



7th annual

 **Atlantic**® | **Oase** 

2023 PROFESSIONAL CONFERENCE

Sailing towards Success

October 25-27, 2023

We're so excited you're here!

We have a jam packed schedule for you to learn, network and be inspired! Be sure to take a look at our sessions and plan which ones you want to attend.

We have delicious meals planned and a special evening at Music Box Supper Club with a live band playing classic favorites all night long!

If you have any questions, please don't hesitate to ask any staff member.

Let's Sail to Success together!
The Atlantic-Oase Staff

THINGS YOU NEED TO KNOW::

HOTEL:

Hilton Garden Inn Twinsburg
8971 Wilcox Road, Twinsburg, Ohio 44087

CHECK IN TIME: 3:00 PM

CHECK OUT TIME: 12:00 PM

WHEN YOU ARRIVE:

Please check-in at the main desk. Your accommodations/meals have been paid for, but you will be asked to provide a credit card for incidentals. Once checked in, make your way to our hospitality room (Parmalee) to check in with Atlantic staff, receive your badge. Hotel staff will direct you to the room or consult the map.

HOSPITALITY ROOM - PARMALEE

Open to all conference attendees (please see schedule for hours.) Beer, wine, snacks and refreshments will be provided in the room.

TRANSPORTATION:

You will be responsible for getting to the hotel. Once you are at the hotel we will take the transportation from there! Many transportation options are available for you to use in our area. Uber, Lyft, Private Car Service (Kelco Transportation Services) or car rentals are available at airport terminals.

MEALS:

Meals will be provided for all guests Wednesday evening to Friday morning. Please consult times and locations on the schedule.

DRESS CODE:

Casual to Business Casual. Dinners will have the outside areas available to attendees.



SCHEDULE::

DATE	TIME	INFO	LOCATION
Wednesday, October 25	1:00pm	Office Tour #1 (Optional - Sign Up Required)	Atlantic-Oase - 125 Lena Drive, Aurora, Ohio
	2:00pm	Office Tour #2 (Optional - Sign Up Required)	Atlantic-Oase - 125 Lena Drive, Aurora, Ohio
	3:00pm	Office Tour #3 (Optional - Sign Up Required)	Atlantic-Oase - 125 Lena Drive, Aurora, Ohio
	3:00pm	Hotel Check-in begins	Hilton Garden Inn
	3:00pm - 5:45pm	Conference Check-in & Refreshments	Hospitality Room - Parmalee
	6:00pm - 10:00pm	Welcome dinner - drinks, appetizers & dinner (we will be walking to this location, it is right across the street, please see map for more information)	Blue Canyon Restaurant

Thursday, October 26	6:30am - 8:00am	Breakfast	Wilcox 2 & 3 & Wilcox Foyer
	8:00am	Introduction & Announcements	Wilcox 2 & 3
	8:15am	Keynote Speaker	Wilcox 2 & 3
	9:15am - 10:00am	Sessions begin - See Featured Sessions for options	See Featured Sessions for location
	10:15am - 11:00am	Sessions begin - See Featured Sessions for options	See Featured Sessions for location
	11:15am - 12:00pm	Sessions begin - See Featured Sessions for options	See Featured Sessions for location
	12:00pm - 1:00pm	Lunch	Wilcox 2 & 3 & Wilcox Foyer
	1:15pm - 2:00pm	Sessions begin - See Featured Sessions for options	See Featured Sessions for location
	2:15pm - 3:00pm	Sessions begin - See Featured Sessions for options	See Featured Sessions for location
	3:15pm - 4:00pm	Sessions begin - See Featured Sessions for options	See Featured Sessions for location
	4:00pm - 4:30pm	Final Announcements	Wilcox 2 & 3
	4:30pm - 5:00pm	Hospitality Room Open	Parmalee
	5:15pm	Shuttles depart to Music Box Supper Club	Rear Entrance
	6:15pm - 10:00pm	Appetizers, Drinks, Dinner & Live Band	Music Box Supper Club
10:00pm	Shuttles depart for Hotel	Music Box Supper Club Front Entrance	

Friday, October 27	7:00am - 9:00am	Breakfast	Wilcox 3 & Wilcox Foyer
	12:00pm	All attendees check-out & depart	Hilton Garden Inn

