



23rd Annual Christmas Decor Conference • Grapevine, TX • June 27 - 29

**Christmas
Decor**®

Welcome Christmas Decor

to the 23rd Annual Conference in Grapevine, Texas.

Welcome back to Texas! We are glad you are here and are looking forward to another great opportunity to spend time with you. We hope that you came prepared to network, learn and have fun!

This year's venue, the Gaylord Texan, is as good as it gets. There's plenty to do here on the property, but you are also close to great shopping, recreation and more. Hopefully, you are planning on staying a few extra days to enjoy what the DFW Metroplex has to offer.

As for the conference, this year we chose the theme "Full Circle". To us, it means a lot of things. For one, the Christmas Decor business is not just one, two, or even three things. It is a mix of several items you must execute or take advantage of in order to reap the full benefits. One or two things doesn't do the system justice. Like a circle, the system must be continuous and complete--and if it is not, it is called something else.

The theme also gives a snapshot of our history. Our company started with the Christmas Decor franchise network. In the last few years, we've gone to explore other channels. We've learned a lot. And now, we can bring additional value to our franchises. You could say we have come "Full Circle" in our journey to discover additional channels and we are now bringing those back to you...the center of our business.

As always, we cannot wait to spend time with you at the conference. If you have any questions or need anything, don't hesitate to ask.

Brandon Stephens
President

Franchise Referral Program Refer a Friend or Colleague Get \$2,500 And A FREE Conference!

We all benefit from adding franchises to the Christmas Decor network! Increased buying power, a larger 'footprint', and a stronger brand have an impact on everyone!

The annual conference is a great time for new prospects to join! Our annual Discovery Day--held at conference--gives these prospects the opportunity to experience the energy and excitement of the business, and network with existing franchisees.

All we ask is that a prospect contacts us at our office, and works through a few simple steps to get 'qualified'. Then, they can attend a limited number of conference events as a guest. WE WILL EVEN COVER ONE NIGHT OF THEIR HOTEL! If they decide to join prior to or at conference, they can attend all functions as a CERTIFIED FRANCHISE.

If you know someone who would benefit from adding Christmas Decor to their business, please let us know by calling 1.800.687.9551 or have them fill out the Request for Consideration form on the Christmas Decor web site.

* PLEASE: BE SURE THEY LET US KNOW YOU REFERRED THEM! If they join the network YOU GET \$2,500 and a FREE CONFERENCE CREDIT!

The Discovery Day will be held on **Thursday, June 27th at 5:15pm in Tate 10.**

Visit christmasdecor.net/discoveryday to RSVP.

We will have a presentation on the franchise network and be able to discuss any questions they may have. We will then invite them to join us at the reception where they will have the opportunity to meet & mingle with existing franchisees.



Pre-Conference Events

Commercial Training or NTD Mid-Summer Meeting

Commercial: Thursday, June 27 | 8:30am - 12:00pm - Tate 6

Nite Time Decor: Thursday, June 27 | 8:30am - 12:00pm - Tate 10

Commercial Training

This training will be an abbreviated version of our regular two-day training event. We will have a short classroom session on updates and best practices, and we will get our hands on some of the FDS product line and other commercial products.

Nite Time Decor Mid-Summer Meeting

We will offer updates on products, new programs, and progress in this half-day session. Whether you are in the landscape lighting business, or are considering it, come learn about our program and how we can help you build your landscape lighting division.

60-Minute Kickoff Super Session

Thursday, June 27 | 1:00pm - 2:00pm - See below for room location

One of the biggest values of being a part of the Christmas Decor network is knowing that you are not alone. This session will allow you meet other franchises in your area, and to network with your Franchise Consultant. We will also be introducing some of the things we are doing in sales with the Barcana sales reps. We will have some directed activities, but the emphasis will be on networking.

Tate 6 - Brandon Stephens

Tate 7 - Dave Dolak

Tate 8 - Jim Ketchum

Tate 9 - Gary Fouts

Tate 10 - Dennis Fanning

Owners Meeting

Thursday, June 27 | 2:15pm - 3:45pm - Tate 10

This meeting is a strategic discussion for owners and senior managers only. We generally try to host this meeting at the beginning of the conference to set a positive, interactive tone for the entire conference. In the meeting we will discuss a handful of prevailing and current issues for the Christmas Decor franchise community. Come prepared to interact with your fellow franchisees—sharing ideas and experiences—to get the conference started.

NTD Discovery Day

Thursday, June 27 | 5:15pm - Tate 9

Opening Reception

Thursday, June 27 | 6:30pm - 9:00pm - Glass Cactus

Join us for the official kickoff for the 2019 Christmas Decor Conference. We will have live music, heavy snack food, and networking!

