



School Catalog 2015-2016

**Organic Lawn Care Institute
Natural Technologies, Inc.
19 B Columbia Drive
Amherst, NH 03031**

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Welcome to the ORGANIC LAWN CARE INSTITUTE,

Thank you for taking the time to explore the Organic Lawn Care Institute program on “How to Operate an Organic Landscape / Lawn Service Business”. The Organic Lawn Care Institute’s mission is to provide you with education and training on how to operate a landscape / lawn service business that specializes in Organic Lawn Care. This unique knowledge base and specialty skill is valuable, whether you are looking to find a job with a landscape company or wish to start your own lawn service business. If you are already in the landscaping business, this course may also help you become the dominant lawn care contractor in your area.

Why is what we teach special and different?

We focus on the challenging and innovative aspects of turf care and organic property management. We teach a comprehensive program that involves complex skills and science to set you apart from other landscapers. The mission is to help you get a better, higher paid job, or have a much better chance of operating a successful landscaping / lawn service business. We offer training in Organic Lawn Care, Organic Tree and Shrub Care, Sports Turf, Storm Water Management, Soil Biology and Natural Weed and Pest Control.

Treating properties organically is far from being simple. In fact, you can’t just put regular organic products on a lawn and expect them to work. They usually won’t. Most organic sources of nitrogen are water in-soluble. Thus, when you apply them to a lawn they don’t easily break down and are not readily available to the plants. On the other hand, synthetic chemical fertilizers are very water soluble and the plants become addicted to the quick fix of nitrogen. The problem is these same chemicals sterilize the soil and then pesticides are needed to control weeds and insects. These chemicals contain toxins which can be harmful to the health of our kids and pets. Also, because they are so water soluble, they easily run-off and cause severe water pollution issues.

There are other organic products out there, but they either don’t work, are way too expensive, too difficult to scale up, or aren’t truly organic. The Organic Lawn Care Institute instructs students that they must address soil biology in order to gain a competitive advantage over not only chemical products but “traditional organic” products as well. In order for plants to thrive in the face of environmental extremes, the soil profile must contain a diverse population of beneficial microorganisms. These microscopic wonders are “nature’s life support system.” They improve nutrient availability and absorption, reduce nutrient leaching, stimulate growth, improve soil structure and provide plants with increased resistance to environmental extremes such as drought, heat, cold and foot traffic. Attempting to implement an organic program without addressing soil biology is a recipe for disaster...you must feed the soil!

We combine natural sources of nitrogen (such as protein hydrolysates and humic acid) with over 50 strains of scientifically cultured, beneficial microbes. We also use innovative chemistry to introduce micro-nutrients and plant growth hormones, such as auxins, cytokinen, indoles, etc. Thus, the technology and methods we teach offer a natural, organic solution based on special products made with innovative

chemistry and soil biology. The goal is to create a healthy soil web with beneficial microbes that naturally break down nutrients and make them easily available to the turf.

We also instruct students on a unique, synergistic, six-step application system that was developed after several years of research and experimentation. **High profile end users, such as Universal Studios, Harvard University and the Portland Sea Dogs (baseball field) have used our techniques, products and systems and given great reviews.**

Why is learning this Organic Landscaping solution a great value to you?

Canada has already passed laws banning pesticides. The states of New York and Connecticut have passed laws banning the use of pesticides on athletic fields and school grounds. Also, over twenty states have passed legislation banning or limiting the use of synthetic chemical fertilizers due to water pollution issues. People are starting to ask: "If states and my child's school are banning these products, why am I using them on my lawn where my children play?"

All of this is creating a huge demand from the public and municipalities to treat lawns organically, but most landscapers don't know how to implement and manage an effective organic program. They are looking for help. Thus, if you learn this skill, you can set yourself apart and you may become a more valuable and sought after resource in this industry.

Along with the science and product knowledge, we also teach you the practical skills of how to effectively run, operate, and market an organic lawn service business. This is valuable to you if you want to start your own business, get a job directing an Organic Lawn Care division for an existing company, or step in as a landscape foreman or branch manager.

You don't have to buy, or become a dealer of, our products to participate or benefit from this training. However, a very big additional advantage is available to you (at your option). After successfully completing this course, you will qualify and be eligible to become a Certified BeeSafe® Organic Lawn Care Applicator. Being a member of our BeeSafe® network provides access to outstanding proprietary organic products, trade secrets, and application systems, along with real time, on-going technical and marketing support. It also allows you to network with over 60 landscape / lawn service companies across 29 states that are already using our system and specializing in organics.