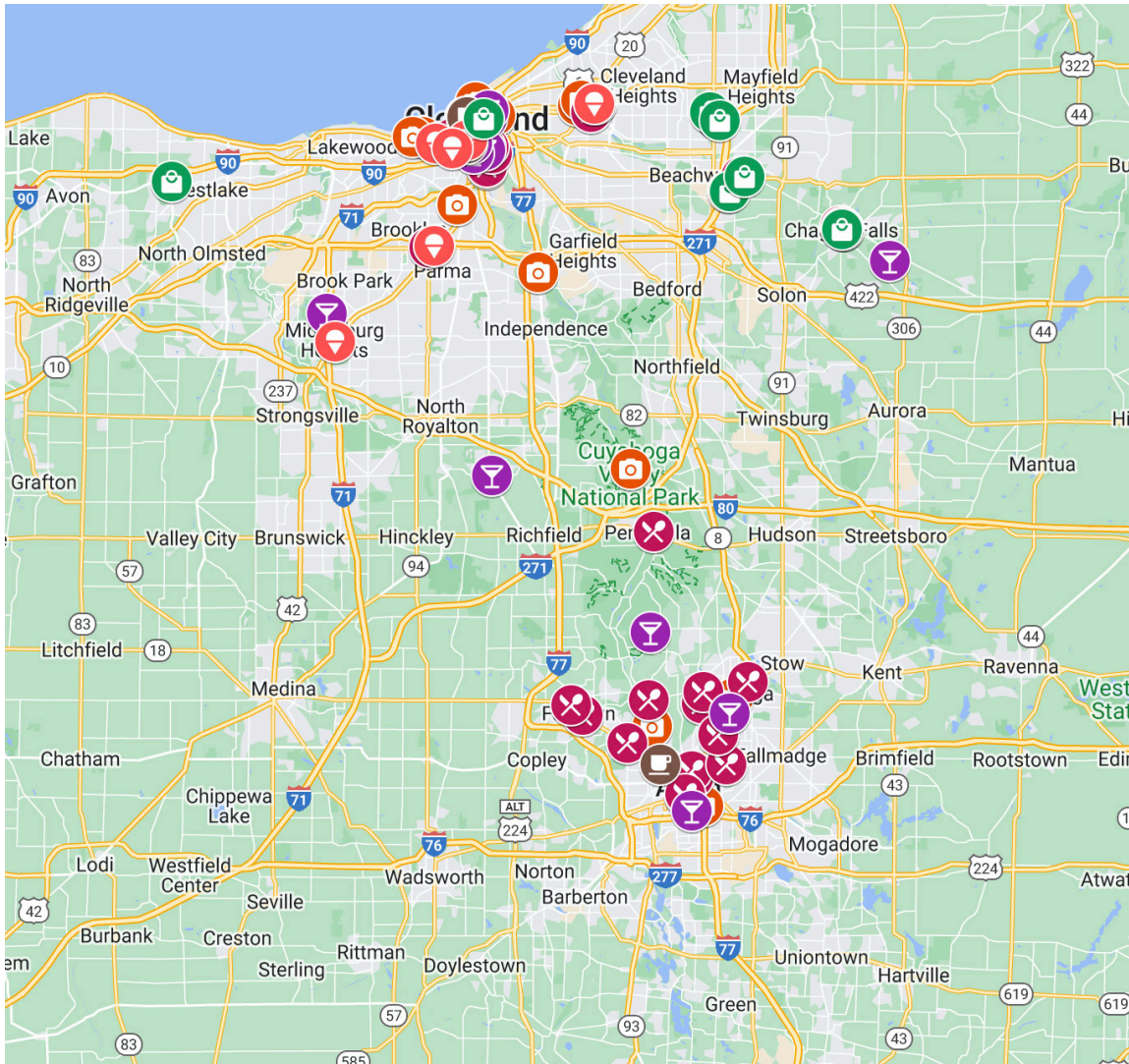
FEATURED SESSIONS::