	Tate Ballroom	Tate 6	Tate
Friday, June 28			
BREAKOUT 1 1:00pm - 2:15pm	Make BIG, Recurring Money with Trees Blake Smith & Michelle Smith	The Art of the Big Deal Brandon Stephens	Perma-lites Permanent and The New Twinkly P Dave Do
BREAKOUT 2 2:25pm - 3:40pm	FDS Fotodiastasi (Light Dimensions) Giannis Paleohorinos Blake Smith & Michelle Smith	Full-Circle Marketing Brandon Stephens	Everything Dave Do
Saturday, June 29			
BREAKOUT 3 10:00am - 11:15am	FDS Fotodiastasi (Light Dimensions) Giannis Paleohorinos Blake Smith & Michelle Smith	Commercial Prospecting Best Practices Brandon Stephens	RGB and Pe Job Q&A Dave Do
BREAKOUT 4 11:15am - 12:30pm	Make BIG, Recurring Money with Trees Blake Smith & Michelle Smith	Full-Circle Marketing Brandon Stephens	Perma-lites Permanent and The New Twinkly P Dave Do
BREAKOUT 5 1:40pm - 2:55pm	New Products & Product Development Blake Smith & Michelle Smith	Walk-Thru & Drive-Thru Parks Brandon Stephens	Commercial C for Begin Dave Do

Make BIG, Recurring Money with Trees

Frame/Outdoor Trees (Summit), Residential Trees, Pre-Decorated Trees (NEW) Learn how to bring these products into your program. We will be discussing how to expand your business with our entire tree lineup. We will also be introducing an exciting new pre-decorated tree offering. Trees, Wreaths and Garlands show up completely decorated and ready to place. Come join us to and see what you are missing and expand your offering.

FDS Fotodiastasi (Light Dimensions)

This is the hottest and most expansive product line we have ever introduced. Securing larger projects demands something unique and impressive in most cases. These show-stopper items create photo opportunities and are social media magnets - just what larger commercial prospects are looking for in this new web-based economy. At a minimum, simply presenting this collection changes the conversation and establishes a new level of credibility. Meet the owner of Fotodiastasi, Giannis Paleohorinos and learn more about what makes this product so special from the man himself.

New Products and Product Development - We Need YOUR Feedback!

We have been working hard to look at each category of our product lineup and will be introducing several new items. We will go over the new products being offered this season and discuss pricing and uses. Along with these new products, we will also look at potential new offerings for 2020 and discuss any products needs you might have.

The Art of The Big Deal

In this breakout, we will discuss best practices on how to structure larger contracts. When you get into larger jobs, the ability to custom-cater your deal to the needs of the client gives you a distinct advantage. Sometimes they only want product. Other times, they only want labor. But, just like residential clients, many want a comprehensive service solution. There are things you must consider so you don't overextend yourself, while remaining competitive.

Full-Circle Marketing

This breakout will look at Christmas Decor's year-round approach to marketing. We will look at the calendar and discuss dates and tactics of the ENTIRE MARKETING PROGRAM to be sure that you are maximizing opportunities.

Commercial Prospecting Strategies

Many franchises struggle in generating opportunities in commercial marketing. Why? Because it is not systematic and it takes a personal touch. In this breakout, we will look at the process of discovery with commercial accounts, and we will look at some alternative lead generation tactics where we are seeing success.

Drive-Thru and Walk-Thru Parks

In this breakout, we will discuss all facets of drive-thru and walk-thru parks, including design, financial models, power and more!

7	Tate 8	Tate 9	Tate 10
Permanent Building Lighting and The New Twinkly Pro RGB Mini Lights Blak	Job Site Best Practices Jim Ketchum	Sales App Fundamentals Mike Donahue	Best Practices from the Customer Service Department Becky Thompson & Terri Rousseau
Everything RGB! Blak	Make Money Before You Leave The Shop Jim Ketchum	Best Practices For Training Your People Gary Fouts	LightRight Overview Priscilla Vega
Perma-lite Panel Blak	Job Site Best Practices Jim Ketchum	The Online Learning Management System Gary Fouts	Advanced Sales App Administration Mike Donahue & Priscilla Vega
Permanent Building Lighting and The New Twinkly Pro RGB Mini Lights Blak	Characteristics of Good Job Site Personnel & Where To Find Them Jim Ketchum	Connecting With Your Clients Year Round Gary Fouts	Best Practices from the Customer Service Department Becky Thompson & Terri Rousseau
Commercial Christmas Light Installers Blak	Plan & Train for Results & Profit Jim Ketchum	The Online Learning Management System Gary Fouts	Advanced Sales App Administration Mike Donahue & Priscilla Vega

PermaLites Permanent Building Lighting and The New Twinkly Pro RGB Mini Lights

In this session you will learn all about the new permanent building lighting RGB solution which is the new upgraded Inception Lighting! See how much easier it is than the old Inception product to design and install projects. See why you definitely want to add this to your services and why you can be successful doing it. In part two of the session you will hear from Brian Schreiner about the new fully programmable and mappable RGB mini lights. The future is here so learn why you want to add this lighting option to your jobs and how you can make great money and stand out from your competition doing it!

