

2010 SVNLA SHORT COURSE

Thursday, February 18, 2010

Horizons Conference Center
6200 State Street
Saginaw, MI

Registration Form

Early Bird Registration \$40 SVNLA/GALNA members & \$50 non-member

Early Bird registrations close February 5, 2010

Registration at the door \$50/ SVNLA/GALNA members & \$60/non-member

Register 5 or more from the same company take a 10% discount on all 5 registrations.

Complete and return the form with payment to:

MNLA • 2149 Commons Pkwy. • Okemos, MI 48864

Or by FAX to 517.381.0638

Questions? Contact MaryBeth at 800-879-6652

Registration opens at 7:30 a.m.

The Short Course will conclude at 4:00 p.m.

MDA Recertification credit(s) have been applied for.

6 CGIP CEU's available: (1 CGIP CEU per hour of class attended.)

Short Course Added Value

Estimating Seminar

Friday, February 19, 2010

Speaker: Jim Huston

Saginaw Bay Yacht Club in Essexville

\$100 for one person from a firm and \$25 for each person thereafter

Laptop required for the Estimating Seminar

SVNLA Short Course & Estimating Seminar

Firm: _____ Phone: _____

Please indicate which session you are registering for.

___ Estimating Seminar

___ Short Course

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

Visa MasterCard Discover AMEX Make checks payable to MNLA

CC #: _____ Exp. Date: _____

Signature: _____ Total amount due: \$ _____

2010 SVNLA Short Course details...

Thursday, February 18, 2010

Horizons Conference Center

Short Course Schedule:

7:30 AM – Registration Opens

8:00 AM – Welcome

8:15 AM – MDA Update

8:30 AM – Mulch Myths: Facts vs Fiction, presented by:

Dr. Bob Schutzki, Dept. of Horticulture, Michigan State University

9:30 AM – The Mid-Layer Landscape...Filling the Void

Mary Wilson, Extension Educator, Southeast Region Michigan State University

10:30 AM – Break

10:45 – Turf – Go Green Lawncare

Dr. Kevin Frank, Dept. of Crop and Soil Science, Michigan State University

11:45 AM – MNLA Update

Amy Frankmann, Executive Director of Michigan Nursery & Landscape Association

12:00 Noon – Lunch

1:00 PM Announcements and Board Elections

1:15 PM – Dow Gardens Update

1:30 PM – Pest Update

Dr. Dave Smitley, Dept. of Entomology, Michigan State University

2:45 PM – Break

3:00 PM – Estimating in a Down Economy

Jim Huston, President of JR Huston Consulting, Inc., Granby, Colorado

4:00 PM - Adjourn

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This is a great opportunity to send as many of your employees as you like. **No math or computer skills are required.** Only a laptop and a calculator are needed. If you have trouble finding a lap top computer let us know we'll see if we can help. Just bring a memory card and download to your PC at home.

Attendees will receive the following:

- You will receive free copies of the MS Excel worksheets that fully analyze a company and point out opportunities for fast improvement:
 - Our budget program for preparing their annual budgets
 - Our bid evaluation worksheets for calculating crew rates, service rates, etc.
 - Our Bid Board software for tracking all of their bids

- You will prepare their 2010 budget and future annual budgets.
- You will learn how to calculate their true costs more accurately
- You will learn what to charge for their services and products
- You will learn their break-even point(s) and know when to say when
- You will computerize their estimating and job costing
- You will have the tools to make them more survivable in the current economy
- You will calculate costs specific to their individual company
- You will receive 90 days of free bid reviews following the workshop
- You will receive a 90 day free trial use of The Bid Suite software

This workshop should help you **Bid more, Win more and Make more!**

Workshop schedule:

8:00 - 8:15	Introduction
8:15 - 10:00	The Bid Suite (TBS) software training
10:00 - 10:15	Break
10:15 - 11:00	Preparing an installation bid on TBS
11:00 - 12:00	Preparing a maintenance bid on TBS
12:00 - 1:00	Lunch
1:00 - 2:30	General & Administration overhead budget preparation
2:30 - 2:45	Break
2:45 - 3:00	Labor burden calculation
3:00 - 3:15	Average wage calculation
3:15 - 4:00	Calculating: Install Crew Day Rates, Time & Materials (T&M) pricing and irrigation service pricing to include Break-even points (BEP) and Gross & Net Profit Margins
4:00 - 4:15	Concluding remarks

Attendees will need:

- A laptop computer with MS Excel and a CD drive
- A calculator (with extension cord if necessary)
- Note pad, pens and pencils
- State unemployment rate *
- Workers' compensation insurance (WCI) rates/policy *
- General liability insurance rates/policy *
- Medical insurance costs
- Most recent year-end Profit & Loss (P&L) statement *
- Current year P&L (if available) *

* Approximate numbers provided by Jim Huston for start-up companies