

2017 LANDSCAPES - Comprehensive Schedule

Tuesday, October 17, 2017

Date	Time	Room	Type of session/track	Session	Speakers
Tuesday, October 17, 2017	6:00 am - 11:00pm	Clubhouse	Office	Staff Office	N/A
Tuesday, October 17, 2017	8:00 am - 5:00pm	Jockey Club	Meeting	CEO Meetings	N/A
Tuesday, October 17, 2017	12:00 pm - 2:00 pm	Rose Foyer	Registration	Check in for Tuesday Workshop Attendees	N/A
Tuesday, October 17, 2017	1:00 pm - 6:30 pm	Win	Meeting	Video Interviews with Members	N/A
Tuesday, October 17, 2017	2:00 pm - 5:00 pm	Salon 3-4	Meeting	NALP Foundation Board meeting	N/A
Tuesday, October 17, 2017	2:00 pm - 6:00 pm	Salon F-G	Workshop	Effective CEO/COO (GM) Partnerships: The Power of Collaborative Leadership	Jeffrey Scott, Jeffrey Scott Consulting
Tuesday, October 17, 2017	4:00 pm - 6:30 pm	Salon 2	Meeting	Education Advisory Council meeting	N/A
Tuesday, October 17, 2017	5:00 pm - 6:30 pm	Rose	Meeting	PAC Board meeting	N/A
Tuesday, October 17, 2017	5:00 pm - 6:30 pm	Skybox	Meeting	GIE Board of Directors meeting (invitation only)	N/A
Tuesday, October 17, 2017	6:30 pm	Offsite Restaurant	Meeting	Executive Committee Meeting (invitation only)	N/A
Tuesday, October 17, 2017	8:00 am - 9:00 pm	Clubhouse	Meeting	Student Ambassador Orientation	N/A
Tuesday, October 17, 2017	9:30 pm	Presidential Suite	Reception	Leadership Appreciation Reception (invitation only)	N/A

Wednesday, October 18, 2017

Date	Time	Room	Type of session/track	Session	Speakers
Wednesday, October 18, 2017	8:00 am - 11:00pm	Clubhouse	Office	Staff Office	N/A
Wednesday, October 18, 2017	8:00 am - 7:00 pm	Salon Foyer 5-6	Registration	Registration	N/A
Wednesday, October 18, 2017	8:00 am - 7:00 pm	Salon Foyer 5-6	Registration	Bookstore	N/A
Wednesday, October 18, 2017	7:00 am - 12:00 pm	Win	Meeting	Video Interviews with Members	N/A
Wednesday, October 18, 2017	8:00 am - 5:00pm	Jockey Club	Meeting	CEO Meetings	N/A
Wednesday, October 18, 2017	8:00 am - 2:00 pm	Paddock	Meeting	Technician Exterior Working Group meeting - Day 1	N/A
Wednesday, October 18, 2017	9:00 am - 10:30 am	Salon 2	Meeting	Membership Advisory Council meeting	N/A
Wednesday, October 18, 2017	9:00 am - 11:00 am	Filly-Thoroughbred	Workshop	OSHA Approved 10-Hour Compliance-Based Safety Course Information Session	Sam Steel, NALP Safety Advisor
Wednesday, October 18, 2017	9:00 am - 12:00 pm	Salon 3	Meeting	Public Affairs Advisory Council meeting	N/A
Wednesday, October 18, 2017	9:00 am - 10:15 am	Salon 7	Lawn Care Summit	Healthy Roots. Getting to the Root of the Problem!	Keith Karnok, Ph.D, University of Georgia
Wednesday, October 18, 2017		Salon 9-10	Landscape Management Summit	Marketing Strategies to Grow Your Landscape Management Business	Bob Grover, Pacific Landscape Management
Wednesday, October 18, 2017		Salon 8	Design Build Summit	Strategic Pricing for Design/Build Firms	Phil Harwood, Pro-Motion Consulting
Wednesday, October 18, 2017	9:00 am - 4:30 pm	Salon F-G	Workshop	Account Manager Training Workshop	Ken Thomas and Ben Gandy, Envisor Consulting
Wednesday, October 18, 2017	10:00 am - 11:30 am	Salon 1	Meeting	Leaders Forum/LANDSCAPES Committee meeting (combined)	N/A
Wednesday, October 18, 2017	10:30 am - 11:45 am	Salon 7	Lawn Care Summit	Are you Ready to Sell to the Millennial Generation?	Beth Berry, Real Green Systems
Wednesday, October 18, 2017		Salon 9-10	Landscape Management Summit	How to Develop Success and Profit with the Golden Trilogy	Nicholas J DiBenedetto, ND Landscape, Inc.
Wednesday, October 18, 2017		Salon 8	Design Build Summit	LANDSCAPES of the Rich and Famous	Don Sussman, Town & Country LTD
Wednesday, October 18, 2017	12:00 pm - 1:00 pm	Salons 7-10	Luncheons	Specialty Networking Luncheons (3 of them)	N/A
Wednesday, October 18, 2017	12:00 pm - 4:00 pm	Salon E	CEO Forum	CEO Forum	Dr. Mary Kelly, Ph.D
Wednesday, October 18, 2017	1:00 pm - 2:30 pm	Salon 3	Meeting	Certification Test Administrators Meeting (invitation only)	N/A
Wednesday, October 18, 2017	1:00 pm - 2:30 pm	Win	Meeting	Workforce Development Committee meeting	N/A
Wednesday, October 18, 2017	1:00 pm - 5:00 pm	Skybox	Test	Certification Exams	N/A

