



\$225.00
MEMBER PRICE
 Classes have limited seating. First come, first served.

<http://www.fn gla.org/events/education-on-the-go>

Business-oriented Content for Landscape Professionals who want to **Grow, Prosper and Succeed**

WINTER 2016 - 2017 SERIES

Keys to Business Success

November 18 | Clearwater, FL
January 17 | Ft. Lauderdale, FL

Workshop will provide key critical elements to business success in the landscape industry today, including:

- Understanding the **Business Life Cycle**
- **Start Clean Finish Clean**, the key to business process
- **DiSC**, using personality profiles to foster stronger communication
- **Lean** applications in landscape production



KEN THOMAS, Instructor

Account Manager Boot Camp:

December 9 | Orlando, FL
February 24 | Jacksonville, FL

Envisor consultants share best practices from the landscape maintenance industry for middle managers, including:

- Introduction to **Account Management**
- Extra Mile Service – keys to customer service excellence
- Onboarding new clients – a **systematic approach** to ensuring success
- Site Visits - being efficient and effective
- **Upselling Enhancements** – critical elements to vertical selling



BEN GANDY, Instructor



IN PARTNERSHIP WITH



EWING BRANCH 91 - NOVEMBER 18
 2040 Range Road, Clearwater, FL

TPIE - JANUARY 17
 1950 Eisenhower Blvd, Fort Lauderdale, FL

EWING BRANCH 198 - DECEMBER 9
 3333 Old Winter Garden Rd, Orlando, FL

EWING BRANCH 160 - FEBRUARY 24
 11590 Davis Creek CT, Jacksonville, FL

AN FNGLA EXPERIENCE

Registration Info: FNGLA, 1533 Park Center Drive, Orlando, FL 32835 Phone: (407) 295-7994 Fax: (407) 295-1619 info@fn gla.org



Meet the Instructors

envisor
CONSULTING

Envisor is uniquely positioned to help others nourish and grow their businesses. As operations experts who know more than “what” to do; they know “how” to get to the next level. Creating positive change for their clients can position owners and managers to gain control over results.



KEN THOMAS

Ken started his first business fresh out of college with \$1,000 and a pickup truck. From there, he grew to \$5 million before selling to LandCare in 1998. Ken is also the former owner and managing partner of award winning

Scapes Landscape, which was one of the top 100 landscape companies in America. Scapes was acquired by ValleyCrest in 2008. Ken spent 2 years in leadership at ValleyCrest Landscape Maintenance as Sales Leader for the southeast region. During his 30 year career, Envisor founder Ken has owned three of Atlanta’s most successful landscape companies. An astute businessman who’s not afraid to dig in the dirt, Ken knows the secrets and systems of thriving landscape operations. A long-standing member of PLANET/ALCA and past president of the Metro Atlanta Landscape and Turf Association, Ken is a true visionary with a down to earth approach.

“ Anyone can learn to be a great landscaper. The key to success in this industry is to become a great landscape businessman or woman.”



BEN GANDY

Ben has developed operating systems and implemented key strategies that have propelled several businesses to profitability, market leadership, and successful transitions including Scapes Landscape, one of the top 100 companies in the US.

Ben’s lean production expertise is unparalleled, having spent several years working with the nation’s largest landscape provider deploying their lean initiatives on a national level. He has been to virtually every landscape market in the US implementing lean on a cultural and practical level.

A long time PLANET member, Ben has a down to earth, practical approach. He is committed to simple solutions that drive results.

With a passion for operations; systems based management strategies and lean thinking, Ben is positioned to guide others in pursuit of their vision.

“Anyone can make things more complicated, real genius is in making things simple. Complex solutions are hard to communicate, implement or sustain. Only simple solution work”