

# **Manor View Farm**

**Landscaping... It is not just  
a passion, it is a business.**

**9th Annual  
Education Seminar**

**Topics to include:**

**How to Compete Successfully in a  
Challenging Market**

*Marcus vandeVliet*  
MV Consulting

**Line, Texture, Form & Color**

*Dan Benarcik*  
Chanticleer Gardens

**What is New in 2008?**

*Your Manor View Crew*

**Thursday, January 24, 2008**

**9:00 - 3:00pm**

**New Location!**

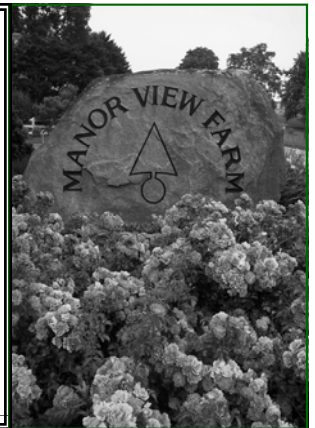
**Martin's Valley Mansion**

594 Cranbrook Road  
Cockeysville, Maryland 21030

## Directions to the Valley Mansion

**New  
Location!**

I-83 to Exit 17 (Padonia Road East)  
Turn Left on York Road  
Turn Right on Cranbrook Road  
594 Cranbrook Road  
Cockeysville, Maryland 21030  
(410)666-1234



8:30 - 9:15 ***Registration***

9:15 - 12:30\* ***How to Compete More Successfully  
in a Challenging Market.***

***Six Key Success Elements to  
Improve Your Landscape Company***

Marcus vandeVliet

10:30 - 10:45\* ***Coffee Break*** \*Approximate time

12:30 - 1:30 ***Lunch***

1:30 - 2:30 ***Line, Texture, Form & Color  
Chanticleer, A Pleasure Garden***

Dan Benarcik

2:30 - 2:45 ***What's New at Manor View  
in 2008***

Your Manor View Crew

2:45 - 3:00 ***Question & Answer Session***

**This event counts as one MNLA CPH Credit!**

# **Manor View Farm, Inc.**

## **9th Annual Education Seminar**

Please join us at the Valley Mansion  
Cockeysville, Maryland 21030  
(410)666-1234  
January 24, 2008

## **Marcus vandeVliet**

### ***How to compete more successfully in a challenging market Six key success elements to improve your landscape company***

The following topics will be covered:

- How to lead effectively
- An outline of the entire project process from initial phone call to project completion.
- A structured process for business planning that works
- A consistent method for current production feedback
- Examples of scheduling, estimating, communication and job costing systems
- Understanding why change is necessary
- How to develop a culture of accountability within your company

Marcus is a consultant to the landscape construction industry. Prior to emigrating from South Africa in 1985, Marcus was a garden center manager of Garden World in Johannesburg. In the U.S. he has worked for two well established landscape construction companies. Marcus's consulting career began with Vander Kooi Associates, where he provided bidding and estimating consulting. He started his own consulting business in 2004 so he could work with fewer companies and provide a more in-depth and diverse level of consultation.

Marcus has been selected by ANLA to develop and teach a two-year landscape business management program. This five –semester “mini-MBA” for landscape installation firms will improve the profit and marketing position of small to medium sized companies.

## **Dan Benarcik**

### ***Line, Texture, Form and Color***

Plant architecture and it's impact on the garden

### ***Chanticleer, A Pleasure Garden***

The wonders of Chanticleer

Dan Benarcik is a horticulturist at Chanticleer. Chanticleer is an innovative garden, in Wayne, Pennsylvania. Dan is a graduate of The University of Delaware. He has written articles for Fine Gardening, Horticulture, Martha Stewart Living, and Rodale's gardening books. He is an instructor at Longwood Gardens, and lectures frequently in the Delaware Valley and nationally.

# Manor View Farm, Inc.

## 9th Annual Education Seminar

Please join us at the Valley Mansion

Cockeysville, Maryland 21030

(410)666-1234

January 24, 2008

## Registration Form

~ Due by January 11, 2008 ~

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Names of individuals attending** (an entire day of learning and fun, along with lunch, is only a small investment of \$70.00 per person)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Total number attending  X \$70.00 =

**You may fax or mail your registration to:**

**Manor View Farm, Inc.**

**16501 Manor Road**

**Monkton, Maryland 21111**

**Fax: (410)771-8246**

**Phone: (410)771-4700**

**Discover, American Express, Visa, MC**

**Credit Card: #** \_\_\_\_\_

**Expiration:** \_\_\_\_\_ **Last 3 digits on back of card :** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Make Checks Payable to: Manor View Farm, Inc.**