Wednesday, October 18, 2017		Salon 7	Lawn Care Summit	BioStimulants...Facts versus Fiction	Keith Karnok, Ph.D, University of Georgia
Wednesday, October 18, 2017	1:15 pm - 2:30 pm	Salon 9-10	Landscape Management Summit	Planning for a Sustainable Landscape Management	Neil Hendrickson, Ph. D., Bartlett Tree Experts
Wednesday, October 18, 2017		Salon 8	Design Build Summit	How to Differentiate your Brand in the Digital Age	Kathleen Hegedus, Houzz.com
Wednesday, October 18, 2017	2:00 pm - 3:00 pm	Salon 4	Meeting	Safety & Risk Management Committee meeting	N/A
Wednesday, October 18, 2017		Salon 7	Lawn Care Summit	How Government Regulation Affects your Bottom Line	Paul Mendelsohn, Bob Mann, and Brandon Sheppard
Wednesday, October 18, 2017	2:45 pm - 4:00 pm	Salon 9-10	Landscape Management Summit	Soft Skills for Hard Work	Marty Grunder, Marty Grunder! Inc.
Wednesday, October 18, 2017		Salon 8	Design Build Summit	Stop the Madness! Running a Highly Profitable Design Build Business	Jeffrey Scott, Jeffrey Scott Consulting
Wednesday, October 18, 2017	3:00 pm - 4:30 pm	Salon 3	Meeting	International Certification Council (ICC) meeting	N/A
Wednesday, October 18, 2017	3:00 pm - 4:30 pm	Salon 1-2	Meeting	National Collegiate Landscape Competition Committee	N/A
Wednesday, October 18, 2017	4:00 pm - 5:00 pm	Bluegrass I-II / Rose	One on One Mentoring	One-on-One Mentoring Sessions with NALP Trailblazers	N/A
Wednesday, October 18, 2017	5:00 pm - 6:00 pm	Salon A-E	Reception	Newcomers Reception	N/A
Wednesday, October 18, 2017	6:00 pm - 8:30 pm	Marriott Ballroom	General Session and Reception	Keynote and Welcome Reception	Ron Jaworski, NFL Quarterback and ESPN Commentator
Wednesday, October 18, 2017	8:00 pm	4th Street	Concert	4th Street Live Concert	Uncle Kracker
Wednesday, October 18, 2017	9:00 pm	Muhammad Ali Museum	Reception	PAC Reception	N/A
Wednesday, October 18, 2017	9:00 pm	BUP Rooftop Bar	Reception	Young Professionals Reception	N/A