CLASS	PRESENTER	DESCRIPTION	TIMES	LOCATION
Keynote & Charting Your Next Course - What Gets Measured Gets Improved	Marty Grunder, President & CEO of Grunder Landscaping Company & The Grow Group	Numbers You Should Be Watching at Your Business: In this session, Marty will expand on how good managers can make good decisions with good information. Its time to avoid managing by your "gut" and start looking at real numbers and data to guide decisions. Marty will highlight the lagging and leading metrics companies and leaders should watch.	9:15am 10:15am	Wilcox 2 & 3
Smooth Sailing in Uncharted Waters - Uncharted Advanced Techniques Seminar	Jim Chubb, Director of Training & Education & Demi Fortuna, Director of Product Information	Jim and Demi go head-to-head proposing different solutions to some of the water feature world's less common, more demanding applications – debris removal off the bottom, filtering shallow concrete basins, when no filter is big enough.	9:15am 10:15am	Wilcox 1
Planting for Success - The Benefit of Plants	Kelly Billing, Plant lover and certified horticulturalist of Water Becomes a Garden	The Benefit of plants will dive deep on how well planted water features enhance the landscape and profits. Identifying strategies for the right plants in the right situations ensures a thriving environment and long term success!	11:15am 1:15pm	Chamberlin
Dive Into The Clear Water Pond System	Sean Bell, Southeast Regional Sales Manager	Whether its new construction or the renovation of a pond, the clear water pond system is your answer. We will discuss the benefits and value of combining new and old technologies to open up a new world of satisfied customers.	11:15am 1:15pm	Osborn
Expand Your Market With Lake Therapy	Thorsten Muck, CEO, Jeff Weemhoff, President, Frayne McAtee, VP of Business Development Andreas Szabados, Head of Business Development	As the global leader in water features, we are taking another step towards ground breaking lake management with new innovative lake therapy products. Discover how these products can add another revenue stream to your business and another offering to your customer base.	11:15am 1:15pm	Wilcox 2 & 3
Waves of Innovation	Brandon Dwyer, VP Product Development, James Lavery, National Sales Manager, & Frayne McAtee, VP of Business Development	As another year approaches, so do our newest offering of innovative, quality products being released in 2024. Discover what we have store in for you.	2:15pm 3:15pm	Wilcox 1
Navigating The Deep Waters of Business Accounting & Taxes	Bruce Downie, CPA, Kuhns & Associates	Small business CPA, Bruce Downie's expertise is in financial reporting, analysis, budgeting, forecasting and strategic planning along with individual and small business tax compliance and tax planning. Come discuss best practices for filing taxes, equipment purchases, software and applications, and what's the best way to pay yourself to just name a few!	2:15pm 3:15pm	Osborn
Propel Your Business Forward - Importance Of Your Google Business Profile & Connected Website has Changed in 2023	BJ Linger, Outdoor Network Services	The Importance Of Your Google Business Profile & Connected Website Has Changed in 2023. Are you helping, or hurting your business' online reputation by ignoring, or thinking your current profile is "good enough"? Join BJ to gain some knowledge that will help you grow your business' digital footprint into the future!	2:15pm 3:15pm	Chamberlin

STAYING IN THE CLEVELAND AREA AFTER THE CONFERENCE?

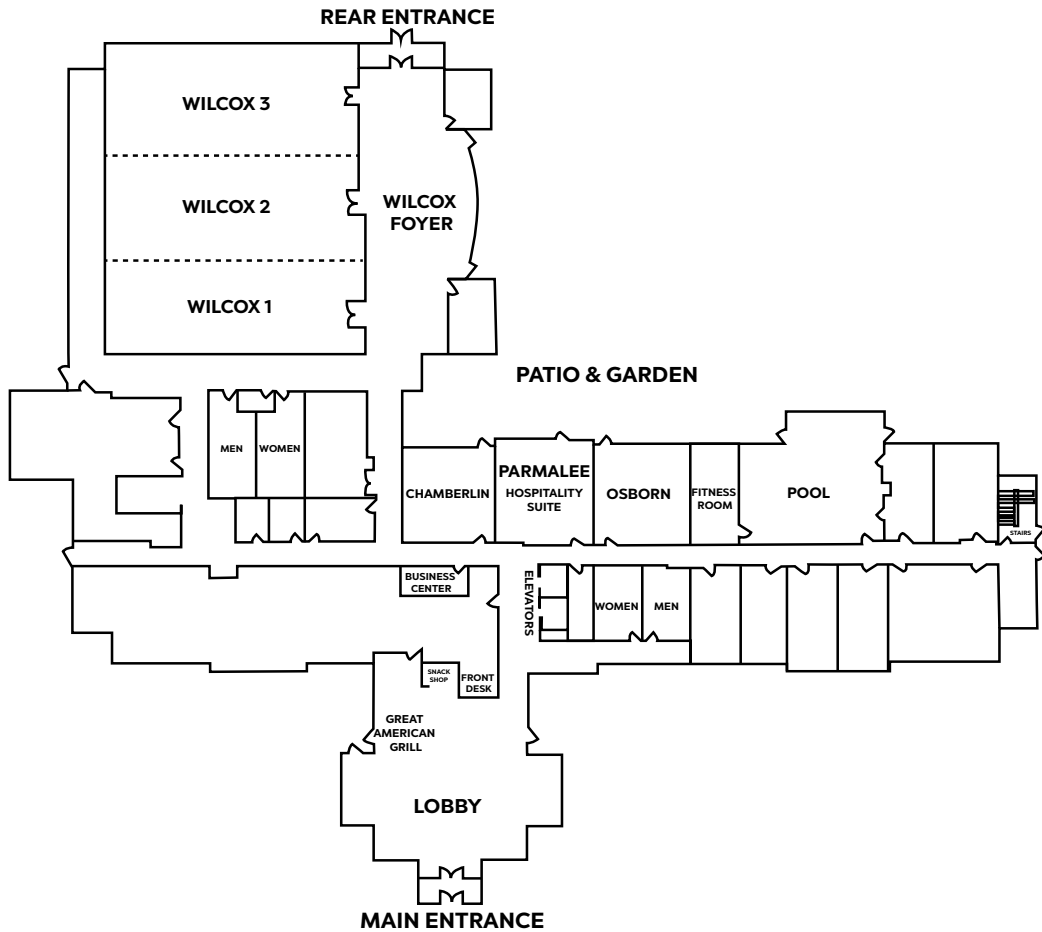
Check out our suggestions below and scan the QR code below to explore our Google Map of our favorite places in Cleveland and the surrounding area!

