



2019 WORKSHOP

Nebraska Nursery & Landscape Association
January 11, 2019

NNLA is once again offering an all day workshop. Attendees can look forward to an event that will provide a rich learning experience and networking opportunities.



OPTION #1: DESIGN

This advance planning design workshop will explore the beauty of arranging plant materials in your garden beds at an advanced level. Topics will include the elements of planting design review, then dive into advanced planting models and designed plant communities. Some basic graphics of plant symbols and drawing in elevation will also be covered, so you can communicate your ideas to others. Though not required, participants are welcome to bring along their favorite plant books or catalogues, plus a laptop or iPad. This is a hands-on workshop, so please come prepared to learn, draw, design and have fun.

Award-winning designer, artist and educator, Lisa Orgler is the creator of the website, Paper Garden Workshop, a spirited place to learn garden design. Lisa uses her illustration skills to teach the topics she adores - garden design and landscape graphics. She does this full time in the Department of Horticulture at Iowa State University, plus part-time on her website. To top it off, Lisa also holds degrees in landscape architecture and is registered in the state of Iowa. Space limited to 30 attendees.



OPTION #2: OPERATIONS

This workshop will focus on the issues of recruiting, retaining & developing top talent and great employees. Topics to be covered include:

- Are you a Destination Company®? Here is what it takes.
- Build Your Bench: Attracting and recruiting great employees and creating dream teams.
- On-boarding new employees for maximum 'return on investment' and retention.
- Culture Is Your Profit Center: build a strong culture of accountability and excellence, and your culture will run your business.

Jeffrey Scott, MBA, is the leading authority on growth and profit maximization in the landscape industry. He grew his landscape company into a successful \$15 million multi-discipline enterprise, and he's now devoted to helping others achieve profound success.

He has consulted with over two hundred landscape companies and facilitates the largest global peer group of landscape business owners in the world. Jeffrey is the founder of the Destination Company® culture program allowing companies to attract and retain the best employees and build their competitive advantage. He is a sought-after keynote speaker and author of 3 books. He has published hundreds of articles in all the major industry publications and over 10,000 people read his weekly newsletter, Growth Tips. Attendees will receive a link to a free copy of Jeffrey's book, The Leader's Edge.

LOCATION

Lauritzen Gardens
100 Bancroft Street, Omaha, NE

SCHEDULE

8:30 - 9:00 a.m. Registration & Welcome
9:00 a.m. - 4:00 p.m. Workshop with lunch included

2019 NNLA WORKSHOP REGISTRATION

*Discounted rates for NNLA members ! Become a member of the
Nebraska Nursery and Landscape Association and save on attendee fees!*

Name _____ Badge Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Please select one: #1 Design #2 Operations

REGISTRATION LEVEL

- \$175 NNLA Member - *Registration received on or before December 27, 2018*
- \$275 Non-Member - *Registration received on or before December 27, 2018*
- \$225 NNLA Member - *Registration received after December 27, 2018*
- \$325 Non-Member - *Registration received after December 27, 2018*

3 WAYS TO SUBMIT

MAIL:
NNLA, PO Box 10
Milford, NE 68405
FAX:
402.761.2224
EMAIL:
jennifer@youraam.com

Payment Method

Visa Mastercard Check (*Payable to NNLA*)

Name as it appears on credit card _____

Account # _____ Exp. Date: ____/____

Signature: _____ CVV: _____

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

Cancellations must be received by December 28, 2018. A \$20 Processing fee per person will apply.

In the unlikely event that the 2019 NNLA Workshop is cancelled due to uncontrollable circumstances, your payment will be considered a donation to the NNLA.



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

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!