

# TNLA MANAGEMENT WORKSHOP


$$R + T = S$$

Relationships  
+ Technology

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Success!

January 15-16, 2010  
Galveston, Texas

# R+T=S

## Relationships + Technology = Success!

Learn how to combine great customer service and relationship-building with technology to achieve the highest level of success. Hear first hand what other business owners/managers are doing to utilize technology in the most personal and effective ways through our informative and interactive panel discussions.

Featured Speaker



### TERRY BROCK

Terry has been speaking professionally since 1983 in 17 countries and 40 states. He uses his practical, real-world experience to help businesses use technology to gain a strong competitive advantage. Prepare yourself for an enjoyable, fun and power-packed presentation.

## WORKSHOP SCHEDULE

### Thursday, January 14, 2010

3:00 p.m. – 5:00 p.m.

#### Optional Tour of Hurricane Ike's Impact on the Island's Ecology

### Friday, January 15, 2010

9:00 a.m. – 11:45 a.m.

#### Building Profitable Relationships in Business to Grow in Any Economy with Terry Brock

We all see the economy now and it can be easy to get discouraged. However, by applying time-honored principles to your business and practicing R-Commerce (Relationship Commerce) more than E-Commerce, your business will not only survive but thrive. Discover principles, techniques and technologies that will help your business grow. Terry Brock, internationally recognized speaker and syndicated columnist, shares these secrets with you in this special live appearance.

12:00 p.m. – 1:30 p.m.

#### Annual Membership Meeting and Lunch

1:45 p.m. – 4:30 p.m.

#### Rules and Tools: Integrating High Tech with High Touch with Terry Brock

Make your own economic stimulus package by implementing the right concepts and technologies. In this fast-paced, fun session you'll see live demonstrations of technologies that can boost your productivity and profitability. Discover how to use tools like the latest (inexpensive) scanners, audio for increased productivity (worth the price of admission by itself), video for increased productivity and more. By combining the latest and most effective technologies (demonstrated live for you) with specific customer care steps, you are guaranteed to achieve ultimate business success.

4:30 p.m. – 6:00 p.m.

#### Happy Hour at The San Luis Resort

### Saturday, January 16, 2010

8:30 a.m. – 9:30 a.m.



#### Get Your Twit Together: Implementing Social Media for Your Business with Damian Skinner

Learn how to maximize your brand using tools like

Facebook, Twitter and LinkedIn with practical tips to building your presence and creating trust.

9:45 a.m. – 10:30 a.m.



#### The Post-Recession Consumer with Charlie Hall

The post-recession consumer is one who is more value conscious than ever before. Thus, it is imperative for green industry firms to tweak

their value proposition to capture greater mind-share. In this session, we will examine the new norm and ways we can emphasize quality of life and eco-systems benefits in our product/service offerings to transform our industry from being a luxury in people's lives to being considered a necessity that they just can't do without!

10:30 a.m. – 10:45 a.m.

#### Break

10:45 a.m. – 11:30 a.m.

#### Back by Popular Demand!! Panel Discussion & Roundtable





### BUSINESS INFORMATION *(Please duplicate this form for each additional attendee)*

Company Name \_\_\_\_\_

TNLA Member     Non-Member

Attendee Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

### MANAGEMENT WORKSHOP REGISTRATION FEES – 2010 RATES

#### Advance Rates Member Rates (on or before 12/29/09)

#### Regular Rates (after 12/29/09)

Attendee . . . . .	\$185.00	Member Rates . . . . .	\$250.00
Non-member Rates . . . . .	\$275.00	Non-member . . . . .	\$340.00

Friday Business Lunch only . . . . . \$40.00

### REGISTRATION TYPE *See chart above for fees for each Registration Type*

**Optional Tour** of Hurricane Ike's Impact on the Island's Ecology. . . . . No Fee

**Full registration** fee includes education sessions, morning and afternoon break refreshment, lunch on Friday and Friday Happy Hour. . . . . Total \$ \_\_\_\_\_

**Friday lunch only** . . . . . Total \$ \_\_\_\_\_

### PAYMENT METHOD

Check (*Payable to Texas Nursery & Landscape Association*)

Visa     MC     AMEX     Discover

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card verification number: \_\_\_\_\_ (MC/Visa: last 3 numbers located on signature line on back of card; AMEX/Disc: number printed on front of card above embossed digits.)

Billing Address for CC with Zip Code \_\_\_\_\_

Name Appearing on Card (*please print*) \_\_\_\_\_

Signature (*as on card*) \_\_\_\_\_

TNLA is committed to compliance with the Americans with Disabilities Act.  
If you will need special accommodation or have special dietary needs, please check here.

