

# AQUASCAPE ACADEMY HANDS-ON TRAINING **Agenda**

<b>Day 1</b>				
<b>TIME</b>	<b>PRESENTATIONS AND WORKSHOPS</b>			
8:00 AM – 8:30 AM	Arrivals and Registration <b>WATER GARDENING STORE AND INSPIRATION CENTER</b>			
8:30 AM – 9:30 AM	Welcome to Aquascape Academy 3.0 — <b>GREG WITTSTOCK, THE POND GUY</b> <b>TRAINING ROOM</b>			
9:30 AM – 10:30 AM	Learn Build Earn — <b>CHRIS WILSON</b> <b>TRAINING ROOM</b>			
10:30 AM – 10:45 AM	<b>15 MINUTE BREAK</b>			
10:45 AM – 12:15 PM	Aquascape Academy and Operating Manual Overview Aquascape Construction by the Numbers A to Z: Start to Finish of a Construction Project <b>JEFF PAYTON, BRIAN HELFRICH, AND JENNA NELSON — TRAINING ROOM</b>			
12:15 PM – 1:15 PM	<b>LUNCH</b> in <b>AQUATORIUM</b>			
1:15 PM – 2:45 PM	<b>ROOKIE</b> Water Feature Installation Landscape Fountain Kit Installation - Urns <b>SANDBOX</b>	<b>MAINTENANCE OPERATIONS</b> Aquascape Maintenance Program A To Z Part 1 <b>TRAINING ROOM</b>	<b>MARKETING</b> 5 Things Your Website Can't Live Without <b>EXEC BOARD ROOM</b>	<b>BOOST YOUR BOTTOM LINE</b> Budgeting <b>PRIVATE DINING ROOM</b>
2:45 PM – 3:00 PM	<b>15 MINUTE BREAK</b>			
3:00 PM – 4:30 PM	<b>ROOKIE</b> Water Feature Installation Landscape Fountain Kit Installation - Urns <b>SANDBOX</b>	<b>MAINTENANCE OPERATIONS</b> Aquascape Maintenance Program A To Z Part 2 <b>TRAINING ROOM</b>	<b>MARKETING</b> Capturing Photos and Videos that WOW <b>EXEC BOARD ROOM</b>	<b>HUMAN RESOURCES</b> Employee Retention <b>PRIVATE DINING ROOM</b>
4:30 PM – 5:15 PM	10 Ways Aquascape Helps You Grow Your Business — <b>AVELINE HAUSER AND JEFF PAYTON</b> <b>TRAINING ROOM</b>			
5:15 PM – 5:30 PM	Day 1 Debrief and Day 2 Preparation — <b>GREG WITTSTOCK, THE POND GUY</b> <b>TRAINING ROOM</b>			
5:30 PM – 6:30 PM	<b>DINNER</b> in <b>TEAMMATE LOUNGE</b>			
6:30 PM – 10:00 PM	Networking and Team Building Games and Events on Various Sport Courts <b>TEAMMATE LOUNGE AND AQUALAND</b>			

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Day 2				
TIME	PRESENTATIONS AND WORKSHOPS			
6:30 AM – 8:30 AM	<b>BREAKFAST</b> at <b>HOLIDAY IN EXPRESS</b> for overnight guests and <b>SHUTTLES</b> to <b>AQUALAND</b> — <b>FITNESS CENTER OPEN</b>			
8:30 AM – 9:00 AM	Welcome, Agenda Overview, and Goal Setting — <b>GREG WITTSTOCK, THE POND GUY</b> in <b>TRAINING ROOM</b>			
9:00 AM – 10:15 AM	<b>INTERMEDIATE</b> Water Feature Installation Training Backyard Waterfall Landscape Fountain Kit Installation <b>SANDBOX</b>	<b>CONSTRUCTION OPERATIONS</b> Lead Qualification <b>TRAINING ROOM</b>	<b>BOOST YOUR BOTTOM LINE</b> Helping Your Team Understand the Numbers <b>PRIVATE DINING ROOM</b>	<b>THE AQUASCAPE WAY</b> Ecosystem Ponds <b>TEAMMATE LOUNGE</b>
10:15 AM – 10:45 AM	<b>30 MINUTE BREAK</b>			
10:45 AM – 12:00 PM	<b>INTERMEDIATE</b> Water Feature Installation Training Backyard Waterfall Landscape Fountain Kit Installation <b>SANDBOX</b>	<b>CONSTRUCTION OPERATIONS</b> The Sales Call <b>TRAINING ROOM</b>	<b>MARKETING</b> Using Social Media to Capture Leads <b>EXEC BOARD ROOM</b>	<b>THE AQUASCAPE WAY</b> Waterfalls and Fountains <b>TEAMMATE LOUNGE</b>
12:00 PM – 1:00 PM	<b>LUNCH</b> in <b>AQUATORIUM</b>			
1:00 PM – 2:00 PM	<b>ADVANCED</b> Water Feature Installation Q&A with Ed Beaulieu <b>TRAINING ROOM</b>	<b>CONSTRUCTION OPERATIONS</b> Steps to a Construction Project <b>EXEC BOARD ROOM</b>	<b>BOOST YOUR BOTTOM LINE</b> Job Costing <b>PRIVATE DINING ROOM</b>	<b>THE AQUASCAPE WAY</b> Pumps, Aeration, Lights <b>TEAMMATE LOUNGE</b>
2:00 PM – 2:30 PM	<b>30 MINUTE BREAK</b>			
2:30 PM – 3:30 PM	<b>ADVANCED</b> Water Feature Installation Q&A with Ed Beaulieu <b>TRAINING ROOM</b>	<b>MARKETING</b> 5 Things Your Website Can't Live Without <b>EXEC BOARD ROOM</b>	<b>HUMAN RESOURCES</b> Recruiting & Interviewing <b>PRIVATE DINING ROOM</b>	<b>THE AQUASCAPE WAY</b> Water Treatments 101 <b>TEAMMATE LOUNGE</b>
3:30 PM – 4:00 PM	Day 2 Debrief and Closing Comments — <b>GREG WITTSTOCK, THE POND GUY</b> in <b>TRAINING ROOM</b>			
4:00 PM	<b>DEPARTURES</b>			

**ROOKIE TRACK:** This training is designed for contractors that are NEW to Aquascape and water feature installation.

**NOTE:** Attendees are STRONGLY encouraged to bring a laptop computer or mobile device in order to train on ProShop and Shotfarm and register for the CAC Program.