



November/December 2006

LO Fall Seminar Series

MORE SEMINARS OFFERED THIS FALL

Seminars run from 9 a.m. to 3:30 p.m. and lunch is included unless stated otherwise. All prices include GST.

LI011-B

Bidding Irrigation Projects

How do you know what price to submit for a project? Learn how to do material takeoffs, work out overhead costs, and what steps are required when submitting a price for residential and commercial work. Contracts will be discussed as well as buying and selling terms. Students will check designs and do takeoffs and pricing for basic residential and commercial project designs. You will need a scale ruler, mechanical pencil and calculator.

Maximum 20 participants
Wednesday, November 29

Instructor: Lorne Haveruk, CID, CIC, CLIA, WCP
LO Member \$80, Non-Member: \$165

LBM001-B

Business Records

— The What, Why and How



Good record keeping is essential to running a good business. In this hands-on workshop, you will learn the basics required to maintain a practical landscape company's record keeping system. Areas covered include what records to keep — and for how long — to meet legal requirements, GST, terminology, revenue and expense entries, and more.

Maximum 15 participants
Thursday, November 16

Instructor: Jim Tyler
LO Member \$70, Non-Member \$135

LI013

Certified Irrigation Designer (CID) Prep Course



The IA calls this seminar critical for irrigation designers. Course material reviews basic hydraulics, head layout, zoning, pipe sizing, routing and matched precipitation rate principles. This is a popular seminar, where you practice what you learn to prepare you for the certification examination. Recommended prerequisites include a working knowledge of the Landscape Irrigation Auditing, Irrigation Sys-

tem Installation and Maintenance seminars and a basic understanding of sprinkler system components and operation. Taking the CLIA prep seminar prior to this design course will be an asset. You will need a scale ruler, mechanical pencil and calculator for working out mathematical equations and exercises. The instructor may require students to purchase IA course books at an additional cost.

Maximum 20 participants
2 day session: Tuesday, December 5
and Wednesday, December 6

Instructor: Lorne Haveruk, CID, CIC, CLIA, WCP
LO Member \$160, Non-Member \$330

LI010-B

Certified Irrigation Technician (CIT) Review

1/2 day class, 9:00-12:00



In the near future, irrigation companies will need certified staff to qualify for certain projects. This review will cover topics related to certification. The class is directed towards candidates already enrolled in the certification program. It will also serve as an introduction for those contemplating certification. You will need a calculator and a pencil. Please download the *CIT Study Guide* from www.horttrades.com, listed under the Irrigation Commodity Group, and bring it to class. This half-day class is followed by a two-hour examination. LUNCH NOT PROVIDED.

Maximum 20 participants
Thursday, November 30

Instructor: Lorne Haveruk, CID, CIC, CLIA, WCP
LO Member \$40, Non-Member: \$82.50

LI012

Certified Landscape Irrigation Auditor (CLIA) Prep Course



How can you schedule an irrigation system, unless you know what you are watering and how much water your irrigation system is delivering? Knowing how to perform an irrigation system assessment and audit will help you create better irrigated programs, plus save lots of water. This seminar is designed to prepare you to take the Irrigation Association's (IA) CLIA certification examination. You will learn about irrigation systems, the plant/water relationship, soils, scheduling and other related topics. Recommended prerequisites include field experience in system installation, maintenance, and a good irrigation background. You will need a scale ruler, mechanical pencil, note book and a calculator.

Maximum 20 participants
2 day session: Friday, December 1
and Monday, December 4

Instructor: Lorne Haveruk, CID, CIC, CLIA, WCP
LO Member \$160, Non-Member \$330

LI014

Certified Irrigation Contractor (CIC) Prep Course



This course is designed to refresh the skills of irrigation contractors, and may also serve as a good review for the CIC exam, though it is not a substitute for studying the reference material. Review advanced soil-water-plant relationships, advanced hydraulics, pumps, job safety requirements, national codes that affect our industry, scheduling, water conservation and details about system uniformity and efficiency.

Recommended prerequisites include field experience in system installation and maintenance, as well as basic design (pipe sizing, friction loss, etc.). The Irrigation System Installation and Maintenance, Landscape Irrigation Auditor and Landscape Irrigation Design seminars are good precursors. You will need a scale ruler, mechanical pencil and calculator for working out mathematical equations and exercises. The instructor may require students to purchase CIC course books at an additional cost.

Maximum 20 participants
2 day session: Thursday, December 7
and Friday, December 8

Instructor: Lorne Haveruk, CID, CIC, CLIA, WCP
LO Member \$160, Non-Member \$330

LM005-B

Grounds Maintenance Estimating and Cost Control for Profit

Why are some grounds maintenance companies profitable and others not? How do you control costs and know if you are making money on each project? How do you estimate a job properly based on a service level and the efficiency of your work force? What level of service should you provide? What records and information must you have? Have these and other questions answered by an experienced and successful grounds maintenance contractor.

Maximum 50 participants
Tuesday, November 21

Instructor: Jeff McMann
LO Member \$70, Non-Member \$135

Indicates the seminar will help prepare you for specific industry certification programs.