We have also strived to make it easier for Veterans to attend the NTI Organic Lawn Care Institute. We offer a Veterans scholarship program and Veteran students who attend may also qualify for GI Bill educational benefits. Additionally, we are involved with Veteran support efforts, such as volunteering for the Planet Landscape Association's 'Renewal and Remembrance' event to enhance the beauty of the Arlington National Cemetery and for Project EverGreen's, 'Green Care for Troops' program.

Being successful is about standing out from the crowd and having special skills that others don't have. Our twenty plus years in the lawn care industry has taught us well...so take advantage of our knowledge and expertise to assist you in achieving success and a strong future.

I invite you into our family with my sincere best wishes to you and your ongoing success.

Thomas Kelly
President / Director
Organic Lawn Care Institute

Mission Statement

The *Organic Lawn Care Institute* focuses on the individual and has directed its efforts toward providing the training, services, and assistance needed to prepare students for rewarding jobs and / or operating a business with special skills in organic lawn care, to provide the basis for a successful career in the Lawn Service industry.

Licensed

The *Organic Lawn Care Institute* is licensed by the State of New Hampshire, Department of Education, Division of Higher Education - Higher Education Commission, and the Office of Career School Licensing as a post-secondary vocational school with a primary purpose of educating individuals for a professional job/career.

Approved

The *Organic Lawn Care Institute* is approved by the State of New Hampshire, Department of Education, Division of Higher Education - Higher Education Commission, and the Office of Career School Licensing.

General Description of Available Space, Equipment, and Facilities

The classroom training is conducted at the Holiday Inn Function & Meeting facilities in Manchester, NH. The facility is located 2 miles from the Manchester Airport with ample room for student parking. The address is 2280 Brown Ave, Manchester, NH 03103

School Policies and Procedures

Admission Requirements: Applicants must be at least 18 years old and have a high school diploma or equivalent.

Credit for Prior Learning: Previous education and training will be evaluated for possible credit (s) for the program.

Graduation Requirements: Students are required to pass all examinations with a minimum grade of 70%, meet the attendance standards, and be current with payments.

Grading System: The grading system is based on a PASS/FAIL system with a minimum grade of 70% to pass.

Progress Records: Each student is evaluated at the end of each day on the material presented that day. Student quizzes, evaluations, and exams are maintained at the school. Students are provided a copy of their evaluation at end of program. See attached example.

Standards for Satisfactory Progress: Any student who fails an exam is counseled and must retake the exam the same day. If the student fails a second time, the student is terminated. Instructors shall make themselves available for one on one tutoring sessions to help ensure the success of students.

Student Conduct and Conditions for Dismissal: Students are expected to act as adults. Any behavior that is disruptive to the educational environment or that is destructive to property is

unacceptable and the student will be dismissed. Misconduct includes, but is not limited to, cheating, drug use, and harassment of any kind, violent behavior, and violation of civil/criminal laws.

Re-entrance: Any student, who has dropped out of the program, may be re-admitted within one year by completing a personal interview with the school's director and paying all fees due at the time of readmission. Program requirements at the time of readmission shall be applicable. Any student, who was academically terminated, may be readmitted within one year by completing a personal interview with the school's director and paying all fees due at the time of readmission. Student shall be on probation for his/her first term. Program requirements at the time of readmission shall be applicable. Any student who was terminated for conduct may not be readmitted.

Open Door: The *Organic Lawn Care Institute* offers an open door policy which allows students to attend some future training at no additional tuition cost. Lodging and travel expenses would be the responsibility of the student. Contact the *Organic Lawn Care Institute* at 603-587-0384 for more information.

Interruption of Progress: Students who fail to meet standards of conduct and academic requirements will be terminated from the program. Terminated students may reapply at the discretion of the director.

Attendance: Due to the intensity and short schedule, students are required to attend all classes as scheduled. If there are any matters that come up causing a student to miss a class, the student must notify the instructor the day prior to the class taking place. If a student must miss a class, and the instructor deems it as an excused absence, the student may make up the class at the school discretion.

Tuition and Fees: Program tuition is \$14,900. Fees will include all lectures, materials, and equipment fees. This fee does not include lodging or travel expenses. Tuition is due before the start of the program. (Lodging cost is approximately \$85-95 per night at the Holiday Inn Function and Meeting facilities at 2280 Brown Ave, Manchester NH. Travel cost will vary per student).

