

2018 Landscape Industry Show Seminars

How To Read, Understand And Follow A Pesticide Label

Track: Pesticides

Presenter: Frank Niccoli

Wednesday, January 31, 7:30-9 a.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Insurance 2018: What You Need To Know, From Workers Comp to TrumpCare

Track: Business / HR

Presenter: Lance Perry

Wednesday, January 31, 8:30 - 10 a.m.

With insurance representing 30 percent of a typical landscape firm's expenses, you can't miss this workshop. We'll open with an exploration of what you need to know when it comes to workers' compensation and liability insurance. Whether you're buying a policy for the first time or have had coverage for years, you can keep cost under control by being knowledgeable about all the facts when shopping insurance. Learn how! Then, attendees will be updated on the 2018 healthcare market and the impact TrumpCare may have on your business.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Water Management Certification Test & Training

Track: Certification

Presenter: CLCA Water Management Certification Program

Wednesday, January 31, 8:30 a.m. - 12:30 p.m.

Prep seminar, irrigation audit training and written test.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Boost Your Business: The Ultimate Guide to Effective Email Marketing

Track: Business / HR

Presenter: Evy Hanson

Wednesday, January 31, 9 - 10:30 a.m.

Used correctly, email marketing can be a low-cost and highly effective tool to engage clients and prospects. Used incorrectly, it's insta-delete spam. Learn how to boost your business by tailoring your content, focusing your calls to action and avoiding the spam folder.

Evy Hanson has more than 15 years' experience in marketing, including corporate marketing and extensive agency experience. With the goal of helping small/medium businesses transition into the online marketing realm, in 2011 she found her niche and started her own agency – Leap Online Marketing.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Fundamentals of Accounting & Financial Literacy

Track: Aspiring Professionals

Presenter: Mariette Martinez

Wednesday, January 31, 9 a.m. - noon

Paving the way to financial stability through financial literacy & the 3 KEY financial statements.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Polyphagous Shot Hole Borer Update: What's Eating My Trees?

Track: Pesticides

Presenter: Frank Niccoli

Wednesday, January 31, 9 -10 a.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Alternatives To Lawns To Reduce Pesticide Use

Track: Pesticides

Presenter: Frank Niccoli

Wednesday, January 31, 10 -11:30 a.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Fundamentals, Installation Guidelines & Troubleshooting Techniques for Two-Wire Systems

Track: In The Field

Presenter: Toni Monzon

Wednesday, January 31, 10:30 a.m. - noon & 1- 2:30 p.m.

This class will provide a clear understanding of two-wire systems, including installation guidelines and troubleshooting techniques. Proper grounding techniques will be thoroughly discussed as well. The attendees will participate in several hands-on demonstrations in order to increase their confidence and knowledge of two-wire systems. The ultimate goal of this class is to ensure the proper operation of two-wire systems and to minimize unnecessary equipment failure. Class taught in Spanish. Includes one hour lunch break.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Successful Social Media & On-Line Reputation Management

Track: Business / HR

Presenter: Evy Hanson

Wednesday, January 31, 11 - 12:30 p.m.

Although it appears that "anything goes" on social media, there are actually steps you can take to better manage your online reputation and engage current and potential clients. Learn how!

CEUs (pending): 1.5 CLP

Evy Hanson has more than 15 years' experience in marketing, including corporate marketing and extensive agency experience. With the goal of helping small/medium businesses transition into the online marketing realm, in 2011 she found her niche and started her own agency – Leap Online Marketing.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

12v Landscape Lighting Refresher

Track: In The Field

Presenter: Bruce Dennis

Wednesday, January 31, 11 a.m. - 12:30 p.m.

Join lighting pioneer Bruce Dennis, owner of Lightcraft Outdoor, for an amazing update on the art and science of landscape lighting. Bruce was one of the first to introduce LED lighting to the landscape lighting world almost 20 years ago, and is recognized for pioneering much of the landscape lighting designs that are still being used by our industry today. In addition to updated marketing techniques, this session will cover: Updated lighting fundamentals and design, the selection of proper fixtures and power supplies and wiring methods and installation. Critical checklists will be provided, as will testing and maintenance tips to minimize call backs.

