

# Genest BUSINESS BOOT CAMP

**Feb. 7**

Marriott Portland at Sable Oaks  
200 Sable Oaks Drive  
South Portland, ME 04106

**Feb. 15**

Sheraton Colonial Boston  
North Hotel & Conference Center 1  
Audubon Rd. Wakefield, MA 01880

**Feb. 22**

Executive Court Banquet Facility  
1199 So. Mammoth Road  
Manchester, NH 03109

## **Marketing on the Internet**

### **Larry Bartlett, Local Net Results**

Several years ago, websites were all the rage. Today, business owners are realizing they need an “internet presence” to get the leads they deserve. A website doesn’t automatically mean visibility in the search engines. Larry will explain how to structure your website to get maximum online visibility so your website makes you money.

## **Introduction to Genest Products**

### **Rob Chermak, Genest Dealer Sales**

Rob will explain the strengths and benefits of the Genest Paving Stone line including the all new Antiqued pavers. This is a chance for everyone to get to know a Maine Made and Fully Warranted product line.

## **Employees and the Law**

### **Michelle Gray, HR Synergy**

Federal, state and local compliance laws are designed to protect the employee. A business owner is responsible to file and maintain these records (many payroll services do not do this). Failure to have the necessary paperwork on file can result in hefty fines that can put a company out of business. Michelle will cover the important forms required by the DES and other agencies so you can sleep at night.

## **Basic installation for Highland Stone Retaining Walls**

### **Raymond Petrarca, Sales Manager**

This presentation will teach the basics of estimating Highland Stone wall products along with reviewing pattern details. There will be an introduction to the Anchor Stone Cut products.

## **Creating a Road map to Profits**

### **Dana Wallace, Professional Bookkeepers**

Are you being “robbed”? Not planning and not analyzing financials can rob your company’s profit potential. Dana will cover standard cost percentages for the Landscape Industry to help you see where your business is tracking. He’ll also introduce some cost saving techniques to better manage your cash flow.

## **Permeable Concrete Paving Stones**

### **Raymond Petrarca, Sales Manager**

Specifications and Construction details of Permeable Interlocking Concrete Pavements  
In this general information session, you will learn the facts about design and construction of a PICP.  
Approximate productivity rates for PICP installations will be addressed.

# RAFFLES GIVE-A-WAYS PRIZES



## DAYS SCHEDULE

7:30 - 8:15	Registration and Continental Breakfast
8:15 - 8:30	Introduction
8:30 - 9:30	Marketing on the Internet Larry Bartlett, Local Net Results
9:30 - 9:45	Coffee Break
9:45 - 11:00	Genest Paving Stones Rob Chermack, Dealer Sales, Genest Concrete
11:00 - 11:15	Break
11:15 - 12:00	Employees and the Law Michelle Gray, HR Synergy
12:00 - 12:30	Lunch
12:30 - 1:00	Anchor Retaining Walls
1:00 - 1:15	Break
1:15 - 2:00	Creating a Roadmap to Profits Dana Wallace, Professional Bookkeepers
2:00 - 2:45	Construction of Permeable Interlocking Pavements
3:00	Raffles & Closing

## GUEST SPEAKERS



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