For test dates, visit www.horttrades.com



More seminars on the next page

LO Fall Seminars 2006

Continued

LG201-C

Improving Employee Performance



This three-day seminar will assist managers in dealing with people and improving the performance of employees through improved people skills. Topics include job planning, hiring, supervision, motivation, training, retention, performance evaluation, problem solving and discipline — ideal for owners, managers and supervisors.

Maximum 15 participants
3-day session: November 3, 8, 10
Instructor: Terry Murphy, CLP
LO Member \$230, Non-Member \$425

LI004-B

Irrigation System Design



Learn about the basic principles of proper irrigation system design and how to create a working drawing of an efficient, working system during this two-day seminar. Recommended prerequisites before enrolling in this technically challenging residential design class include a basic understanding of sprinkler system components and their operation. You will need a scale ruler, mechanical pencil and calculator.

Maximum 20 participants
2 day session: Monday, November 27
and Tuesday, November 28
Instructor: Lorne Haveruk, CID, CIC, CLIA, WCP
LO Member \$160, Non-Member \$330

LBM009

Leadership Toolbox

This complete leadership seminar covers a wide range of essential leadership tools that every leader needs to succeed. Our "toolbox" includes tools for building morale, resolving conflicts, improving productivity, raising business standards, mentoring, leading meetings, "fair share" scheduling, addressing and correcting behavioral challenges ... plus more!

Maximum: 25 participants
Monday, November 13
Instructor: Michael Lewis
LO Member \$70, Non-Member \$135

LBM003-B

Managing with Financial Statements



How do you measure financial progress in your business? Are you wondering how your

lender looks at your business when you want to borrow money? Do you want to get better at estimating jobs or buying new equipment? This hands-on seminar will show you how to answer these questions using typical annual financial statements.

Maximum: 15 participants
Thursday, November 23
Instructor: Jim Tyler
LO Member \$70, Non-Member \$135

LBM007-B

Marketing for Small Business Success



If you want to build your customer base, develop new business leads and really determine the success of your current advertising efforts, then this seminar will be a day well spent. Effective and innovative marketing attracts new customers and reminds existing customers of your desire to build a business relationship. We'll take a full day and examine practical ways of marketing your business so you can get customer response.

Maximum: 25 participants
Friday, November 24
Instructor: Michael Lewis
LO Member \$70, Non-Member \$135

LBM004-B

Negotiating Skills

Learn and practice powerful negotiating techniques and strategies to achieve your mission. Getting the order, purchasing supplies, or obtaining a bank loan comes down to successful negotiating skills. This hands-on seminar looks at the fundamentals of becoming a successful negotiator.

Maximum: 15 participants
Thursday, November 9
Instructor: Jim Tyler
LO Member \$70, Non-Member \$135

LD014-B

Perfect Your Portfolio



Are you a potential Certified Landscape Designer? Don't miss this interactive seminar which will add that professional touch to your portfolio. The instructor will help guide you in preparing, fine tuning and submitting your portfolio for review, through expertise, critiquing and wealth of knowledge.

Maximum 20 participants
Monday, November 6
Instructor: Ron Swentiski, CLD
LO Member \$70, Non-Member \$135

LBM005-C

Sensational Selling Skills



Often without realizing it, we are selling ourselves and our services to generate new business. This seminar shows techniques to build a professional and compelling sales approach that positions you and your business above the competition. Discover how a successful

sale can be just the beginning of a long-term business relationship.

Maximum 25 participants
Tuesday, November 7
Instructor: Michael Lewis
LO Member \$70, Non-Member \$135

LBM006-B

Superior Customer Service



The greatest competitive edge ensures that every prospective or current customer receives a consistently high level of service and care from every person in your company. It is far more cost effective and profitable to serve your customers well, and keep them, than to seek new business. Learn what it takes to exceed the customer's expectations, provide great value for the dollar and really look after them — and your customers will start to look after you.

Maximum 25 participants
Tuesday, November 28
Instructor: Michael Lewis
LO Member \$70, Non-Member \$135

LBM008-B

Train the Trainer

The best person to train your staff specifically to your company's standards is someone in-house, who really cares about quality of work and excellence. This special person has the dedication and patience to ensure competent staff that satisfies customer needs. This seminar will cover all you need to know to establish an effective training role within your company. Covering in depth methodologies of training, this seminar will guide you to create a training manual and program to ensure consistency. We will discuss methods of building an effective in-house learning program that will build your bottom line with competent, confident staff.

Maximum 25 participants
Monday, November 20
Instructor: Michael Lewis
LO Member \$70, Non-Member \$135

LBM010

Typical Business Blunders and How to Avoid or Repair Them



Businesses make all kinds of blunders every day. It can happen through staff or management, to both new and experienced businesses, both large and small. Costly blunders result in lost revenue now and can affect your reputation in the future. This roundtable workshop explores 30 classic blunders and presents preventative and proactive solutions.

Maximum 20 participants
Thursday, November 2
Instructor: Michael Lewis
LO Member \$70, Non-Member \$135

Indicates the seminar will help prepare you for specific industry certification programs.

For test dates, visit www.horttrades.com



**See next page for a
REGISTRATION FORM**

