

# 2020 ZOOM WITH CHAMPIONS SCHEDULE

**WEDNESDAY, OCTOBER 21**

11:00 A.M. - NOON ET

TOPIC	CHAMPION	COMPANY
2021 Industry Innovation and Leadership	Jeff Korhan	Landscape Digital Institute
3D & Visualization Technology to Sell Landscapes	Tony Kostreski	Vectorworks, Inc.
Aligning Manager Incentives to Your Strategic Objectives	Tim Portland	Yellowstone
Buying a Business	Jeffrey Scott	Jeffrey Scott Consulting
Employee Engagement	Neal Glatt	GrowTheBench
Estimating Systems	Roscoe M Klausung	Klausung Group, Inc.
Fleet Management-Best Practices and Processes	Ed Schultheis	ThruPutNow
How Tech and Business Systems are Driving Growth and Profits	Kevin Kehoe	The Aspire Software Company
How to Build a Proactive, Empowered Management Team	Bill Silverman	Springboard Business Coaching
Incentives - Affordable and Driving the Right Behavior	Parke Kallenberg	ADVANCE Consulting Group
Owners-How to Make Amazing Profits	Edmond Laflamme	The Harvest Group
Pros and Cons of Having Live Chat on Your Website	Alain Parcan	Market Hardware, Inc.
Purchasing Best Practices	Jon Gohl	The Aspire Software Company
Quick Improvements to Help Convert More Website Visitors	Doug Schatz	Market Hardware
Recruiting: How to Find and Attract the Right Team Members	Bill Arman	The Harvest Group
Should I Sell or Keep These Jobs in My Portfolio?	Kory Beidler	The Aspire Software Company
Bridging Generations in the Workplace	Daniel Martin	Permaloc Corporation
Surviving the COVID-19 Challenges and Economic Downturn	Jim Huston	JR Huston Consulting
The Productivity Gap: Small Differences Have a Huge Impact	Jay Murray	Greenius
Value-added Connection With Customers During Covid	Scott Arciniega	ADVANCE Consulting Group

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4:00 P.M. - 5:00 P.M. ET

TOPIC	CHAMPION	COMPANY
Contract Estimating Best Practices	Greg Malmberg	The Aspire Software Company
Equipment and Vehicle Utilization	Ed Schultheis	ThruPutNow
How to Take Your Company to the Next Level	Edmond Laflamme	The Harvest Group
ICE Just Knocked on Your Door - Now What?	Steve Cesare	The Harvest Group
Preparing Your Company for Sale	Alison Hoffman	The Harvest Group
Improving Your Sales Process	Jeremy Huffman	Constant Flow Marketing
Incentives, Bonuses, Profit-Sharing Plans	Phil Harwood	GrowTheBench
Job Costing Best Practices	Travis Wills	The Aspire Software Company
Landscape P&L Management - What are Good Financials?	Tim Portland	Yellowstone
Leveraging Labor and Equipment for Spring/Fall Cleanup	Richard J Clark	Billy Goat Industries
Managing by the Numbers	Jeffrey Scott	Jeffrey Scott Consulting
Marketing Messages That Work	Chris Darnell	The Harvest Group
Personal Branding on LinkedIn to Grow Your Team	Kelly Dowell	Keldo Digital
Selling to and Servicing High-end Clients	Dana Davis	Green Point Consulting
Tips To Ranking Higher on Page One of Google	Matt Horn	Market Hardware, Inc.
Tools & Tips: Managing Labor Costs	Mike Boeringa	The Aspire Software Company
Train the Trainer - Do Your Trainers Know How to Train?	Fredric Haskett	The Harvest Group
Using Systems to Manage Your Labor Pipeline	Don Evans	LandOpt
Websites & Search Engine Optimization (SEO)	Tony Ricketts	Lawnline Websites
Attract a Diverse Pool of Young Talent	Abby Hart	Landscape Management Magazine

# 2020 ZOOM WITH CHAMPIONS SCHEDULE

## THURSDAY, OCTOBER 22

11:00 A.M. - NOON ET

TOPIC	CHAMPION	COMPANY
Ready for Your Company 2021 Strategic Planning Session?	Scott Arciniega	ADVANCE Consulting Group
Designing & Selling with Technology	Eric Gilbey	Vectorworks
Need a Business Development Person to Increase Sales?	Judson Griggs	The Harvest Group
Meetings: Right Agenda, Right People, Right Frequency	Linda Norman	Unleashed Solutions
Evaluation Tools for Safety Training	Sam Steel	NALP Safety Advisor
Growing Young Professionals in Your Organization	Miles Kuperus	Include Software
How To Sell Design/Build With Virtual Estimates	Jack Jostes	Ramblin Jackson, Inc.
Internet Advertising (Google, Bing/Yahoo, Facebook)	Tony Ricketts	Lawnline Websites
Keep Your Best Crew Leaders - Low Cost Retention Tools	Parke Kallenberg	ADVANCE Consulting Group
Lean in the Landscape: Initiating a Lean Production System	Ben Gandy	Envisor Consulting
Marketing and Communications in a Pandemic	Joe Shooner	Focal Point Communications
Operations Management	Bruce Moore, Jr.	Eastern Land Management
Sale of Your Business - Best Practices for Getting Ready	Ron Edmonds	Principium Group
Quality Audit Systems	Roscoe M Klausing	Klausing Group, Inc.
Recruiting, Interviewing, On-Boarding	Phil Harwood	Grow The Bench
Reimagining the Post COVID Customer Experience	Beth Berry	RealGreen Systems
Using Debt to Grow Your Business	Marty Grunder	The Grow Group
Why Electric Commercial Equipment Makes Sense	Mark Linkletter	Ariens Co.
Utilizing Plant Growth Regulators in Landscape Maintenance	Casey Child	Ariens Co.
Success Keys for Leading a Growing, 7-figure Business	Bill Silverman	Springboard Business Coaching

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TOPIC	CHAMPION	COMPANY
4 Steps To Close More Inbound Leads	Jeff Korhan	Landscape Digital Institute
Building Value in Your Green Industry Business	Ron Edmonds	Principium Group
Creating a Differentiated Marketing Position	Alison Blobner	LandOpt
Embracing Technology No Matter Your Age	Marty Grunder	The Grow Group
Geofencing: Get More Customers From Target Markets	Doug Schatz	Market Hardware
How to Recruit and Maintain Your Leadership Team	Kelly L Haskett	The Harvest Group
Keep Your Best Crew Leaders - Low Cost Retention Tools	Parke Kallenberg	ADVANCE Consulting Group
Planning for Profits - Business Planning is Essential	Fredric Haskett	The Harvest Group
Recruiting Students from NALP-Accredited Programs	Tim Schauwecker	Mississippi State University
Scorecards, Dashboards, KPIs - Using the Right Numbers	Linda Norman	Unleashed Solutions
Starting Up a Lawn Fertilization Division	Dana Davis	Green Point Consulting
Strategic Budget Planning for Contractors	Jim Huston	JR Huston Consulting
Strategic Planning Using the Balanced Scorecard	Steve Cesare	The Harvest Group
Successful Communication Strategies with Customers	Bob Mann	NALP
Three Common Liability Policy Coverage Gaps	Drew Garcia	Rancho Mesa
Using Technology to Create the Forever Customer	Beth Berry	RealGreen Systems
TBD	TBD	Lawn & Landscape Magazine
Improving Enhancement Sales	Casey Child	Ariens Co.
Improving the Value of Your Company	Don Evans	LandOpt
How To Differentiate Your LCO & Stand Out	Mike Sisti	FMC Corporation