Thursday, October 19, 2017

Date	Time	Room	Type of session/track	Session	Speakers
Thursday, October 19, 2017	8:00 am - 11:00pm	Marriott: Clubhouse KEC: B-100	Office	Staff Office	N/A
Thursday, October 19, 2017	8:30 am - 4:00 pm	KEC - South Wing Lobby B	Registration	Registration	N/A
Thursday, October 19, 2017	7:30 am - 8:30 am	Marriott Ballroom	Breakfast	Breakfast with Champions	Various Champions
Thursday, October 19, 2017	8:00 am - 5:00pm	Jockey Club	Meeting	CEO Meetings	N/A
Thursday, October 19, 2017	8:30 am - 1:00 pm	Bluegrass I-II	Meeting	NALP Board of Directors meeting	N/A
Thursday, October 19, 2017	9:00 am - 10:30 am	Skybox	Meeting	Accreditation Committee meeting	N/A
Thursday, October 19, 2017	9:00 am - 5:00 pm	KEC Exhibit Hall	EXPO	GIE+Expo Open	N/A
Thursday, October 19, 2017	9:00 am - 5:00 pm	KEC Exhibit Hall	EXPO	Bookstore Open	N/A
Thursday, October 19, 2017	9:45 am - 11:15 am	KEC - B-103	Power Session	Power Session: Your Business Has a Great Story...but Is Anyone Listening?	Roger Phelps, STIHL, Inc.
Thursday, October 19, 2017	9:45 am - 11:15 am	KEC - B-101	Power Session	Power Session: Shark Tank - Green Industry Version! <i>Learn More. Earn More. Worth More!</i>	Judy Guido, Guido & Associates
Thursday, October 19, 2017	9:45 am - 11:15 am	KEC - B-105	Power Session	Power Session: Sell Something: Nothing Happens Until Someone Sells Something	Marty Grunder, Marty Grunder, Inc!
Thursday, October 19, 2017	1:00 pm - 2:30 pm	KEC - C-109	GIE Expo Workshop	Surefire Ways to Reduce Costs and Increase Profits	Bill Arman and Ed Laflamme, The Harvest Group
Thursday, October 19, 2017	1:30 pm - 2:45 pm	KEC - B-101	Business Management	Scale Like a Shark! <i>Learn More. Earn More.</i>	Judy Guido, Guido & Associates
Thursday, October 19, 2017	1:30 pm - 2:45 pm	KEC - B-102	HR	Top 10 Human Resources Mistakes Your Company Can Make and How to Prevent Them from Happening	Steve Cesare, The Harvest Group
Thursday, October 19, 2017	1:30 pm - 2:45 pm	KEC - B-103	LEADERSHIP	Operational Excellence – How to Create and Maintain a Waste Elimination Program and Turn Waste Into Profits.	Mark Bradley, TBG Environmental and LMN Software
Thursday, October 19, 2017	1:30 pm - 2:45 pm	KEC - B-104	SALES & MARKETING	Social Media 101 (and 102!): What you Need to Know to Boost Business	Allison Tozzi, imre
Thursday, October 19, 2017	1:30 pm - 2:45 pm	KEC - B-105	OPERATIONS	The Connected Landscape Professional: How Vehicle Tracking Helps Drive Growth	Kelly Frey, Verizon Telematics
Thursday, October 19, 2017	3:00 pm - 4:15 pm	KEC - B-101	BUSINESS MANAGEMENT	Raving or Raging Fans? Key Business Traits of Top Account Managers	Kevin Kehoe, Aspire
Thursday, October 19, 2017	3:00 pm - 4:15 pm	KEC - B-102	HR	Millennial Mindset	Marty Grunder/Vince Torchia, Marty Grunder, Inc!
Thursday, October 19, 2017	3:00 pm - 4:15 pm	KEC - B-103	LEADERSHIP	Stop Thinking Like a Landscaper: Part II	Jim McCutcheon, HighGrove Partners
Thursday, October 19, 2017	3:00 pm - 4:15 pm	KEC - B-104	SALES & MARKETING	Three Web Marketing Secrets to "Off-Season" Success and a More Profitable 2018	Alain Parcan and Matt Horn, Market Hardware
Thursday, October 19, 2017	3:00 pm - 4:15 pm	KEC - B-105	OPERATIONS	Turnaround Tour - Landscapes!	Brian Horn and Panelists

