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**Green Industry Expo™ Workshops Schedule
Announced for 2008 GIE+EXPO**

Dealers & End-Users Alike Will Benefit

(Louisville, KY) Back by popular demand for the second annual GIE+EXPO (Green Industry & Equipment Expo), set for Thursday – Saturday, October 23-25, will be the **Green Industry Expo™ Workshops**. While the GIE Workshops provide a special introduction to Professional Landcare Network's Green Industry Conference (GIC) education program, the business-building topics will also benefit dealers.

The workshops will supplement and build on the Thursday and Friday Dealer Experience sessions hosted by the Outdoor Power Equipment Institute, Inc. (OPEI) and the North American Equipment Dealers Association (NAEDA).

"At last year's show I caught some seminars that were actually intended for landscapers but the business strategies are applicable to my business too," said dealer Ray Kibler of Woodstock Equipment Co., Woodstock, VA.

The GIE Workshops are offered at \$50 each and are open to all GIE+EXPO attendees. Pre-registration for the sessions is required. Register at www.gie-expo.com or call the Show Management office to request a registration brochure – 800-558-8767.

The tradeshow will be held at the Kentucky Exposition Center in Louisville. It is sponsored by the Outdoor Power Equipment Institute, Inc. (OPEI); Professional Landcare Network (PLANET) and the Professional Grounds Management Society (PGMS).

Green Industry Expo™ Workshops Schedule

Thursday, Oct. 23, Session A, 8:30 – 10:30 a.m.

Pricing and Profitability

Kevin Kehoe, Kehoe & Company, Laguna Niguel, California

Learn the "real world" strategies used by successful contractors to increase sales and profits:

- Establishing a general pricing model and price levels
- Determining labor and materials rates for estimating
- Establishing service line pricing to maximize sales and profits
- Establishing a flexible job-size pricing structure with differential rates
- Determining total customer profit model
- Using price as a marketing weapon

Kevin Kehoe has been a consultant to the green industry for 18 years. In that time, he has worked with over 200 companies in the industry, increasing sales and profits. He provides strategic, financial, sales and operational consulting services, as well as helps owners with their exit plans when it comes time to sell or pass their businesses to the next generation.

Friday, Oct. 24, Session B, 8:30 – 10:30 a.m.

Building Leadership Through Personal Power

Chuck Zamora, Zamora Training Inc., Mequon, Wisconsin

Would you like to be better at leading and managing your people? Would you like to have the most powerful tool for becoming a sales pro? If so, you can't afford to miss this session. Chuck will explore the three major components of personal power: communication, attitude and self-image, followed by goal setting. He will also drill down on the art of communication and teach you the power of a good self-image and how important attitude is in achieving your goals.

Chuck's background is in education, followed by a career in the business world where he rose to an executive position in a large multi-national corporation. He then took his teaching background and corporate experience to found Zamora Training Inc. in 1984.

Saturday, Oct. 25, Session C, 8:30 – 10:30 a.m.

Make Friends, Make Sales, The Art of Relationship Selling

Marty Grunder, Marty Grunder! Inc., Miamisburg, Ohio

The most successful sales professionals are those who understand the value of relationships. In this fun, fast-paced session, you will learn how to improve your selling efforts immediately by learning how to make friends and influence people, making money in the process.

Marty Grunder is the founder and president of Grunder Landscaping Co. in Dayton, Ohio. He started the business in 1984 with a \$25 mower bought at a garage sale. In 1990 when Marty was a senior at the University of Dayton, his company grossed over \$300,000 and his story appeared in *The New York Times*. Today Grunder Landscaping Co. employs 45+ professionals and enjoys annual sales over \$4 million. Grunder Landscaping has won over 20 local and national awards for entrepreneurial efforts. Marty is a two-time Young Entrepreneur of the Year in the State of Ohio and also was awarded Young Entrepreneur of the Year for the entire Midwest by the Small Business Administration. He was recognized by Ernst & Young as a Dayton/Miami Valley Entrepreneur of the Year in 2001. In 2003 Marty's company Grunder Landscaping Co. won the Better Business Bureau's prestigious Eclipse Integrity Award, recognizing fair and honest dealings with clients and vendors as well as outstanding customer service.

In 1995 Marty formed Marty Grunder! Inc., a business consulting company offering entrepreneurs help with marketing, management and motivation. A highly sought professional speaker and authority on success, Marty has spoken all over the U. S. and Canada. Marty's book *The Nine Super Simple Steps to Entrepreneurial Success* was named the Business Book of the Year at the 2003 Independent Publisher Book Awards.

Pre-registration for a three-day pass to GIE+EXPO is \$10 per person. The tradeshow admission for those who wait to register onsite will be \$50. To pre-register online for the workshops, the Dealer Experience and the tradeshow and to reserve hotel rooms, go to www.gie-expo.com. Those who register online will be eligible for a drawing for Flight Certificates to the Caribbean, sponsored by Ariens and American Airlines.

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