



# NAVIGATING THE FUTURE



**JANUARY 17-19, 2022**  
**OCEAN CITY, MARYLAND**



# WINTER EDUCATIONAL EVENT

Turf Equipment University's™ **in-person** educational training returns for the Landscape Products Group in Ocean City, Maryland on January 17-19, 2022. Throughout this brochure, you will find all the information you need to navigate the future!

## TURF EQUIPMENT UNIVERSITY™

Turf Equipment University™ has hosted this premier education event for the green industry for over 25 years. We are excited to once again offer in-person training for January of 2022. This two-and-a-half day event will offer all the trademarks of TEU: Facts, Food, and Fun!

## LOOKING TO ENROLL?

This Winter Educational Event will provide training from the basics, through intermediate, to advanced technical classes. Professional development topics are also covered. All levels of your company will benefit from this event as many of the classes will be taught in Spanish.



## CLARION HOTEL Ocean City, Maryland

The Clarion Resort Fountainbleau Hotel is one of the finest ocean-front hotels in scenic Ocean City, Maryland. The Clarion is the host hotel and conference meeting space for the Winter Educational Event. Reservation information for the hotel can be found on the registration page.



## GENERAL INFORMATION

### REGISTRATION INFORMATION

Registration for the Winter Educational Event is located at [www.turf-equipment.com/events](http://www.turf-equipment.com/events). The registration deadline is **January 10, 2022**. Early registration is encouraged as classes may fill up quickly. Registration received after the deadline will be accepted on a space-available basis only.

### REGISTRATION FEE

The registration fee for the Winter Educational Event is \$299 per person. The fee covers all class and educational materials, opening reception/trade show, breakfast/lunch on Tuesday and Wednesday, dinner on Tuesday evening and the customer appreciation event on Tuesday evening. Hotel accommodations are separate from the registration fee.

### ACCOMMODATION INFORMATION

The rooms at the Clarion Resort are at a discounted rate of \$79 per night plus tax. Room charges and reservations are the responsibility of the attendee. The resort is located at 10100 Coastal Highway, Ocean City, Maryland. You can make reservations by calling 410.524.3535 or on-line via the resorts website: [www.clarionoc.com](http://www.clarionoc.com). Please be sure to mention you are attending the Turf Equipment University®/Winter Educational Event to receive the discount.

# SCHEDULE

## Monday, January 17, 2022

4:00–7:30 pm	Registration and Check In <i>Clarion Resort</i>
5:00–8:00 pm	Welcome Reception <i>Clarion Resort</i>

## Tuesday, January 18, 2022

7:00–8:00 am	Registration and Breakfast <i>Clarion Resort</i>
8:00–12:00 pm	Breakout Classes <i>Clarion Resort</i>
12:00–1:00 pm	Lunch <i>Clarion Resort</i>
1:00–5:00 pm	Breakout Classes <i>Clarion Resort</i>
6:00–11:00 pm	Customer Appreciation Event <i>Alley Oops Uptown</i>

## Wednesday, January 19, 2022

7:00–8:00 am	Breakfast <i>Clarion Resort</i>
8:00–12:00 pm	Breakout Classes <i>Clarion Resort</i>
12:00–1:00 pm	Lunch
1:00–4:00 pm	Breakout Classes

## SUPPORTING VENDORS

The following vendors have helped support the Winter Educational Event.



UNIQUE  
LIGHTING SYSTEMS®



KICHLER



KING  
INNOVATION®



CRESLINE

EASYTURF®  
A FieldTurf Company



LASCO®  
Fittings, Inc.

WAC  
LANDSCAPE LIGHTING



# COURSES

The Winter Educational Event offers the training you need for your business to be successful. Below are the course offerings including irrigation (IR), drainage (D), water features (WF), pump stations (PS), landscape lighting (LL), synthetic turf (ST), and professional development (PD). Many classes will also be taught in Spanish which are indicated with a yellow circle. During the on-line registration, you will be able to select the courses you would like to attend.

