

The Nebraska Nursery and Landscape Association is offering two workshops: one full-day and one half-day. Attendees can look forward to an event that will provide a rich learning experience and networking opportunity.

2018 Workshops

Nebraska Nursery & Landscape Association
Monday, January 22, 2018

Choose from one of the workshops below!

Workshop #1: The Ultimate Landscape Design/Build Sales Process

Jody Shilan, 8:00 AM - 5:00 PM

How would you like to learn the ultimate process for selling landscape design/build/installation services? I will walk you through “The 7D’s to Successful Selling”, step by step, and teach you how to not only sell installation work but up-sell your projects for more than the original contract.

- Develop the Program
- Decide on the Priority
- Discuss the Budget
- Determine the Plan Fee
- Design the Dream
- Do the Deal
- Deposit the Check

I will show you how a few simple but important “tweaks” to your existing process will dramatically improve your closing rate and reduce your sales cycle while allowing you to focus on good customers and not tire kickers. Plus, I will show you some trade secrets that will teach you how to sell phases 1, 2 and 3 all together, on your very next project and make designing and selling fun again.



Jody Shilan

Workshop #2: Rain Gardens / Bioretention Gardens

Kelly Feehan, Andy Szatko, Steve Rodie & Tom Franti 1:00 - 5:00 PM

Landscapes today are designed to intentionally “do more” than just be beautiful. In the case of rain gardens, they help slow and soak in rainfall to protect and conserve water. Rain gardens attract pollinators and add biodiversity to landscapes. In this workshop, learn about:

- Stormwater runoff and the role of green infrastructure
- Debunking myths associated with bioretention/rain gardens
- In-depth information on rain garden design and step-by-step installation

- Effective plant selection and functions of plants in rain gardens
- Maintaining a landscape with bioretention features
- Case studies and lessons learned from bioretention/rain gardens installed in Nebraska.

Attendees will receive a copy of the manual, “Bioretention Gardens - A Manual for Contractors in the Omaha Region to Design and Install Bioretention Gardens.”

NNLA Mission Statement: “To advance the nursery and landscape industry by providing opportunities for networking, education, advocacy and certification to industry professionals for the purpose of collectively growing their businesses”

Our members consist of retail garden centers, growers, landscape designers and contractors, landscape management firms and consultants, industry suppliers, college faculty, arborists, turf specialists and certified nurserymen. Visit www.nnla.org to view a membership application. You must be a member in order to receive the discounted registration rates. Please note that the NNLA membership year runs from July 1 - June 30. Join today!



LOCATION

Hotel RL
3321 S. 72nd St.
Omaha, NE



SCHEDULE

7:30 - 8:00 a.m.

Registration & welcome

8:00 a.m. - 12:00 p.m.

First half of workshop #1

12:00 - 1:00 p.m.

Lunch on your own

1:00 - 5:00 p.m.

Second half of workshop #1,
workshop 2



STAY AHEAD OF THE TRENDS



CONNECT WITH OTHER PROFESSIONALS

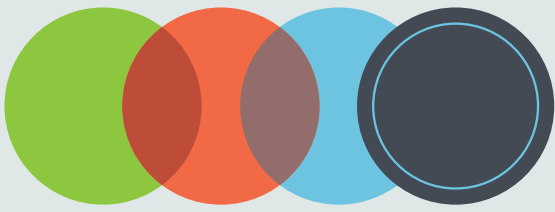


GROW YOUR BUSINESS



ADVANCE YOUR LEARNING





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 Monday, January 22, 2018

Discounted rates for NNLA members and those registered for the 2018 Nebraska GREAT PLAINS Conference.

Become a member of the Nebraska Nursery and Landscape Association and save on attendee fees!

2018 NNLA Workshop Registration Form

NAME _____

COMPANY _____

ADDRESS _____

CITY/STATE _____

EMAIL _____

PHONE _____

3 Ways to Send!

- 1. MAIL:**
 NNLA Office
 PO Box 10
 Milford, NE 68405
- 2. FAX:**
 402.761.2224
- 3. EMAIL:**
tfougeron@youraam.com

Workshop #1: The Ultimate Landscape Design/Build Sales Process

- \$125 NNLA Member + (if registered for full NE GREAT PLAINS Conference)
- \$175 Non-Member + (if registered for full NE GREAT PLAINS Conference)
- \$175 NNLA Member (not registered for NE GREAT PLAINS Conference)
- \$225 Non-Member (not registered for NE GREAT PLAINS Conference)

Workshop #2: Rain Gardens / Bioretention Gardens

- \$50 NNLA Member
- \$75 Non-Member



Questions?
 Call (402) 761-2216
 or visit www.nnla.org

Payment Method Visa Mastercard Check (*Payable to NNLA*)

Name as it appears on credit card _____

Account # _____ Exp. Date: ____/____

Signature _____

Billing or invoice services are not provided. Payment in full must accompany your forms.

Cancellations must be received by January 6, 2018. A \$20 Processing fee per person will apply.
 In the unlikely event that the 2018 NNLA Workshops are cancelled due to uncontrollable circumstances, your payment will be considered a donation to the NNLA.