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.

**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

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

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

2018 NNLA Workshop Registration Form

NAME

COMPANY

ADDRESS

CITY/STATE

EMAIL

PHONE

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

3 Ways to Send!

1. MAIL:
   NNLA Office
   PO Box 10
   Milford, NE 68405

2. FAX:
   402.761.2224

3. EMAIL:
   tfougeron@youraam.com

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.