



# COURSE AGENDA

## Day 1 – Thursday December 4, 2014

### Guest Speaker: Chip Osborne

8:00 – 8:30 am: Introduction

8:30 – 9:00 am: Systems based approach to turf management (conventional vs. organic)

9:00 – 10:00 am: Soil biology basics

- Soil biology
- Soil testing and results interpretation

10:00 – 10:15 am: Break

10:15 – 11:00 am: Turf grass nutrition

- Fertilizers
- Soil Amendments

11:00 – 12:00 pm: Revised Horticultural Techniques

- Cultural Practices
- Mowing
- Irrigation
- Cultivation
- Thatch Management
- Seeding/Over Seeding

12:00 – 1:00 pm: Lunch is provided

1:00 – 2:30 pm: Natural Controls

- Insects
- Weeds
- Disease

2:30 – 2:45 pm. Break

2:45 – 3:15 pm. Transitioning a client

3:15 – 4:30 pm. Getting business with municipalities, public school districts, and private schools



# COURSE AGENDA

## Day 2 – Friday December 5, 2014

### Guest Speaker: Tom Kelly and Lou LaMarca

8:00 – 8:30 am: The Future of Lawn Care and First Generation Organic Lawn Management

8:30 – 9:00 am: A Five Principled Approach; Not a product substitution

9:00 – 9:30 am: Suggested Products & Programs

9:30 – 10:30 am: Lawn Care Operations: Analyze, Plan, Implement, and Adjust

10:30 -10:45 am: Break

10:45 – 12:00 pm: The One Step Sale & Utilizing your BeeSafe Marketing Tools

12:00 -1:00 pm: Lunch is provided

1:00 -2:30 pm: Sales and Marketing: Differentiation is Key. (Lou LaMarca)

2:30 – 2:45 pm: Break

2:45 – 4:00 pm: The Sales Process (Lou LaMarca)

4:00 – 4:30 pm: Open Forum: What's Next?