

STI UNIVERSITY - JANUARY 22 - 24, 2019
EMBASSY SUITES HOTEL & CONFERENCE CENTER
KINGSTON PLANTATION, MYRTLE BEACH, SC

WHAT: STI University 2019 is a premium educational event for landscape & irrigation contractors, landscape maintenance contractors, landscape architects, educational institutions, municipal grounds management personnel, and golf course personnel. The event offers more than 30 classes clustered in three “tracks” – Owner/Manager, Installation & Service, and Landscape Maintenance. The classes include technical topics on irrigation, lighting, drainage, and water features; landscape maintenance, care & fleet management of landscape maintenance equipment; and several business management subjects.

WHERE: Embassy Suites Hotel & Conference Center in Kingston Plantation, SC. Call (800-876-0010) for room reservations and a special room rate of \$119 for STI U attendees. Be sure to mention the group code “**STI**” to get the special room rate. Or, secure your room reservation online at www.kingstonresorts.com and enter the same group code to get the special room rate (room registration is separate from STI U registration).

COST: STI U attendance fee of \$325 includes all classes, materials, and food & beverage events.
*****SAVE** \$30 per person (\$295 fee) by registering before October 31, 2018!

CEU'S: All annual continuing education credits can be earned towards the NC Irrigation Contractor license and the NC Landscape Contractor license. NC, SC, & TN Pesticide Applicator certification credits can be earned (varies by state).

REGISTRATION: See attached STI University registration form. Use one form per attendee. Each attendee will select the course “track” they want on the registration form. Or, you may register online at www.smithturf.com – click on the “**STI University 2019**” button and follow the directions.

VENDOR SPECIAL EVENT: More than 30 industry manufacturers will be present and displaying their products throughout the event. In addition to breaks & meal events, there will be a 2-hour “trade show” opportunity on Thursday morning to interface with manufacturers on specific products in which you have interest.

AGENDA:

Tuesday, January 22

10am – 12:30pm	Registration
12:30pm	General Session, Announcements
1pm – 5:15pm	Classes
6:30pm - 9pm	Reception, Dinner

Wednesday, January 23

7am - 8am	Breakfast
8am – 4:15pm	Classes (lunch at noon)
4:15pm – 6pm	General Business Meeting, President’s Club Awards
6:30pm - 9pm	Reception, dinner, Annual Contractor of the Year Awards

Thursday, January 24

7am - 8am	Breakfast
8am – 12pm	Trade Show (2 hours), Classes (2 hours)

EDUCATION “TRACKS”

Owner/Manager Track

- **Employee Retention – Keep Your Stars, Motivate Your Team**
- **Today’s Labor Shortage Management = More Profit\$**
- **Cell Phone Checkers & Daydreamers – Managing Crew Behavior**
- **Selling Upgrades & Add-Ons – Grow Profit\$ On Every Project**
- **How To Manage Cash Flow & Add To Your Bottom Line**
- **Is Your Company Profitable?**
- **Contractor Networking: Best Management Practices Survey**
- **Legal “Do’s & Don’ts” – Are You In HR Compliance**
- **Selecting The Right Central/Satellite Irrigation Control System**
- **2-Wire Irrigation System Design & Installation**
- **Site Water Needs: Calculating, Planning, Cost Management – Be Your Client’s Partner**
- **Growth & Profit Opportunity: Landscape Drainage System Design & Installation**
- **Growth & Profit Opportunity: Decorative Water Features Design & Installation**

Installation & Service Track

- **Essential Irrigation System Design & Installation**
- **Essential Lighting System Design & Installation**
- **Small Pumps – Selecting, Troubleshooting, & Service**
- **Irrigation System Troubleshooting & Service**
- **Selecting The Right Central/Satellite Irrigation Control System**
- **2-Wire Irrigation System Design & Installation**
- **Site Water Needs: Calculating, Planning, Cost Management – Be Your Client’s Partner**
- **Growth & Profit Opportunity: Landscape Drainage System Design & Installation**
- **Growth & Profit Opportunity: Decorative Water Feature Design & Installation**

