The Michigan Nursery and Landscape Association Presents:

4TH ANNUAL SNOW & ICE SUMMIT

SPONSORED BY:

Education Sponsors:

Michigan Horticulture Industries Self-Insured Workers' Compensation Fund — a member owned program

Lunch Sponsor:

K&M Dodge RAM

Hope College

Breakfast Sponsor:

RG Regency Group

SCHEDULE OF EVENTS:

8:30a – 9:00a – Registration and Breakfast
9:00a – 10:00a – Rethinking Residential
10:15a – 11:15a – Acquiring Success
11:30a – 12:00p – Intro to Lunch 'N Learn
12:00p – 2:00p – Lunch 'N Learn Trade Show
2:00p – 3:00p – Hope College Snow Case Study

EDUCATION SEMINARS:

Rethinking Residential

Paul Vanderzon, Deneigement Vanderzon Inc.

Learn from experienced snow contractor Paul Vanderzon what it takes to be efficient and successful plowing 3,400 residential homes - all within 4 square miles. Attendees will learn about geographic strategies, routing, logistics, name branding/advertising and the use of agricultural tractors in snow. Want to hear the inside scoop? Paul holds nothing back when sharing about his business.

Acquiring Success

Paul Vanderzon, Deneigement Vanderzon Inc.

Learn how Paul Vanderzon CEO of Deneigement Vanderzon Inc. increased his market share through competitor buy-outs, selling strategies to increase route density, and the benefits of seasonal contracts. Paul shares it all with his open book approach and passion for the industry. This is one seminar not to miss.

THE SCOOP:

WHEN? August 8, 2013, 9:00a - 3:00p

WHERE? Hope College
Holland, MI

Hope College Snow Case Study

Ryan Stehouwer, Hope College Grounds

Hope College has been forced to become innovative with its snow removal techniques and equipment over the years. Serving an urban campus has its challenges. Join us to see the customized equipment, materials and innovative strategies used during snow events. This session will also feature a piece of equipment essential to every aspect of the system, the Bobcat Toolcat.

EXHIBITING COMPANIES: (As of July 1, 2013)

Arista Truck Systems
Bluewater Industries
Carleton Equipment Co.
Chulski Salt Service
Ebling & Son, Inc.
Fillmore Equipment, Inc.
Grandville Tractor & Equipment
Great Deal Products
HindSite Software, LLC
Hoekstra Truck Equipment
K & M Dodge/Ram
Kubota of West Michigan
MHI Fund/Regency Group
Muskegon Brake & Tire w/Fisher & Blizzard Snowplows
Sullivan Corporation
Taconic Maintenance, Inc.

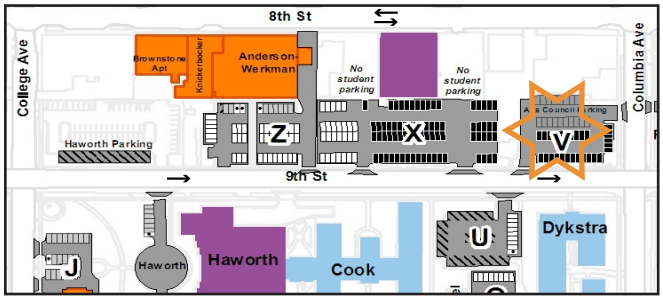
LUNCH 'N LEARN TRADE SHOW:

Following a brief introduction from each exhibiting company, eat your lunch while networking with our exhibitors. The introduction will enable you to decide which exhibitors you need to talk to in order to make decisions about what products, equipment and services you'll need for the 2013-2014 winter season. Tables will be interspersed throughout the exhibit space so you can mingle with the product representatives while enjoying your lunch.

LOCATION, PARKING AND DIRECTIONS:

Hope College is located in Holland, MI. To look up directions or for GPS directions, use the address:
150 E 9th St, Holland, MI

Parking spaces have been reserved in Lot V for this event (see map below). There will be signs to direct you once you arrive on campus. Additional street parking is available on Columbia St. and 7th St.



HOTEL:

A block of rooms has been reserved at the CityFlatsHotel: 61 East 7th Street, Holland, MI 49423. P: (616) 796-2100 Rates start at $129/night.
Use group code: **MNLA0807**.
Special room rate deadline: **July 7, 2013**.

REGISTRATION INFORMATION:

Company: _____

Company Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

☐ MNLA Member ($55 per attendee)

☐ Non-Member ($65 per attendee)

Registration Discount!
Register 3 Attendees, Get the 4th Free!

Attendee Names:	Attendee Email Addresses:
_____	_____
_____	_____
_____	_____
_____	_____

PAYMENT INFORMATION

of Paid Attendees: _____ x $ _____ = Total: $ _____

Check: #_____ ☐ Visa ☐ Discover ☐ AMEX ☐ MC

Card #: _____ Exp. Date: _____ CVC: _____

Return to: Michigan Nursery and Landscape Association
2149 Commons Parkway, Okemos, MI 48864 • F: 517.381.0638

QUESTIONS?

Contact Kristin Faasse:
(800) 879-6652 or kfaasse@mnla.org.
Or visit www.mnla.org for updated information!