



Network News

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Continuing Education

Training:

- Sept. 13 through Sept. 15—Con Ed, Renewal Process
- Oct. 18 through Oct. 21—Transformation Training
- Nov. 8 through Nov. 12—Financial Planning
- Nov. 15 through Nov. 17—Project Manager Boot Camp

Webcasts: (subject to change)

- Aug. 19—The Perfect Proposal
- Sept. 2—Preparing for Winter 2010-2011
- Sept. 16—Exploratory Questioning
- Sept. 30—In Preparation for Planning 2011 Part 1

Luau Message Roundup: Recharged to Finish 2010 LandOpt Feature

By Ron Gavalik

As we look back on the 2010 LandOpt Luau at the Golden Inn Resort in Avalon, New Jersey it's important to ensure we each returned home a little better-off than when we arrived.

Of course, the Luau gives the sales teams of the Nationwide Network the opportunity to discuss vital business issues, but it is also a phenomenal way to build strong, long-lasting relationships with those in which we have so much in common. Green and White industry sales is a niche market and those who gathered for the event instantly had that common interest to bond over.

Ryan Johnson of Eichenlaub commented that the Luau this year gave him the opportunity to meet and share quality time with a few other sales professionals, who he only ever known before



through the weekly sales webinars. Events like these two days of fun, education and recognition should always be capitalized upon, because they are so rare and valuable.

The first evening social included a casino night theme, where participants had the chance to play black-jack for a chance at winning several high profile prizes. Based on comments made during and after the event, it was clear a good time was had by all.

The morning session allowed LandOpt President, Tim Smith, to introduce a number of new products through the CRM. The most popular of which is the new social interaction media, known as Chatter.



Chatter is a great way to maintain the relationships we build at events like the Luau. Just like Twitter or Facebook, Chatter allows individual account users to update their teams and colleagues on their daily activity, post questions, and discuss matters of importance.

The dinner and awards ceremony led to the recognition of sales goals, as awards were handed to the achievers throughout the network. Participants also had the opportunity to view the first official LandOpt marketing and awareness video presentation. The emotional response of hoots, hollers and applause was the exact reaction hoped for, as we use this new tool to educate the Green public on why LandOpt and our network are the natural leaders of the industry.

Many participants commented on the delightful setting of the beach for the Luau, which gave people the chance to swim, play a number of interactive games and relax.

Now that everyone is recharged and settled back into their routines, be sure to share your experiences at the Luau with other team members. Make them aware of the network and that it's there for your support. Educate your customers on what it is to be *Powered by LandOpt* and share the new video with them. Most importantly, be sure to remember the value of our network, as you continue to build your organizations. We will work together for success in the Green and White industries.

LandOpt Striving for Your Success A Message from Tim Smith, President/CEO



This year, I am proud to announce the Luau was a great success not only for LandOpt, but for all of the participants inside the Network. The team worked hard in the planning and execution to make our time together valuable in so many ways. To each of them, I give my warmest thanks.

During the morning session I spoke to you about the advances in product development that LandOpt is heading up to keep our network ahead of the curve in technology and innovation. I also encouraged you to utilize the tools we have, because, just like a sword, it's only as powerful as the one who wields it. Be sure to master the tools LandOpt provides and follow the coaching as it is presented. This proven recipe of products, training and coaching is proven to result in the growth we all require for strong business health.

The games we played and interactions we shared were all based on bringing the network closer together, because when our network

communicates openly and frequently, each organization benefits from the body of knowledge and experiences of the group, rather than the isolation that others must contend with.

Now that we've passed the halfway point of 2010, I encourage each of you, as leaders and empowered team members, to either conduct or provide valuable feedback to your organizations, moving forward. Always remember to focus on your mission of success.

Your teams are what counts in achieving the sustainable long-term growth that is so highly sought after. As we continue down the path of best business practices in our industry, we will tackle the challenges together, united in our determination to bring success to each and every one of us. Have a great second half of 2010.

The Products developed by LandOpt and introduced at the Luau are for the continued growth and success of our Nationwide Network of landscape service providers.

**Chris Speen, Owner
Twin Oaks Landscape—Ann Arbor, MI**
The LandOpt Luau was a lot of fun and comes in a close second to the ever sacred first Luau, which I feel can never be topped. The beach interaction with a chance to play games and work together was a fantastic way to spend time together. Because we were on a beach this year it felt more relaxed and easier to engage with other members of the network, which is always so valuable to all of us.