Thursday, October 19, 2017	3:00 pm - 4:15 pm	KEC - B-109/110	SAFETY	Lower your Insurance Cost While Improving your Risk Profile - It's Easy!	Drew Garcia, Rancho Mesa Insurance Services, Dave Garcia, Rancho Mesa Insurance Services, Margaret Hartmann, Berkshire Hathaway Homestate Companies
Thursday, October 19, 2017	3:00 pm - 4:30 pm	KEC - C-109	GIE Expo Workshop	A Critical Analysis of the Estimating Systems Used in the Green Industry Today	Jim Huston, J. R. Huston Consulting
Thursday, October 19, 2017	3:00 pm - 4:30 pm	Paddock	MEETING	State Association Executives Meeting (invitation only)	N/A
Thursday, October 19, 2017	4:30 pm - 5:30 pm	Bluegrass I-II	MEETING	Faculty Forum	N/A
Thursday, October 19, 2017	6:00 pm - 8:30 pm	Salon 5-6	Awards Dinner	Awards Dinner	N/A
Thursday, October 19, 2017	8:00 pm	4th Street	Concert	4th Street Live Concert	The Louisville Crashers

Friday, October 20, 2017

Date	Time	Room	Pathways	Session	Speakers
Friday, October 20, 2017	8:00 am - 11:00pm	Marriott: Clubhouse KEC: B-100	Office	Staff Office	N/A
Friday, October 20, 2017	8:30 am - 2:00 pm	KEC - South Wing Lobby B	Registration	Registration	N/A
Friday, October 20, 2017	7:30 am - 8:30 am	Marriott Ballroom	Breakfast	Breakfast with Champions	Various Champions
Friday, October 20, 2017	8:00 am - 9:30 am	KEC - C-109	GIE Expo Workshop	The Success Marketing Strategy for Growing Your Landscaping Business	Christopher Yates, Success Landscape Marketing
Friday, October 20, 2017	8:00 am - 9:30 am	KEC - C-108	GIE Expo Workshop	Teamwork - In Every Aspect of your Life!	Rich & Crystal Arlington, Rich Arlington & Associates
Friday, October 20, 2017	8:00 am - 5:00pm	Jockey Club	Meeting	CEO Meetings	N/A
Friday, October 20, 2017	9:00 am - 10:30 am	Paddock	Meeting	Accreditation Task Force	N/A
Friday, October 20, 2017	9:00 am - 10:30 am	Salon E	Roundtable Session	Student Employer Roundtable	N/A
Friday, October 20, 2017	9:00 am - 11:00 am	Skybox	Meeting	NALP/RISE meeting	N/A
Friday, October 20, 2017	9:00 am - 5:00 pm	KEC Exhibit Hall	EXPO	GIE+Expo Open	N/A
Friday, October 20, 2017	9:00 am - 5:00 pm	KEC Exhibit Hall	EXPO	Bookstore Open	N/A
Friday, October 20, 2017	9:45 am - 11:15 am	KEC - B-103	Power Session	CEO's Unplugged - DBI	Moderator: John Janes, CATERPILLAR Panelists: Stropko, New Desert Gallery, Inc. Barb Burt DeMarche, The LaurelRock Company Mike Hommel, Designs by Sundown John Puryear, Puryear Farms Jason Cromley, Hidden Creek Landscaping
Friday, October 20, 2017	9:45 am - 11:15 am	KEC - B-101	Power Session	CEO's Unplugged - Landscape Management	Moderator: Ken Taylor, John Deere Panelists: Giraldo, Cleanscapes Ivan Brian Helgoe, Monarch Landscape Ron Kujawa, Kujawa Enterprises Chuy Medrano, CoCal Joe Munie, Munie Greencare Professionals Todd Pugh, Enviroscapes