**IR****BASIC IRRIGATION DESIGN**

Understanding the basics helps you design quality, long-lasting systems. Analyzing site data, layout, product application, hydraulics, pipe sizing and determining available water are all covered.

**IR****DRIP IRRIGATION BASICS**

Drip Irrigation conserves water and grows healthy landscapes with proper design and installation. This course will cover design, proper product selection, installation, and maintenance for the site.

**IR****ELECTRICAL TROUBLESHOOTING**

Always a popular class - Learn methodology to troubleshoot conventional irrigation systems. Electrical and hydraulic instruction included. Start with a voltmeter and not a shovel!

**IR****RESIDENTIAL IRRIGATION TECHNIQUES**

An A to Z class of how to install an irrigation system with focus on the explanation and proper use of various components. Conquer it the first time and avoid costly call-backs!

**IR****LARGE TURF INSTALLATION**

Don't let large diameter pipe and valves intimidate you. Learn the proper techniques to install and service large systems. Gasketed pipe and fittings, thrust blocks and joint restraints, mechanical joints and repair techniques will all be covered.

**IR****HDPE FUNDAMENTALS**

HDPE continues to increase in popularity. This hands-on class will explore the installation of HDPE including butt fusion, electrofusion, saddles, and stiffeners.

**IR****BASIC MASTER PLAN: THE CHECKLIST**

This class is an overview of the information needed to create a proper irrigation design. It looks at the site, the regional weather, the on-site or designed water source and determines if the conditions are clear to design and build the irrigation system. This will ensure that the system can deliver the needed irrigation during the most demanding times of the season before installation!

**IR****IRRIGATION VS SPRINKLER SYSTEM: TWO DIFFERENT THINGS**

This class will illustrate how our industry places more value on hardware and less value on why we construct the systems. This will tie together by considering the most efficient way to design and construct a sprinkler system to properly deliver irrigation.



# COURSES

**IR****TWO-WIRE TROUBLESHOOTING**

Benefit from 50 years of instructor field experience during this hands-on class. Learn how to diagnose problems and more importantly learn a method to find and fix them! *This class will also be taught in Spanish.*

**Register for this class and get 20% off your purchase of a King 95 True RMS Volt Meter at registration checkout.**

**LL****INTRODUCTION TO LANDSCAPE LIGHTING**

Learn what to light and how to ignite it; proper layout and component sizing; and proper installation techniques. *This class will also be taught in Spanish.*

**LL****WIFI CONTROLS**

Customers want to be able to control their irrigations systems. WiFi is a great solution and is becoming more popular every day. Learn how to sell it, how to install it and how to avoid signal challenges. *This class will only be taught in Spanish.*

**PS****RAIN WATER HARVESTING**

Capturing, storing, and reusing rain water is gaining in popularity. Learn about pre-filters, storage tanks, pumps, controls, and domestic back-ups, and so much more!

**WF****POND MAINTENANCE**

Pond maintenance is a lucrative annuity. Learn the ins and outs of spring start-ups and fall shut-downs. We'll even throw in a review of the various pond treatments that are available to be added to your program. This class will have both an English and a Spanish session.

**LL****LIGHTING: TAKING IT TO THE NEXT LEVEL**

With over 30 years of experience in the business, listen in as we review 5 tactics that will differentiate you from the competition and increase your profits.

**LL****GET CREATIVE WITH COLOR**

Incorporating Color Temperature (CCT) and Color (RGB) into your lighting designs adds a whole new palette of possibilities. Give your projects the WOW factor with a splash of color.

**ST****SYNTHETIC TURF BUSINESS IS GROWING**

The market is taking full advantage of this low maintenance solution to traffic, pets, shade and weeds! Learn if this business is a fit for you as the course discusses product options, installation and time-saving tips.

**PS****PUMP STATIONS**

Prefabricated pump stations are great solutions in our industry. This course will cover what you need to know to specify a station that is a fit for your project. Learn the common components and why 'stick-built' is not your best option.