The Cleveland area is a great place to explore with history and many things to do! Feel free to reach out if you have any questions!



Scan the QR code below to explore our Google Map of our favorite places in Cleveland and the surrounding area!

MAPS::



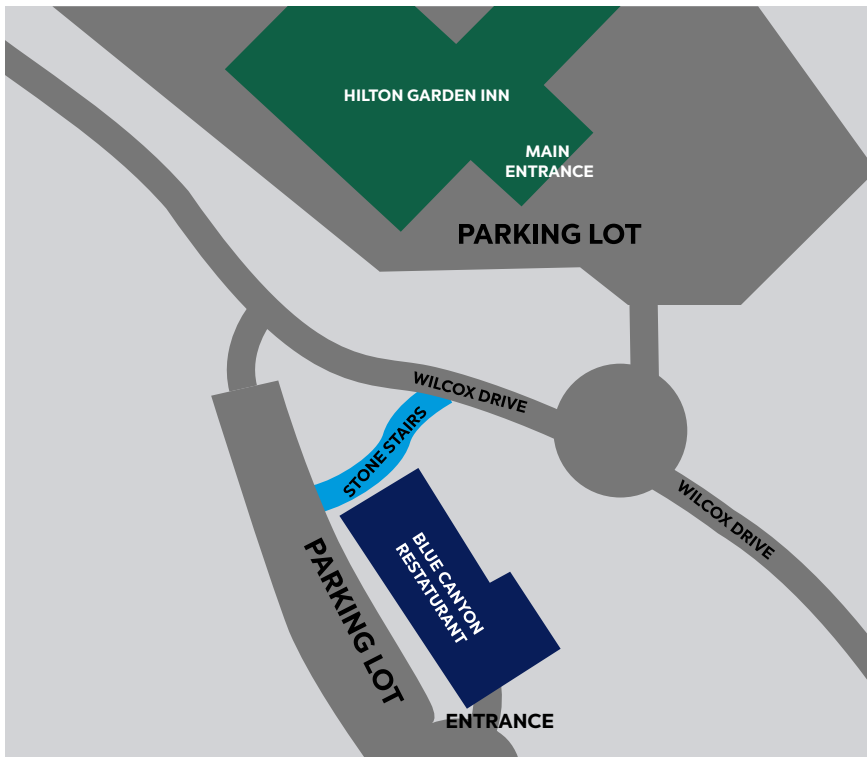
Parmalee
Hospitality Suite

Wilcox 1
Chamberlin
Osborn
Breakout rooms

Wilcox 2 & 3
Seating for breakfast & lunch
Breakout Room

Wilcox Foyer
Lunch area & breakfast for
Thursday & Friday

Rear Entrance
Bus/Shuttle Pickup & Dropoff



To Blue Canyon Restaurant:

Exit the Hilton Garden Inn and head towards Wilcox Drive. Take a right at the end of the driveway of the Hilton and use the stone stairs or use the driveway entrance (no stairs, but there is an incline). Main entrance of the restaurant is located opposite the driveway entrance and stairs.

Tag us & win!



*Tag @atlanticoase on Facebook, Instagram, TikTok,
or LinkedIn for a chance to win a \$25 gift card!*