

Wednesday, December 7, 2016

2016 Northwest Landscape Expo

FEE-BASED EDUCATION AND EXPO TRADESHOW

Fee-Based Education Registration includes access to Expo Free Education Sessions and Expo Tradeshow.
Oregon Convention Center, Hall E • Portland, Oregon

8:00 – 9:00 AM

A1) COACHING: Get the Best Job Performance

Emelindo Escobedo | *Work Strategies*

A2) Helping Businesses Hire and Manage Their People

Lori Rush | *Rush Recruiting & HR*

What is good hiring? Hiring the right employee is one of the most important decisions you will make for your business success. Learn important techniques and strategies to ensure your hiring decision fits with you, your culture and your business goals.

9:45 – 10:45 AM

B1) COACHING: Get the Best Job Performance - Spanish

Emelindo Escobedo | *Work Strategies*

B2) Start Clean Finish Clean

Ken Thomas | *Envisor Consulting*

Every company has a system for doing business. Some good, some not so good. Good systems create predictable outcomes. In the landscape business we seek 3 main outcomes on every job.

- Happy Clients
- Profitable Work
- Happy Employees

Unfortunately without a well thought out and intentional system to deliver our product and services the chances of hitting all three objectives are pretty slim.

In this seminar Ken Thomas presents his proven Start Clean Finish Clean product delivery system. Start Clean Finish Clean insures that each job that your company produces will follow a predictable path from lead-design-estimate- sold-work in process- job close out. And each job will produce the 3 keys to success.

1:00 – 2:00 PM

C1) Introduction to Account Management

Ken Thomas | *Envisor Consulting*

Whether in Commercial or Residential Maintenance the keys to success depend heavily on the account manager.

In this seminar Ken Thomas shares the fundamentals of landscape maintenance account management learned over years of working in both the landscape and property management industry.

In this seminar we will review the fundamentals and key skills needed to master the role of account manager.

Attendees will learn:

- Account Management Structure
- The Account Manager Process
- Account Management KPI's
- Different Market Segments and How To Manage Them
- The Role of the Property Manager and How to Relate to Them.

C2) Less Chaos More Cash

Aaron Crowley | *Crowley's Granite Concepts*

Many organizations are under-profitable and un-healthy. They struggle to deliver their products and services as promised and the working environment is often hectic, chaotic, and sometimes even toxic.

This occurs when critical tasks chronically "slip through the cracks" and while employees are often a convenient scapegoat, they are rarely the cause of these problems.

More often than not, it is the owners/manager's failure to effectively understand and manage the tasks and the people assigned to perform them.

This workshop will forever change your view of how and why critical tasks "slip through the cracks" and offers a very simple yet profoundly effective practice that will not only improve profitability, it will reduce the confusion that causes a chaotic working environment.

2:00 – 3:00 PM

D1) Extra Mile Service

Ken Thomas | *Envisor Consulting*

In every industry there are good companies and great companies. The difference is in the people and the service they deliver. In this seminar learn how to differentiate your company from the competition by delivering extra mile service. Learn from leaders in other industries and apply their principals of success to your business.

Attendees will learn:

- The value of extra mile service
- What to do when we make mistakes and we will
- How to build Level 3 Partnerships that will create loyalty, extra sales and referrals

D2) Automatic Fish: How to Get a Steady Stream of Customers on the Net

Ryan Moore | *Horizon*

It's no secret that the internet has changed the way that customers shop for local services. In their 2015 Local Consumer Review Survey, BrightLocal found that:

- 60% of consumers search for local businesses on the internet at least 6 times

- per year,
- 92% of consumers regularly or occasionally read online reviews,
 - 68% say that positive reviews make them trust a local business more,
 - 80% trust reviews as much as personal recommendations.

Local businesses that take the time and effort necessary to build an online reputation that outpaces their competition have a distinct advantage. They have a steady stream of customers contacting them to do business. They spend little to no money on advertising. And when they really get things going, they can raise prices, turn down low margin jobs, and pick and choose customers and the services they provide.

In his presentation entitled "Automatic Fish:

How to Get a Steady Stream of Customers on the Net", Internet Marketing Specialist Ryan Moore describes how building an effective online presence is a lot like fishing. To build a net that automatically catches fish, you must:

- Identify who your fish are and what they're looking for,
- Put out lines at popular fishing spots,
- Use bait to capture the attention of your fish and get them on the hook.

After this class, you'll have a much clearer vision of what it takes to beat out the competition in your local market and consistently bring in the catch!

This presentation is sponsored by Horizon.



"Not only is the OLCA Expo the best educational value available, it's also relevant to all levels and many specialty areas within our company, and it's a great team builder for our staff."

— Dean DeSantis, CLP, President, DeSantis Landscapes, Inc.

