



**2019 MIDDLE ATLANTIC  
HARDSCAPING TRADE SEMINARS**

**Real Business  
Intelligence Seminars  
For Hardscape  
Business Owners**



Marty Grunder

**FEATURED SPEAKERS**



Bob Sinton

**REAL PROFESSIONALS. REAL STRATEGIES. REAL RESULTS.**

**REGISTER TODAY! [mahts.com](http://mahts.com)**



## WELCOME TO MAHTS 2019!

As 2018 winds down, EP Henry would like you to know we've been hard at work this year developing some exciting new products and innovative processes to move our industry forward.

EP Henry invites you to experience these at one of four events we've planned for January/February 2019. What we are calling Middle Atlantic Hardscaping Training Seminars, these are "Real Business Intelligence Seminars for Hardscaping Company Owners". We're bringing together some of the industry's top-notch professionals, people who can help you move your business forward.

So, over the course of a day and a half, you'll be able to hone your business skills, see what's new from EP Henry and network with your industry peers—like-minded business owners who want to elevate both their businesses and our industry.

**We look forward to seeing you at MAHTS 2019.**

Sincerely,  
Eric Long, President

**FREE PALLET  
of new ColorTech™ pavers!**

**Up to 8  
ICPI Credits!**

**\$149**

**SEATING IS LIMITED FOR ALL CLASSES.**

- 
- **FEATURED SPEAKER MARTY GRUNDER**
  - **1 ½ Days of Executive Education**
  - **Up to 8 Hours of ICPI Continuing Education Credits**
  - **Includes breakfast and lunch both days**
  - **Certificate for 1 pallet of Bristol Stone™ with ColorTech™ (\$500 value – one per company)**
  - **Customer Networking Party**
  - **Valuable Contractor Gift**

**REGISTER TODAY!** [mahts.com](http://mahts.com)

# SCHEDULE OF EVENTS

## Tuesday (Day 1)

8:00a – 9:00a	Registration and Continental Breakfast		
9:00a – 11:00a	<b>Keynote Speaker: Marty Grunder</b> How to Attain, Train, Retain, and Entertain a World-Class Green Industry Workforce		
11:00a – 12:00p	EP Henry 2019 New Product Showcase		
12:00p – 1:00p	Lunch		
CHOOSE ONE	Educational Seminars Session 1 (choice of 3 seminars)		
1:00p – 2:45p	What Every Hardscaping Business Owner Wants to Know (but is afraid to ask) <b>Bart Shippee</b>	How to Maximize Job Site Productivity and Minimize Labor Costs <b>Bill Gardocki</b>	D.O.T. Compliance and Awareness <b>Mike Dalbey</b>
CHOOSE ONE	Educational Seminars Session 2 (choice of 4 seminars)		
2:45p – 4:30p	Design-Build – How To Attract, Qualify, Design And Build Projects That Set Your Firm Apart From The Rest! <b>Joe Palimeno</b>	Tax Law Changes and Business Strategies <b>Howard Heyman</b> <i>(except Pittsburgh)</i>	Business Plans That Get Implemented <b>Marcus vandeVliet</b> <i>(except Newark)</i>  The Daily News <b>Ross T. Causey</b> <i>(Newark only)</i>
			Using Social Media (It's Free!) to Promote Your Business <b>Andrew Ludewig &amp;                      Robert McCuen</b>
5:00p – 8:00p	CUSTOMER NETWORKING COCKTAIL EVENT		

## Wednesday (Day 2)

8:00a – 9:00a	Continental Breakfast	
CHOOSE ONE	Educational Seminars Session <i>(choice of 2 seminars)</i>	
9:00a – 11:30a	How to Avoid Unpaid Consulting: Selling Skills for the Professional Contractor Bob Sinton	Respirable Crystalline Silica, A Hands-On Approach to Exposure Control Bryan Seal
11:30a – 12:30p	Lunch	
12:30p – 2:30p	FOR DISTRIBUTORS ONLY: EP Henry Distributor Meeting & Forum	

We have reserved Thursday at each location in the event of a snow emergency requiring Tuesday or Wednesday cancellation. Hotel room blocks have been reserved at each location under "EP Henry". See page 13 for details. For more information, please visit [mahts.com](http://mahts.com) or contact Colleen Boyce: [cboyce@ephenry.com](mailto:cboyce@ephenry.com) or 800-444-3679.