Scholarship Program: The *Organic Lawn Care Institute* offers a limited number of scholarships of up to \$2,000 for our American Heroes to assist with travel expense and lodging associated with attending the *Organic Lawn Care Institute* organic landscaping program. To qualify for this scholarship you must either be currently, or have served as, a Police Officer, EMT, Paramedic, Fire Fighter or Armed Forces.

Disclosure on Veteran Program Limits: Please note that the GI Bill allows a maximum amount for GI Bill recipients to attend a private school in which Organic Lawn Care instruction is offered. Please reference the GI Bill website for this amount. Lodging expense during the one week course is covered by the *Organic Lawn Care Institute* Veteran's Scholarship program.

Course Materials and Program Description: The Institute shall provide students with all necessary books, equipment, and handouts. The program description is included in the Course description handout.

Student Records: Records for students are kept indefinitely on file and may include written homework, tests, notes, tuition history, attendance, and participation. Students are notified in writing of all test scores.

School Calendar: The program is a 40 hour program offered in 8 hour sessions over a 5 day period. The weather will play a major role in actual class schedule. Classes canceled due to weather are made up at the end of the course. The following holidays are observed with no classes:

- *New Years Day*
- *Memorial Day (last Monday in May)*
- *Independence Day (July 4)*
- *Labor Day (first Monday in September)*
- *Thanksgiving Day (fourth Thursday in November)*
- *Christmas Day*

The school reserves the right to amend the calendar. The hours per week may vary. Please refer to the program's detailed schedule.

Program Schedule: Detailed program schedules shall be distributed at registration. Each course day is 9 hours in length, consisting of 1 hour lunch and two (2) fifteen minute breaks. Classes are not held on federal holidays.

Facilities: The classroom training is conducted at the Holiday Inn function & meeting facilities in Manchester, NH. It consists of a 625 square foot classroom, plus a break area. The facility is located 2 miles from the Manchester Airport with ample room for student parking. The address is 2280 Brown Ave, Manchester, NH 03103

Enrollment Dates

A student may enroll at any time prior the start of a new class. The school has rolling admissions. A new program starts in accordance with attached School Calendar.

Refund Policy

Federal Program Refund: The *Organic Lawn Care Institute* complies with all state and federal guidelines for refunds to students. The refund policy is based on a pro-rata policy outlined in 38CFR21.4255: Students receiving VA benefits will receive a pro-rata refund for any portion of the program not completed, plus the graduation fee. Reimbursement is based on the ratio of remaining days of instruction to total days of instruction in a program.

- *5 Days left of instruction: \$14,900*
- *4 days left of instruction: \$11,920*
- *3 days left of instruction: \$8,940*
- *2 days left of instruction: \$5,960*
- *1 day left of instruction: \$2,980*

Full Refund: A school's refund policy shall provide for a full refund of all money paid by the student if:

- (a) The applicant or student cancels enrollment within 3 business days under RSA 361-B;
- (b) The student did not meet the provisions of Hedc 307;
- (c) The school procured the student's enrollment as the result of any false representations in the written materials used by the school or in oral representations made by or on behalf of the school;
- (d) The school's failure to comply with RSA 188-G:1-10.

Short Program Refunds: If for any reason a student withdraws or is dismissed by the school from a program which has a fixed class schedule, and is shorter than 6 class days, and is less than \$350 in total cost, and is not one of a sequence of programs, the student shall not be entitled to any refund, except as noted above.

Partial Refunds:

(a) A student who withdraws or is dismissed after 3 business days, but before completing 50% of the potential units of instruction in the current time period, shall be entitled to a pro rata refund, as calculated below, less any amounts owed by the student for the current time period, less a one-time application fee not exceeding \$500 or 20% of the program tuition, whichever is less.

(b) Pro rata refund shall be the ratio of the number of units remaining after the last unit completed by the student to the total number of units in the time period, rounded downward to the nearest 10%. Pro rata refund is the resulting percent applied to the total tuition and other required costs paid by the student for the current time period.

(c) All efforts shall be made to refund prepaid amounts for books, supplies and other charges unless the student has consumed or used those items and they can no longer be used or sold to new students, or returned by the school to the supplier.

(d) No refund shall be required for any student who withdraws or is dismissed after completing 50% of the potential units of instruction in the current time period unless a student withdraws due to mitigating circumstances, in which case refunds shall be calculated based on the pro rata method described in (a) and (b) above.

