

HEDBERG WELCOMES YOU

It's our 20th Annual Landscape & Masonry Contractor Education Day and we invite you to come learn, have fun and celebrate with us!

In 2010, we're "Putting the Pieces Together" – using landscape hardgoods, green goods, service, knowledge and value. Hedberg has the right pieces to help you succeed and our mission is to help our customers like YOU – succeed!

That's why this year – we're going even bigger by adding a full day of sustainable landscaping education on Thursday, March 11th. Learn how to put eco-friendly practices together for more jobs and profits this year. An added bonus – our Sustainable Landscaping Day qualifies for FOUR MNLA Recertification points.

Friday, March 12th, you'll want to help us celebrate 20 years of rockin' with a FULL day of seminars, the latest landscape and masonry products and services along with a trade show, door prizes and presentation of the 10th Annual Hedberg Landscape & Masonry Awards – where winners take home \$200. Attending Ed Day qualifies for THREE MNLA Recertification points. Attend both days and you'll rack up 7 MNLA Recertification points – that's 1/3 of the points you need to be recertified.

An added perk - pre-register for both events and you'll save \$10.00.

Get ready to rock - We'll see you there!



CONTRACTOR EDUCATION DAY SEMINAR SCHEDULE

Garden City Room	Harvest Room	Captain's Room	Tack Room	Carriage Room
7:30 - 8:00 am - Registration, Continental Breakfast & Trade Show Open				
Seminar 1 8:45 - 10:15 am EPA's WaterSense® New Homes Program Guidelines Tim Malooly, Water in Motion, Inc.	Seminar 2 8:45 - 10:15 am Optimizing Your Website & Other Social Media Jane Bledsoe, Deluxe Website Services	Seminar 3 8:45 - 10:15 am What's New in Green Goods for 2010/Top Tips & Trends in Trees Alec Charais, Bailey Nurseries Ron Iverson, Trees4udirect	Seminar 4 8:45 - 10:15 am Rules of the Road (MN's Commercial Vehicle Rules & Regulations) Richard Norberg, MNDot	Welcome 8:00 - 8:15 am Steve Hedberg Special Address 8:15 - 8:30 am Glenn Bolles, CEO Anchor Block
Seminar 5 10:30 am - Noon School of Rocks (Geology Basics & Market Trends Using Stone) Steve Hedberg, Hedberg Landscape & Masonry Supplies	Seminar 6 10:30 am - Noon Surviving a Department of Labor Audit Patrick McGuiness, Attorney at Law	Seminar 7 10:30 am - Noon Promoting Water Features and Your Business Jill Robertson, Aquascape, Inc.	Seminar 8 10:30 am - Noon High Touch, High Tech, Higher Sales Liz Sprenger, Sendoutcards.com	Trade Show 7:30 am - 3:00 pm
Seminar 9 1:00 - 2:30 pm Enhancing Your Design & Sales Processes for Success in 2010 John Turriffin, Landscape Architect	Seminar 10 1:00 - 2:30 pm Preparing Your Business for the New Economy Steve Wilcox, Resultants for Business	Seminar 11 1:00 - 2:30 pm Benefits & Profits Through Paver Sealers and Cleaners Jason Orton & Joel Baker, SRW Products	Seminar 12 1:00 - 2:30 pm Excavation Safety (No Excuse NOT to Contact Us) Kevin Grutzmacher, Gopher State One Call	Lunch 11:30 am - 1:00 pm
Seminar 13 2:45 - 4:00 pm Social Hour 4:00 - 5:00 pm Cash Bar Open 2:45 - 5:00 pm *Must be present to win				Presentation of 10th Annual Hedberg Awards & Door Prizes*

Attending a Full Day of Seminars Qualifies for 3 MNLA Recertification Points

Exhibitors Include*: A Top Notch Equipment, Aflac, American Pressure Inc., Anchor Block Company, Aquatic Addiction, Barrel Depot, Belgard Hardscapes, Breiwick Companies Inc., Buechel Stone, Central Turf Farms, Cold Spring Granite, Creative Resources, Deluxe Corporation, ESCH Construction Supply, Gopher State One Call, HarmonyStone, Hedberg Landscape & Masonry Supplies, Hedberg Nursery, Hedberg Outdoor Living, MNDot, MN Landscape Arboretum, MNLA, Mosquito Doctor, NDS, Pine Hall Brick, Premier Fence, Ramy Turf Products, RealStone, Resultants for Business Inc., Rochester Concrete Products, Scharber & Sons, Send Out Cards, Semco Stone, Soprema Inc., SRW Products, Sylva, Tandem Printing, Techniseal, Ziegler CAT and Zlimen & McGuiness PLLC, Attorneys at Law *Not All Listed

CONTRACTOR EDUCATION DAY SEMINAR DESCRIPTIONS

Seminar 1 - EPA's WaterSense® New Homes Program Guidelines (Tim Malooly, Water in Motion, Inc.) A WaterSense® labeled single-family new home is inspected and certified to meet or exceed water efficiency goals indoors and out. Learn details of this newly released voluntary national program and how you, as a green industry professional, may participate. Landscaping planning, plant palette, irrigation considerations and prerequisites for participation will be covered. For pre-session info, go to www.epa.gov/watersense and bring your questions.

