

# Build a Better Landscape Business

Michigan CAT

**This winter, the MNLA helps you take *your business* to the next level...**

Get out of the truck and into the boardroom for the best 2 days you've ever spent working on your business! Brought to you by the MNLA in partnership with Michigan CAT, this hands-on workshop is the can't miss event of the winter. Taught by **actual landscape contractors**, some of the industry's best, this business management workshop gives your company the numbers and tools it needs to make immediate improvements in efficiency, productivity, and profit.

Every attendee leaves this workshop with:

- An operating budget built with **your numbers**, for **your company**
- A pricing system that calculates the prices **your company** must charge to cover your costs and profit
- An **efficiency rating** that shows you what your sales should be, and how money is lost to waste and inefficiency
- Estimating methods that improve field productivity and profit
- Dead-simple, proven methods to measure and track job costs
- Wage and bonus systems that get staff thinking like **entrepreneurs**

## Workshop Details

**Dates:** February 6 + 7, 2012 (2 day workshop)

**Times:** 8:30a to 4:30p

**Location:** Grand Rapids, MI @ Michigan CAT. 7700 Caterpillar Rd.

**Cost:** MNLA members \$125, non-members \$175 (includes both days, lunch and coffee)

Register by **email:** [kfaasse@mnl.org](mailto:kfaasse@mnl.org) (Kristin Faasse)

Register by **phone:** 800.879.6652 (ask for Kristin)

*Due to the hands-on nature of this workshop, **seats are limited**. The last workshop in Novi, MI was full. Register today before seats are gone!*



# Here's What Attendees Are Saying...



"Every landscape owner should attend an LMN workshop.... although, the more that don't, the less competition I'll have down the road.." Landscape Contractor, Detroit, MI

"If you are like me, and have gone for years on intuition, learning from mistakes, and gaining on some jobs, losing on others, this is a program for you." Landscape Maintenance Contractor, Ontario

"Successful landscape businesses in town never want to share their secrets of success, for obvious reasons, and to have a successful company open up and give away over a decade of info and knowledge was an amazing opportunity." Landscape Contractor, New York

"... for me, this is like an owner's manual on how to run a landscaping business." Landscape Contractor, Illinois

"... Spectacular! The most useful/hands-on seminar I've ever attended. It's for contractors, not academics." Landscape Contractor, Michigan

"This might be the greatest thing to hit the landscape industry in the last 25 years." Landscape Design-Build Contractor, Ohio

"Inspiring, educational, and this system can and will be used by our company. ..."

"Excellent. Wish I would have attended this 5 years ago...where would I be now?" Landscape Maintenance Contractor, Florida

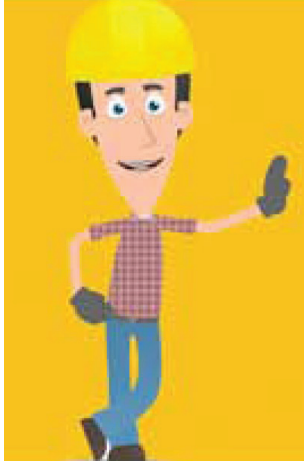
"Hands down the best workshop in the industry. Working on running your own landscape business workshop is rare to find." Landscape Contractor, Alberta

"... Wow, what an eye opener. The course gets you to understand your financials, budgeting, how to recover overhead and then increase your bottom line with online tools that are easy to use and very user friendly.... This is probably the single best investment I have made in the growth of my company." Landscape Design-Build Contractor, Ontario



For even more workshop information, visit:

[www.landscapemanagementnetwork.com](http://www.landscapemanagementnetwork.com)



## Build a Better Business Workshop

Taught by: Mike Lysecki

This two-day workshop, sponsored by MNLA, Caterpillar and Landscape Management Network is specifically designed for green industry contractors. Attendees will build an operating budget, based on their own financial information, that will calculate a pricing system that maximizes profit, improves productivity, and helps you manage your company with facts instead of hope.

- February 6-7, 2012 8:30am - 4:30pm  
Grand Rapids, MI at Michigan CAT: 7700 Caterpillar Ct

Register Now!

### Plan For Profit Workshop - Attendee Information

Company: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Attendee Names: \_\_\_\_\_ Attendee Email Addresses: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Payment Information

#### Check One:

MNLA Member - \$125       Non-Member - \$175

# of Attendees: \_\_\_\_\_ x \$ \_\_\_\_\_ = Total: \$ \_\_\_\_\_

Check Enclosed - Check #: \_\_\_\_\_  Visa     Discover     AMEX     MC

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

#### Questions?

Contact Kristin Faasse: • 800.879.6652 or kfaasse@mnla.org

#### Michigan Nursery and Landscape Association

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