

## **Winter Management Conference – February 7 – 11, 2010**

Each February TCIA hosts the Winter Management Conference (WMC), a premier business conference for the tree care industry.

Learning, networking and growing as business leaders is an ongoing progress and WMC is the best forum for the owners and key managers & employees of tree care companies to gather, expand their horizons and attend workshop sessions from some of the best minds in the business. WMC has always boasted the highest caliber professional instructors.

The curriculum this year includes:

### **Leading You, Your Relationships and Your Business by Steve McClatchy**

Leading You: Would you choose to follow you? We must lead our own lives before -taking responsibility of leading others. Personal leadership is the foundation of -leadership process.

Leading Your Relationships: If trust could be measured, how would you score? Establishing trust in relationships is fundamental for effective -leadership.

Leading an Organization, Team or Group: Vision, mission, -values and goals are essential for a group to stay focused. But even more important are the systems, structure, information, decisions and rewards that bring them to life.

Steve McClatchy is an international speaker, trainer, consultant, writer and entrepreneur. Steve founded Alleer Training and Consulting out of his passion for adult learning and for the field of training and development. Steve's seminars are delivered in a fun and interactive fashion. Steve explains what to do and how to do it in plain English so you can apply the concepts and ideas the very same day.

### **Surviving and Thriving in Tough Times by Dr. Cliff Robbins**

When the economy is strong, it's easy to maintain a healthy business. But when the economy turns sour, it's a lot tougher. Do you know how to run your business well enough to -survive?

Position yourself for success! Cliff will discuss strategies and tactics in the areas of management, marketing and finance. You will leave with new ideas to help you survive, and even thrive in these very difficult economic times.

Cliff Robbins is a management and marketing professional and an educator with experience in strategic planning and marketing/sales. As the senior management advisor for the Massachusetts Small Business Development Center, he has counseled more than 1,800 entrepreneurs and has spoken to many thousands more.

**Five Keys to Family Business Success and How  
Non-family Business Can Benefit too!**

**by Dr. Mark Green**

Learn the 5 keys to family business success you must master to stay competitive in today's challenging economic marketplace. Hear the latest findings and best practices that will help owners and company leaders address the changing generational relationships, non-family relationships and the collective needs of the company.

Followed by one-on-one, hour-long consultations at 12:30 pm / 1:30 pm / 2:30 pm / 3:30 pm / 4:30 pm.

Mark is a senior associate of The Family Business Consulting Group, Inc.®, and is the former director of the Austin Family Business Program, and was founding director of the Austin Entrepreneurship Program at the College of Business at Oregon State University. Mark is an active educator, speaker, researcher and advisor on succession, governance, entrepreneurship and professionalization of the family business.

**Who is your Safety Leader?**

**by Danny Raines**

Any employee can be a safety leader. And executives and managers are usually never around to be the safety leaders on the job sites. Have you prepared your employees to be your safety leaders? Are your employees involved in your safety programs? Safety program ownership at employee levels that is supported by management teams will decrease incidents and reduce injuries and workers' comp costs. Identify and prepare your safety leaders.

Danny started as a Helper on a line crew in June 1967 in Macon, Georgia and successfully worked through all classifications to a crew leader. He was promoted to first line supervisor in 1985, moved to contract managements in 1995 and back to Safety in Health in 1997. Danny worked as a safety advisor, safety supervisor and safety project manager. Retired from Georgia Power Company after 40 years, he now runs a private company, Raines Utility Safety Solutions, LLC.

**Grow Your Business in Any Economy.**

**A nine step process to guaranteed growth.**

**by Jeffrey Scott**

Learn a nine step process that is guaranteed to grow your business. Expand your view of "what is possible"; and you will better understand the big picture and how each component fits together, so you can lead your company to increased sales, in any -economy.

Jeffrey Scott is a green industry marketing consultant. He doubled sales to \$10 million, raised client retention to 98 percent, and grew referral sales by 2,000 percent. He now

coaches companies how to build their brand, captivate the right client and dramatically grow their -business and profits.

## **Strategic Social Media Marketing**

**by Jeff Korhan**

There has never been a marketing tool as powerful as social media marketing. Low cost, wide reach and fast results make it especially valuable. Learn how to strategically use Twitter, LinkedIn, Facebook and blogs to build your reputation, conduct valuable research and generate more referrals. Social media sites are becoming the big elephants in the Web 2.0 marketplace. You will learn how to use them to create a stampede of new prospects, and better communicate with your customers on a professional, social and personal level.

Jeff Korhan is an award winning entrepreneur, marketer and green industry speaker. He applies over three decades of marketing experience to helping companies maximize marketing results, especially with social media and Internet marketing. He is a former Fortune 50 sales and marketing manager, a faculty member of social entrepreneurship, and a leadership consultant for the National Speakers Association.