# GROW YOUR BUSINESS.

1 ½ Days of  
**Executive Education**  
with up to  
**8 Hours of ICPI**  
**Continuing Education Credits!**

KEYNOTE SPEAKER  
**Marty Grunder**



## **How to Attain, Train, Retain, and Entertain a World-Class Green Industry Workforce**

**Marty Grunder** – President & CEO,  
Grunder Landscaping Co.

In this session, Marty will teach you, step by step, what you need to do to attain and retain a winning team. You'll get an inside look into the tactics Grunder Landscaping Co., a leading Midwest design/build and maintenance firm, uses to find and field an engaged staff, along with an honest assessment of what they've tried and where they've failed and improved. The labor issue is not going away and strong people are the way you move your company forward. You will begin to understand that the way you attract and keep good people is by making your company a great place to work.

I met Marty three years ago at a conference and I immediately experienced a person of integrity, passion for what he does and a willingness to help others succeed. Within two hours of sharing his system and process of success with me, I was able to have clarity on what I needed to do in order to make my business more profitable and sustainable. The action steps Marty suggested have been easy to understand and simple to execute for better business results. Marty walks the talk and has helped me and others do the same for their respective endeavors.

—Tom Heitz, Business Coach / Life Coach / Advisor / Speaker / Author



## How to Avoid Unpaid Consulting: Selling Skills for the Professional Contractor

**Bob Sinton** – President, The Training Center for Sales and Business Development, Inc. (Sandler Training)

Have you ever had a qualified prospect pick your brain for information – and then turn around and buy from the competition? Most salespeople have had this frustrating experience. It's a function of following the buyer's process (which of course favors the purchaser) rather than following a clear professional selling process that levels the playing field.

This seminar will teach you how to identify the prospective buyer's emotional motivations (the "pain") and use a system to fill the gap between where the prospect is and where the prospect wants to be. You'll increase your closing rate and do a lot less unpaid consulting.

**My original reason for engaging Bob Sinton was to increase my close rate while spending less time sending out proposals to people that were never going to enlist our services. Not only did I get that but I also had a mentor that understood my business and had been down many of the roads that I had traveled or were traveling now. I highly recommend Bob Sinton.**

—Andy Sykes, Owner, Garrett Churchill



## How to Maximize Job Site Productivity and Minimize Labor Costs

**Bill Gardocki** – President, Interstate Landscape Co. Inc.

Efficiency is critical in all facets of every job, from initial excavation to the final polysanding. Efficiency requires an investment of time and money. Learn how Bill uses state-of-the-art equipment to reduce labor costs, increase productivity and safety, and keep crews happy. Come see what is in Bill's tool box!

**JOIN US FOR A NETWORKING RECEPTION ON DAY 1!**



## What Every Hardscaping Business Owner Wants To Know (But Is Afraid To Ask)

**Bart Shippee** – President, Shippee Engineering

- Permitting process — “Hold Still, This Might Hurt A Little Bit”
- Building codes — “Unless You Know The Code, It Has No Meaning”
- Contract language — “Are You Speaking My Language?”
- Lessons learned — “Gimme Three Steps, Gimme Three Steps, Mister”

**Bart’s technical knowledge and experience is only matched by his pragmatic and personal approach to business. For close to 15 years I’ve relied on Bart to provide objective opinions and out of the box solutions to real world situations. Time and time again he comes up with the best possible solution.**

- Rob Hipszer, National Land Development Manager



## Design-Build – How To Attract, Qualify, Design And Build Projects That Set Your Firm Apart From The Rest!

**Joe Palimeno** – Owner, Ledden Palimeno Design

- 3 Big P’s: Pre-Qualification, Positioning and Participation
- Building relationships and trust
- It’s showtime!
- The build
- Creating a buzz that makes your client your best salesperson

**Joe Palimeno is the consummate landscape consulting professional. He has the hands-on experience to assist landscape business owners in business planning... because he’s been-there-done-that.**

- Tony Bass, Founder & CEO at Super Lawn Technologies

**REGISTERING IS EASY!** [mahts.com](https://mahts.com)





## **Business Plans That Get Implemented**

**Marcus vandeVliet** – President, MV Enterprises

*Reston, Berkeley Heights, and Pittsburgh only*

In these challenging economic times, change is required. The marketplace has changed significantly over the last couple of years. The customer and competition has changed. Has your company changed? Business owners and managers need the tools and a system to implement the correct change, with the commitment of key employees.