Landscape Maintenance Track

- **Small Engine Maintenance, Troubleshooting, & Repair**
- **Selecting The Right Commercial Mowers For Your Company**
- **Protect Your Crews! – Power Equipment Operation Safety**
- **Small Pumps – Selecting, Troubleshooting, & Service**
- **Irrigation System Troubleshooting & Service**
- **Pesticide Certification Class**
- **Selecting & Calibrating Sprayers For Maximum Effectiveness**
- **Simplified Lawn & Landscape Fertilizer Programs**
- **Dingo – The Tool Every Contractor Must Have**

COURSE DESCRIPTIONS

2-Wire Irrigation System Design & Installation

1 hour – Brad Comer, STI

2-Wire systems highly popular and widespread. Learn the design basics, installation procedures – including the necessary controller grounding process, troubleshooting, and service of 2-wire irrigation systems.

Cell Phone Checkers & Daydreamers – Managing Crew Behavior

1 hour – Dann Harris, Business Coach

Frustrated with the distractions that keep employees focused on the task at hand? Learn the key steps for eliminating distracted behavior and get employees' buy-in to your expectations for their behavior and performance.

Contractor Networking: Best Management Practices Survey

1 hour – Mike Young, STI

Compare your company's metrics and practices, via a recent survey of successful contracting companies, across NC, SC, TN, and VA, and discover areas you can improve your company's effectiveness.

Dingo: The Tool Every Contractor Must Have

1 hour – Nick Tewell, STI

Discover the many uses of a Dingo Compact Utility Loader – trenching, grading, boring, augers, forks, aerifying, and more – and how this labor & back saving machine can significantly improve your company's productivity.

Employee Retention – Keep Your Stars, Motivate Your Team

1 hour – Dann Harris, Business Coach

An excellent class on identifying, interviewing, hiring, motivating, and retaining the best employees. With the difficulty everyone is experiencing in finding good employees, this is a must for every business owner.

Essential Irrigation System Design & Installation

2 hours – Brian Copeland, STI

Learn pipe sizing, sprinkler selection, location, & spacing, zoning, how to calculate pressure loss & operating pressures, selection of the right valves & controllers. Geared to residential and small commercial projects.

Essential Lighting System Design & Installation

2 hours – Mike Young, STI

Learn how to evaluate a site for lighting design, about lighting design techniques, selecting the right lamp & fixture, wire sizing, control options, installation, and service. Emphasis is on L.E.D. lighting.

Growth & Profit Opportunity: Landscape Drainage System Design & Installation

1 hour – Matt Trotter, STI & Mark Kozee, NDS

How to evaluate a site for drainage problems, select & size the products needed drain the site properly, how to install properly, and pricing/selling tips. A must for landscape contractors looking to grow revenue & profit.

Growth & Profit Opportunity: Decorative Water Feature Design & Installation

1 hour – Geo Dela Cruz, STI & Demi Fortuna, Atlantic Water Gardens

Simple to design & install, this fast growing segment of landscape contracting offers you another fun & profitable addition to your services. Most can be installed in only 4 hours.

How To Manage Cash Flow & Add To Your Bottom Line

1 hour – Pete Chrobak, STI

Cash flow management can financially make or break a company. Discover the main factors and how to manage them for better cash flow management and reduce wasted cash loss.

Irrigation System Troubleshooting & Service

2 hours – Brad Petersen, STI

Find out what the top irrigation service issues are and how to diagnose and repair them. Emphasis is on electrical troubleshooting, wiring problems, how to use a multi-meter diagnostic tool, and typical valve & controller service problems

Is Your Company Profitable?

1 hour - Brad Vice, Carolina Land Consultants

Do you know if you're truly profitable? Find out how to analyze & manage your company's financial results effectively and grow your profits.

Legal “Do’s & Don’ts” – Are You In HR Compliance

1 hour – Christine Schmid, STI

In today’s culture, HR management is more important than ever. What is legal and what is not? Find out how to avoid the pitfalls and protect both your company and your employees.

Pesticide Certification Class

2 hours – Kenny Smart, Southern Ag

Learn the latest in proper use of lawn & ornamental chemical treatments and earn CEU's for maintaining your Pesticide Applicator's Certification.