Friday, October 20, 2017	9:45 am - 11:15 am	KEC - B-105	Power Session	CEO's Unplugged - Lawn Care	Moderator: Pete Farno, Bayer Panelists: Fedorchak, TruGreen Jeff Chris Joyce, The Joyce Companies Jennifer Lemcke, Weed Man USA/Turf Holdings Larry Ryan, Ryan Lawn & Tree Brandon Sheppard, Weed Man
Friday, October 20, 2017	10:00 am - 11:30 am	KEC - C-109	GIE Expo Workshop	Tips and Trends for Hiring and Retaining Employees	Kent Kohn, Pro-Motion Consulting
Friday, October 20, 2017	10:00 am - 11:30 am	KEC - C-108	GIE Expo Workshop	Sustainable Winter Management™	Phill Sexton, SIMA
Friday, October 20, 2017	1:00 pm - 2:30 pm	KEC - C-109	GIE Expo Workshop	How to Develop a Well Trained, Safe and Effective Workforce: Do we Really Know How to Train the Trainer?	Fred Haskett, The Harvest Group
Friday, October 20, 2017	1:30 pm - 2:45 pm	KEC - B-101	BUSINESS MANAGEMENT	How to Treat Your Business Like an Investment	Craig Castelli, Caber Hill Advisors
Friday, October 20, 2017	1:30 pm - 2:45 pm	KEC - B-102	HR	Hiring in Today's Digital Age	Maria Mayorga, Coalmarch
Friday, October 20, 2017	1:30 pm - 2:45 pm	KEC - B-103	LEADERSHIP	Decision Making Made Practical	Gary Schwantz, Ph.D., Schwantz Inc.
Friday, October 20, 2017	1:30 pm - 2:45 pm	KEC - B-104	SALES & MARKETING	Your Sales Pipeline is Your Oxygen: Develop a Sales System or Die	Mike Rorie, Go iLawn
Friday, October 20, 2017	1:30 pm - 2:45 pm	KEC - B-105	OPERATIONS	Powerful Ways to Make Change Stick in Your Large Landscaping Company	Bill Silverman, Springboard Business Coaching
Friday, October 20, 2017	1:30 pm - 2:45 pm	KEC - E-1	BUSINESS MANAGEMENT	Finishing on Top: How to Build Your Business With the End Goal in Mind	Ron Edmonds, The Principium Group
Friday, October 20, 2017	1:30 pm - 2:45 pm	KEC - E-3	IRRIGATION	Converting Sprinklers to Low-Volume Irrigation	Kurt Thompson
Friday, October 20, 2017	3:00 pm - 4:15 pm	KEC - B-101	BUSINESS MANAGEMENT	Sustainable Business Practices...and a Sustainable Life	Frank Crandall, Horticultural Solutions, LLC

Friday, October 20, 2017	3:00 pm - 4:15 pm	KEC - B-102	HR	Emotional Intelligence: The One Thing Recruiters Fail to Consider	Glenn Bertha, LandOpt and Denny Langston, Southern Scape
Friday, October 20, 2017	3:00 pm - 4:15 pm	KEC - B-103	LEADERSHIP	Results of the Employee Compensation Report for the Landscape Industry 2017	Dan Gordon, Turf Books The Harvest Group Fred Haskett,
Friday, October 20, 2017	3:00 pm - 4:15 pm	KEC - B-104	SALES & MARKETING	Relationship Selling in the Trust Economy	Jeff Korhan, Landscape Digital Institute
Friday, October 20, 2017	3:00 pm - 4:15 pm	KEC - B-105	OPERATIONS	Timesaving Tools and Strategies for Quickbook Users	Monica Mitchell Muir, Muir & Associates
Friday, October 20, 2017	3:00 pm - 4:30 pm	KEC - C-109	GIE Expo Workshop	The 4 Keys to Crush Your Goals	Jeffrey Knight, Ewing
Friday, October 20, 2017	6:30 pm	Louisville Restaurants	Dine Around	Dutch Treat Dine Around	N/A
Friday, October 20, 2017	8:00 PM	4th Street	Concert	4th Street Live Concert	V Groove