

WELCOME TO THE

BUSINESS-BUILDING

BOOTCAMP



The Lawn Care
CEO

Harrell's

DAY ONE

8:00 AM

Registration and Breakfast

9:00 AM

Welcome and Introduction

Host

9:15 AM

Unlocking the Secrets to Scale

Dan Ralphs

10:15 AM

Break

10:30 AM

Financial Fundamentals of a Scalable Lawn Care Business

Aaron Sutzenfield

11:15 AM

Mastering Systems - The Power of Simplicity

Dan Ralphs

12:00-1:30 PM

Lunch

1:30 PM

The Power of the Right Program

2:15 PM

What's Working in Marketing in 2026

Dan Ralphs

2:45 PM

Break

3:00 PM

Demystifying P4P

Aaron Sutzenfield

3:30 PM

Building Quarterly Priorities

Dan Ralphs

3:45 PM

Q&A Panel

4:30 PM

Final Thoughts

5:00-6:00 PM

Networking Happy Hour

6:00 PM

Dinner on Your Own

THANKS FOR COMING!

Flip page for Day Two of the BOOTCAMP

8:00 AM

Registration and Breakfast

8:30 AM

Welcome and Morning Huddle

Host

8:45 AM

The 5 Levels of Leadership

Dan Ralphs

10:15 AM

Break

10:25 AM

Closing Message

11:00 AM

END



THANKS FOR COMING!