

2012 Professional Education Seminar & Trade Show
The Resort & Conference Center, Hyannis, MA
Friday, March 2 ~ Show Hours: 8 AM - 4:15 PM

PRE-REGISTER FOR THIS EVENT!

The benefits of pre-registering are numerous! Your badge is ready and waiting for you. You go right into the Express Line. Avoid the long lines and send your check to PO Box 1327, Sagamore Beach, MA 02562, include your name and company name for badge. \$20 per person by February 23; \$15 if 4 or more from the same company; \$25 after February 23 and at the door!

Jeffrey Scott of Jeffrey Scott!

Proven Time Management Techniques

You have more demands on your time than ever before—how do you get it all done, profitably and still have a life? Our featured speaker Jeffrey Scott will present a valuable class for owners, managers and sales people the day before the PES, Thursday, March 1 at . www.jeffreyscott.biz

MCH EXAM

MNLA will be hosting a March exam at the Resort and Conference Center on Thursday, March 1.

The exams begin at 9:00 AM and go until 12:00 PM

You must pre-register for this exam

FOR MORE INFORMATION WWW.CAPECODLANDSCAPES.ORG

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9:30 AM—10:45 AM

1:15 PM—2:30 PM

Jeffrey Scott of Jeffrey Scott!
Marketing to the Affluent

Our featured speaker Jeffrey Scott has been in your shoes—at age 34 he took over his family’s landscape business and grew it into a 10 million dollar enterprise. This morning session concentrates on how to find, sell and keep the wealthy homeowner.
www.jeffreyscott.biz

Root Depth

Richard G. Rathjens, Ph.D., Urban Forester and Senior Agronomist, The Davey Institute

Dr. Rathjens will discuss the importance of proper root depth when planting nursery/landscape trees based upon his survey of field depth, effect of deep planting and remediation.

Job and Job Site Safety

Peter Brewer, Ocean State Risk Management

Workplace safety laws are evolving rapidly, regulations are becoming stricter and more prevalent, penalties for non-compliance are becoming much harsher. In this seminar you will learn how to cut through the clutter and help your company and employees stay protected.
www.go2OSRM.com

Seasons of Color

Outside Tent 11:00—12:00

Small Engine Equipment Repair and Maintenance
Scott Robinson from Lepco and Herb Hutnak from Schmidt Equipment

D.O.T. Rules and Regulations

Q + A with State Police

Bring all your questions for this ever popular session!

Pruning Woody Ornamentals

Will Clarke
The basics

Professionalism in the Workplace
Panel Discussion

A discussion moderated by Sean Bishop of Ground Effects

Irrigation Scheduling 101

Chris Pine of C. Pine Associates

This presentation will review the basics of how to schedule an irrigation system and what you know to program today’ weather based and soil moisture based controllers.
www.cpineassociates.com

2:30 PM until 3:45 PM

Keynote Speakers: DIY Network’s Dean and Derek Derek Stearns and Dean Marsico are stonemasons and real-life cousins. Together they host DIY Network’s Rock Solid, a series dedicated to showing you how to increase the value of your home by starting in the yard. Dean and Derek teach popular training workshops at the Plymouth Quarries of Massachusetts.
www.dijnetwork.com/rock-solid
www.deanandderek.com

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