

7:00 a.m. – 5:00 p.m. Registration

8:30 a.m. – 4:15 p.m. Pre-Conference Workshops

WORKSHOP #1 Sponsored by the [Illinois Green Industry Association](#)

Plants Don't Pay Us, People Do!

John Ball, International Speaker and Forestry specialist, South Dakota State University



While we work on trees, we work on them through people, hence the tree care business is truly a people business as we cannot serve our patients, the trees, without the support of their owners, our customers. This workshop will cover how we need to care for trees through the perspective of their owners. Not only do we need to have our care practices be for the tree not to it, but we need to make money at it as well – this workshop will give you tips how.

WORKSHOP #2 Sponsored by the [Illinois Green Industry Association](#)

Grow to Sell, Sell to Grow – Achieving a Successful and Profitable Balance

Kaizad Irani, certified Carnegie Trainer and Speaker and Horticulture professor, Parkland Community College



Being able to break away from old, conventional patterns and tread new paths has never been more important than it is today. Against a backdrop of explosive economic, technological and societal change, value added is no longer a quality that's nice to have – it's a must have! Design isn't just a service anymore but an experience.

To succeed in this environment, growers need to have a better understanding of designers and designers need to better understand growers and their products. More importantly, both need to understand what their customers want – and what to sell and how to sell it! Drawing on his diverse background and areas of expertise, moving easily from concept to example, from a descriptive voice to an experiential one, from the designer's viewpoint to the grower's standpoint Kaizad will provide you the tools to accomplish these goals and help you make a little green in the green industry!

Using his industry tested, seamless Triple A approach of Appreciation, Application and Action, this refreshingly practical session ensures that you get a comprehensive and complete array of key selling skills, techniques and strategies for growers, designers, consultants and owners.

This workshop is a practical course and consists of individual, small group and whole group interaction and absorption. The environment is informal – and of course creative – so there are ample opportunities for discussion and questions to ensure that you have a profitable personal experience.

Workshop #3

Sponsored by the [Illinois Landscape Contractors Association \(ILCA\)](#)



Expanding the SalesMind

Doug Trenary, author of The SalesMind and president of Doug Trenary's Fast-Track, Inc.

Forget theories, Doug Trenary has been teaching individuals and organizations proven techniques since 1985 that are taking their lives and businesses to the next level. He'll do the same for you and equip you to immediately go back and apply what you've learned. What does it take to be the best in your business? What do the best green industry companies do daily to win business and take their results to exciting new levels? How and why do SalesMinds out-think, out-hustle and out-sell everybody else? The answer is how they leverage their attitudes, skills and time. You will learn how as you join us for an unforgettable day and take away real, proven and specific strategies to help you immediately:

- Close more business, increase sales and make more money – in any economy.
- Cut your hidden "people" costs and inefficiencies – the highest costs of all.
- Maximize use of time – in case you or your employees are wasting any.

8:30 a.m. – 11:45 a.m.

Morning Session – Part One: Building a SalesMinded Culture

This powerful segment focuses on:

- What is a SalesMind and how can I be one when I go home?
- Taking the SalesMind Challenge and rating your strengths and weaknesses.
- How to both be and build people who are driven and have precise selling skills.

1:00 p.m. – 4:15 p.m.

Afternoon Session – Part Two: Applying The SalesMind and Q & A with Doug Trenary

This powerful segment focuses on:

- How to control time and set priorities – learn how to do the important things first.
- How to manage information – to get to new prospects who will buy.
- How to shape behavior, leverage results and become a company of ACTION.

Workshop #4

Sponsored by the [Illinois Landscape Contractors Association \(ILCA\)](#)



Design: Beyond the Foundation Structured

Structured Design: Jeff True, Jason Lundberg, Joshua Griffin, Barry Conlin, and Tony Waseman

Naturalistic Design: Greg Pierceall, Jayson DeGeeter, Larry Carnes, Matt Haber, and Brian Culliton

Do you ever question your design skills? Are you ready for some in-depth, positive learning critiques from the pros to create designs that sell? Do you desire to compare your solution to other designers and discover the chosen solution? Join a cross-section of top notch landscape design instructors for this two-part workshop focused on taking your skills to the next level. Roll up your sleeves and spend the day developing design solutions that respond to essential issues such as a site's context, a client's priorities, and basic aesthetic principles. You will:

- Explore methods for creating sophisticated designs that incorporate theme and style.
- Consider the impact of sustainability.
- Recognize the importance of keeping it simple.

The workshop will be divided into two sessions, each focused on a particular design style. After a brief discussion about the parameters of a real-world project site, you'll dive hands-on into the creative process while design professionals provide you with one-on-one advice. Next, you will present your solution to the group for a constructive critique (a vital component of the learning experience and a great way to prepare for future presentations). At the end of each session, we'll review the actual design that was installed on the site for a discussion about the strengths and weaknesses of professional design solutions.

Session I: Structured Design

This portion of the workshop will concentrate on landscapes that incorporate strict lines, clear geometries, axial relationships, and defined focal points.

Session II: Naturalistic Design

This portion of the workshop will concentrate on landscapes that incorporate organic forms, curvilinear lines, naturalistic planting schemes, and reflect the native environment.

The workshop is limited to 60 participants (30 participants per session) to ensure a 10:1 ratio of participants to instructors. Although open to all levels of designers, some graphic and design experience is anticipated. Don't miss this opportunity to gain more confidence in your design skills, move beyond the basics and work one-on-one with design professionals.

Material List: (The below materials are recommendations however you should bring whatever makes you comfortable designing in a conceptual, rough sketch format.)

- 12" or 24" roll of trash paper
- Pentel lead pencil .7 or similar
- Pentel sign pens or similar (felt tip style pen)
- Drafting dots
- Architect's scale
- Engineer's scale

Optional items:

- Small triangle
- T-square
- Color markers