

Tuesday, January 26, 2021

8:00a

9:00a

10:00a

11:00a

| Day 2 AM | | | | |
|--------------------------------|--|--|---|---|
| Comp & Regs (MDARD) | Bulk Mulch Training <i>Robert LaGasse, Executive Director of the Mulch and Soil Council</i> | Boxwood Blight Compliance Program and Updates <i>Elizabeth Dorman</i> | Hemlock Woolly Adelgid Quarantines in Michigan <i>Mike Bryan</i> | Commercial Motor Vehicle Rules and Regulations for the Green Industry <i>Erick Kestila, MI Center for Truck Safety</i> |
| Business | Build Your Brand with Five-Star Customer Service <i>Jeffrey Scott</i> | Dealing with Change and Letting go of Fear <i>Leslie Halleck</i> | Are you Digitally Relevant? Marketing Your Green Industry Business <i>Leslie Halleck</i> | State of the Green Industry <i>Charlie Hall</i> |

1:00p

2:00p

3:00p

4:00

| Day 2 PM | | | | |
|-------------------|--|---|--|---|
| Irrigation | Wifi/Connected Controllers: The REAL Reasons to Install <i>Chris Pine</i> | Irrigation Panel <i>Tim Mululey</i> | Electrical Troubleshooting for Irrigation Systems Made Easy <i>Ted Moriarty</i> | The Irrigation System Review: A Systematic Approach to Build Value and Reduce Cancellations <i>Kurt Thompson</i> |
| Business | Team is a 4-Letter Word <i>Jackie Hart</i> | Keeping Good People Longer <i>Kirk Armstrong</i> | Implementing Systems that Boost Profit <i>Jackie Hart</i> | Retaining Your Clients Forever <i>Kirk Armstrong</i> |