



"A new lifestyle for your lawn"

**TURF REVOLUTION 101
RETAIL AND MARKETING SUPPORT TRAINING**

Turf Revolution is hosting a seminar that is open to all retailers and their staff. Learn how to market Turf Revolution products successfully by;

- Understanding the new consumer in an educated market place (organics, synthetics, pesticides etc.)
- Product knowledge, understanding Point of Purchase material and programs
- Successful merchandising techniques and creating add on sales through cross merchandising opportunities
- What you offer that the big box stores can't
- Business Building Opportunity through soil testing

Guest Speakers:

- Barb Karthein;** A perspective on our educated customer and our water ways
- Jeff Lowartz;** CHT, Organic vs. Synthetic and soil science
- Anthony Kampen;** Boots Landscaping and Maintenance, an industry perspective
- Richard Tighe;** Grass Roots, Business Building Opportunity through soil Testing

Registration Information:

- Date: February 28, 2007
- Lunch is provided
- Location: Paradise Banquet & Convention Centre, 7601 Jane street, Concord, ON, North of 407 on Jane street
- Time: 10:00 am to 3:00 pm
- Space is limited, RSVP by February 10, 2007 (fax form to 519-896-4442 or call 1-800-823-6937)

Company Name: _____

Address: _____

Phone/Fax #: _____

Name(s) of Person(s) Attending: _____
