

# Water Gardening

## SEMINAR SERIES 2008



**Register for ANY or ALL of our 5 COMPREHENSIVE SEMINARS!**

TOPIC	DATE	TYPE	TIME	COST	LOCATION
EZ Profits with Water Features	March 3	Classroom	9 a.m. - 12 p.m. with light lunch	FREE (\$25 no show charge)	Novi, MI
Succeeding & Prospering with Water Features	March 17	Classroom	9 a.m. - 4 p.m. with lunch	\$99 (3+ \$89)	Novi, MI
Small Water Features & Pondless® Waterfalls	March 20	Indoor	9 a.m. - 2 p.m. with lunch	\$65	Grand Rapids, MI
Standard Build-A-Pond Day	March 24	Indoor	9 a.m. - 4 p.m. with lunch	\$99 (3+ \$89)	Highland, MI
Small Water Features & Pondless® Waterfalls	March 26	Indoor	9 a.m. - 2 p.m. with lunch	\$65	Highland, MI

**CALL 800-621-7007 TO REGISTER** | [www.geoturf.com](http://www.geoturf.com)

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Down to Earth Solutions



# Seminar DESCRIPTIONS

## **Pondless® Waterfalls**

New contractors and smaller crews will benefit most from this seminar, but businesses looking to expand their profit horizons will also love this seminar. Pondless® Waterfalls are perfect for the customer who is new to water features or has limited outdoor living space such as a townhome, courtyard, or city lot. A Pondless® Waterfall is also perfect for customers who already have a beautiful water garden and are looking for more options. Pondless® Waterfall installations are profitable and can be completed in one day, so why not learn how to incorporate them into your repertoire? Learn everything about Pondless® Waterfalls, including design and building, crew efficiency, selling Pondless® Waterfalls, and marketing your work.

## **EZ Profits with Water Features**

Please join us in exploring the untapped potential of adding water feature installation to your business. This free seminar demonstrates how easy and profitable water feature installation can be and how it can be a valuable addition to your existing business. Water features are the fastest growing trend in landscaping. As the leader in the water gardening industry, Aquascape has been installing water features and manufacturing water garden filtration products since 1995. We have proven sales and installation techniques that can help you tap into this highly profitable market.

## **Small Water Features**

In this construction-based course, we will cover the steps to installing an AquaBasin™ water feature and show how simple the process can be. The instructor will guide customers, step-by-step, through the installation process for various decorative products using the AquaBasin™. Upon completion, attendees will have thorough hands-on working knowledge of the AquaBasin™ system and many of the application choices available from our decorative product line. Most importantly, you will understand how to build small water features beautifully and efficiently. In addition, you'll learn how to target customers for this product.

## **Standard Build-A-Pond Day**

In this construction-based course, we will cover the 20 steps to building an Aquascape pond and demonstrate how simple the process can be. The instructor will guide customers step-by-step through the time-proven Aquascape method of pond building. The hands-on seminar focuses on the general design, sales, marketing, trouble shooting, and time-saving tips that our construction crew has perfected over the years. Upon completion, customers will have a good working knowledge of the Aquascape system and the function of its main components. Most importantly, they will understand how to build ponds beautifully, efficiently, and naturally.

## **Succeeding and Prospering with Water Features**

When you stop learning, you stop earning. You've invested your time and energy in your business and that alone puts you way ahead of your competitors. This course provides you with proven methods to sell and install more ponds more efficiently. If you can learn the tools-of-the-trade to prevent one pond from leaking, this course will have paid for itself. This 5-hour seminar explores the profitability of water feature installation, pond construction, trouble-shooting, pond maintenance, sales, and marketing.