Online Webinars

Tuesday, April 7  
• Title: Create a Hiring Process to Build a Winning Team   
• Time: 12:00p-1:00p  
• Workshop by: LMN (Landscape Management Network)   
• Description: We all know that employee turnover is one of the biggest challenges in working in the landscape industry. Join Mark Bradley, CEO of LMN, in this session on “Creating a Hiring Process to Build a Winning Team” so that you can attract and retain good talent without losing sleep. Learn how to create professional job descriptions, determine employee wages and establish career ladders to make every crew at your company the “A Team”.  
• How to access: <https://golmn.com/webinars/>   
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• Title: Communication Through Crisis  
• Time: 2:30-3:30p  
• Workshop by: AmericanHort  
• Description: In an instant, nearly every business has shifted to remote working to protect it's employees and public health.  But it doesn't take long to realize that virtual communication is anything but business as usual.  In this session, Neal Glatt will walk attendees through the communication changes and cultural shifts that drive them in the past, present, and future to equip you for success. Attendees will learn how to more effectively communicate with customers and employees to improve every key business metric and utilize better communication to thrive including: the difference between 2-D and 3-D communication conversations and means; how to select the proper channel for conversations to maximize meaning and efficiency; new tools to improve communication in 2020 and beyond.  
• How to access: <https://register.gotowebinar.com/register/6072544851934916875?source=email>   
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• Title: Garden Retail Strategies to Sell in the Current Environment Webinar  
• Time: 1:00-2:00p  
• Workshop by: Michigan State University   
• Description: Dr. Bridget Behe from the Department of Horticulture at Michigan State University will share marketing and retailing strategies for garden center retailers. This webinar emphasizes how retailers need to adapt their sales processes during the pandemic of COVID-19, the infectious disease caused by novel coronavirus.  
• How to access: <https://msu.zoom.us/webinar/register/WN_Y2ZOu-nxRyeqNBpefRs-vQ>

Wednesday, April 8

• Title: Shopping from the Consumer’s Perspective (please note that the audio begins with poor quality, but improves as Dr. Behe begins talking)

• Time: N/A, pre-recorded

• Workshop by: AmericanHort

• Description: In this webinar, Dr. Bridget Behe helps retailers construct a better retail environment and an easier shopping process for the consumer. She presents timely information to help Garden Centers with near-term options given the Coronavirus outbreak and IGC strategies for the new rules that may be legally or ethically in place. This webinar is the final in a 3-part series by Dr. Behe and has been modified to reflect the difficult times we are in. Part 1 and Part 2 are available to AmericanHort members in the Knowledge Center.

• How to access: <https://fast.wistia.net/embed/iframe/olmfpevs82?seo=false>

Thursday, April 9  
• Title: Bookkeeping Standards - Building Confidence in your Financials   
• Time: 12:00-1:00p  
• Workshop by: LMN (Landscape Management Network)   
• Description: Join McFarlin Stanford founding principals Jim Cali and Jason New for this fast and focused workshop on the financial knowledge and standards you need to succeed at managing your green business. Together they’ll cover the fundamentals - from using a standard industry chart of accounts and class systems, to depreciation, supporting journal entries and using your P&L as your additional dashboard. Take advantage of this opportunity to learn from seasoned professionals who are green industry experts and QuickBooks Certified ProAdvisors. Learn more here: youtube.com/watch?v=BANJ9zAZVFU   
• How to access: <https://golmn.com/webinars/>