Everything RGB!

Learn about all of the different RGB lighting options you can use both for residential and commercial jobs. In this session we will talk about all of the different lighting options showing examples of the many uses for the different RGB lighting products.

Learn how to extend your season and make more money installing residential RGB roof lighting using the new faceted C9 RGB strands. See how you can create RGB trees, curtains, tunnels, chandeliers and which lights work best for each situation. See brand new RGB wash lights and learn about the different uses using different powered lights.

* This is not a technical training on how to install and program RGB. We will be having an advanced RGB training in conjunction with a PermaLites training in August

RGB and PermaLites Job Q&A Panel

Hear from three franchises that have installed multiple permanent RGB lighting, Inception or the new PermaLites RGB. Find out how they marketed, sold and installed the job.

Hear tips and insights from contractors that have done the jobs, questions will be allowed throughout the session!

Commercial Christmas for Beginners

If you haven't done a lot of commercial projects this breakout is for you! This will give you all the info you need to get started from lead generation, sales, and products.

Job Site Best Practices

You are doing the work—why not make the highest profit you can? We will go through some basic concepts and training on how you can keep your workforce operating in an efficient manner. Did you know that who is driving to the job site can impact production? Are you fully aware of how much it costs to go back to your shop for a tool or missing materials? We will talk about all of the little things that add up to BIG DOLLARS on the job site.

Breakout Sessions

Make Money Before You Leave The Shop

This breakout will cover best practices for prep work, how to set up trailer, inventory best practices, and how you can set yourself up for maximum efficiency before you even leave the shop.

Characteristics of Good Job Site Personnel & Where To Find Them

Labor continues to be a major hurdle for Christmas Decor franchises. We will discuss the characteristics needed when searching for production personnel, where to find them, and how to attract them to your company.

Plan & Train for Results & Profit

For those of you who have lived through a Christmas Decor season, you know the process of planning cannot be taken lightly. Every minute counts! Being thoughtful and deliberate about planning will open up your ability to produce MORE while earning HIGHER PROFITS. We will talk about all of the things you need to consider while planning, what can go wrong, and how it will impact your company.

Sales App Fundamentals

We will give you a basic operational overview of the Christmas Decor sales app, and the strategy behind its creation and best-practice usage. We highly recommend, if you plan on attending the class, calling in to get your own login and bringing your laptop/tablet. Basic information will be covered, with special emphasis on the drawing tools, and basic pricing information.

Best Practices For Training Your People

We've assembled a panel of three top-performing companies who recognize the value of training your people prior to the season. Come learn from these folks as they share their experiences in getting their people ready!

The Online Learning Management System

Come learn all about Christmas Decor's learning management system including how to set up your profile to best serve your company, using the system, review current courses already on the site, and courses under development.

Connecting With Your Clients Year Round

Christmas Decor is a twelve-month business! If you're not connecting with your clients year round you're missing out on opportunities and efficiency. We will discuss how to use the calendar to entrench your relationships with your clients—building retention, upsells, cross selling and more!

Best Practices From The Customer Service Department

Our customer service pros will point out some helpful tips and common mistakes so your interactions with customer service/online ordering/order management are smooth and efficient. They will demonstrate the features of the online ordering system, how to look up items/descriptions, find spec sheets, and the memo field. They will also explain the methodologies for how they check orders for accuracy and how to find the most cost-effective method for shipping. They will also show you how to execute common operations within the system, and the most effective/efficient ways to manage back orders, how to check inventory and more!

LightRight Overview

In this breakout, we will review the overall Client Life Cycle, and will look at common issues with solutions. We will also go through the process of importing clients from the Sales App into LightRight. Lastly, we will review key reports, the rollover process, and how to troubleshoot.

Advanced Sales App Administration

This session is appropriate for administration and experienced users. We will review detailed setup, tips for efficiency, fixes, and workarounds. We won't spend much time in this class USING the app, rather, giving you an in-depth look at the infrastructure. We will look at importing price lists, activating items, avoiding problems, LightRight and Non-LightRight applications, adding specialty items, how quotes work, renewals, multi-year contracts, and using the app in reporting.

Keynote Speaker



Tony Bass is a successful entrepreneur, inventor, author, consultant and speaker whose purpose and passion is helping green-industry small businesses achieve their fullest potential.