#### FOR TNLA OFFICE USE ONLY

Receipt Date _____	Amt. Received \$ _____	Check # _____	Member Verification _____
MC/VISA/AMEX/DISC# _____	Authorization # _____	Header # _____	

#### To register:

#### ONLINE

Register online at  
[www.tnlaonline.org](http://www.tnlaonline.org)

#### BY MAIL

Mail registration form  
to TNLA, 7730 South  
IH-35, Austin, TX  
78745-6698.

#### BY FAX

Fax registration form  
to 512.280.3012  
(credit cards only).

#### QUESTIONS?

Call 800.880.0343

#### To reserve your hotel room, call:

The San Luis Resort  
Reservation Department  
at 1-800-392-  
5937 and state that  
you are with the Texas  
Nursery & Landscape  
Association.

For special TNLA  
rates call before  
December 29, 2009.

Deadline for  
advance registration:  
December 29, 2009.

Sorry, no refunds after  
December 29, 2009.



*The San Luis Resort,  
Spa & Conference Center*

**To reserve your hotel room, call:**  
The San Luis Resort at 800-392-5937.  
For special TNLA rates call before  
December 29, 2009.

**Workshop Fees/Registration Information** The advanced registration fees for this workshop are \$185 for members and \$275 for non-members, which includes the workshop, as well as the Annual Business Meeting Lunch, and Friday Happy Hour. Sorry, no refunds after December 29, 2009.

You may register for the 2010 Management Workshop by visiting [www.tnlaonline.org](http://www.tnlaonline.org) or filling out the attached registration form and returning it with your payment to TNLA by fax (512.280.3012) or mail (TNLA, 7730 S. IH-35, Austin, TX 78745)



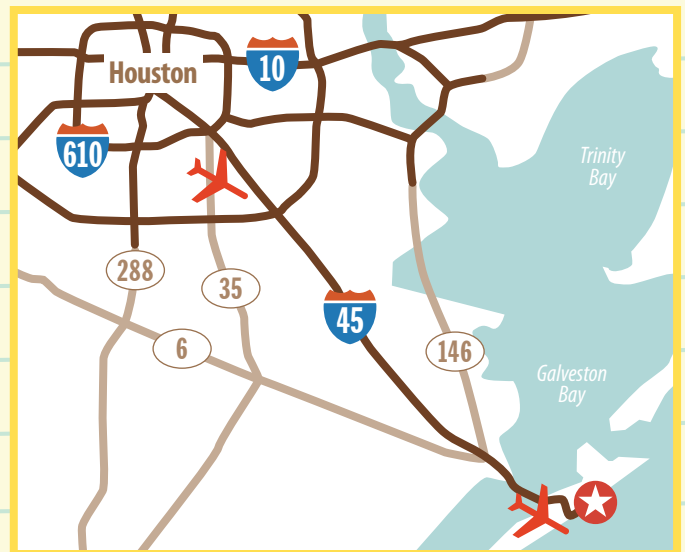
## *CEU Info*

**The Management Workshop qualifies for up to 10 Continuing Education Units for all TNLA certification programs.**

## *Hotel Information*

Discover unparalleled luxury at The San Luis Resort, Spa & Conference Center, a 30-acre year-round beachfront hotel and resort property on beautiful Galveston Island, Texas. Recipient of the AAA Four Diamond Award® since 2000, The San Luis Resort features lavish accommodations, breathtaking Gulf views and personalized service.

Dine in our award-winning restaurants, enjoy luxurious resort amenities and step into the excitement of Galveston Island, which boasts a wide array of activities on land and sea with 32 miles of sun-drenched beaches, historic sites and famed shopping.



## *Directions to Hotel*

An easy-to-reach destination, The San Luis Resort, Spa & Conference Center on Galveston Island is less than an hour's drive from Houston, three hours from Austin and five hours from Dallas/Ft. Worth.

**From Houston** Take Interstate 45 South to Galveston. Take the 61st Street exit and turn right (south). Stay on 61st Street to Seawall Boulevard. Turn left (east) at Seawall Boulevard. The San Luis Resort is located past 53rd Street and Seawall Boulevard on the left (north) side.

## *Transportation*

**Airports:** William P. Hobby Airport (recommended)  
George Bush Intercontinental Airport  
Scholes International Airport at Galveston

**Ground** Transportation directly to The San Luis from both Houston airports is available through Galveston Limousine Service. In addition, The San Luis Resort is conveniently located just minutes from the Galveston Airport and Interstate 45.

Texas Nursery & Landscape Association  
7730 South IH-35  
Austin, TX 78745-6698



A two-day event dedicated to educating and supporting owners and managers in the Green Industry. We are devoted to providing the business and leadership skills necessary to not only compete in today's challenging marketplace, but succeed in tomorrow's rapidly evolving business environment.

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