Lightcraft Outdoor

Bruce was one of the first to introduce LED lighting to the landscape lighting world almost 20 years ago. Bruce is recognized for pioneering much of the landscape lighting designs that are still being used by our industry today.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Pesticide Product Review And Testing

Track: Pesticides

Presenter: Frank Niccoli

Wednesday, January 31, Noon - 1 p.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

C27 Prep Course: Get Licensed

Track: Aspiring Professionals

Presenter: Steve Jacobs, CLT, CWM, CLP & Lindsay Ono

Wednesday, January 31, 12:30 - 2 p.m.

Learn what you need to know to pass the C27 license exam. This session will focus on the aspects that prove most challenging to test takers: legal and business practices.

Steve Jacobs is the owner of San Diego's Nature Designs Landscaping and a Past President of the California Landscape Contractors Association. He is a certified Certified Landscape Professional, Certified Landscape Technician and Certified Arborist. Steve has been teaching the Landscape Contracting class at Cuyamaca College since 2003.

Lindsay Ono has been around plants his entire life. The son of a landscaper, his 35+ years of horticultural experience started at Evergreen Nursery, a family business. After receiving his degrees from Bakersfield College and California Polytechnic State University, San Luis Obispo in Ornamental Horticulture, he entered the family landscape and nursery business. After his father retired, Ono worked as an agricultural laboratory research technician growing Roses for Jackson and Perkins Roses and later began his teaching career. Today he is a Professor of Environmental Horticulture for Bakersfield College and past Agriculture Department Chair.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Create A Personalized Employee Handbook

Track: Business / HR

Presenter: Mari Bradford

Wednesday, January 31, 1 - 3 p.m.

An employee handbook is one of the most important communication tools between your company and your employees. Not only does it set forth your expectations for your employees, it also describes what they can expect from you and ensures your business complies with state and federal employment laws. You'll leave the seminar with a copy of CLCA's Employee Handbook, a "fill-in-the-blank" Microsoft Word document, customized for your landscape construction or maintenance company and your employees. Seminar price includes Microsoft Word document — for best results, bring your laptop computer.

CEUs (pending): 2 CLP

Mari Bradford is the voice of CLCA's member benefit HR Hotline. An expert on California employment law and compliance matters, Mari has a Bachelor of Arts degree in Organizational Communications from CSU Sacramento and her PHR from the Society for Human Resource Management.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Unlocking the Secrets of Native Landscaping

Track: The Sustainable Garden

Presenter: Greg Rubin

Wednesday, January 31, 1 - 3 p.m.

In this fast-paced seminar, native guru Greg Rubin will touch on all aspects of native landscaping, and how it differs from conventional ornamental horticulture. Learn specific information about: Native mycorrhizal soil ecology; how to capture that ecology in the home landscape; design concepts and styles; plant selection; irrigation design; watering schedules; maintenance; mulches, and pest and weed control. Rather than a "natives use less water and boy aren't they great" presentation, this session gives very specific info that you can apply immediately. Is your community's planning department strictly enforcing new Model Water Efficient Landscape Ordinance (MWELO) regulations? A mastery of native plants can streamline the process and help avoid the delays, frustration, confusion and worse reported by many contractors.

Greg is a licensed landscape contractor and author of two best-selling books on native landscaping. He is the president and founder of California's Own Native Landscape Design.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Good Bug/Bad Bug: A Review Of The Good Bugs And The Bad Bugs

Track: Pesticides

Presenter: Frank Niccoli

Wednesday, January 31, 1-2:30 p.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Cultivating Your Team: Recruit & Retain The Best

Track: Business / HR

Presenter: Fredric Haskett

Wednesday, January 31, 2:30 - 4 p.m.

Recruiting and retaining good employees is the key to business success, and one of the biggest challenges facing employers in 2018. Learn how to find them, train them and keep them.

Fredric Hasket, LICT-M is with the Harvest Landscape Consulting Group. He is a Landscape Industry Certified Manager, a Certified Arborist and Certified Turfgrass Professional. He founded his own residential lawn care company and grew Greenwood Lawn and Landscape Management from a one-man operation to a multifaceted firm with revenues reaching nearly \$1 million.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Abiotic Versus Biotic Disorders: How To Determine The Type Of Disorder Affecting Your Plant

Track: Pesticides

Presenter: Frank Niccoli

Wednesday, January 31, 2:30-4 p.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Food Forest Gardens

Track: The Sustainable Garden

Presenter: Mike Boss

Wednesday, January 31, 3 - 4:30 p.m.