**WF****OTTERBINE OPPORTUNITIES**

Every pond and lake provides an opportunity. Learn how proper aeration keeps water healthy, while also providing beautiful aesthetics. Stop driving by \$\$\$.

# COURSES

**WF**

## LEARN, BUILD, AND EARN

**Learn** about the water feature business..... **build** a water feature virtually.....and **earn** up to 50% profit margins in this lucrative business. All attendees qualify for on-site assistance for the first water feature project.

**D**

## DRAINAGE 101

The drainage market is booming. Learn the basics that can add revenue to your bottom line and protect the investments your clients make in their landscape.

**PD**

## MARKETING YOUR COMPANY IN A DIGITAL AGE

In order to connect with existing and new customers, being visible on line is critical. We will discuss the best practices of social media, Google My Business, on line review management and automation for local contracting businesses.

**PD**

## SUCCESSION PLANNING

Succession planning impacts your business, family, and legacy. You are working hard to grow your business. Plan ahead in order to capitalize on those efforts.

**PD**

## GOAL SETTING

When goals and targets seem to shift daily and there's never enough time to get everything done, it's hard to achieve goals consistently. Research shows that successful people set goals - be one of those people!

**D**

## MARKETING DRAINAGE TO YOUR EXISTING CUSTOMERS

You have an existing customer base who knows and trusts your company. Learn strategies to help them rely on you as a solution to their drainage frustrations.

**PD**

## MARKETING YOUR COMPANY

Learn to project a professional image, keep the jobs flowing, and grow your business.

**PD**

## PERCEPTION MEANS EVERYTHING

Do people really see you as you think they do? What your customers, employees and industry allies 'perceive' is what counts!

**PD**

## EMPLOYEE RETENTION

Finding employees during these challenging times is difficult -agreed? So how do you keep the good ones? Keep them engaged? Keep them motivated? Attend this course to find out!

**PD**

## DEFINING YOUR VALUE PROPOSITION

Discover your path to productive solutions. This course will help enrich each individual contractor to determine what is unique about their company and employees. It will help them understand that much of what we do is driven by habit and not actual planning. We will help them understand how to position their company in their market for maximum opportunity. The course also covers how to be an effective leader which is essential to creating a culture of success.

# DESCRIPCIONES DE LOS CURSOS DE ESPAÑOL

**IR****CONCEPTO BASICO DE RIEGO POR GOTEO**

El riego por goteo conserva el agua y cultiva paisajes saludables con un diseño e instalación adecuados. Este curso cubrirá el diseño, la selección adecuada de productos, la instalación y el mantenimiento del área.

**IR****SOLUCIÓN DE PROBLEMAS ELÉCTRICOS**

Una clase muy popular: aprenda la metodología para solucionar problemas de los sistemas de riego convencionales. Incluye instrucción eléctrica e hidráulica. ¡Empiece con un voltímetro y no con una pala!

**IR****SOLUCIÓN DE PROBLEMAS DE DOS CABLES**

Beneficiarse de los 50 años de experiencia de los instructores en el campo durante esta práctica. Aprenda a diagnosticar problemas y, lo que es más importante, aprenda métodos para encontrarlos y solucionarlos.

**LL****CONTROLES WIFI**

Los clientes quieren tener la habilidad de controlar sus sistemas de riego. WIFI es una gran solución y cada día es más popular. Aprenda cómo vender, cómo instalar y a evitar problemas de señales.

**LL****INTRODUCCIÓN A LA ILUMINACIÓN DE PAISAJES**

Aprenda qué encender y cómo encenderlo; diseño e iluminación apropiados de los accesorios; y técnicas de instalación adecuadas.

**WF****MANTENIMIENTO DE ESTANQUES**

El mantenimiento del estanque es una renta lucrativa. Conozca las particularidades de las nuevas empresas de primavera y el receso de otoño. Incluiremos una revisión de los diversos tratamientos de estanques que están disponibles para agregar a su programa.