(e) The 50% completion limitation does not apply in cases where the student cannot complete the program due to action taken by the school. Examples of school's action shall include school closing or bankruptcy, or cancellation of the program. In these and similar situations, refunds and fees shall be based on the pro rata method described in (a) and (b) above for up to 100% of the tuition paid.

Timely Refunds Payments

Refunds shall be paid within 30 days after the effective date of termination.

Student Grievance Procedure

Any student who has a grievance with the school or an instructor should first discuss the problem with the instructor or school director. If a resolution is not reached, the student should make a written complaint and submit it to the school director asking for a written response. When a satisfactory resolution of the problem is not obtained, the student may contact:

***State of New Hampshire, Department of Education
Division of Higher Education - Higher Education Commission
Office of Career School Licensing
101 Pleasant Street
Concord, NH 03301
Attention: Kimberly Kenneally
603-271-6443 phone***

Program Course Descriptions

NTI ORGANIC LAWN CARE INSTITUTE

Course Title: Organic Landscaping

'How to Run an Organic Landscape / Lawn Service Business'

❖ Day One

The first day of classes at the Organic Lawn Care Institute revolve around the turf grass industry and the study of turf grass systems from an organic perspective. In order to for the student to be able to speak and act confidently regarding the care of turf organically he/she must understand not only the basics in turf and turf related issues but he/she must be able to speak fluently in strategies that have not generally been accepted up until very recently. With increasing legislation and demand for the reduction of pesticides and chemical fertilizers the majority of turf managers are unable to translate alternative strategies into visible results.

Introduction to the Turf Care Industry

Instructor: Thomas Kelly

Course Section Length - 2 hours

When we discuss how to implement an organic or alternative turf management strategy it is important to have a firm understanding of exactly what it is we are attempting to accomplish. In the *Introduction to the Turf Care Industry* we will discuss the history of lawn care and why there is a need for modern turf managers to explore alternative strategies to ensure that we are constantly keeping our health and the environment in mind.

Students will explore the various professions in the turf industry such as the lawn service industry, sports turf management, golf course superintendent, commercial grounds maintenance and sod farming.

Turf Care Basics

Instructor: Thomas Kelly

Course Section Length - 4 hours

In order to understand how to reduce and eliminate chemical inputs it becomes absolutely imperative that the turf manager understand with expertise turf types, weeds, insects, disease, cultural practices and the identification and management of all aspects of the turf system. This course will be broken up into five specific sections:

- I. Turf types
 - *Identification of the most popular species of turf*
 - *What growth characteristics and maintenance characteristics define cool season, transition and warm season turf types?*

- *The importance of turf grass blends and mixtures.*
- *Establishment of new turf systems.*
- *Renovation of existing turf systems*

II. Weed Identification and Management

- *The definition of what constitutes a weed.*
- *Difference between annual and perennial weeds*
- *How does climate, soil and cultural practices influence weed growth.*
- *Types of weeds*
- *Control of weeds*

III. Insect Identification and Management

- *How do insects damage turf*
- *General tools to manage insects*
- *Characteristics and life cycles of insects*
- *Insect identification*

IV. Disease Identification and Management

- *The disease triangle*
- *Conditions and critical factors that favor turf disease*
- *Cultural practices to reduce disease activity*
- *Disease identification*
- *Biological components to reduce disease activity*
- *The danger of fungicides*

V. Cultural Practices

- *Mowing*
- *Irrigating*
- *Dethatching*
- *Aeration*
- *Over seeding*
- *Seed selection*

Before moving onto the specifics of what goes into the implementation of an organic turf grass program it is important to understand why there is a need to do so in the first place. By studying the toxic nature of pesticides, chemical fertilizers and other chemicals that we find in our lives, we can more readily embrace the drive to replace them with more acceptable solutions. Since organic turf care is a very complicated undertaking, it is also important to review what has not been successful to date and why many turf managers are reluctant to

make the move. The goal is to have students become versed in a very cutting edge science that revolves around the soil food web.

History and Science of Lawn Care

Instructors: Thomas Kelly / Laura Bonk

Course Section Length - 2 hours

Part I: This course covers the history of lawn care starting with the period before World War 11 and before the arrival of synthetic chemicals and pesticides. It discusses the various problem chemicals that were used over the past 60 years and subsequently banned. The course also outlines the continued overuse of synthetic chemical fertilizers and pesticides today and the hazards to the environment and human health that they cause. Specific scientific journal studies on health hazards are reviewed.