This presentation will provide a framework for business planning, targeting team-run organizations looking to reach their potential. This Business Planning Process is specifically designed for small to medium sized corporations that focuses on action not analysis.

Topics reviewed:

- Guidelines about strategic business planning for construction companies
- Why most strategic planning fails
- How to prepare and develop a strategic plan for your company
- Set up an accountability system for your key employees
- Develop a plan that connects short and long term goals

**I have been struck time and again with the intelligence, common sense, curiosity, sensibility, creativity and reason that he displays. Blessed with both an insightful and reflective personality, Marcus is truly a refreshing thinker and leader in business management and building brands. His years of experience, gut feel and adept knowledge of landscape businesses is the real deal!**

- Darren Bosch, Sales Manager, The Landmark Group



## **The Daily News**

**Ross T. Causey**, Certified ICPI Instructor

*Newark only*

Communicating with your clients before, during and after the job is smart business. During this seminar, Ross will show you why and how to:

- Communicate before the job to help close the deal
- Communicate during the job to eliminate problems
- Communicate after the job to develop advocates for your company



### **What's Now And Next**

**Howard J. Heyman, CPA, CGMA, MST**

Partner, Baker Tilly Virchow Krause, LLP

*Newark, Reston, and Berkeley Heights only*

Highlights of tax law changes and other business strategies:

- Learn about how the latest tax law changes may impact your small to medium-sized business
  - Use financial information to strategically manage your business
  - Discover the benefits of outsourcing your accounting function
- 



### **Respirable Crystalline Silica, A Hands-On Approach to Exposure Control**

**Bryan Seal** – Industrial Hygiene Supervisor,

PA/OSHA Consultation,

Indiana University of Pennsylvania

With more stringent standards and severe penalties from OSHA, this seminar is a valuable resource for compliance and will address:

- Review of silica, its hazard, and the importance of control
- Overview of the OSHA respirable crystalline silica standard
- The hierarchy of controls
- Profiling our workplaces
- The mechanics of filling out the silica exposure control plan
- The next steps





## **D.O.T. Compliance and Awareness**

**Mike Dalbey**, President of Fleet Safety Consultants

Mike will be discussing D.O.T. compliance issues covering these topics:

- Who needs to be compliant
  - What you need to be compliant
  - Who does and does not need a CDL
  - Hours of Service/Log Books including electronic logs
  - Proper load securement
  - + Open discussion regarding other D.O.T. and traffic accident issues
- 



## **Using Social Media (It's Free!) to Promote Your Business**

**Andrew Ludewig**

Digital Creative Director, EP Henry

**Robert McCuen**

Regional Sales Manager, EP Henry

Wondering how to use social media as a viable marketing tactic? Or whether you are spending your time and effort in the right places? Whether you are a social media newbie or a seasoned pro, you'll leave this seminar with lots of tips and tricks to leverage your social media efforts.

Topics include:

- The power of your cell phone to take and retouch spectacular photos
- Tools and programs to enhance your photos
- Which platforms should I post on? And when?
- Social media do's and don'ts
- The power of video
- 20 social media ideas for contractors

**JOIN US FOR A NETWORKING RECEPTION ON DAY 1!**

## ABOUT OUR SPEAKERS

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**Marty Grunder** is President and CEO of a multimillion-dollar landscaping company, an award-winning entrepreneur and author, and a leading voice on small-business leadership, sales, and company culture.

His landscaping company has earned more than 40 local and national design awards and is a two-time winner of the Better Business Bureau's Eclipse Integrity Award, while Marty has himself been named entrepreneur of the year by both Ernst & Young and the US Small Business Administration.