A 1987 graduate in Agricultural Mechanization at the University of Georgia, Tony founded Bass Custom Landscapes. Innovating business practices he shares with others today, he built a multi-million dollar enterprise and ultimately sold that business in 2006 for a significant seven-figure profit.

In part, this success traces to two U.S. Patents Tony earned for equipment he engineered to master efficiency in his landscape company. In 1998 these inventions lead to the introduction of the Super Lawn Truck™ system, an enclosed truck designed specifically for landscaping. With a tool storage system, patented ramp for loading equipment, hydraulic debris dumper and more, Super Lawn Trucks™ are in use in 40 states and Canada. Studies show that with the break-through vehicle, tasks that consume 568 hours per year using traditional methods, can be completed in just 84 hours, leaving 484 hours free to serve additional clients.

With recent improvements in load time and efficiency, Tony's products are once again helping green-industry professionals make the absolute most of their time.

Currently, Tony operates SLT trucking and ramp businesses as well as a successful consulting firm under the parent company of Super Lawn Technologies.

In 1998, Tony authored "The Money Making Secrets of a Multi-Million \$ Landscape Contractor," a three-book management, marketing and planning system for contractors. He also produced a number of audio and video training programs for the entrepreneur who wants to improve his business performance. Thousands of copies have sold, generating high praise, such as this from an Olathe, Kansas landscaper:

Your books and CD have been just what I needed to re-energize my business and life. In the last two months you have helped turn my company in a new positive direction, energizing me and my people, giving us hope . . . Thank you!

Since then, Tony has written six books and training programs to help green-industry business owners, such as: 10 Marketing Secrets for Landscape & Irrigation Contractors (2001), Growing Your Landscape Irrigation, Tree Service or Snow Removal Business (2006), Preparing to Retire or Sell Your Contracting Company for Maximum Value (2006), 50 Ways to Find, Recruit, Hire and Retain Employees (2007) and Business Building Strategies (2008).

His most recent book, The E-Myth Landscape Contractor - Why most landscape companies don't work and what to do about it (2011) pairs Tony with six million plus international bestseller Michael Gerber, for an insiders guide on how to master the landscape industry.

Since 1999 Tony has worked with Vander Kooi and Associates leading seminars and working as a consultant with green-industry business owners on improving financial performance. To date, he has delivered more than 200 seminars to 25,000 green industry professionals, once again to rave reviews.

Explaining his focus on small business, Tony says, "I don't pursue big businesses. I prefer instead to help create them."

Tony works as an appointed volunteer on the University of Georgia (UGA) College of Agriculture advisory board, UGA Small Business Development Center Advisory Board and the Governor's Agricultural Advisory Committee. He also focuses on economic development at his local chamber of commerce and speaks to school groups about career opportunities in the green industry.

Tony and his wife, Jo Lynn, have two children, Holly Savannah and Maxx Anthony.

Conference Schedule

Thursday, June 27

8:30 AM - 12:00 PM

8:30 AM - 12:00 PM

12:00 PM - 1:00 PM

1:00 PM - 2:00 PM

2:15 PM - 3:45 PM

3:45 PM - 6:30 PM

6:30 PM - 9:00 PM

Pre-Conference Session-Commercial Training

Nite Time Decor Meeting

Lunch on Your Own

60-Minute Kickoff Super Session with Franchise Consultant

Owner's Meeting

FREE TIME

Opening Reception

Friday, June 28

7:30 AM - 8:30 AM

8:30 AM - 8:45 AM

8:45 AM - 10:15 AM

10:15 AM - 11:15 AM

11:15 AM - 12:00 PM

12:00 PM - 1:00 PM

1:00 PM - 2:15 PM

2:25 PM - 3:40 PM

3:40 PM - 6:00 PM

6:00 PM - 6:45 PM

6:45 PM - 9:30 PM

Breakfast

Opening General Session

Keynote - Tony Bass

Strategy/Survey

Departmental Review

LUNCH

BREAKOUT SESSION 1

BREAKOUT SESSION 2

FREE TIME

Awards Reception

Awards Banquet

Saturday, June 29

7:30 AM - 8:30 AM

8:30 AM - 10:00 AM

10:00 AM - 11:15 AM

11:15 AM - 12:30 PM

12:30 PM - 1:30 PM

1:40 PM - 2:55 PM

3:05 PM - 3:50 PM

4:00 PM - 4:15 PM

Breakfast

Automatic Hiring Machine - Tony Bass

BREAKOUT SESSION 3

BREAKOUT SESSION 4

LUNCH

BREAKOUT SESSION 5

Capstone Event with Franchise Consultant

Final General Session