

LEAD YOUR COMPANY TO SUCCESS

In the Era of Economic Uncertainty



What all business owners and managers must do NOW

Why your company's financial management must change

Why your sales and marketing tactics need to change

Register Today!

Wednesday, January 13, 2010

Things have changed and leading a successful business is not what it used to be. Today's business climate is different and right now we must think, act, manage and lead with new strategies and long-term and short-term goals.

In this one-day seminar, learn from three successful business owners/mentors who will cover the crucial areas your company should be focusing on in order to do more than just survive this economic downturn.

- Strategies of focus include: 1) The owners new role, 2) Reoccurring revenue streams, 3) Cash management, 4) Banking strategies, 5) Business planning and budgeting, 6) Crisis planning and 7) Communication strategies.
- Tactics include: 1) Management intensity, 2) Pricing strategies, 3) How operations must manage differently and 4) How sales and marketing needs to adjust.

Important Note: This seminar is designed specifically for owners and managers of small and medium service businesses. It will contain deep content and offer purposeful information, strategic ideas and the tools to implement in your business immediately!

Part I: Practical Strategies

In this session, learn what business owners and CEO's must do now. Why do sales and marketing tactics need to adjust? Why and how financial management has to change? What should your operations be doing? These practical strategies and tactics will be presented as well as how attitudes, focus, intensity and communications need change at all levels, to succeed during these times.



About the speaker: *Steve Russell, Eradico Services and Weed Man Lawn Care. Steve is an active owner in a successful multi-million dollar service business, providing pest control and lawn care services in Michigan. He is active in supporting Weed Man franchises in five states, ranging from small maintenance and landscape firms to large, full-service green industry companies. Steve's company continues to grow in profit and sales in 2008 and is on a positive track for 2009. His Weed Man franchises have seen an average yearly growth over the last three years of 19.97%, with 2009 growth trending at 19.58% over 2008.*

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Part II: Developing and Executing LEAN Business Principles

Any process improvement initiative needs a solid foundation to stand on. The foundation consists of corporate culture, organizational structure and leadership behavior. Process improvement is accomplished through change, and without successful leadership and proper motivation change will not happen. Attendees of this session will learn by example as successful business owner Todd Reinhart shares how developing and executing LEAN business principles for his company has helped to guarantee continued success in these economic times.



About the Speaker: *Todd Reinhart, Reinhart Grounds Maintenance Inc- Todd owns and operates a multi-million dollar lawn maintenance and landscape company in Bloomington, Illinois. Reinhart Grounds Maintenance, Inc. was awarded the 2007 "Pro's in Excellence" award by Pro magazine. They were named one of the top 12 landscape companies of the year by Landscape Care Magazine*

Part III: Banking Strategies That Ensure Success!

Meaningful, well-organized financial records ensure that your business operations will run more efficiently on a daily basis and are the foundation of a successful company. In this session learn why forecasting and evaluating your company's financial condition, estimating financing requirements and tracking cash flow is crucial to you and your banker. In order to accomplish this, managing your balance sheet is vital. This session will walk you through managing your balance sheet and will offer financial crisis advice for the current economy. In addition, Ed Swad will be open to the floor for questions and advice relating to financial statements, cash flow, banking needs/concerns and other issues related to finance.



About the Speaker: *Ed Swad, Swad and Company, Certified Public Accountants. The firm was organized in June 1974, by Edmond A. Swad in Livonia, Michigan. Ed has been practicing public accounting since 1986. Swad and Company has been instrumental in helping Eradico Services and Weed Man Lawn Care successfully navigate through the tough economic climate.*

DATE / LOCATION

January 13, 2010
 Doubletree Hotel Detroit/Dearborn
 5801 Southfield Fwy.
 Detroit, MI 48228

TIMES / COST

Registration: 9:00 a.m. – 9:30 a.m.
Class: 9:30 a.m. – 2:30 p.m.
Optional: 2:30 a.m. – 3:30 p.m. *Open table networking session with the speakers*
Cost: MGIA Member \$99 / Non-Member \$125
 Continental Breakfast and Lunch included in cost.

REGISTRATION FORM

<u>DATE</u>	<u>CLASS</u>	<u># ATTENDEES</u>	<u>COST</u>
01/13	Lead Your Company to Success In the Era of Economic Uncertainty	_____	_____
COMPANY NAME _____ ADDRESS _____			
CITY _____ STATE _____ ZIP _____ TELEPHONE _____			
<input type="checkbox"/> MGIA MEMBER <input type="checkbox"/> NON-MEMBER		AMOUNT ENCLOSED _____	EMAIL ADDRESS: _____
NAMES OF PEOPLE ATTENDING _____			

TOTAL COST \$ _____	<input type="checkbox"/> CHECK ENCLOSED (Payable to MGIA)	<input type="checkbox"/> CREDIT CARD
Credit Card #: _____	Exp.Date: _____	
3-Digit Code: _____	Billing Zip Code: _____	Signature: _____

Please Register by Mail, Phone or Fax
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