

7th Annual



2023 PROFESSIONAL CONFERENCE

October 25 - 27, 2023

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. *If you are golfing transportation to and from the golf course is your responsibility.

MEALS:

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

DRESS CODE:

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

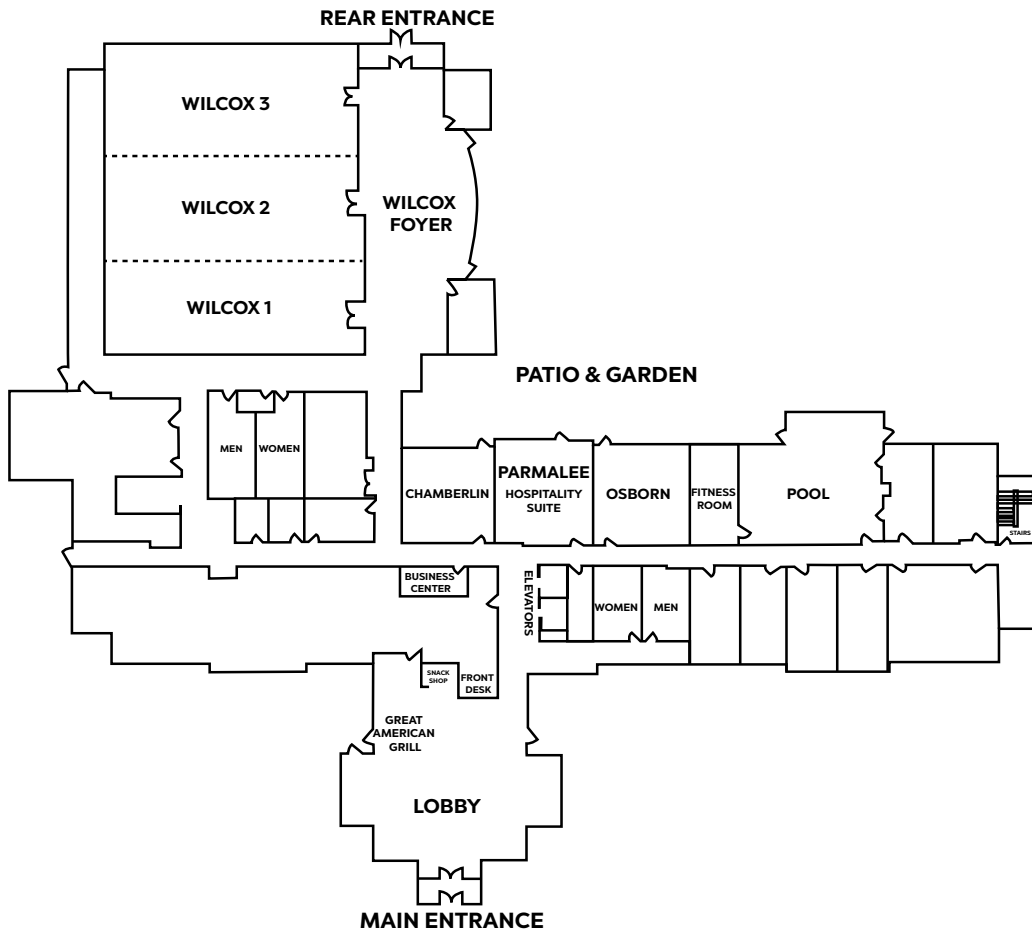
SCHEDULE::

COMING SOON!!

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.	TBD	TBD
Navigating The Deep Waters of Accounting	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!	TBD	TBD
TBD	TBD	TBD	TBD	TBD
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!	TBD	TBD
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.	TBD	TBD
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.	TBD	TBD
TBD	Jim Chubb, Director of Training & Education & Demi Fortuna, Director of Product Information	TBD	TBD	TBD
From Blueprint to Bliss	Frayne McAtee, VP of Business Development	Recreational ponds are becoming more popular and can vary greatly with the pond's aesthetics and the degree of filtration required. Frayne will walk you through what needs to be addressed during the design process. Learn about products designed for recreational ponds and the training available to you.	TBD	TBD
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.	TBD	TBD

MAPS::



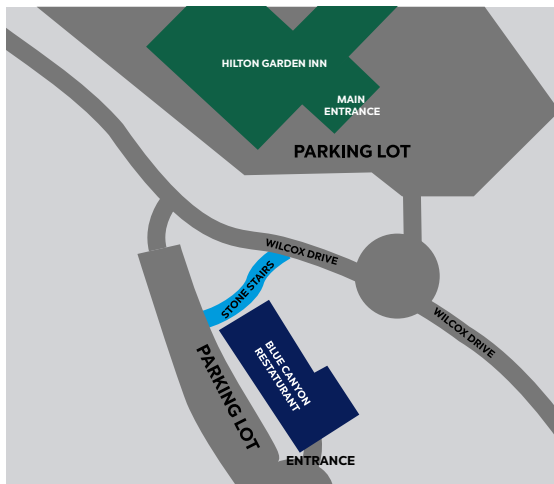
Parmalee
Hospitality Suite

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.

STAYING IN CLEVELAND FOR THE WEEKEND?

The Cleveland area is a great place to explore with history and many things to do. Here's our suggestion of some of our favorites! Scan the QR code below to explore the map!



Scan the QR code for a digital version of the map.