Seminar 2 - Optimizing Your Website & Other Social Media (Jane Bledsoe, Deluxe Website Services) Hear research on what contractors and your potential customers are doing online and how an online presence or improvement can benefit your business. Also learn how to build a loyal following online with e-mail marketing and social media tools, such as Twitter and Facebook.

Seminar 3 - What's New in Green Goods for 2010/Top Tips & Trends in Trees (Alec Charais, Bailey Nurseries & Ron Iverson, Trees4udirect) Alec Charais will share what new and recent plant introductions from Bailey Nurseries - that consumers are asking for - will help set you apart from your competition. Ron Iverson will cover tree trends in the residential landscape design/build industry and introduce the new 2010 Hedberg Tree Rewholesale Program and its many benefits to you.

Seminar 4 - Rules of the Road (MN's Commercial Vehicle Rules & Regulations) (Richard Norberg, MNDot) This seminar provides an overview of the federal and state regulations for commercial motor vehicles operating in Minnesota. Topics include driver qualifications, hours of service, drug & alcohol testing, maintenance, and load securement with an opportunity for questions on the various topics.

Seminar 5 - School of Rocks (Geology Basics & Market Trends Using Stone) (Steve Hedberg, Hedberg Landscape & Masonry Supplies) This lively seminar provides a better understanding of where stone comes from, how it is quarried and what the processes are in fabrication of the products used for residential veneer, flooring, landscaping & specialty pieces. Market trends (interior and exterior use of stone) will also be covered.

Seminar 6 - Surviving a Department of Labor Audit (Patrick McGuiness, Attorney at Law) The U.S. Department of Labor is on the lookout for wage & overtime violations. Last season many green industry businesses were randomly audited. Find out what the feds are looking for when they show up at your door and what you can do now to prevent fines and back wage payments from being assessed.

Seminar 7 - Promoting Water Features and Your Business (Jill Robertson, Aquascape, Inc.) Discover how to market your products & services for the highest yield return for your marketing dollar. Learn a simple process to track your marketing investment and determine its cost effectiveness. Hear how Aquascape's sales process has changed over the years resulting in 2009 being their highest sales year ever!

Seminar 8 - High Touch, High Tech, Higher Sales (Liz Sprenger, Sendoutcards.com) Are you losing business because you aren't in regular touch (either by mail or e-mail) with your past customers or potential clients? Do you have good intentions but just can't find the time? We provide an automated, yet highly personalized (and cost-effective) system for follow-up that will provide you with endless referrals. Appreciation wins over promotion every time!

Seminar 9 - Enhancing Your Design & Sales Processes for Success in 2010 (John Turriffin, Landscape Architect) Success will be defined differently in 2010. John Turriffin will outline - step-by-step - the Design Process, including lead/client acquisition, client interview, site analysis, the Design, pricing, presentation, installation and follow-up. In 2010, you'll want to be sure to get your share of the pie!

Seminar 10 - Preparing Your Business for the New Economy (Steve Wilcox, Resultants for Business) Are you prepared for the "New Economy" that is emerging? The businesses that will succeed tomorrow are already planning today on how they are going to modify or change the way they conduct business. Find out how small changes in strategies in cash management, sales, production, team culture and a change in mind-set can help you focus on tomorrow's successes.

Seminar 11 - Benefits & Profits Through Paver Sealers and Cleaners (Jason Orton & Joel Baker, SRW Products) Learn time saving techniques for cleaning and sealing pavers with a one method installation. Hear the benefits of sealing retaining walls from road salts and about the SRW Paver Maintenance Program. This seminar will include step-by-step demos and how you can turn past paver projects into new profits!

Seminar 12 - Excavation Safety (No Excuse NOT to Contact Us) (Kevin Grutzmacher, Gopher State One Call) Gopher State One Call will fill you in on excavation safety laws and rules pertinent in Minnesota. With a 20-minute Damage Prevention Video, key Power Point geared specifically to the landscaping industry and a Q & A portion, you'll find that it is easier than ever to contact GSOC.

TWO DAYS OF EDUCATION

20th Annual Landscape & Masonry Contractor Education Day
March 12th, 2010

More Information

New this Year!
Sustainable Landscaping Day
March 11th, 2010

More Information

Both Events held at
Earle Brown Heritage Center
6155 Earle Brown Drive • Brooklyn Center, MN 55430



HOTEL INFORMATION

Embassy Suites

(Connected to Earle Brown Heritage Center)
6300 Earle Brown Dr. • Brooklyn Center, MN 55430
(763) 560-2700 or 1-800-230-4134

Country Inn & Suites by Carlson

(Less than 5 minutes away from Earle Brown)
2550 Freeway Blvd. • Brooklyn Center, MN 55430
(763) 561-0900 or 1-800-456-4000

AmericInn

(Less than 5 minutes away from Earle Brown)
2050 Freeway Blvd. • Brooklyn Center, MN 55430
(763) 566-7500 or 1-800-634-3444