The author of "The 9 Super Simple Steps to Entrepreneurial Success", he has coached tens of hundreds of landscaping professionals and companies across the US and Canada and delivered more than 550 talks, motivating audiences of all sizes and shapes—from a small gathering of 20 to a stadium of 9,000—to achieve success. He is a member of the boards of the NALP Foundation, Park National Bank of Southwest Ohio, and the Dayton Development Coalition. A graduate of the University of the Dayton School of Business, Marty is based in Dayton, Ohio.

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**Bob Sinton** is President & Co-Founder at Sandler Training at The Training Center For Sales & Business Development, Inc., an integrated, full-service business consulting company providing specialized sales, sales management, and customer service training to hundreds of customers both in the Greater Philadelphia Region and throughout North America. For over twenty years, Bob has helped small, mid-sized and Fortune 1000 companies overcome their frustrations and disappointments by showing them more effective and non-traditional sales & management training, techniques and behaviors. Prior to his starting The Training Center For Sales & Business Development, Bob was Sales Manager and President of Alan Sinton Ltd. & ComfortAir, a large Philadelphia area HVAC Contracting company.

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**Bill Gardocki** is President of Interstate Landscape Co., Inc, of Londonderry, NH and has more than 40 years of paver and SRW installation experience in the residential market.

He is a graduate of the University of New Hampshire and has been a certified ICPI and NCMA instructor since 2004. Bill is a past President of The NH Landscape Association. Bill is a featured writer for Hardscape Magazine, and is the Landscape Construction Instructor at the Thompson School of Applied Science at the University of New Hampshire.

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**Bart Shippee** is President of Shippee Engineering, a licensed professional engineering firm headquartered in Doylestown, PA. Bart is a highly experienced, independent engineering professional specializing in the segmental retaining wall industry, with extensive consulting and design projects throughout the Mid-Atlantic and southern New England regions.

Mr. Shippee has a Bachelor of Science Degree in Civil Engineering from the University of Connecticut and 28 years experience in geotechnical engineering in both the design and consulting arenas. He has presented numerous seminars relative to the hardscape industry and has been an NCMA Instructor for the national Certified Segmental Retaining Wall Installer program.

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**Joe Palimeno** is Owner and Principal Designer for Ledden Palimeno Design, an International award winning Design-Build firm specializing in fine outdoor living, exhibits and events.

As a consultant for the Green Industry, Joe is a speaker at many workshops and conferences across the Country on Design-Build and Marketing. He is a multiple Best in Show award winner at the prestigious Philadelphia Flower Show and also was awarded Best in Show at his first appearance at the Singapore Garden Festival.

Joe is a Trailblazer for the National Association of Landscape Professionals (NALP), serves as Chairman of the Board for Federation of Employers and Workers of America (FEWA) and is a member of American Society of Landscape Architects (ASLA), and the Pennsylvania Horticultural Society (PHS).

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**Ross Causey** is president of Garden Square Landscaping Inc. and has been installing interlocking paving stones since 1987. He has been ICPI certified for twenty years and a certified instructor for twelve years.

Ross co-authored the Advanced Residential Paver Technician “curriculum”. Ross has served on the ICPI’s Construction, Marketing, and Education subcommittees. As Chair of The Advanced Level Education course we successfully implemented the Level II commercial Course. In addition to the CPI, ARPT, PICP, hands-on courses, and participating at the School of Advanced Segmental Paving, he has taught Certification classes from California to New Jersey.

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**Marcus vandeVliet** is President of MV Enterprises, a business consulting company specializing in the Green and Hardscape Industry.

Areas of consultation include software implementation, business management, operating systems, estimating, employee training and strategic planning. Marcus has also developed and built Construction Metrix, a landscape construction management software program.

Prior to consulting Marcus managed both small and large landscape construction companies. Marcus has spoken for several National and State Trade Associations throughout the USA and Canada.

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**Mike Dalbey** is the President of Fleet Safety Consultants Inc., providing consulting/training services, driver safety programs & Department of Transportation compliance services to small & medium size companies. They focus on assisting companies with increasing their compliance w/ the Federal Motor Carrier regulations and also conduct security audits and develop procedures & protocols to increase security and reduce liability.

