

## Details:

Date: Wednesday, February 17, 2010

Time: 8:00 am to 2:00 pm

Location: Flintwood Farms  
516 McDonough Rd  
Fayetteville, GA 30214

Cost: \$10 per person

Audience: Landscape Professionals

**Please RSVP by**  
**Wednesday, February 10, 2010**  
(770) 461-4643 or sales@Flintwood.net



## Schedule:

- 8:00 am: Gate Opens  
Registration & Coffee, Meet vendors
- 8:50 am: Welcome
- 9:00 am: Georgia Certified Landscape Professional (GCLP)
- 9:30 am: Floriculture  
Bed Design • Installation • Maintenance
- 10:30 am: Break
- 10:45 am: Developing a Pricing Structure that Promises Profits
- 11:15 am: Planning & Record Keeping
- 12:00 pm: BBQ + all the fixins
- 1:00 pm: Q&A with speakers, Meet vendors

## Directions:

### From Atlanta/North:

From I-75 southbound, take exit #235 Tara Blvd (US-41), continue on Tara Blvd for 4.9 mi, turn right on Fayetteville Rd (GA-54), continue on Fayetteville Rd for 5.5 mi, turn left on McDonough Rd, continue on McDonough Rd for 1.9 mi. Turn left into Flintwood Farms.

### From Macon/South:

From I-75 northbound, take exit #218 GA-20, turn left on GA-20, continue on GA-20 for 9.2 mi, turn left on Tara Blvd (US-41), continue on US-41 for 5.5 mi, turn left on McDonough Rd, continue 4 mi. Turn right into Flintwood Farms.

### From Columbus/Alabama:

From I-85 northbound, take exit #47 Newnan/Peachtree City (GA-34), turn right on GA-34, continue on GA-34 for 7.9 mi, GA-34 becomes GA-54 - continue on GA-54 for 13.3 mi, turn right on McDonough Rd, continue on McDonough Rd for 1.9 mi. Turn left into Flintwood Farms.



516 McDonough Rd, Fayetteville, GA 30214  
Phone: (770) 461-4643 Fax: (770) 716-0712  
Email: sales@Flintwood.net

[www.Flintwood.net](http://www.Flintwood.net)

# Flintwood Farms



**Ready ❖ Set ❖ Grow**

## Flintwood Farms' First Annual Customer Appreciation & Business Development Event

Open to all landscape professionals

**Floriculture** - Bed prep, design, color combinations, favorite plants, and more

**Planning & Record Keeping** - Learn how planning & record keeping can help make your business more efficient

**Developing a Pricing Structure that Promises Profits** - Learn how to develop a pricing structure that gives your company a competitive advantage

**Georgia Certified Landscape Professional (GCLP) + Landscaping Problems & Fixes** - Learn how this program can help your business

**Plus** - Q&A, meet vendors of related products, enjoy a BBQ lunch, and prize raffle

**Wednesday**  
**February 17, 2010**

## Flintwood Farms

Jenni Hernandez & Julie Thames

Flintwood Farms Diversified, Inc. is a wholesale nursery located in Fayetteville, GA that grows quality seasonal color for landscape professionals located throughout Georgia and Alabama. We offer a wide variety of seasonal color in 4" and 5" containers as well as a nice selection of one and three gallon tropicals and other accents.

We trial new products in our own gardens and offer our clients the opportunity to tour these gardens throughout the growing season so they may learn from our experiences. We are constantly experimenting with new varieties and plant combinations to explore the realm of possibilities. We're tough on plants, so if it performs for us, it's got to be good.



Visit [www.Flintwood.net](http://www.Flintwood.net) for up-to-date inventory, plus photos and planting information

The mission of our nursery is to be the best landscape resource for wholesale trade by offering quality products, dedicated service, and educational opportunities for all landscape professionals. Your success is important to us.

Our goal for this Business Development Event is for you to leave armed with new information and tools to improve your flower bed designs, color combinations, and plant selections in your annual color presentations and strengthen your business.

## Planning & Record Keeping Workshop

Jenni Hernandez & Julie Thames from Flintwood Farms

Learn how to make your business more efficient and profitable through keeping and maintaining clear, updated notes on each individual bed in your portfolio.

We will provide worksheets and information to help you create useful documentation as you plan, prepare, and maintain your beds. Seasonal planning will also be covered.

## Floriculture

Leah Quarles from Landscape Workshop

In order to achieve a strong seasonal color program there are several key points to remember when planning your annual flower beds. Proper bed preparation is the key to the success of your bed performance, therefore the foundation of your work. Knowing your plant material and some basic principles of design will make your job easier each time you plant. Proper maintenance is important to the long-term success of the bed and stronger *flower power*. We'll offer some suggestions on great combinations and favorite *hot performers* that you can use to start out a great 2010 spring season.



Learn how planning and preparation can help you design eye catching beds that require less maintenance

### About Leah Quarles

Leah graduated from Auburn University with a bachelor's degree in Landscape Design. She manages the floriculture department for the three Landscape Workshop offices in Alabama and supports the landscape industry by sharing her expertise in numerous speaking engagements. She is also the first female recipient of the Horizon Award, presented by the ALNA.

## Developing a Pricing Structure that Promises Profits

Scott Reinblatt from Big Blue Sky Landscaping, Inc.

This program provides an objective evaluation of common pricing strategies and how they can hurt your business. Learn how to develop a pricing structure that gives your company a competitive advantage and provides for predictable profit margins.

### About Scott Reinblatt

Scott began Blue Sky Landscaping in 2006 and has successfully continued to grow the company through exceptional customer service and a solid commitment to excellence. As a graduate of the Georgia Certified Landscape Professional Program, Scott continues to dedicate himself and his staff to Continuing Education. He has worked with the GCLP Task Force to update the curriculum and participated in creating new testing for the program.

## GA Certified Landscape Professional

Todd Hurt from the University of Georgia

Ready, Set, Grow!

Are YOU ready?  
Prove it...Get Certified.



Todd Hurt, Training Coordinator with the University of Georgia will share with you some of the most common landscape problems, solutions, and some of the craziest things he has seen happen. Todd will also discuss the Georgia Certified Landscape Professional program and how you can get certified without interrupting your business.

### What is GCLP?

The Georgia Certified Landscape Professional (GCLP) program is a voluntary testing program that acknowledges those in the landscape profession who have mastered a thorough knowledge and understanding of job skills required to be successful in the industry. The two-day testing consists of four written components and nine outdoor hands-on components. The GCLP program is developed and endorsed by the Georgia Green Industry Association, the Georgia Turfgrass Association, the Metro Atlanta Landscape and Turf Association, and the University of Georgia.

### About Todd Hurt

Todd has his Master of Science in Agronomy from the University of Georgia. He has more than 15 years of experience in horticulture and landscape management. For eight years, Todd has worked in public service and outreach for the Extension Service in both Georgia and Florida and has taught over 200 horticultural workshops. Todd is currently the Training Coordinator for the University of Georgia's Center for Urban Agriculture and administers the Georgia Certified Landscape Professional program. He works closely with green industry professional organizations and is interested in your training needs. He may be contacted by email at [thurt@uga.edu](mailto:thurt@uga.edu). More information on the certification programs may be found at <http://gclp.info>

More information on the Georgia Certified Landscape Professional Program is available on their website: <http://apps.caes.uga.edu/urbanag/GCLP/index.cfm>