Protect Your Crews! – Power Equipment Operation Safety

1 hour – TBD, STI (Bruce Barton?)

Safety is an important goal for every landscape contracting business. Leave this class with the checklist every company needs to insure safety is a priority and effectively implemented.

Selecting & Calibrating Sprayers For Maximum Effectiveness

1 hour – Zach Snipes, Clemson University

Sprayers are an essential tool for every landscape maintenance business. Properly calibrated, they can deliver the best results without wasting costly materials. Learn the simple steps for accurately calibrating all of your sprayers.

Selecting The Right Central/Satellite Irrigation Control System

1 hour – Ted Kienast, STI

Overview of today’s most popular control products for large irrigation systems and network of systems such as college campuses, municipal park systems, and large commercial developments. Learn a process for selecting the right control system for any of these projects.

Selecting The Right Commercial Mowers For Your Company

1 hour – TBD, STI

There are many choices in commercial mowing products and it can be confusing. Discover a great process for evaluating and selecting the products that are right for your company and your clients' properties.

Selling Upgrades & Add-Ons – Grow Profit\$ On Every Project

1 hour – Brian Copeland, STI

Discover the significant opportunities with upgrades in irrigation and lighting systems as well as with add-ons such as drainage and decorative water features. Learn to show your customers the return on their investment in dollars and in more use & enjoyment of their outdoor environment.

Simplified Lawn & Landscape Fertilizer Programs

1 hour – Gary Maul & Patrick Gregg, STI

Learn the ABC's of fertilizer including what fertilizer to use at different times of the year. Find out why all fertilizers are not alike and what a typical, simple annual landscape fertilizing, weed/pest/disease control plan for the southeast looks like.

Site Water Needs: Calculating, Planning, Cost Management – Be Your Client's Partner

1 hour – Brad Comer, STI

Be your client's partner and learn how to correctly calculate normal irrigation water needs for any site and what water costs your client should be prepared to pay. Included is a comparison of the most effective water monitoring & management controllers.

Small Engine Maintenance, Troubleshooting, & Repair

2 hours - TBD, STI

Keep your power equipment working reliably and last longer. Learn best maintenance practices for small handheld power equipment and common Z-mowers, walk-behinds, and stand-on mowers.

Small Pumps – Selection, Troubleshooting, & Service Tips

2 hours – Dan Painter, Director of Training, Flint & Walling Pumps

Learn the basics of how pumps actually work and how to size, select, install, troubleshoot, and service small pumps for residential and light commercial irrigation systems.

Today's Labor Shortage Management = More Profit\$

1 hour – Dann Harris, Business Coach

How can the labor shortage actually improve your profits?! Find out in this unique session on employee motivation, retention, and performance improvement.



2019 STI UNIVERSITY REGISTRATION FORM



TWO WAYS TO REGISTER:

- Complete and mail or fax a copy of this form to: STI, Attention: Tammy Martin, P.O. Box 669388, Charlotte, NC, 28266 OR Fax to 704-398-1428.
OR
- Go to our web site at www.smithturf.com and click on the "STI UNIVERSITY 2019" button.

Each student must complete a separate registration form. Fill the form out completely to insure that your registration will be processed without delay. All participants will receive a student badge. Student badge is required to attend classes and to attend meal & entertainment functions.

STUDENT INFORMATION. Please type or print clearly. Be sure to mail or fax this form to STI per the instructions at the top of the form.

Student Name: _____

Company Name: _____ Phone _____

Mailing Address: _____

City, State, Zip: _____ Email: _____

EDUCATION TRACK SELECTION: check one box below for the course track you will attend (see attached schedule):

- ☐ Owner/Manager
- ☐ Installation/Service
- ☐ Landscape Maintenance

INDICATE METHOD OF PAYMENT. If registration received by October 31, 2018 the per student fee is \$295. After October 31, 2018 the per student fee is \$325. Check one box below:

- ☐ Check enclosed
- ☐ Bill My STI Account (Account # _____)
- ☐ Earned STI University VIP Voucher (see VIP Rewards Program details)

Call STI at 800-932-8676 or 704-909-3419 if you have any questions.