Part II: Covers why the first generation of Organic products didn't work well, or were too expensive, or not practical to scale up. It then discusses the new Organic product technologies available today that solves those issues. Specific detail is given to a novel six step Organic systems approach to lawn care.

❖ Day Two

During Day Two students focus on the importance of Soil and Tree Biology as well as the importance of organic Tree and Shrub programs.

The Soil Food Web

Instructor: Thomas Kelly

Course Section Length - 4 hours

Understanding soil biology and the way it pertains to the living component of soil, how it contributes to agricultural productivity, and air and water quality is the cornerstone of understanding organic lawn care. This class includes units describing the soil food web and its relationship to soil health and units about bacteria, fungi, protozoa, nematodes, arthropods, and earthworms.

- *The Soil Food Web*
- *Nutrient cycling, nutrient retention, water holding capacity, disease suppression*
- *Soil Health*
- *Bacteria*
- *Soil Fungi*
- *Soil Protozoa*
- *Nematodes*
- *Arthropods*
- *Earthworms*

At the conclusion of this class all students will be significantly advanced in understanding the theory behind organic horticulture.

Organic Tree & Shrub Program

Instructor: Elliott Schaffer

Course Section Length - 4 hours

This course teaches how to make servicing trees and shrubs an important part of your business. It includes, tree biology, plant installation tips, pricing guidelines, and trouble-shooting tips. In addition the course outlines a six step, organic maintenance program for plants and shrubs, without the need for synthetic chemicals.

The course discusses tree anatomy, tree morphology and tree physiology. The student will gain an understanding of photosynthesis and the role of enzymes, sugars and starch. Also covered are leaf structures, root systems and fertilization.

❖ Day 3

In this next session of the Organic Lawn Care Institute we move from theory to practice. Students will learn in detail the actual systems, processes and products that go into creating healthy landscapes without the use of chemical fertilizers and pesticides.

The Organic Lawn Care Five Principled Approach

Instructor: Thomas Kelly

Course Section Length - 2 hours

This comprehensive course delves into the science of lawn care, starting with soil biology and the basics of turf grass nutrition. The course also highlights best horticultural practices that help to achieve a successful organic program. Included are details on how to control insects, weeds and fungal diseases with natural products and methods. The basis of this course is how to transition a lawn from synthetic to organic care seamlessly.

- *Bio-Nutrition*
- *Natural Sources Of Macro And Micro Nutrients*
- *Use Of Bio-Stimulants*
- *Chemical Free Pest Management*
- *Information And Education*

Implementing a Standard Six Step Organic Lawn Care Program

Instructor: Thomas Kelly

Course Section Length - 2 hours

Over the years organic and natural horticultural products have received a bad rap. Critics have cited limited effectiveness as the primary impediment to mainstream acceptance. By and large the problem with organic and natural programs to date has been they did not address soil biology. Ever since “Organic” became fashionable in the lawn care industry many companies have attempted and failed to implement a legitimate organic lawn care program. This was mainly because of the belief that one could simply substitute natural fertilizers for synthetic fertilizers and stop spraying weeds and treating for insects. The transition to a truly chemical free approach is far more than just a product substitution and this course will demonstrate the particulars from the first treatment in spring to a winterizing treatment in late.

Marketing Strategy

Instructor: David Christensen

Course Section Length - 2 hours

This course studies marketing strategy, including the importance of differentiation and changing the rules of the game of how you compete. The course also talks about the benefits and power of branding. The focus of the course is to teach how being different and employing aggressive marketing techniques can help you rapidly grow your business.

- *Differentiation, changing the rules of the game*
- *Benefits of branding: e.g. BeeSafe®*
- *How to rapidly grow a business*
- *Build a business that sells lawn services vs. just providing them*
- *Setting up systems and procedures*
- *Progressive vs. passive marketing*
- *Event marketing and community sponsorship*

Sales and Marketing

Instructors: David Christensen

Course Section Length - 2 hours

This course teaches students the power and techniques of leveraging media and the use of marketing tools, such as websites, brochures, press releases, social media, etc. The course also describes details on how to create and manage sales leads and how to get old customers back and keep existing ones. Students will also receive specific instructions on prospecting methods and techniques, including door to door canvassing and how to get commercial business.