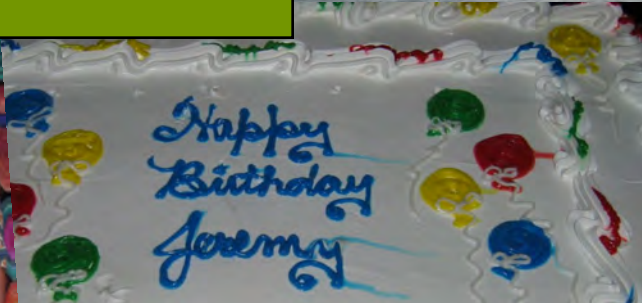
**Barry Burkholder, Owner
Burkholder Brothers—Aston, PA**
The 2010 Luau was the best to date and the setting was perfect. A great time to relax, reflect and meet the people we may only know by webinar. The amount of participants made it better than years past... as the network grows I am sure the Luaus will be an event that all look forward to attending. Great work LandOpt team!





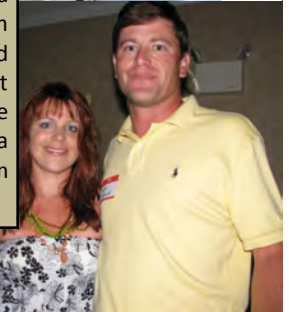
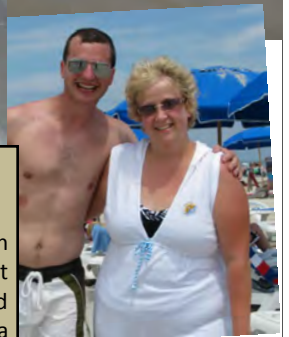
**Jeremy Miller, General Manager
Miller Landscape—Orion, MI**

The Luau was great. It's been fun watching the network grow. Looking back to first one I see a clear growth from a time when the Owners and General Managers took on the role as proactive Sales Representatives, and then at the 2010 LandOpt Luau, where multiple licensee companies had multiple sales professionals present. It's a great event for recharging the batteries and for refocusing for strong sales to close the remainder of the year out.

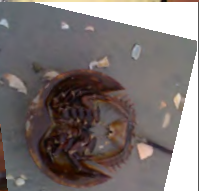


**Stuart Ward, Owner
Buckhead Turfcare—Atlanta, GA**

As the "new guy", I have several thoughts on the Luau. It was a great opportunity to meet the other licensees on a social basis. I enjoyed hearing success stories from others. I got a very good sense of the initial challenges from those who preceded us most recently and ultimate successes. Overall I felt the tight community amongst LandOpt and the licensees. It is clear that everyone is sharing a common journey and is eager to learn from one another.



Be sure to use the new LandOpt Marketing Video to educate your customers, vendors and fellow team members on the importance of being Powered by LandOpt



**Bill Allegra, Sales Executive
Twin Oaks Landscape—Ann Arbor, MI**

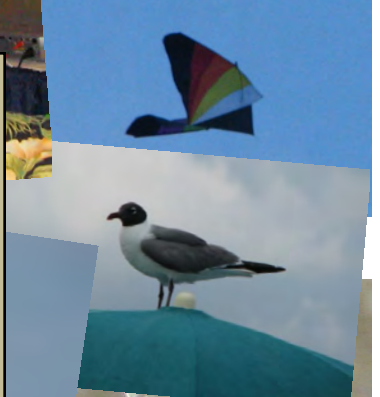
It's always a good idea when you can get together with your peers and the LandOpt Luau provided another great event for doing just that. The casino night was a great way to bring everyone together, and I look forward to more events in the future.





**Mark Burkholder, Owner
Burkholder Brothers—Aston, PA**

We still talk about how much of a good time it was to get together with all of the licensees in a non work/training format. It is a great way to get together with the network and LandOpt team in a laid back atmosphere, especially just after are busy season. The location was great, turnout was good, and we are looking forward to next year's Luau.



**Ryan Johnson, Sales Representative
Eichenlaub—Pittsburgh, PA**

This was the best Luau I've attended, so far. We were on the beach, which made it more fun. I was able to meet and talk with people I've only known from the sales webinars, so the opportunity to interact with them was very nice. The chance to get involved with team building and networking is a great way to build relationships.



Corrections to the August Newsletter

- In regards to thanking Silvis Group for their participation at SIMA, David Thomas was incorrectly mentioned. **David Shipley helped LandOpt in our booth. Thank you, David for your assistance.**
- The Con Ed for Q3 was incorrectly listed as Snow & Ice Services. **The Q3 Con Ed for Sept. 13-15 is the Renewal Process.**



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