incentives to Performance		Bill Arman, The Harvest Group
		Customer Service	Moving at the Speed of Service		Kevin Dougherty, Proof Management Consultants, Inc.
		Customer Service	CLP Review - Leadership and Corporate Citizenship		To Be Determined
		Design/Build/Installation	Succeeding and Prospering with Water Features		JR Zibrun, Aquascape Designs, Inc.
		Landscape Management	GREEN in Landscape Management		Panel Discussion
	Lawn Care	Major Insect Pests of Cool Season Lawns		Dan Potter, University of Kentucky	
	1:00 p.m. - 2:00 p.m.	Louisville Marriott Downtown	Reports to Leadership		
	1:30 p.m. - 5:30 p.m.	Louisville Marriott Downtown	Certification Exam		
	2:00 p.m. - 5:00 p.m.	Louisville Marriott Downtown	PLANET Board of Directors Meeting		
	2:00 p.m. - 5:00 p.m.	Louisville Marriott Downtown	PLANET Board of Directors Meeting		
	6:30 p.m.-10:30 p.m.	Louisville Marriott Downtown	Awards Reception and Banquet		

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