**WF****APRENDER, CONSTRUIR, GANAR**

Obtenga más información sobre el negocio de las fuentes de agua ... construya una fuente de agua de forma virtual ... y obtenga hasta un 50% de márgenes de ganancia en este lucrativo negocio. Todos los asistentes califican para asistencia en el sitio del primer proyecto de fuente de agua.

**PD****COMERCIALIZANDO SU EMPRESA**

Aprenda a proyectar una imagen profesional, mantenga el flujo de trabajos y haga crecer su negocio.



# MEET OUR INSTRUCTORS

*Our aim is to have the best instructors in the industry participate in our education events. Below are the featured instructors.*

**Charlie Barebo, Jr.**

Otterbine-Barebo, Inc.  
Northeast Regional Manager

**Mike Yarussi**

Munro Pump  
Regional Account Manager - Eastern US

**David Boyle**

Rain Bird Corporation  
Water Conservation Manager, Northeast Region

**Scott Mumma**

Turf Equipment and Supply Company  
Certified Irrigation Designer

**Brian Collins**

Unique Lighting Systems  
Mid-Atlantic District Sales Manager

**Diego Paez**

IrriTech Training  
Trilingual Irrigation Trainer

**Eric Cummings**

NDS, Inc.  
District Sales Manager

**Irving Pena**

Rain Bird Corporation  
Contractor Account Manager

**Andy de Souza**

Turf Equipment and Supply Company  
Branch Manager

**Mike Richard**

Turf Equipment and Supply Company  
Irrigation Service Technician

**Geovanny Dela Cruz**

Aquascape, Inc.  
Southeast Regional Sales Manager

**Jorge Rivera**

The Toro Company  
Market Development Manager

**Dan Furimsky**

FieldTurf  
Sales Representative - East Atlantic

**Adam Rykaczewski**

NDS, Inc.  
District Sales Manager

**Josh Hanson**

Turf Equipment and Supply Company  
Territory Manager

**Trey Smith**

Aquascape, Inc.  
Northeast Regional Sales Manager

**Dann Harris**

Dann Harris Consulting  
Owner

**Chris Thomas**

Kichler Lighting  
Territory Sales Manager

**Geoff Kazee**

Turf Equipment and Supply Company  
Territory Manager

**Eddie Thompson**

Irrigation Sales Manager - Richmond, VA  
Montgomery Irrigation

**Chris Keating**

The Toro Company  
District Sales Manager

**Jeff Timer**

Turf Equipment and Supply Company  
Territory Manager/Branch Manager

**John Mayhew**

Turf Equipment and Supply Company  
Territory Manager

**John VanDerCruyssen**

Watertronics  
Mid-Atlantic Regional Manager

# COURSE SCHEDULE

*Below is the course schedule for Tuesday and Wednesday. Note that Classroom 5 is a Spanish-taught track. Registration is available on line at [www.turf-equipment.com/events/](http://www.turf-equipment.com/events/).*

## TUESDAY, JANUARY 18, 2022

TIME	CLASSROOM 1	CLASSROOM 2	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5
8:00–8:55	Drainage 101	Pump Stations	Otterbine	Intro to Landscape	Learn, Build, Earn
9:00–9:55	Marketing Drainage	Synthetic Turf	Defining Your Value Prop.	Lighting	Pond Maintenance
10:00–10:55	Learn, Build Earn	Basic Irrigation Design	Marketing in a Digital Age	Lighting: The Next Steps	Marketing Your Company
11:00–11:55	Irrigation vs. Sprinklers		Pumps 101	Pond Maintenance	
12:00–1:00	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1:00–3:00	Electrical Troubleshooting	Basic Irrigation Design	Employee Retention	Get Creative with Color	Drip Irrigation
3:00–5:00	Basic Master Planning		Goal Setting	Rain Water Harvesting	WiFi Controls