- *Leveraging the media*
- *Website, Social Media*
- *Marketing materials*

- *Creating and managing leads*
- *Prospecting techniques and tips*
- *Phone contact with old and current customers*
- *Door to door canvassing*
- *Getting commercial business*

❖ Day 4

From theory to practice to actual hands on experience, Day 4 teaches the student what it is like to actually operate within the confines of an organic lawn care business. We will explore the actual “day in the life” scenario by introducing the student to the operational flow of an organic lawn care business and how to calibrate equipment and mix organic lawn care products. We will finish the day working on actual organic lawn care accounts.

Lawn Care Operations

Instructor: Thomas Kelly

Course Section Length - 2 hours

Students will learn the details of how to run the day to day operations of a lawn service business. In order to be successful in the service industry, no matter what aspect of turf care the student will become involved in it is incredibly important to have a firm understanding of the language that used on a daily operational basis. Topics covered will include planning, budgeting, tracking in addition to sales, production and cash flow strategies.

Calibrating Organic Lawn Care Equipment, Mixing Organic Lawn Care Compounds

Instructor: Thomas Kelly

Course Section Length - 2 hours

The application of biologically active liquid products and granular organic fertilizers is at the core of any alternative and organic turf care program. Determining appropriate rates of inoculants, determining appropriate concentrations of bio-stimulants and determining appropriate pounds of nitrogen, phosphorus and potassium per 1,000 square feet absolutely MUST be perfected prior to embarking upon any new organic project. Students will have the opportunity to gain hands on experience with actual organic lawn care equipment.

- *Mixing product in liquid application equipment.*
- *Using math to determine appropriate rates and amounts.*
- *How to spray turf with liquid application equipment*
- *Calibrating granular spreader equipment*
 - *Determining granular spread rate*
 - *Operating granular spreader equipment*

At the conclusion of this course all students should be completely prepared to mix and operate all organic lawn care application equipment.

Hands on Field Training

Instructor: Thomas Kelly

Course Section Length - 4 hours

Students will visit several “live” sites where they will learn how to operate organic lawn care application equipment including skid sprayer, spreaders, back pack sprayers and hand cans.

Students will also have the opportunity to identify and treat first hand all aspects of course up to this point. From weed and turf type identification to problem solving and upsell opportunities the student will gain real world experience under real life circumstances.

Sites to be visited, inspected and treated include residential home lawns, athletic fields, municipal turf sites and commercial turf areas. At the conclusion of the field training day all students should be prepared to operate all equipment independently and without supervision.

❖ Day 5

During the final day of classes, students learn critical information on the day-to-day operations of a business in the Organic Lawn Care industry.

Starting a Landscape / Lawn Care Business

Instructor: David Christensen

Course Section Length - 3 hours

This course teaches the basics of how to launch a new business; including a step by step guideline of how to set up a legal business entity and how to develop and write a business plan. Details of labor, materials and equipment needs are discussed. The course also covers creating basic financial projections and exploring financing options, as well as tips for getting started with customers.

- *Pros & Cons of owning a business*
- *Consider specializing in Organic Lawn Care*
- *Why Organics are good for the environment, people’s health and business*
- *Choosing a name and location*
- *How to develop a business plan and set up a business entity*
- *Labor, materials and equipment*
- *Financing Options*
- *Getting started with first customers*

Day to Day Lawn Service Business Operations

Instructor: Thomas Kelly

Course Section Length - 3 hours

This course covers the detail of how to run the day to day operations of a lawn service business. It includes information on hiring, training, scheduling and supervising staff. It also reviews how to project revenues, manage sales leads, lead sources and lead flow. Product services, pricing and up-sell strategies are discussed. The course also explores a customer management system and methods for handling cancels and customer complaints.

- *Hiring, training, scheduling and supervising staff*
- *Managing sales leads, lead sources and lead flow*
- *Services offered, Pricing*
- *Up-Sell strategies*
- *Projections, revenue per customer*
- *Handling cancels, customer complaints*
- *Customer Management System*

Strategic Planning

Instructor: Thomas Kelly

Course Section Length - 2 hours

This course instructs students on the basics of small business accounting. It guides students through the process of making sales and expense projections and shows how to analyze cash flow requirements. The course also outlines a landscaping/lawn care business operational plan and demonstrates the importance of and how to conduct strategic planning for your business.

- *Small business accounting*
- *Projections*
- *Cash Flow Analysis*
- *Landscaping/lawn care business operational plan*
- *Strategic planning*

School Governing body, Officials and Faculty

Director / SCO

Thomas Kelly

Administrator / SCO

Maureen Francis

Instructor

Thomas Kelly

Instructor

David Christensen

Instructor

Laura Bonk

Instructor

Elliott Schaffer