It doesn't get more local or fresh than food from one's own back yard. This workshop will explore ways to make mini Gardens of Eden. The more food grown at home, the more we reduce our environmental footprint by using less fossil fuel, less water, less fertilizer and fewer chemicals. There will be an emphasis on incorporating ecological principles, such as soil building, using perennial edibles and planting for habitat enhancement.

CEUs (pending): 1.5 APLD 1.5 CLT 1.5 CLP 1.5 IA 1.5 ISA 1.5 QWEL

Mike Boss founded Rock & Rose in 1989 and the Edible Nursery Project in 2017. He now owns Sonoma Horticultural Nursery. He holds an M.S. in Environmental Botany and certificates in Permaculture Design, and has served on San Francisco's Urban Forestry Council and as a landscape advisor for the S.F. Water Department. He is a CLCA life member.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Mastering Pesticide Worker Safety Laws And General Safety Requirements

Track: Pesticides

Presenter: Frank Niccoli

Thursday, February 1, 7:30-9 a.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Water Efficient Landscapes

Track: The Sustainable Garden

Presenter: Panel Presentation

Thursday, February 1, 8 a.m. - noon & 1:30-4 p.m.

This is landscape training that focuses on mastering the basic elements of water efficient landscaping for new California landscapes. As more outdoor California building ordinances are imposed on new landscapes and the landscape industry, this training focuses on creating and maintaining water efficient landscapes. The workshop is designed for landscape designers, landscape architects, landscape contractors that specialize in installation and maintenance. Municipal water conservation personnel may discover it useful as well. We will cover all the essential elements to help you comply with the MWELO, design, build and maintain healthy, water efficient landscapes for California's "new normal".

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Native Landscape Failure: Are Argentine Ants The Culprit?

Track: The Sustainable Garden

Presenter: Greg Rubin

Thursday, February 1, 8 - 9:30 a.m.

Greg is a licensed landscape contractor and author of two best-selling books on native landscaping. He is the president and founder of California's Own Native Landscape Design.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Strengthen Your Legal Contracts For Less Drama, Easier Money

Track: Business / HR

Presenter: Michael Martin

Thursday, February 1, 8:30 - 10 a.m.

Legally, what do you need to know to strengthen your contracts for less drama and faster payment? What qualifies as a home improvement agreement? What are the basic requirements? How are pool contracts different? What other provisions should you include in your contracts? What happens if you don't comply with the legal requirements? Learn what you need to know to legally protect yourself and your business.

CEUs (pending): 1.5 CLP

Michael is a partner at Myers, Widders, Gibson, Jones & Feingold, LLP. His practice emphasizes civil litigation and construction law issues. He has served as the California Landscape Contractor Association's Director of Legislation.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Tree Training & Pruning

Track: In The Field

Presenter: Susan Sims

Thursday, February 1, 10 - 11:30 a.m.

We will visit the basics of training and trimming trees. The money spent training a tree is some of the best money you can spend. You lessen the cost of pruning later as an adult tree and add to the trees useful life and reduce risk. Proper trimming is a must. When trees are trimmed improperly it can heighten the risk and reduce the trees useful life. Being the trimmer that produces poor work can be a liability.

Susan is an Agricultural Biologist, I.S.A. Certified Master Arborist, I.S.A. Certified Tree Risk Assessor, California Certified Urban Forester and a licensed California contractor. She was inducted into the Green Industry Hall of Fame in 2015.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Mastering Quickbooks: Basic

Track: Business / HR

Presenter: Mariette Martinez

Thursday, February 1, 9 - 10:30 a.m.

Learn the basics of Quickbooks, considered by many green industry professionals to be the "go-to" accounting software. Quickbooks can save you time and money, if used correctly. Learn how! Seminar includes Intro to the Cloud, Accounting Technologies and QuickBooks Online.

CEUs (pending): 1.5 CLP

Marietta is an IRS Enrolled Agent and Certified QuickBooks ProAdvisor.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

The IPM Pyramid: How To Use It?