## WEDNESDAY, JANUARY 19, 2022

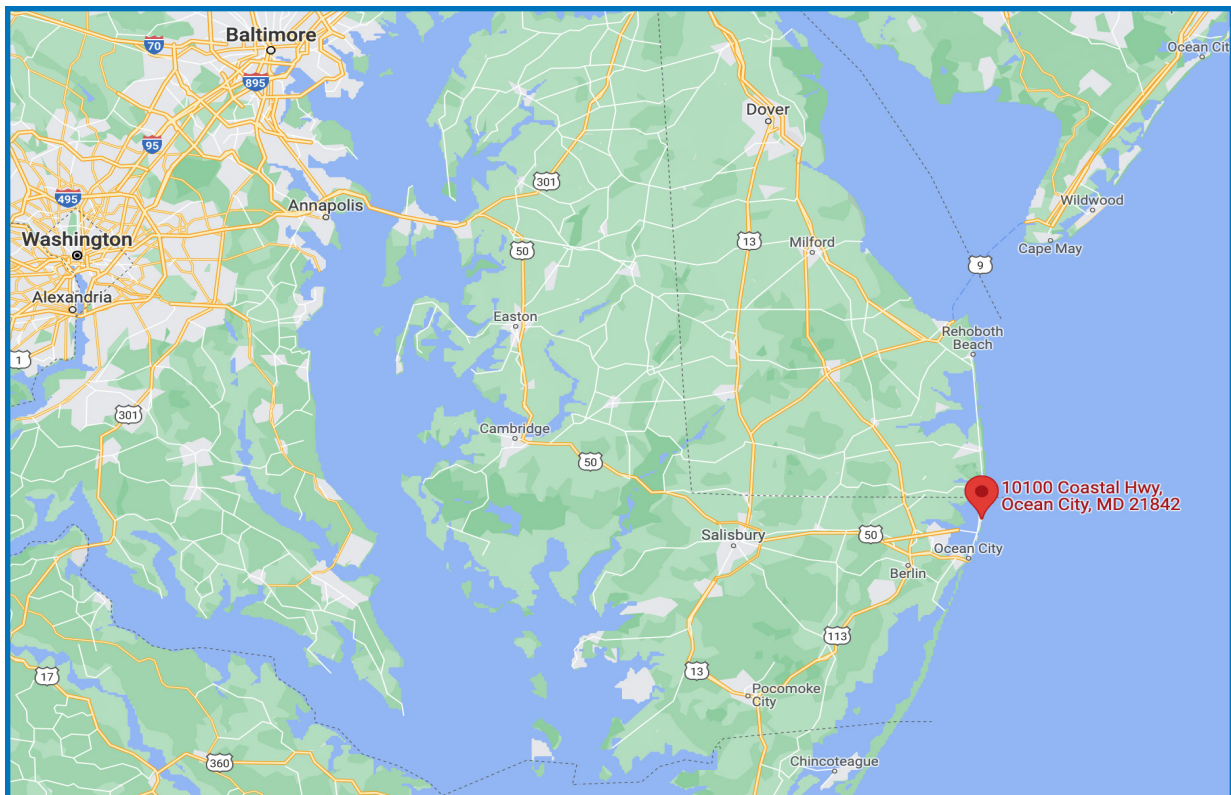
TIME	CLASSROOM 1	CLASSROOM 2	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5
8:00–9:55	HDPE Session 1	Residential Techniques	Succession Planning	Two Wire Troubleshooting A	Intro to Lighting
10:00–11:55		Large Turf Installation	Perception is Everything	Two Wire Troubleshooting B	Electrical Troubleshooting
12:00–12:55	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1:00–2:25	HDPE Session 2	Held for Overflow	Held for Overflow	Held for Overflow	Two Wire Troubleshooting
2:30–4:00					Held for Overflow



## CONTACT INFORMATION

### CLARION RESORT FOUNTAINEBLEAU HOTEL

*10100 Coastal Highway*  
*Ocean City, MD 21842*  
*410.524.3535*



[WWW.TURF-EQUIPMENT.COM](http://WWW.TURF-EQUIPMENT.COM)

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