He was involved in over 100 D.O.T. compliance review & mock audits and also developed safe driver programs to increase driver safety & lower vehicle accidents. He was a sworn law enforcement officer for over 25 years, assigned to the Highway Safety Unit. He created a training program approved by Pennsylvania M.P.O.T.C. to teach police officers Commercial Vehicle Enforcement and Investigation, receiving several awards including the Pennsylvania Governor’s Highway Safety Award.

*continued on next page...*

## ABOUT OUR SPEAKERS, CONTINUED

**Bryan Seal** is Industrial Hygiene Supervisor, PA/OSHA Consultation, Indiana University of Pennsylvania, where he leads a staff of safety professionals assisting small businesses throughout the Commonwealth of Pennsylvania.

Bryan's career includes 8 years with OSHA, the last three as Director/Senior Industrial Hygienist at the national office in Washington, DC. Mr. Seal is a retired Lieutenant Commander from the U.S. Navy Reserve. As a naval officer he held both the Industrial Hygiene and Environmental Health specialties.

**Howard Heyman** is a Partner at Baker Tilly Virchow Krause, LLP, ranked among the top 12 accounting firms in the U.S. His areas of expertise include accounting, auditing, tax, financial, estate, business planning and litigation support. He has worked with clients representing a wide range of industries including real estate, manufacturing, distribution, legal, medical practices, the arts, technology, and retail business.

Howard is a member of:

- American Institute of Certified Public Accountants
- New Jersey Society of Certified Public Accountants
- Pennsylvania Institute of Certified Public Accountants

**Andrew Ludewig** is the Digital Creative Director for EP Henry. Prior to joining the company, he worked as the Visual Arts Supervisor of Graphics for Urban Engineers. Andrew also owns MTI Photography, a photography and videography company.

**Robert McCuen** is the Northern Regional Manager and Imperial Brand Manager for EP Henry. He was employed by Garoppo's Stone and Garden Center, a local distributor, before joining the company.

## THANKS TO OUR SPONSORS:



# VENUE AND HOTEL INFORMATION FOR WINTER EVENTS

**January 15–16, 2019**

[Clayton Hall Conference Center at the University of Delaware](#)

100 David Hollowell Drive  
Newark, DE 19716

*There will be directional signage to the FREE parking lots on the event days.*

*Accommodations*

**Courtyard by Marriott Newark – University of Delaware**

400 David Hollowell Drive  
Newark, DE 19716  
302-737-0900

*\$156\* Group rate for EP Henry guaranteed through 12/21/18.*

**January 22–23, 2019**

[Sheraton Reston Hotel](#)

11810 Sunrise Valley Drive  
Reston, VA 20191  
703-620-9000

*\$129\* Group rate for EP Henry guaranteed until 5 p.m., 12/28/18.*

**January 29–30, 2019**

[Embassy Suites by Hilton Berkeley Heights](#)

250 Connell Drive  
Berkeley Heights, NJ 07922  
908-897-1970

*\$209\* Group rate for EP Henry guaranteed through 12/29/18.*

**February 5–6, 2019**

**Pittsburgh Monroeville Convention Center – South Hall**

209 Mall Boulevard  
Monroeville, PA 15146

*Complimentary onsite parking*

*Accommodations*

[Doubletree by Hilton Pittsburgh Monroeville Convention Center](#)

101 Mall Boulevard  
Monroeville, PA 15146  
412-373-7300

*\$99\* Group rate for EP Henry guaranteed through 1/14/19.*

*\*Rates do not include applicable state and local taxes.*



## 2019 MIDDLE ATLANTIC HARDSCAPING TRADE SEMINARS

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### NEWARK, DE

January 15 & 16

Clayton Hall, University of Delaware

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### RESTON, VA

January 22 & 23

Sheraton Reston

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### BERKELEY HEIGHTS, NJ

January 29 & 30

Embassy Suites

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### PITTSBURGH, PA

February 5 & 6

Monroeville Convention Center

We have reserved Thursday at each location in the event of a snow emergency requiring Tuesday or Wednesday cancellation.

**Two days of seminars by industry experts including:**

Marty Grunder • Bob Sinton • Bill Gardocki  
Joe Palimeno • Bart Shippee • Marcus vandeVliet  
and more!