Track: Pesticides

Presenter: Frank Niccoli

Thursday, February 1, 9-10 a.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Landscape Industry Certified Written Test

Track: Certification

Presenter: Team Certification

Thursday, February 1, 10 a.m. - 1 p.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

How To Avoid Herbicide Resistance

Track: Pesticides

Presenter: Frank Niccoli

Thursday, February 1, 10-11:30 a.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Recognizing Tree Problems

Track: In The Field

Presenter: Susan Sims

Thursday, February 1, Noon - 2 p.m.

Learn what's possible, what to look for, and how to recognize what you are looking at. A good primer to taking a "Tree Risk Course".

CEUs (pending): 2 CLT 2 ISA

Susan is an Agricultural Biologist, I.S.A. Certified Master Arborist, I.S.A. Certified Tree Risk Assessor, California Certified Urban Forester and a licensed California contractor. She was inducted into the Green Industry Hall of Fame in 2015.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

2018 Immigration Update

Track: Business / HR

Presenter: Jennifer A. Grady, Esq. and Anthony Mance, Esq.

Thursday, February 1, 10:30 a.m. - noon

Are you prepared for a knock on your front door from agents of the U.S. Department of Homeland Security Immigration and Customs Enforcement (ICE)?

Attendees will learn:

What to do if ICE comes knocking?

The consequences of knowingly hiring or continuing to hire someone who is undocumented.

Practical steps on how to handle the situation if you currently have undocumented workers.

When and how to use the E-Verify process

Information for employers if their employees want info on a path to citizenship.

How to sponsor your employees for a visa or Green Card.

CEUs (pending): 1.5 CLP

Our co-presenters are Jennifer A. Grady, Esq. and Anthony Mance, Esq.

Ms. Grady and her team of attorneys at The Grady Firm, P.C. specialize in business, employment, immigration, and intellectual property law for California entrepreneurs. The Grady Firm has offices in Beverly Hills and San Diego. As an employment lawyer, Ms. Grady teaches employers how to become compliant with California employment law.

Anthony E. Mance, Esq. is an attorney with considerable experience in immigration and business law. Mr. Mance's practice focuses primarily on assisting individuals and businesses with the complexities of the immigration process.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Mastering Quickbooks: On Steroids

Track: Business / HR

Presenter: Mariette Martinez

Thursday, February 1, 10:30 a.m. - noon

If you've mastered the basics of Quickbooks, learn the next steps in mastering this powerful accounting software. . Focus on QuickBooks Online Advanced with Apps.

CEUs (pending): 1.5 CLP

Marietta is an IRS Enrolled Agent and Certified QuickBooks ProAdvisor.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

New Products In The Marketplace

Track: Pesticides

Presenter: Frank Niccoli

Thursday, February 1, Noon - 1 p.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Practical Permaculture for Green Industry Professionals

Track: The Sustainable Garden

Presenter: Mike Boss

Thursday, February 1, 1 - 2:30 p.m.

This workshop will focus on ways that landscape professionals can run successful companies successfully in ways that minimize the negative effects of traditional landscaping on people and the environment. We will first explore Permaculture ethics and principles, and then discuss practical ways to incorporate these in both planning and in field work. We will also discuss why applying these principles will result in more beautiful gardens while reducing health risks for employees and helping to create a healthier, more resilient environment.

Mike Boss founded Rock & Rose in 1989 and the Edible Nursery Project in 2017. He now owns Sonoma Horticultural Nursery. He holds an M.S. in Environmental Botany and certificates in Permaculture Design, and has served on San Francisco's Urban Forestry Council and as a landscape advisor for the S.F. Water Department. He is a CLCA life member.

CEUs (pending): 1.5 APLD 1.5 CLT 1.5 CLP 1.5 IA 1.5 ISA 1.5 QWEL

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Weeds: Plants Seemingly Without Virtue

Track: Pesticides

Presenter: Frank Niccoli

Thursday, February 1, 1-2 p.m.

Register at clca.org/lis/badge

2018 Landscape Industry Show Seminars

Using Integrated Pest Management To Reducing Chemical Use

Track: Pesticides

Presenter: Frank Niccoli

Thursday, February 1, 2-3 p.m.

Register at clca.org/lis/badge